

# Make Digital Work for you

Providing tools, knowledge, and a supportive community to drive growth and success.



## Craft Your 2026 Content Plan



**Realise**  
Business

**DIGITAL SOLUTIONS**  
Australian Small Business  
Advisory Services  
AN AUSTRALIAN GOVERNMENT INITIATIVE

# Who are we

- Realise Business was established in 1989
- We are a trusted advisory and have worked with over 35,000 businesses
- We provide a variety of programs to energise business owners guiding and supporting them to discover their own path to success
- This event is part of the Digital Solutions program, Realise Business is the lead delivery partner for this program across NSW and ACT



**Realise**  
Business

**DIGITAL SOLUTIONS**  
Australian Small Business  
Advisory Services  
AN AUSTRALIAN GOVERNMENT INITIATIVE





Business

**DIGITAL SOLUTIONS**

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# Digital Solutions Program





Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# On this sheep-scale, how do you feel today?



## Introductions

- What is your name?
- What is your role?
- How do you feel today?



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# MAKE DIGITAL WORK FOR YOU

The average person  
needs to see your  
brand at least 7 times  
before taking action.

*True or False?*

Posting more  
frequently on social  
media guarantees  
more engagement.

*True or False?*

The average  
conversion rate for  
ecommerce is 1%

*True or False?*



# About the program

**Digital Solutions is a comprehensive program to empower business owners with the right tools, resources and expert guidance to accelerate their growth, productivity and efficiency in the digital age.**

**Digital Solutions is a national program targeting over 20,000 SMEs - we are lead for NSW & ACT.**

**The program focuses on five key areas of digital including:**



**Intro to  
digitalising your  
business**



**Websites &  
selling online**



**Social media &  
digital  
marketing**



**Using small  
business  
software**



**Online security  
and data privacy**



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# How it works

**Who is it for?** The program is for micro, established businesses who need to evolve and develop their digital literacy, to make their businesses more efficient, or reach more customers online.

**What they get:**



## Personalised digital roadmap

With an expert business advisor, create a tailored digital action plan for their business.



## Face-to-face workshops

From industry experts and network with peers, in face-to-face workshops.



## 1:1 advisory

Up to four hours of one-one-one support with industry experts. 1



## Special Events

Live events, seminars and presentations from digital experts.



## Live webinars

200+ live webinars each year across all pillars, from introduction to advanced.



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE



# Webinars / Workshops Topics

- ✓ **Choosing the right software for your video content**
- ✓ **Demystifying Cyber Security**
- ✓ **Creating a Professional Website for your Business**
- ✓ **Strategic Instagram Tactics: Boosting Engagement and Growing Followers**
- ✓ **Understanding Analytics**
- ✓ **Getting your Digital Foundations set up correctly**
- ✓ **Streamlining Business Operations using Digital Software**
- ✓ **Crafting a 30-day content plan using AI**





Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# Meet your presenter

Three decades in Internet software & digital marketing.

- 1995 - Co-founder of a Global AI Internet Software & Marketing Company in 1995
- 2002 – Mobile Publishing & Marketing (installed on Nokia OEM)
- 2008 - Established my first Digital Agency, specialising in Facebook Ad campaigns
- 2017 - Founded the original "Chatbot Agency", earning the coveted Trusted Agency status from Facebook for Conversational Meta Ads.
- 2018 - Appointed as a Meta Business Partner
- 2024 - Appointed Birdeye Business Partner for Australia (ORM)
- 2024 – Digital Solutions Advisor for Realise Business
  - Local SEO (Google) & Online Reputation Management
  - Social Media Management & All things Meta (including Security)
  - Mobile-First Website Development for 2026
  - Digital Marketing Strategy in 30 minutes

I bridge the gap between cutting-edge technology and practical business applications, helping Australian Small Businesses establish their online presence with strategy that achieves outstanding outcomes for growth... one small business at a time!



**"Simplifying Digital for Small Business!"**



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# Craft Your 2026 Content Plan



1. Before you Start (Mikes Pillars)
2. The Purpose of Content
3. The eco-system
4. Planning
5. Getting Answers
6. Repurposing
7. Roll out
8. Questions

**Mike Hillsdon**  
**Digital Advisor**  
**Digital Solutions**





# Ask Martin Anything!





# Question Ideas!

When and why did you become a digital solutions advisor?

Do you love coming down to Canberra, and why (even in winter)?

Share a story about a DS client that gave you goose bumps

Do you remember your first digital advisory client session?

Tips to get the most out of the program?

What was the best part of being the Realise Business CEO?

Are you going to write a book?

When did the program start, and why did it start?

How many businesses have been through the program?

Share an industry insight Small Businesses should be aware of?

