

WELCOME TO THE DIGITAL MARKETING WORKSHOP



QUANTUM

TODAY'S OUTLINE

Time (HKT)	Content	Responsible person
15:30 - 15:40 (10 Mins)	Introduction of the event, speakers, career centre and take group photo	Ella
15:40 - 16: 00 (20 Mins)	Social media management skills	Andrew
16:00 - 16:25 (25 Mins)	Website building skills	Danny
16:25 - 16:40 (15 Mins)	Career Development	Sandy
16:40 - 16:45 (5 Mins)	Rewards Arrangement Follow up training Evaluation form	Ella
16:45 - 17:00 (15 Mins)	Q & A (3 questions)	Andrew

THE PURPOSE OF TODAY

Outcomes from today will be:

1. To teach you the fundamentals of planning a social media campaign so you start out right.
2. Key elements to plan for starting a website, and to show you how fast it can be to build a web page.
3. Information that helps you understand how to migrate to Australia, and what ways are easiest.



Social
media
campaign

Building
a website

Migrate to
Australia

WHO ARE QUANTUM?

1. Quantum is a Digital Media Agency focussed on digital growth strategies which include Web Design & Development, SEO, Paid Ads and Social Media Marketing.
2. 17 years in business, and Andrew has 22 years experience in digital.
3. Quantum specialise in all key areas of digital. As a team able to build a full digital solution for a client to make their end-to-end solution effective.
4. Quantum have managed to stay this long in business due to a constant drive to improve. In such a fast changing industry, this has been key to Quantum's continued success.

QUANTUM

SOCIAL MEDIA MANAGEMENT SKILLS

By Andrew Seidel



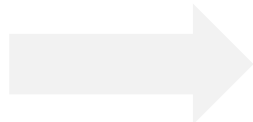
A brief introduction to getting the basic right
before getting started on a campaign



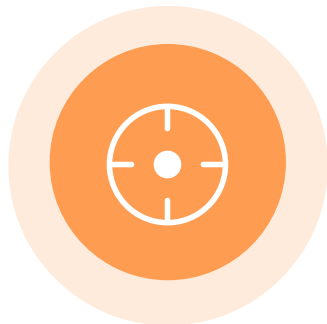
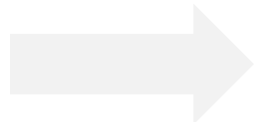
THE DIFFERENT STEPS



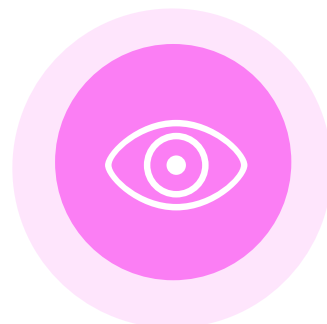
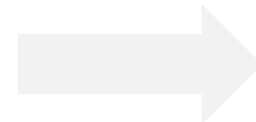
STRATEGY



AUDIENCE



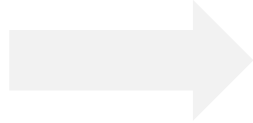
RESEARCH



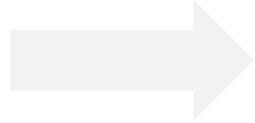
PLANNING



REPORTING



CYCLE



TOOLS

STRATEGY/AUDIENCE/RESEARCH

Strategy

1. A full strategy or just a basic strategy?

Audience

1. Who do you want to target?

Competitor Research

1. This can save you a lot of time for ideas planning and understanding what works better with your audience.



PLANNING A CAMPAIGN

Description

1. Work out your goals (what you want to achieve)
2. Create categories of topics
3. Choose your theme (your visuals)
4. Create 1 month of topics (your calendar). Work towards 3 months
5. Create content for your audience, not you.



