

MARKETING

PLATFORMS & EVENTS

OUR FOCUS

HOW ARE WE REACHING OUR TARGET AUDIENCE?
IS OUR CONTENT ENGAGING AND/OR INTERACTIVE?
HOW DO WE TRACK OUR OUTCOMES?

PROMOTING

SENIOR SCHOOL
RTO
INDUSTRY
BOARDING
INTERNATIONAL
ALUMNI

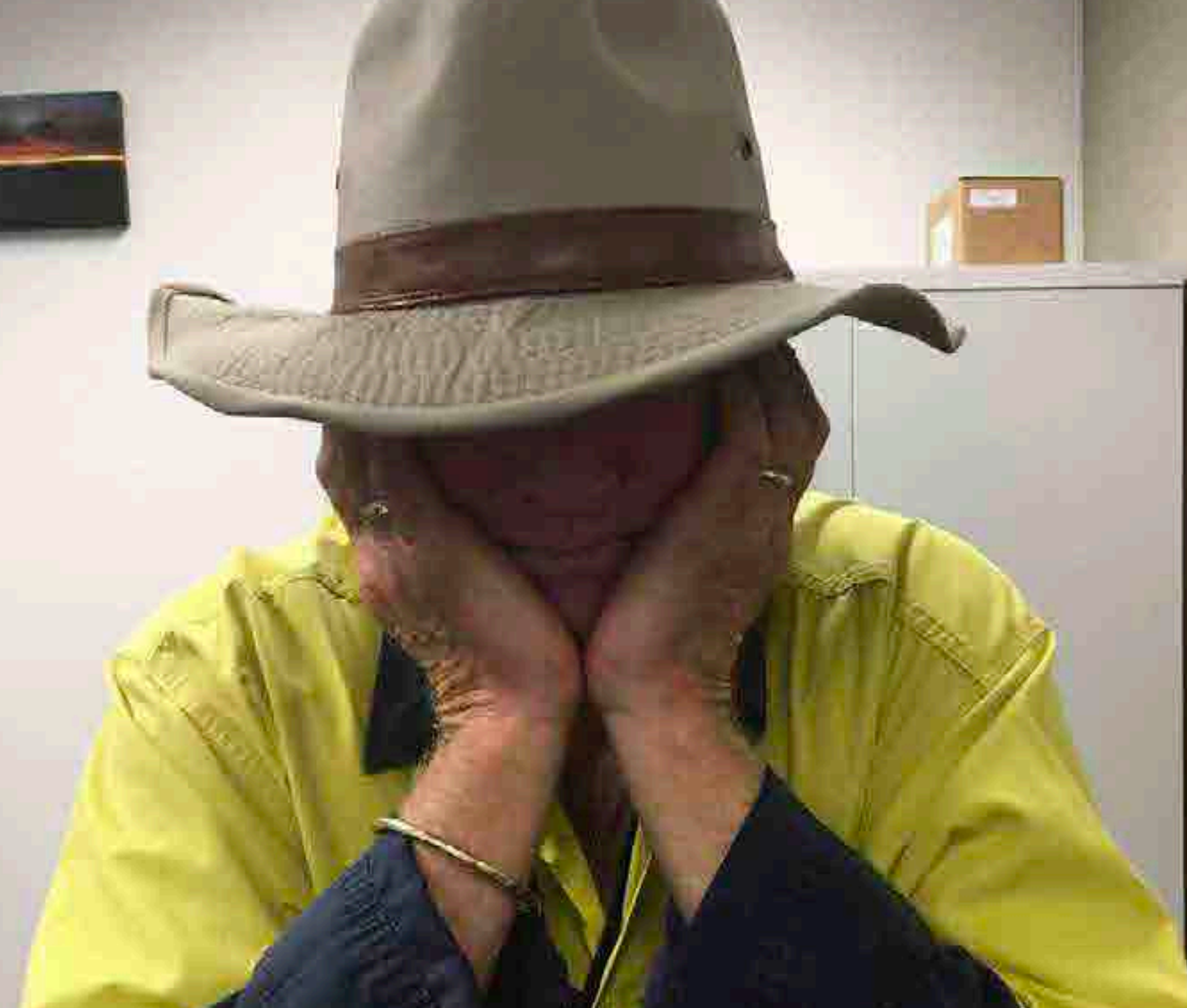
EVENTS
MERCHANDISE
COLLATERAL
MEDIA CHANNELS
WEBSITE
PROMOTIONS

THE STRATEGY

Grassroots Marketing

Why grassroots?

What is it?