Based on industry insights, where are small businesses struggling the most?

What's the most successful business that's come through the program?

Is Mike really the best Digital Advisor?



# Mikes 3 Online Foundation Pillars



## Pillar 1 Prepare & Protect

### Online Digital Assets

- Google Business Profile
- Socials; FB, IN, Li, X, YT
- Answers - Reddit
- Directories; Bing, Apple +40
- Meta Business Suite
- Meta Business Manager
- Meta Ads Manager
- Claim & Protect (2FA)

### Digital Branding

- @consistenthandles
- Name, Address, Phone
- Category(s)
- Business Domain
- Profile Logo & Cover
- Brand Links

### Website

- Mobile-First (SEO & LLM)
- Conversion Ready

## Pillar 2 Plan & Process

### Competitor Analysis

- Customer Persona

### Activate Strategy\*

- Local SEO & Service Area
- Social Media
- Digital Marketing
- Online Reputation
- Content
- Reviews
- Offline Branding

### Customer Support

- Help Desk

### AI Search

- Learning Language Models

\*Minimum 1 month before P3

## Pillar 3\* Promote

### Brand Awareness Ads

- Facebook
- Instagram
- TikTok

### Traffic Ads

- Facebook
- Instagram
- TikTok

### Conversion Ads

- Facebook
- Instagram
- TikTok
- Google

### Offline Branding

- Press Releases
- Partnerships & Referrals

\* P1 & P2 to be in place first!!!



# SMALL BUSINESS DIGITAL

## Wake Up Call

### “The Current Way”

- GBP Optimisation (2 hrs)
- Website/Content with Stock Images
- SEO (8 hrs)
- Ideas for Content (4 hrs)
- Create your content (16 hrs)
- Schedule your Socials (8 hrs)
- Run Lead Ads for conversions (6 hrs)
- ChatGPT to generate the blog (2hrs)
- AI SEO – not started

- \$200; GBP Optimisation
- \$800: SEO
- \$2,800: Social Creative & Scheduling
- \$600: Creative Hub & Ad Set up
- \$200: Blog

**Your Time: \$4,600 per month (46 hours or 29%)**

- \$900: Lead Ads (\$30/day 2 lead/day = \$200 revenue)

**Cost: \$5,500 (\$66k p.a) Revenue: \$4k (\$48k p.a.)**

### The New Way (Agentic AI)

- Use Software to do it consistently
- Optimise your GBP – all fields done!
- Optimise and follow simple strategy
- Have a beer with a mate
- Content Answer strategy & use Software
- Spend 4 hours/month in time DIY
- Website that answers what your business does, how it helps and use real life stories
- Online Reputation Manager Strategy

- \$400: ORM Software (SEO, Reviews, Social, Library)
- \$80: Content Software (Video & Canva)
- \$400: Content Editor Service (30 Social, Blog, Articles)
- \$200: Ads Campaign Software (Just needs content)
- \$500: Beer with mate and business tasks

**S&S: \$1,080 per month**

**Your Time: \$500 per month (5 hours or 3%)**

- \$900: Ad Spend (\$30/day 5 leads/day = \$500 revenue)

**Cost:\$2,480 (\$30k p.a.) Revenue: \$10k (\$120k p.a.)**

### How you'll win (Proven)

- Local SEO (Map Pack)
- LLMs start referencing your business
- Better ranking on GBP & Socials
- Condition the platform algorithms
- Platforms refer your business to others
- More Qualified leads for less
- More invoiceable time
- Become the authority in you niche
- Attract, not Hunt!





Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# Question 1

- What do I have to do to get my business noticed online in 2026?

### **A. Content .....that is;**

- Presented in a clear, logical structure that works for both humans and AI systems
- Effective for SEO that combines traditional techniques with AI-friendly approaches
- Consistent using an authentic voice that reflects your business values
- Mixed: Educational, Behind the Scenes, Success Stories and Conversional
- Diversified in formats that reach different audience preferences



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

## Question 2

- Why should I implement a content strategy?

### **A. To Maintain a Powerful Online Presence .....that;**

- Builds Credibility and Trust
- Demonstrates expertise in your field
- Builds relationships before asking for the sale
- Levels the Playing Field with Larger Competitors
- Provides Direction and Consistency
- Feeds the AI Engines – they generate 4.4x the traffic that search does!



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

## Question 3

- What type of content do I need to be producing?

### **A. All formats .....such as;**

- Long-form video
- Long-form written content
- Short-form video
- Short-form written content
- Question & Answers
- The Interview Edited
- Transcribed & repurposed for Blog
- Chopped & repurposed for daily posts
- Blog Topics repurposed into briefs (press releases!)
- For Reddit answers and opinions





Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

## Question 4

- How do I start?