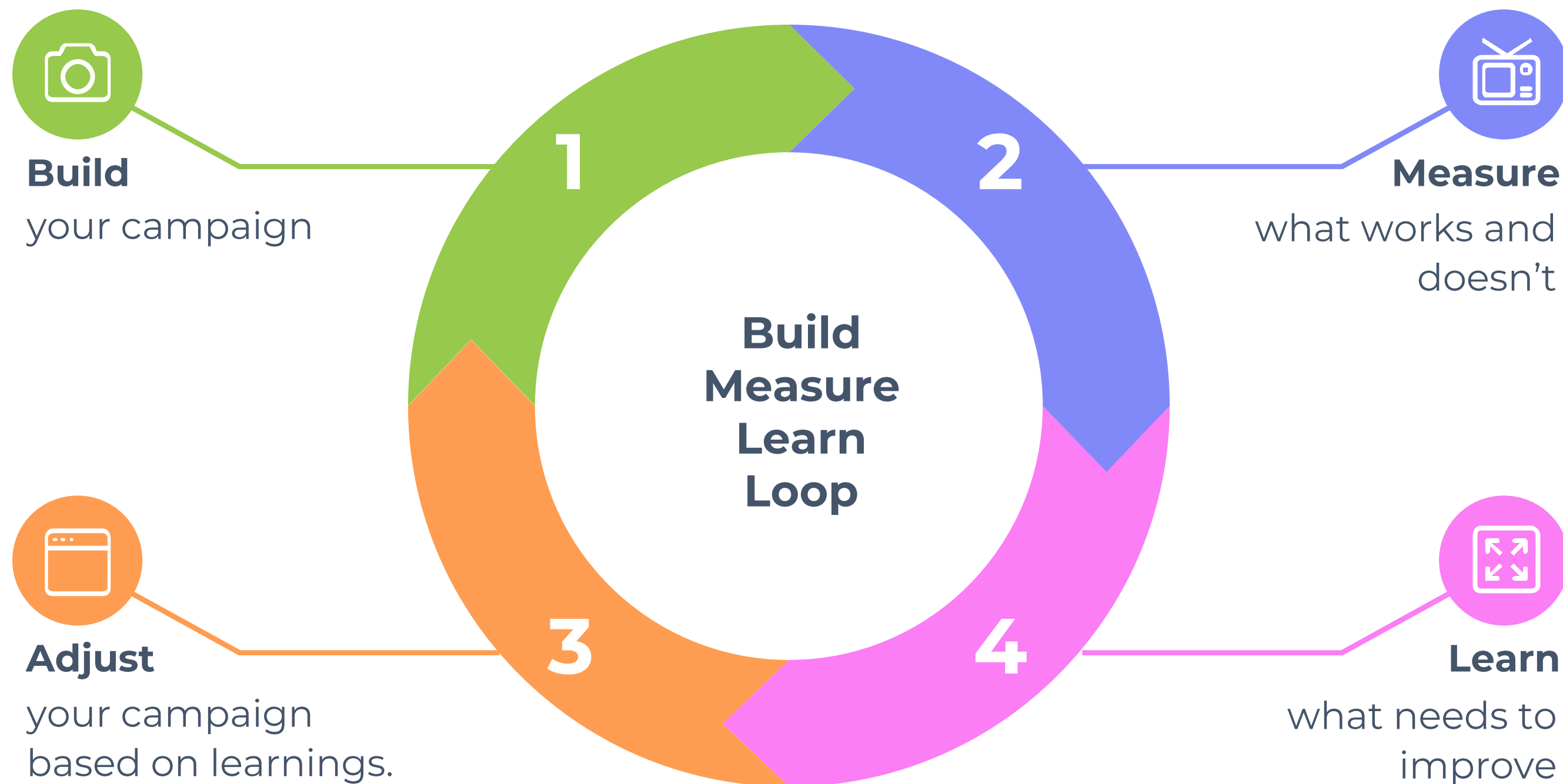
REPORTING



1. Setup reporting that allows you to track key metrics for your campaigns
2. Analyse reports at least monthly, although at the start weekly is better

Video views	150
Post Likes	10
Post comments	3
Saved	5

THE PROCESS CYCLE



TOOLS

Social Media Marketing Tools

Tools make your work simpler, faster, more effective. Tools should be used for helping, not replacing all your work.

