

The background of the slide is a photograph of a narrow, cobblestone street in Melbourne, Australia, known as Hosier Lane. The walls of the buildings on both sides are covered in vibrant, colorful graffiti and street art. A large blue triangle logo is positioned on the left side of the image, containing the text 'MELBOURNE' in white and 'Victoria Australia' in blue. At the bottom of the slide, there is a blue silhouette of a city skyline featuring various buildings, a tram, and a hot air balloon.

# MELBOURNE

Victoria  
Australia

INVEST VICTORIA - DIGITAL MARKETING STRATEGY



Invest Victoria provides a single entry point for all new investors through [invest.vic.gov.au](https://invest.vic.gov.au) and through our network of international and metropolitan Victorian Government Business Offices (VGBO).

Victoria has a blend of economic strength, dynamism and lifestyle that is envied around the world. A talented workforce, a renowned education system, supportive government and world-class infrastructure mean Victoria is a great place to invest.

Facilitating this investment is a key priority of the Victorian Government as it builds on the State's positive business environment and helps Victoria secure new investment and re-investment opportunities.

Invest Victoria is working to secure Victoria's position not just as a leading state, but as a regional economic centre, benefiting from and contributing to the Asia Pacific economy.

INVEST VICTORIA

An Overview





FOR YOUNG, CREATIVE AND  
PASSIONATE ENTREPRENEURS  
WHO WANT TO EXPAND THEIR  
START-UP, GROW THEIR  
BUSINESS AND ACCESS A  
HIGHLY SKILLED WORKFORCE,

MELBOURNE IS THE PERFECT  
PLACE TO LIVE AND INVEST.

UNLIKE MOST OTHER CITIES IN  
THE ASIA PACIFIC REGION,  
MELBOURNE IS THE WORLD'S  
MOST LIVEABLE CITY, AND WITH  
SUPPORTIVE GOVERNMENT, A  
COMPETITIVE ECONOMY, AND  
THE BEST COFFEE ON EARTH...

IT'S A PLACE WHERE  
TECHNOLOGY THRIVES.



## INVEST VICTORIA

RANKED 45 IN AUSTRALIA  
(Alexa)

**6,110**

sessions in October  
62% Australian visitors  
11% US Visitors  
6% Japan  
3.5% UK

## Social Media

**LinkedIn – (The Victorian  
Connection) – 5,000  
members**

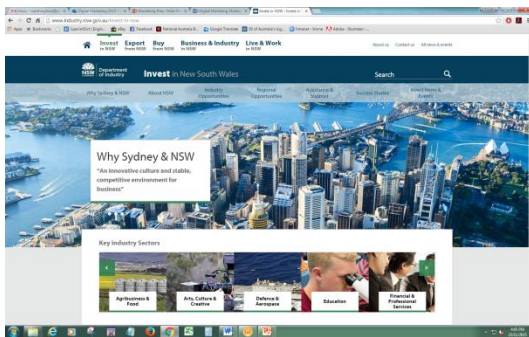
**Facebook – 120 followers**

**Twitter – 3,500 followers**

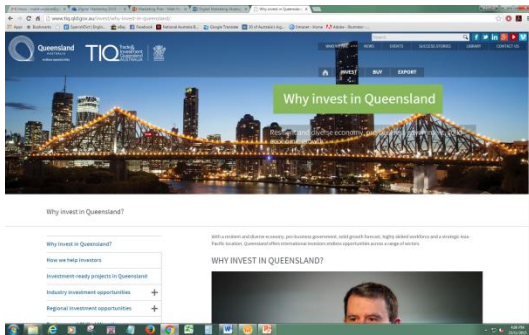
## Primary source of visits

1. Organic Google
2. Direct Website
3. LinkedIn
4. Twitter
5. Facebook

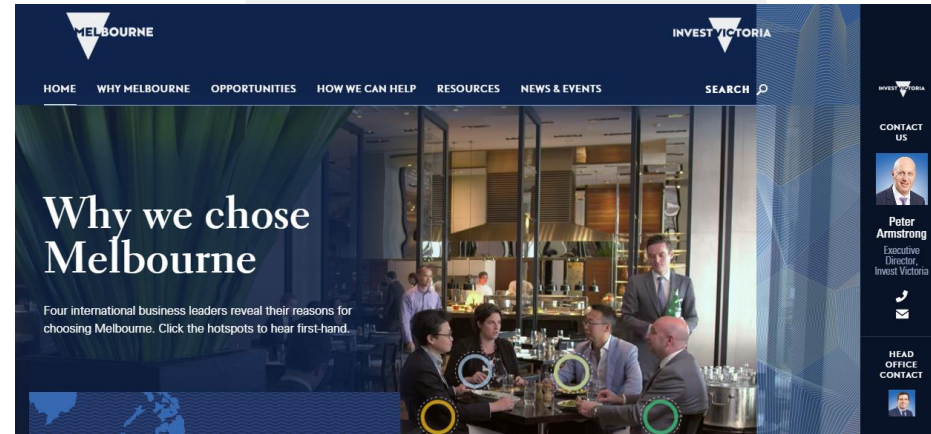




**INVEST IN NSW**  
RANKED 48 IN  
AUSTRALIA  
(alexa)



**TRADE &  
INVESTMENT  
QUEENSLAND**  
RANKED 60 IN  
AUSTRALIA  
(alexa)



**INVEST VICTORIA**  
RANKED 45 IN AUSTRALIA

Competitor Analysis



## **PERSONALITY**

SUCCESS IS A WHOLE-OF-LIFE EXPERIENCE, NOT JUST 9-5. SUCCESS HAPPENS WHEN WORK, LIFE AND PLAY INTERACT POSITIVELY – MELBOURNE IS THE BEST PLACE FOR THAT INTERACTION.

IT IS THE WORLD'S MOST LIVEABLE CITY, AND IT HAS BEEN FOR THE PAST FIVE YEARS RUNNING.

## **VALUES**

MELBOURNE WANTS PEOPLE TO SUCCEED, TO ENJOY LIFE AND TO TAKE ADVANTAGE OF ALL IT HAS TO OFFER.

## **MISSION**

TO ATTRACT GLOBAL STARTUPS TO MELBOURNE. TO APPEAL TO WHAT PEOPLE LOVE.

## **PROMISE**

INVEST VICTORIA IS COMMITTED TO PROVIDING SUPPORT THAT CAN HELP YOUR BUSINESS GROW IN MELBOURNE.



# Why Invest in Melbourne?



## **SITUATION**

ENTREPRENEURS NEED A SPACE TO CREATE. THEY NEED TO BOUNCE THEIR IDEAS OF OTHER LIKEMINDED INDIVIDUALS AND TEAMS. THEY NEED TO BE ABLE TO UNWIND. THEY NEED MUSIC. THEY NEED ART. THEY NEED A DAMN GOOD COFFEE.

## **COMPLICATION**

FOR US STARTUPS AND ENTREPRENEURS, HUBS LIKE NEW YORK HAVE BECOME PROHIBITIVELY EXPENSIVE – AND BEING IN A DIFFERENT TIMEZONE TO ASIA KEEPS THE WINDOW CLOSED TO A HUGE (AND INCREASINGLY WEALTHY) CUSTOMER BASE.

## **QUESTION**

WHERE CAN YOU AND YOUR COMPANY ACHIEVE ALL OF ITS GOALS? BOTH IN CAREER AND IN LIFE?

# **MELBOURNE**



## Why Invest in Melbourne?



## EMMA

LEAD CREATOR,  
THINKER, DESIGNER & FOUNDER



- DEVELOPED A MUSIC AND EVENTS BOOKING APPLICATION
- LOOKING TO EXPAND THE BUSINESS INTO OTHER MARKETS - ASIA PACIFIC, AUSTRALIA, NEW ZEALAND
- 18-40 YEARS OLD

- FACING CHALLENGES IN HOME BASE OF SAN FRANCISCO
  - OVERSATURATED MARKET FOR PRODUCT
  - SLOWING ECONOMY
  - HIGH OVERHEAD BUSINESS COSTS (RENT)
- KEEN ON EVENTS, CULTURE AND LIFESTYLE
- ONLINE INFLUENCER AND STRONG ADVOCATE FOR MORE WOMEN IN TECH STARTUPS.

## KUMAR

MOBILE GAME DEVELOPER,  
CO-FOUNDER, GAMER

- SEEKING OUT NEW CUSTOMERS AND EXPANDING GAMES FOOTPRINT
- CURRENTLY FACING CHALLENGES IN HOME BASE OF LONDON
  - SLOWING ECONOMY
  - HIGH OVERHEAD BUSINESS COSTS (RENT, COST OF LIVING)
  - LACK OF INDUSTRY SUPPORT

- ENJOYS GAMING EVENTS, AND HAS A STRONG ONLINE PRESENCE ACROSS GAMING AND VIDEO DEVELOPMENT FORUMS
- SEEKING OUT HIGH-SKILLED DEVELOPERS AND GAMERS
- HATES LONDON WEATHER
- LOVES GOOD COFFEE



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## **Key Metrics / KPIs**

- Lead engagement
- Brand awareness
- Increase in startups

## **Channels to customers**

- Online engagement
- Industry events
- Government events
- B2B engagement





## RENT



## KEY

- MELBOURNE
- LONDON
- SAN FRANCISCO

## BUY APARTMENT

Price per Square Meter to Buy Apartment in City Centre



Price per Square Meter to Buy Apartment Outside of Centre



## Best cities

2015, based on liveability index\*

Rank	City	Country
1	Melbourne	Australia
2	Vienna	Austria
3	Vancouver	Canada
4	Toronto	Canada
5=	Calgary	Canada
5=	Adelaide	Australia
7	Sydney	Australia
8	Perth	Australia
9	Auckland	New Zealand
10=	Helsinki	Finland
10=	Zurich	Switzerland

\*Based on 30 factors spread across five areas: stability, infrastructure, education, health care and environment

Source: Economist Intelligence Unit

Economist.com

Melbourne – competitive advantages



INCREASE  
AWARENESS  
OF  
MELBOURNE AS  
A KEY HIGH  
LEVEL &  
ATTRACTIVE  
LOCATION FOR  
STARTUPS AND  
IT INVESTMENT

Increasing  
engagement online

Tactic

Native advertising, online webinars,  
priority access to services

Increasing email  
newsletter signups

Tactic

Highlighting prominent industry news –  
more intelligent storytelling (videos,  
infographics)

Increasing b2b  
interaction with  
companies

Tactic

Pre-access & invitations to grants,  
industry events  
government events





Awareness / LeadGen – 1000  
visits/enquiries

100 lead generation queries

Establish relationship, conversions  
(B2B) – 10?

Opportunities, government  
assistance - 5

Won - 2

Increasing  
engagement online to  
build brand  
awareness

Social Media  
Key Influencers  
Events  
Grant Support

$$\text{CVR} = \text{Total Conversions (10)} / \text{Total Visits (1000)} \\ = 1\%$$

$$\text{Cost per acquisition} = \text{Total Media Spend (\$100,000)} / \text{Total Converts (10)}$$

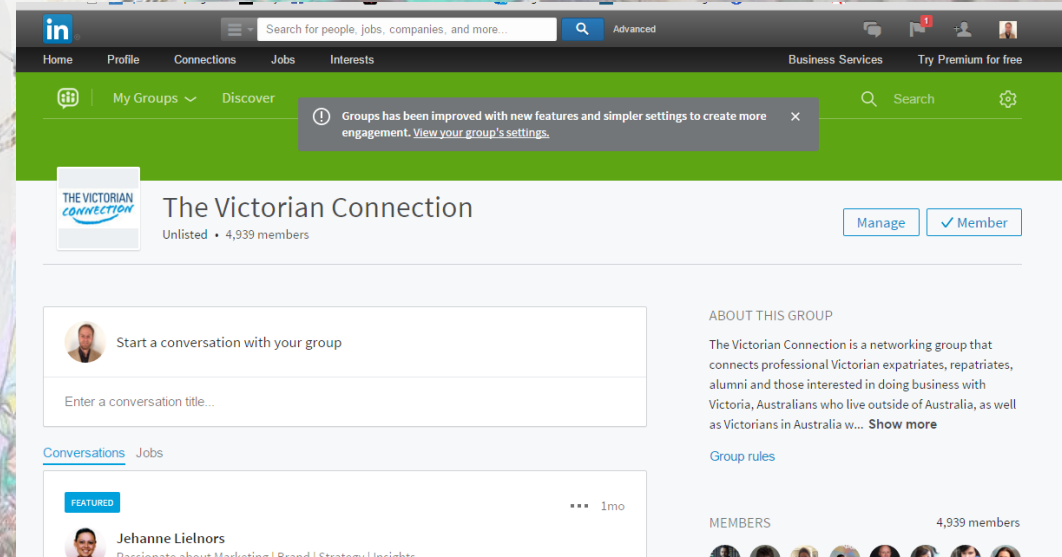
$$\text{ROI} = \text{Total Revenue (~\$1m)} / \text{TMS (\$100,000)} \\ = 900\% \text{ ROI}$$



## Social Media

Using Facebook, Twitter and LinkedIn, there will be two types of advertising methods:

- Basic Ads to increase brand awareness
- Engaging content to promote discussion (The Victorian Connection)



# Advertising Methods





## Native Advertising

- Banners, links to website and news
- Advertorials – high quality articles from key journalists, publications that promote Melbourne as a high value tech hub.
- Sponsored content

BuzzFeed



News Buzz Life Quizzes Videos More ▾ [Get Our App!](#)  

### 15 Things We Did At School That Future Students Will Never Understand

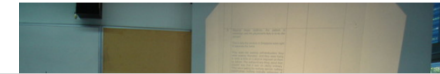
These are literally old school.

posted on Aug. 12, 2014, at 12:56 a.m.

 Intel  
Brand Publisher



#### 1. Copy notes from an overhead projector...



Home

News

Mentors

Business Tools

are you?

PLANNING >

STARTING >

GROWING >

START-UP ADVICE HUB  
5000+ free articles

LIVE BLOG

Follow the Web Directions South 2014 conference on our StartupSmart live blog



How startup behind almost instant videos found it can be better to wait >

Thursday, 26 November | by Denham Sadler

Co-founder James MacGregor says wait until you're happy with your product and have proven traction before seeking investment.

SELLING ONLINE:  
HOW TO START AND GROW 



How creative online business is changing the game

# Advertising Methods



## EMAIL TACTICS

Informative

Interactive

Invitational



## CONTENT

Videos

Infographic

News Articles

Blog Post



## EVENT

Webinar

Hackathon /  
Pitch event

Conferences



## LEAD GEN TACTICS

Social

Interactive  
campaign

Email







**PAUL BASSAT**  
SQUARE PEG CAPITAL  
INVESTOR  
ENTREPRENEUR  
SEEK CO-FOUNDER  
[@PAULBASSAT](#)



**CHRIS JOANNOU**  
FOUNDER  
STARTUP MELBOURNE  
[@DREAMPUSHER](#)



**STUART B RICHARDSON**  
FOUNDER  
ADVENTURE CAPITAL  
YORK BUTTER FACTORY  
[@STUAC](#)



## KEY INFLUENCERS



**SUSAN WU**  
BOSS  
STRIPE AUSTRALIA  
[@SW](#)



**LENI MAYO**  
FOUNDING INVESTOR  
99 DESIGNS  
STARTUP VICTORIA  
[@LENIDOT](#)



**ANDY SUM**  
CO-FOUNDER  
HIPSTER WHALE  
CROSSY ROAD  
[@JIGXORANDY](#)



## KEY INFLUENCERS



## **GROWTH HACKING**

**Providing opportunities  
for entrepreneurs to find  
out what they want.**

**Competitions, pitch  
events, video projects,  
events, hackathons,  
conferences, accelerators,  
and more**

## **SUCCESS TRACKING**

**Maintaining business to  
business contact with  
successful clients.**

**Using previous examples  
as best practice models –  
GoPro, Zendesk, Slack,  
Zomato, etc**



# Lean Canvas

Invest Victoria

<b>Problem</b> Top 3 problems <ul style="list-style-type: none"> <li>• High living and payroll costs in Australia</li> <li>• Access to European and American markets (distance)</li> <li>• Smaller audience / market for certain industries</li> </ul>	<b>Solution</b> Top 3 features <ul style="list-style-type: none"> <li>• Globalised world engagement</li> <li>• High quality of living, world-class healthcare and infrastructure</li> <li>• Growing market and access to large Asian market</li> </ul>	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention <ul style="list-style-type: none"> <li>• Melbourne is the most liveable city in the world</li> <li>• It develops retains the highest skilled graduates in Australia</li> <li>• Supportive government allows for increased investment and access to Asia Pacific</li> </ul>	<b>Unfair Advantage</b> Can't be easily copied or bought <ul style="list-style-type: none"> <li>• Affordable quality healthcare and education</li> <li>• Most livable city in the world</li> <li>• Access to Asia-Pacific</li> <li>• Competitive economy, supportive government</li> </ul>	<b>Customer Segments</b> Target customers <ul style="list-style-type: none"> <li>• Key international investors</li> <li>• ICT start ups</li> <li>• American and European industries looking at breaking into a wealthy Australian market</li> <li>• Young entrepreneurs</li> <li>• IT companies shifting or expanding their global footprint into Asia Pacific</li> </ul>
	<b>Key Metrics</b> Key activities you measure <ul style="list-style-type: none"> <li>• Lead engagement</li> <li>• Brand awareness</li> <li>• Increase in startups</li> </ul>		<b>Channels</b> Path to customers <ul style="list-style-type: none"> <li>• Online engagement</li> <li>• Industry/government events</li> </ul>	
<b>Cost Structure</b> Customer Acquisition costs – Cost of acquisition vs. Revenue earned is difficult to quantify. Costs – A major marketing campaign will require budget of \$100,000+ and a small digital marketing team to monitor channels and enhance lead generation opportunities.			<b>Revenue Streams</b> Increasing buyer/investor engagement in Melbourne <ul style="list-style-type: none"> <li>• Companies set up in Melbourne, spend in Melbourne, create jobs in Melbourne</li> <li>• Revenues begin small but will multiply significant as individual companies grow and expand</li> </ul>	

PRODUCT

MARKET