### **A. Get the Video Rolling - Start Answering Questions!**

- Get anyone/friend/intern/partner or ChatGPT to ask you questions with Video rolling
- Answer approx. 30 questions (For 30 daily posts)
- Keep answers to less than 60 seconds
- Every question is worthy of an answer, skip to next if uncomfortable answering
- Keep video on business owner answering the questions
- Record in Landscape, focus frame on centre and use mic for better results

# Pair up!





Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

**Activity 5 minutes each!**

### **Have a chat, and answer questions?**

- What inspired you to start your business in the first place?
- What is the core purpose your business serves in the marketplace?
- Who is the ideal client or customer your business is designed to serve?
- What specific services or solutions do you solve?
- What is one of your most recent successes?
- What aspect of running your business brings you the most satisfaction or joy?
- Can you share a tip?

**Each question during an interview will lead onto more questions**





Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

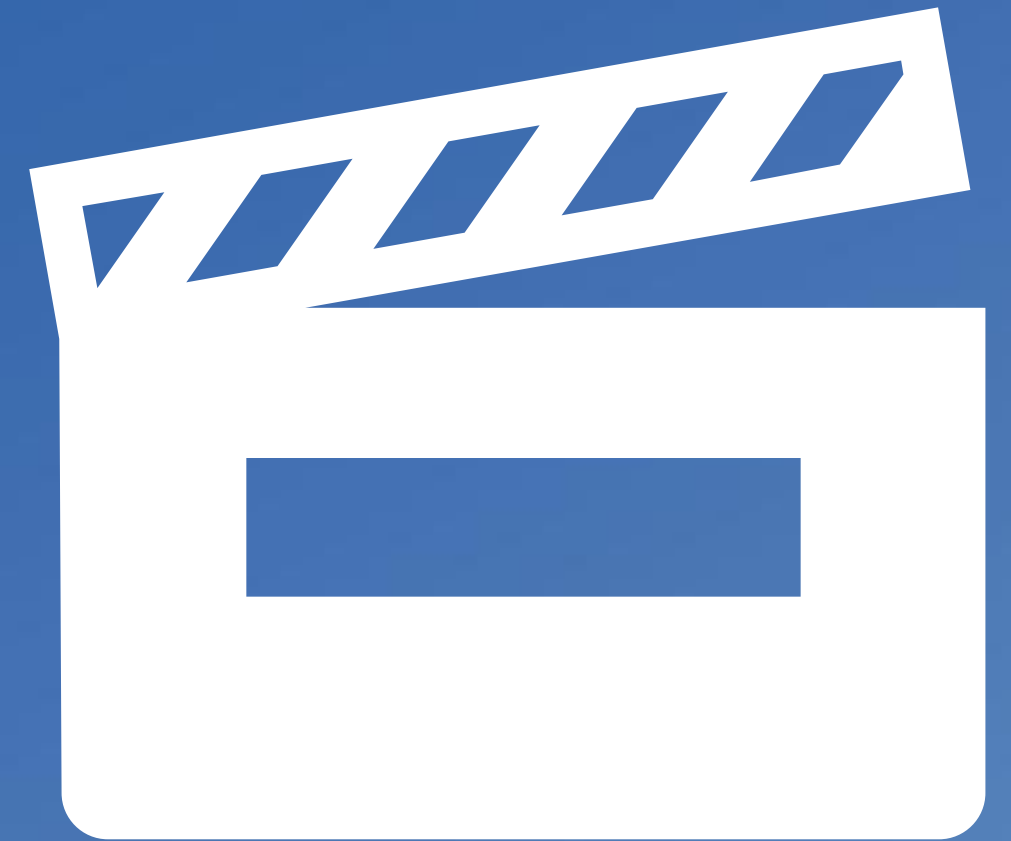
# Monthly Themes

## Ideas for mixing topics into monthly themes?

- Holidays – any type of business
- Seasonal – gardeners and home services business
- Reporting - Accountants & Bookkeepers, Admin Services
- What's on - hospitality
- Service – showcase one of your services each months
- Technology focus – new tech in the business or for your customers
- Tips, industry insights and client success – any type of business