● **Google Sheets**

Great for your posting calendar

● **Canva**

Useful for visual layouts

● **Buffer**

To setup your scheduled posting

● **Facebook Creator Studio**

To setup your scheduled posting

● **Facebook/Instagram Insights**

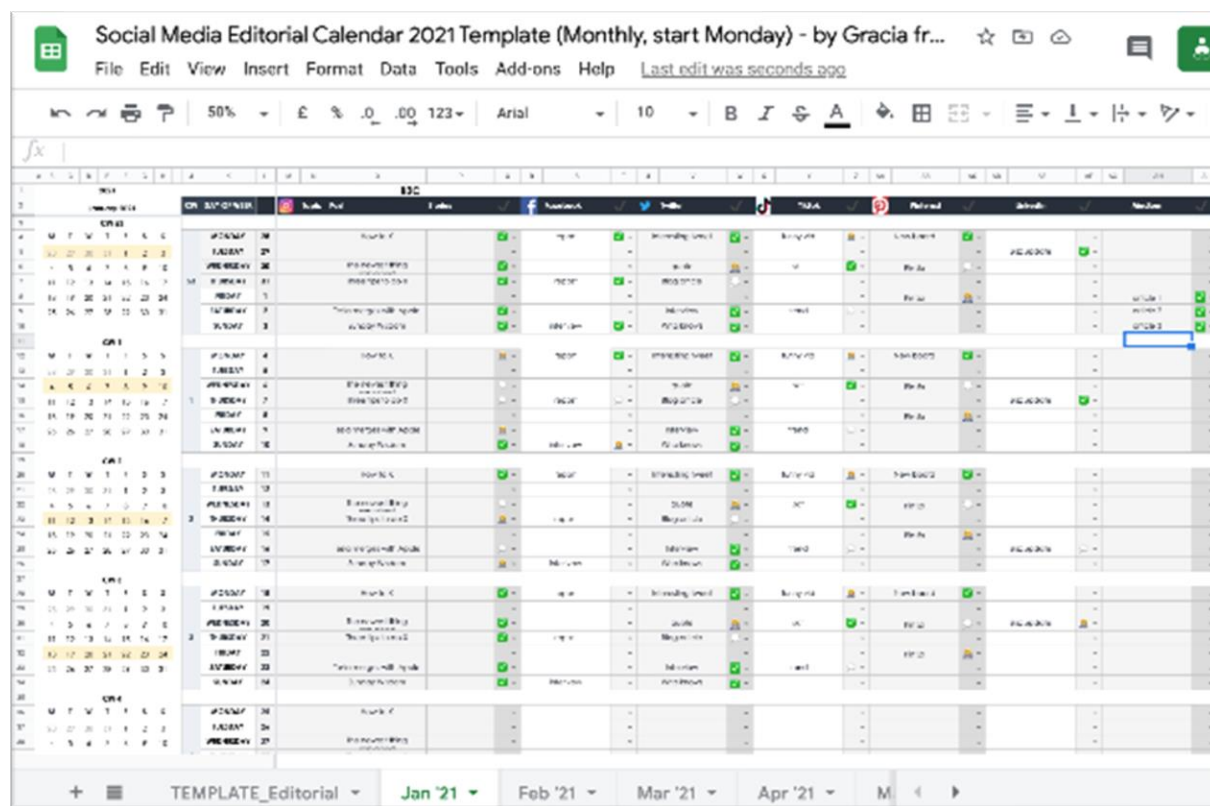
For reporting, metrics.

● **Google Analytics**

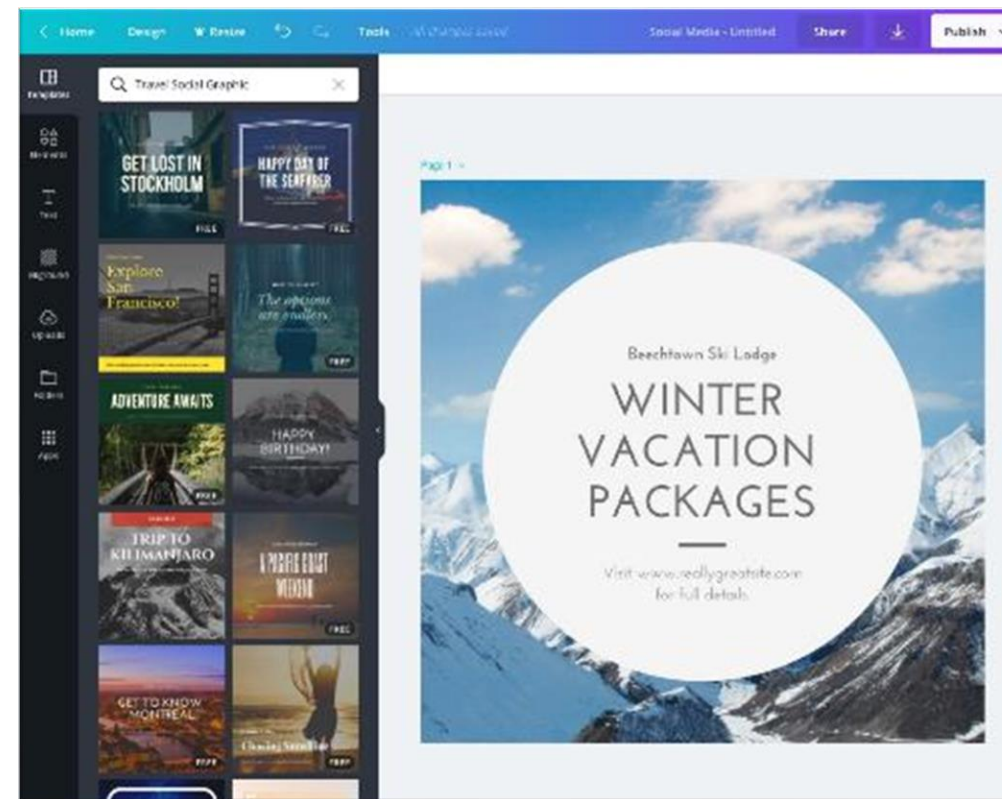
For reporting, metrics (when you have a website connected to your social media)



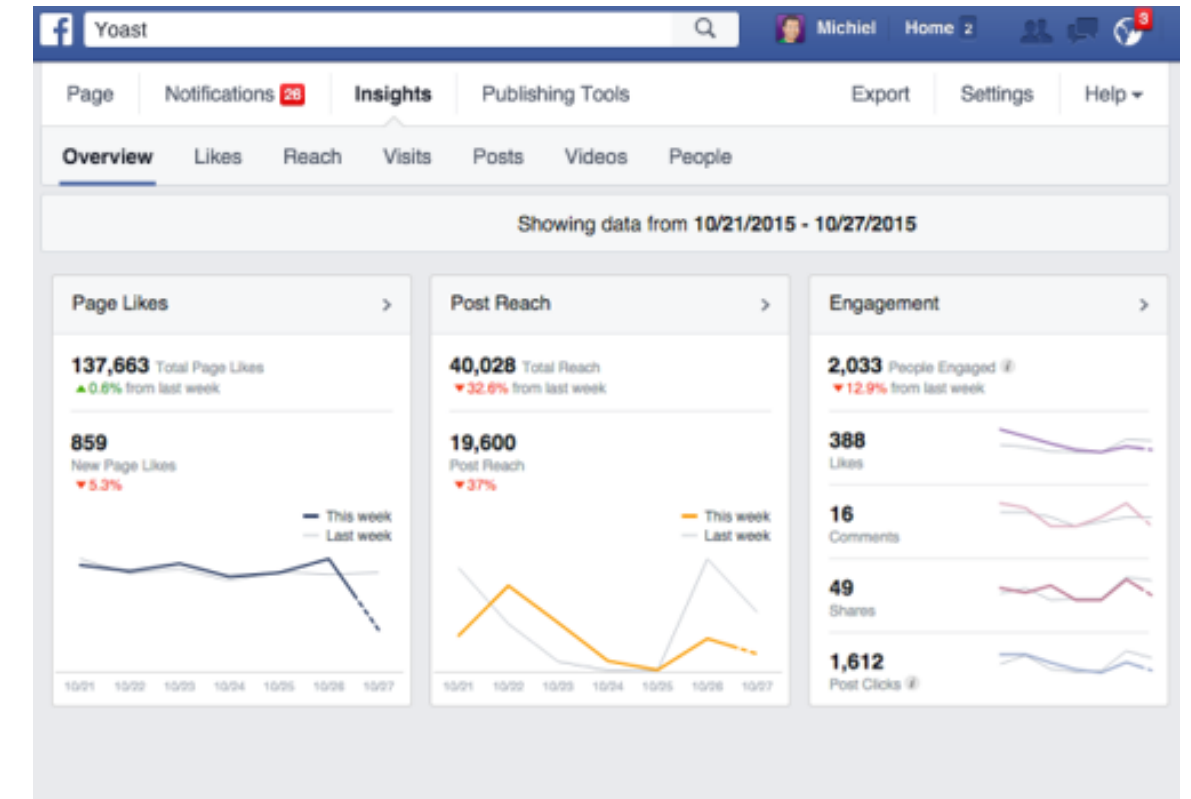
Google Sheets



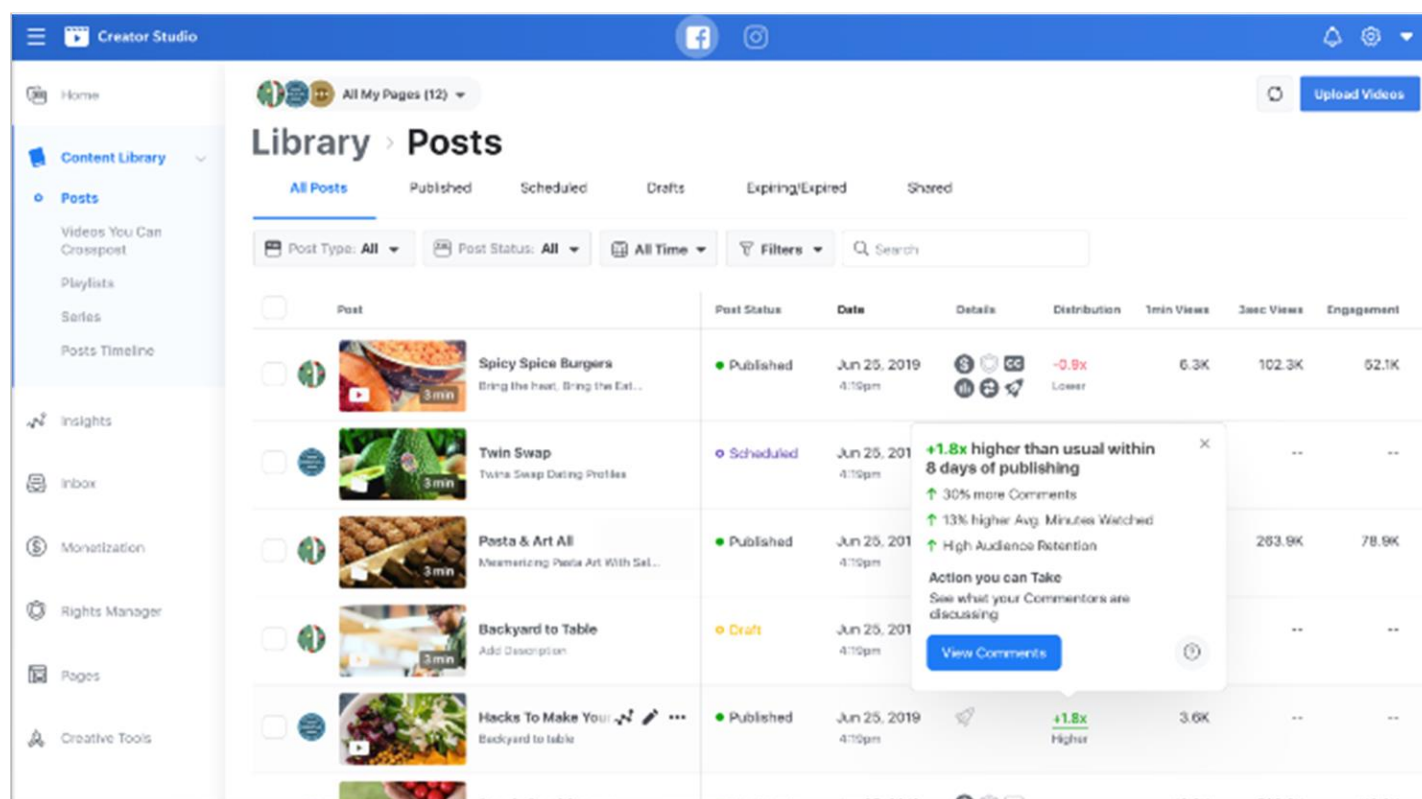
Canva



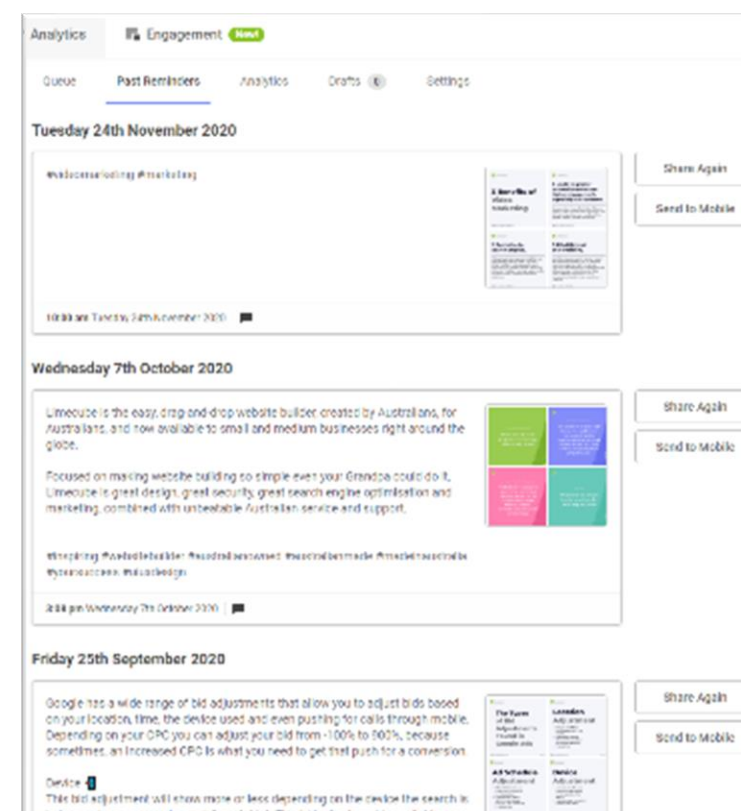
Facebook Insights



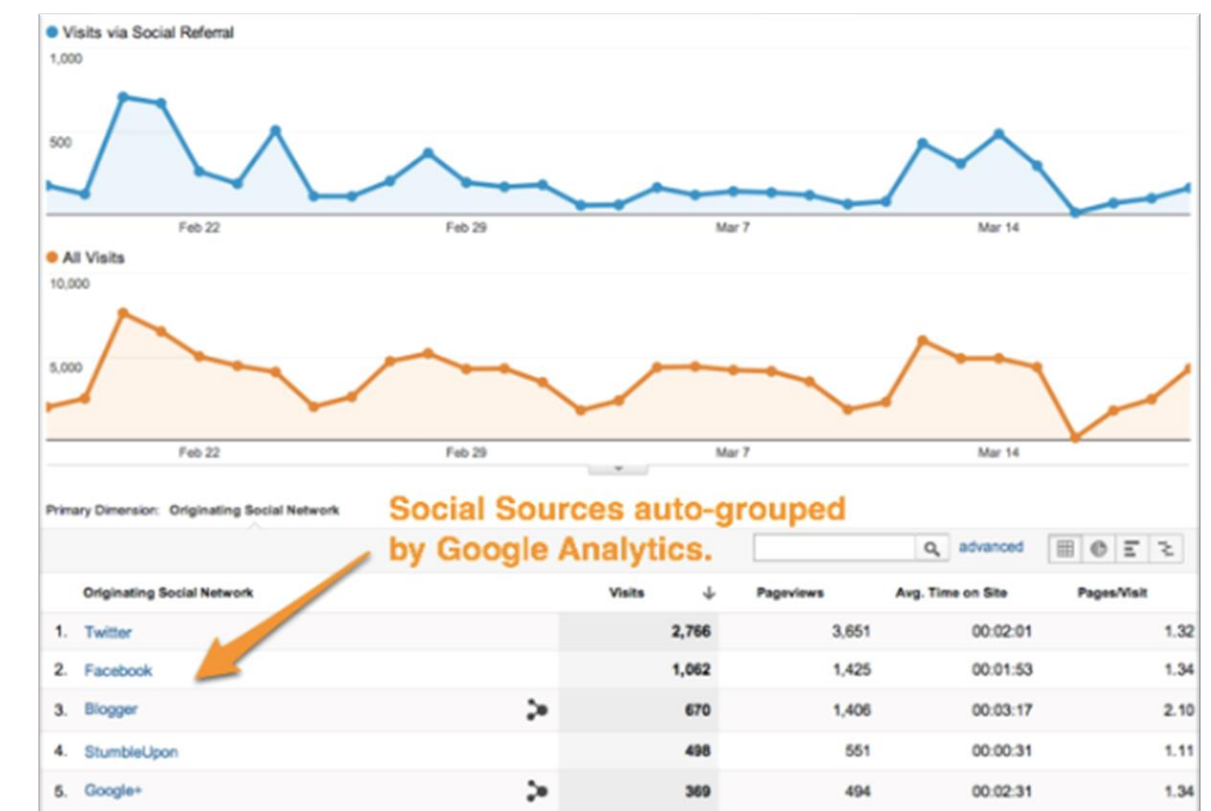
Facebook Creator Studio



Buffer



Google Analytics



WHAT IS LIMECUBE

1. Limecube is a website building platform designed for the DIY users to design and build their own websites without requiring any coding skills.
2. We are aimed at the entrepreneur and small business.
3. We are an Australian company, and the only major website building platform of our kind in Australia.








Our Vision

Our vision is to provide a world leading platform that inspires entrepreneurs and small business to easily create beautiful websites, while helping them focus on building their dreams, without worrying about the technology.

We believe we must stay true to our purpose of simplicity, while delivering on our core customer's needs. We are a part of our customer's journey, and we must continuously strive for excellence as a company so that our customers continue to be inspired to do what they do best.



PLANNING YOUR WEBSITE

	S	M	T	W	T	F	S
Research							
Sitemap							
Colour Palette							
Image styles							
Content							
Design Inspiration							
Design the home page							

Now we'll take you through a live demo.

WEBSITE BUILDING SKILLS

By Danny & Andrew



Website building skills are very useful to have for both starting your own businesses or online activities, as well as giving you extra skills to help your career.



CAREER DEVELOPMENT

FOR WORKING IN AUSTRALIA



Who we are

OSEA Alliance Group - Education and Migration
Expert; Australian Council for STEAM (ACS) Strategic
Partner

Over 20 years Experience in International Education;

Expert in All Types of Visa Application in Australia



What we do

1. Education consultation
2. Migration solutions
3. Career planning
4. Internship placement
5. Study tours
6. International Academy conferences
7. Pre-departure & post-arrival services

Australian Workplace Culture:

1. Many Australians drive to work (Driving skills are a bonus for some jobs)
2. Australians do a lot during their working hours and value punctuality (Time management)
3. Less hierarchy in the workplace
4. Australians like to keep things casual in a business setting
5. Australians get 20 Days of leave each year

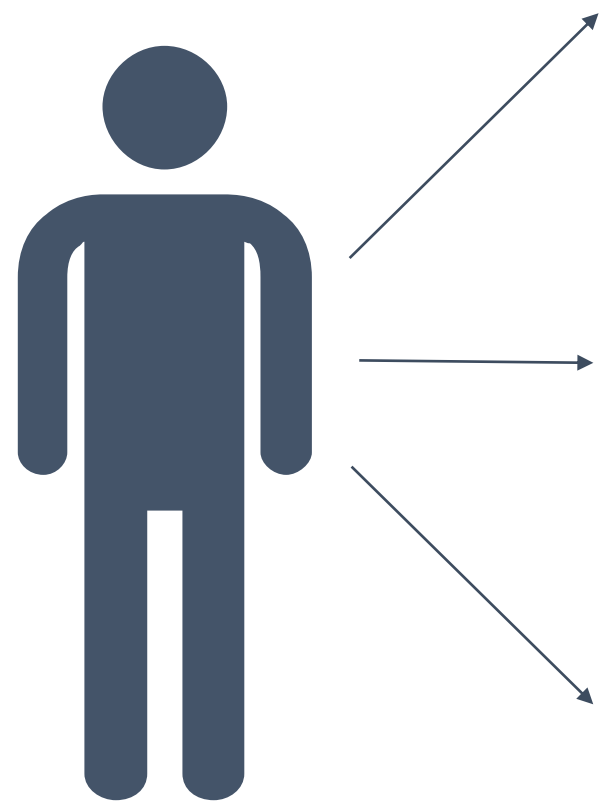
Get familiar with Australian values and culture to get closer to your dream job in Australia.










JOBS FOR FOREIGNERS IN AUSTRALIA

Top Occupations In Demand in Australia 2020-2021

Minimum wage \$19.84, Top income basket from \$ \$156,000 a year before tax



-  Medical Staff (Care worker, Nurses)
-  Software developer and IT (UI/UX designers, systems analyst.)
-  Construction (Carpenter, brick layer)
-  Education (primary and high school teachers)
-  Automotive and Engineering Trades Workers
-  Engineers (Mining engineers)
-  Professional/Management

*Information from Australian Government
National Skill Commission

ESSENTIAL REQUIREMENTS TO WORK IN AUSTRALIA

Obtain a visa that allows you to work:

1. Work & Holiday Visa. (1 year and extendable)
2. Student Visa (500 visa)
3. Graduate Visa (485 visa, Hong Kong passport holder 5 years)
4. Sponsored Work Visa (482 visa, Hong Kong passport holder 5 years)
5. Skilled Migration Visa Streams, Family Visas and more...
- 6. *A Tourist Visa Holder Is Not Allowed to Work in Australia**

Get a TFN (Tax File Number)

Australian Bank account



Interested to know more?

Contact us for more information or future seminars

1. Become a Qualified Nurse in Australia within 1 Year (Hong Kong registered nurses or nursing students only)
2. Australian Universities and Career Planning.
3. Australia Vocational Education and Migration Pathway
4. Website: <http://www.osea.com.au/contacthkbu/> and Sandy's email sandyk@osea.com.au



THANK YOU!

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4. And more



WHAT'S NEXT?

Rewards Arrangement

Follow up training

Evaluation form

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[@andrewseidel88](#)



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[/seidelandrew](#)

THANK YOU