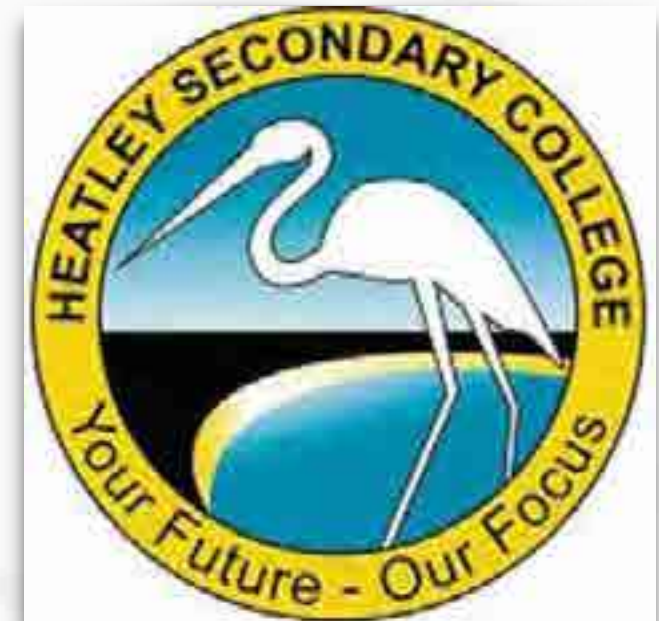


*When you are required to attend
a meeting that has nothing to do
with you.*



OUR STRENGTHS

Contextualised Curriculum
Industry Focus and Support
Great Facilities Based in Townsville
Qualified Trainers
Learning Support
Innovative Programs



OUR CLIENTS HAVE CHOICES









THE GREAT SCREENAGE



MARKETING
ANGELS
GET SMARTER MARKETING

"People share, read and generally engage more with any type of content when it's surfaced through friends and people they know and trust."

Malorie Linnich, Facebook alum

www.marketingangels.com.au

Parents are still the number one influence on a students career planning

% of students who ranked these people as the top two people they are most comfortable in approaching about career advice.



1.
75%
Parents



2.
54%
Career
Practitioner

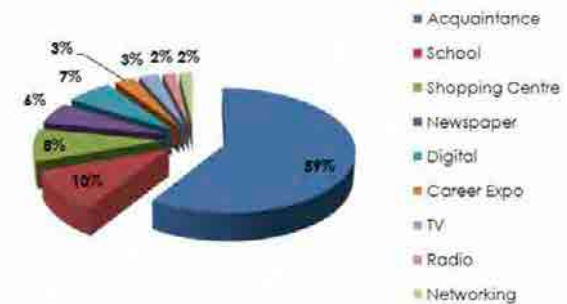


3.
29%
Friends



4.
22%
Teachers

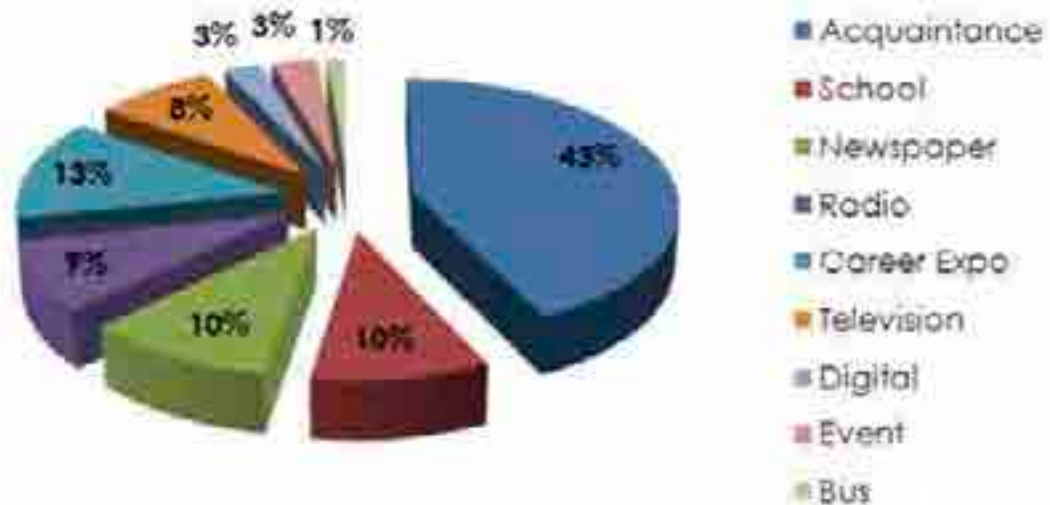
2017 LEAD SOURCES



Source: QICA, 2017

mccrindle.com.au

2013 LEAD SOURCES



2017 LEAD SOURCES



2013 EOI's	2017 EOI's
156	105
32% Decline	

Acquaintance (Friend or Family)	16% Increase
Digital	7% Increase
TV, Radio, Newspaper	16% Decline
Career Expos	10% Decline

BY THE NUMBERS

2013 EOI's Acquaintance	2017 EOI's Acquaintance
62	67
7% Increase in Numbers	

2013 EOI's TV, RADIO, NEWSPAPER	2017 EOI's TV, RADIO. NEWSPAPER
42	11
73% Decline in Numbers	



Tec-NQ

16 November • 🌐

At Tec-NQ we've helped hundreds of young men and women achieve their career goals and set them on the path for their future. Students that complete the Year 11 and 12 program gaining 'work ready' skills, finish their Queensland Certificate of Education (QCE), Certificate II qualifications in Business, Skills for Work and Vocational Pathways and Information, Digital Media and Technology, as well as certification in their chosen trade.... [See more](#)



👁️ You, Janelle Moore and 35 others

15 comments · 4 shares · 1.4K views

👍 Like 💬 Comment ➦ Share

3,407 people reached

Not Boosted

1.4K
Organic Reach

1.1K
Paid Reach

386
Real-time

FACEBOOK

\$10 TO BOOST

TARGETED DEMOGRAPHIC

WATCHED 762 TIMES

386 POST CLICKS

OVERALL REACH 3407

37 LIKES, 15 COMMENTS, 4 SHARES

- - -

REGIONAL TELEVISION

\$585 TO RUN 5 DAYS

TARGETED PROGRAMMING

ROI UNKNOWN



	REACHED	LIKES	COMMENTS	SHARES
 <p>PROMOS (21 POSTS)</p>	9564 (Includes Boosted Post with 3405 Reach)	148	16	5
 <p>STORIES (20 POSTS)</p>	13955	478	62	5

NOVEMBER & DECEMBER 2017 - STORIES HAD 30% HIGHER REACH AND ENGAGEMENT



INFO SESSION

Learn all about
our career focused
pathways for 2019
Yr 10 and Yr 11
Tuesday Nov 6th
from 5pm to 6pm
TEC-NQ 54 Discovery
Drive

Comments

Done

Mett Scot and 5 others



Kylie Pickering
Tim Pickering

Twitter: @DorcasGarcia



Toni Franklin
Kelly Ashwell

1 | [Facebook](#) | [Like](#) | [X](#) | [Google+](#) | [Twitter](#) | [LinkedIn](#)

Comment au Tec-MQ



Cancel

Edit post



Tec-NQ

Public

// AMAZING WORK JAMES //

James Trickey has just commenced his School-based Plumbing Apprenticeship with Convenient Plumbing.

In what is becoming a tradition here at Tec-NQ, Dan Gray Owner of Convenient Plumbing was a former Tec-NQ plumbing apprentice himself. Thank you for supporting the next generation of talented plumbers Dan.

Considering a plumbing Career? Think Tec-NQ. Applications for Year 10 and Year 11 2019 January enrolments are now open.

Visit our website for more information and to submit an online application. <https://www.tecnq.com.au/>



Add to your post



Cancel

Edit post



Tec-NQ



Post Insights



// AMAZING WORK JAMES //

James Trickey has just commenced his School-based Plumbing Apprenticeship with Convenient Plumbing.

3 November at 13:55

2.7k

People reached

991

Engagements

Boost this post to reach more potential customers.

Boost Post

Engagement

Reactions

165

Comments

16

Shares

10

Photo views

134

Link clicks

1

Other clicks

665



Encourage people to review your Page

Create a post that lets people know that they can review your Page and leave feedback about their experience.

VIEW PAGE INSIGHTS

Tec

Add to your post



Cancel

Edit post



Tec-NQ

Public

// INTRODUCING KYLE //

Congratulations to Kyle Roper Year 11 Electrical student on starting his School-based apprenticeship with Morello Electrical.

Thanks to Brent Morello of Morella Electrical, a former Electrical TEC-NQ apprentice for supporting the future talented electricians like Kyle.

Pictured - Brent Morello, Owner and Kyle Roper, Apprentice



Add to your post



9:37 am Thu 15 Nov

Cancel

Edit post

Done

Tec-NQ

X

Post Insights



// INTRODUCING KYLE //

Congratulations to Kyle Roper Year 11 Electrical student on starting his School-based apprenticeship with Morello Electrical.

30 October at 16:41

2.5k

People reached

1.7k

Engagements

Boost this post to reach more potential customers.

Boost Post

Engagement

Reactions

383

Comments

71

Shares

5

Photo views

115

Other clicks

1,130

Encourage people to review your Page

Create a post that lets people know that they can review your Page and leave feedback about their experience.

Negative Feedback

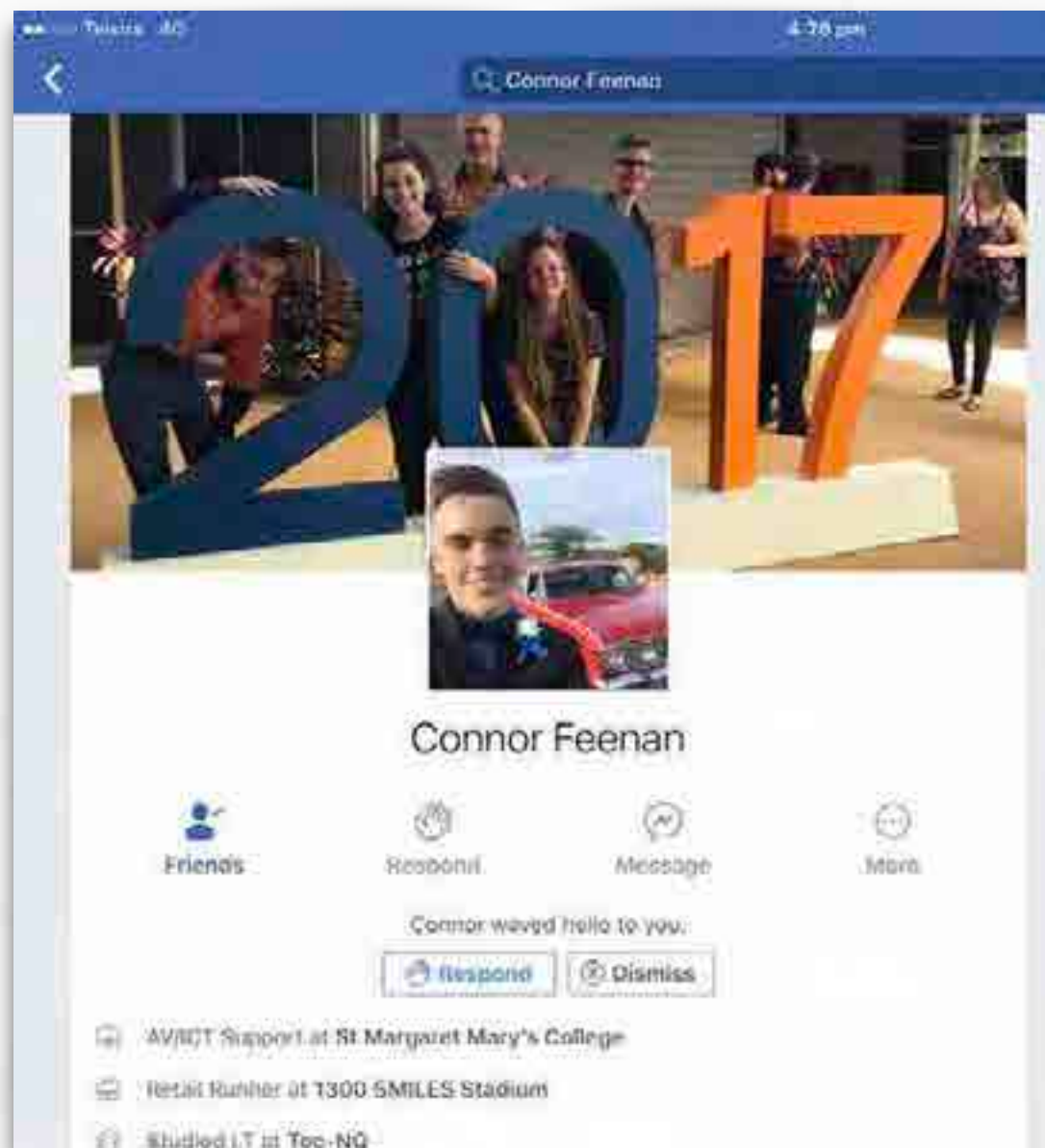
VIEW PAGE INSIGHTS

Add to your post









CONNER'S FACEBOOK PAGE



CONNER'S MUM'S FACEBOOK PAGE

RESOURCES

Virtual Tour
Adobe Creative Suite
Linked In

THE CHALLENGES

Privacy

Facebook Algorithms

Staff Engagement

Skill Development

SENIOR SCHOOL | TRAINING | SHORT COURSES | BOARDING | INTERNATIONAL

TecNQ

Training • Education • Careers

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FOCUS

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