**Look back on your previous year, see what worked and check out what your competitors did as well**

# Interview!



# Martins on the Grill!

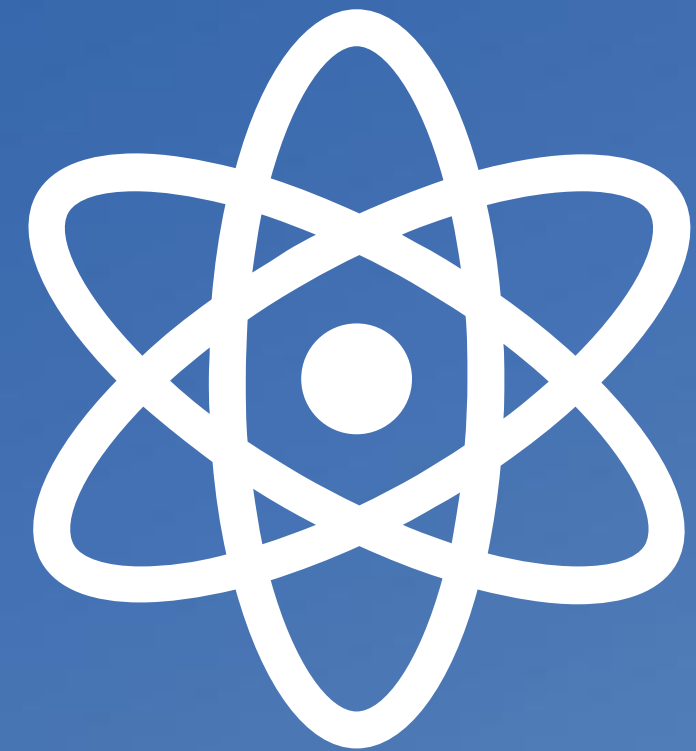


# Everyone Clap!





# What's next!





Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

## Production

### From the Video, produce the following;

- Long-form video
- Long-form written content
- Short-form video
- Short-form written content
- Question & Answers
- eBook(s)
- Edit with CapCut, Descript etc.
- ChatGPT to Write Blog from Video Transcript
- Chop up into short 30-60 clips
- ChatGPT to break up Blog into 4+ Topical articles/briefs
- Add up to 10 key FAQs for the Blog
- ChatGPT to create eBooks for download conversions



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# Scheduling

## Schedule across the following channels;

- Long-form video
- Long-form written content
- Short-form video
- Short-form written content
- Question & Answers
- eBook(s)
- YouTube (Link from GBP)
- Website with embedded YouTube Video (Link from GBP)
- Schedule daily on FB, IN, LI, TT, X, YT (optional GBP)
- Website and Weekly Posts for LinkedIn & GBP
- Website Blog Page
- Upload to server – lead magnet for Ads Campaign



Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

# Final Thoughts



Feedback & Invite

- Get your foundation pillars in place
- Repurpose Content from Video Interview
- Keep it natural and simple!
- Answer direct – you’ve got 3 seconds to get them
- Start Planning a chat with a mate!

Thank You

Mike Hillsdon: Digital Advisor

[mike.hillsdon@digital-connect.com.au](mailto:mike.hillsdon@digital-connect.com.au)

0418 442 236





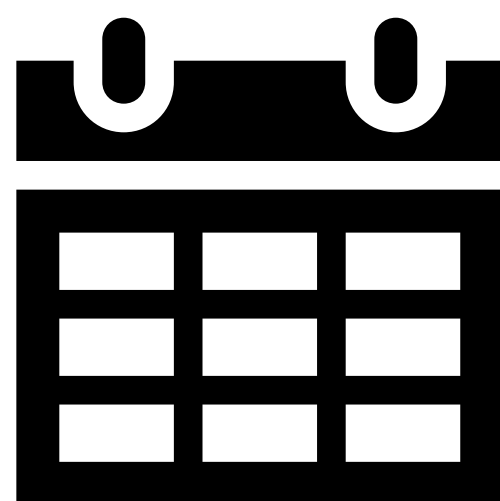


Business

## DIGITAL SOLUTIONS

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE



**Date Claim**

# The 2026 Digital Survival Guide

**Date: Tuesday, 16 December 2025**

**Time: 9:30am-12pm**

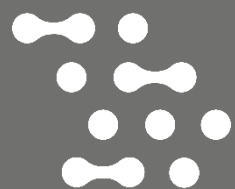
**Workshop: 10:00 AM - 12:00 PM AEST**

**Location: Canberra Innovation Network**

# Make Digital Work for you

Our new Digital Solutions program provides a simple pathway to get individuals and their business up to speed digitally. In this program you receive:

- 1:1 mentoring with a Digital Advisor – Mike Hillsdon \* (All Access program)
- Unlimited workshops and webinars on a variety of digital topics
- Online courses on digital marketing, social media, selling online, cybersecurity and more
- All Access Program includes the Development of a Digital Action Plan for only \$45 plus GST
- LITE Membership Option is Fully Subsidised and provides unlimited group training.



**Realise**  
Business

**DIGITAL SOLUTIONS**

Australian Small Business  
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE