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AMB330 Digital Portfolio

Assessment #1: Digital Audit

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1.0 Introduction

The Health Consumer Queensland is a peak organisation that represents the interest of health consumers and career in Queensland but mainly Brisbane. Also, the Health Consumer Queensland is a non-profit registered promotional charity with ten staffs that are mostly part-time. This organisation provides a variety of services and programmes, such as delivering community trainings to health department workers and offering health courses with graduate certificates with a range of other short courses. The Health Consumer Queensland operates under the health department environment of Queensland and the main target audience is people from their own Queensland-wide health consumer network.

2.0 Digital Audit

Criteria	Observations, comments and analysis	Rating (1-10)
Digital strategy	The first digital strategy used by Health Consumer Queensland is distributing information through frequent e-alert and e-newsletters. Using emails as an advertising media is supposed to be an effective and efficient idea. However, usually these advertising emails will be counted as either junk or spam email so it will not be visible on the front email page. An advertising method is effective only when it can reach its target audiences. Health Consumer Queensland now has successfully utilise digital medial contribution in achieving its advertising goals. On the other hand, what did great for Health Consumer Queensland is that they have their own official webpage which is also linked to government websites and social medias. The website is well designed that people can easily find the information they want with also different language selections. The section layout is divided clearly, such as the consumer, news and events, about us and health provider section. Even with a nicely developed website, it will be useless if no one notices so 7 is a fair rating with 3 left for spaces of improvements to attract more consumers.	7
Consistent brand messages	The brand identity communicated for Health Consumer Queensland is consistent across all medias, aiming to empowers consumers to influence, lead and drive better health outcomes. However, the message for its platform is not consistent as the news and information of both webpage and social media are different. The e-news on the official webpage focuses only or large event and the most updated news on it was 26 July. While the Facebook account's most updated post was 21 August. The Facebook account mainly focuses on daily activities such as having a talk at QUT's lectures. The focuses of news are different across all digital platforms. Therefore a	6

	rating of 6 is given as the messages are not all consistent throughout the platforms.	
Digital and social media tools used	There are two social media hyperlink on Health Consumer Queensland's webpage, which is Facebook and Twitter. However, the Twitter account has been shut down so the logo that is still on the website is no longer useful. The Facebook hyperlink is still working and currently has 1,007 followers with 942 likes. The Facebook account is so successful that it has a 4.7 out of 5 user review rating. They also have updated posts consistently and activity feedbacks across all media platforms. In addition, it is obvious that Health Consumer Queensland mainly uses digital advertising against traditional. As mentioned, all advertising are e-methods so there is rarely traditional advertising done by Health Consumer Queensland.	8
Examples of content shared	Mostly the content of the Facebook posts is about Health Consumer Queensland's daily activities such as the latest post about their Annual Forum's highlight this year, a post about having a talk in QUT's lecture or an intern training programme. The target audience for the first example post is consumers that are interest in knowing their organisation's operation more. The annual highlight is so ideal that it basically sums up the year's most significant and successful events of the organisation. The second example's target audience is mainly students like us while including additional follow up links in the posts for us to research deeper in related health topics. Last but not least, the intern training programme mainly targets people from Pharmaceutical Society of Australia. The ideal action is to provide more training and gain awareness for the pharmacists under the organisation.	8
Strategic user engagement	The digital activity is well targeted to a particular market. The main target audience for Health Consumer Queensland is all people that lives in Queensland. According to Health Consumer Queensland's annual report, random consumers were recruited via e-alert. (Ehrlich C, Slattery M, Chapman K, Kendall E, 2018) The brand has now developed to engage in all types of audience but also have various target audiences for different programmes or activities. For example, there are consumer training targeted for ordinary people of Queensland, trainings to health service staffs and graduate certificate courses that targets health care related workers nationally. Moreover, the brand has shaped its image as an organisation that builds consumer, staff and system capacity to design a health system. The brand also engages well with its consumers on social medias like questions asked in the comment section of Facebook posts will be answered and telephone interview has also been done to consumers in order to engage with them more and understand the consumer's response and feedbacks. They also provide a variety forms of media for consumers to contact them so as to engage them.	8

3.0 Customer persona, consumer insights and product and competitor overview

The target audience for the community training courses of Health Consumer Queensland should be older people that are at least adult or above. According to a report from the Australian Bureau of Statistics, older Australians were more likely than younger Australians to consult health professionals in 2014-2015. An extremely high percentage of 96.2% elders has consulted a health professional. (Australian Government Department of Health, 2017) On the other hand, health care providers should also be targeted for Health Consumer Queensland's study courses. According to the Australian Government Department of Health, the average age of health professional workforce in Queensland is 44.8 with total of 19,553 people. Therefore, once again adults will be the main target audience.

These target audiences usually live near major cities. Also, they think extra professional training is important that why the courses are suitable for them. For people nowadays, newspaper or other traditional media is rarely used by all ages already so their frequent type of media should be the Internet. To get engaged more with the public, Health Consumer Queensland can release more advertisements during health theme related holidays like the Wear Red Day to utilise the time of public awareness.

In addition, the programmes that they offer should be considered as high involvement as consumers need to evaluate deeply of each course to see which one suits them. The usual path to decision is by checking out the information provided on the official websites. It might take a lot of time to go through all courses to find the right one so consumers might not be willing to spend such time. With digital marketing, posts related to specific courses can be published to let the public know more and help solve the barrier above easier.

Persona name Christian	Picture 	My demographics and personality I am living in Brisbane local city areas and convenient to drive to most places. My personality is outgoing and kind-hearted. I am active in participation and always willing to learn.	Three reasons to engage with the brand 1. Learn more from the courses which benefits my future 2. Meet more people from the related working field 3. Get a certificate for recognition
My job, skills and interests My job is a health department worker and I have healthcare related skills. Also, my interest is learning about health related knowledge and tasks.		My social environment The Brisbane social environment I live in is clam and slow paced. It is always balanced for me to work, learn and relaxed for a comfortable time.	Three reasons to not engage with the brand 1. Not necessary or eager to study 2. Cannot handle work and study at the same time 3. Time management problems
My needs and goals My need is to learn more about different aspects of healthcare knowledge so as to upgrade myself and be more professional in my daily jobs. Also, my goal is to help more people with my professional knowledge therefore it is best to study more and prove my capability with certificates.		My burning questions How will the courses help me when I have professional knowledge after studying College already?	My pain points My work is already overloading and have no time for a long holiday for study.
			Consumer Insight A person can never learn everything for use so that is why we are the right of choice and are here to support you.

Product and Competitor Overview

A similar non-profit health promotion organisation will be Cancer Council Queensland. They also provide many health related programmes, workshops and community events. There are a leader and have been established since 1961. They also have three more channels of digital media including

Facebook, Twitter, LinkedIn and YouTube. Therefore, it is easier for them to overcome the problem of low public attention. They even have blogs for consumers to discuss their opinions rather than just Facebook comments in comparison.

4.0 Recommendations

The first recommendation is setting up more digital media channels. In order to help raise public awareness, only Facebook is not enough. As according to Oxford University people get news from online and television. (Oxford University, 2017). Furthermore, they should update their media channels regularly and be consistent. According to the global organisation Harness Media, updating website can increase the effectiveness and also content to attract more online visitors. (Harness W, 2019) Last but not least, email users must click into the junk email folder themselves in order to see these e-newsletters and alerts. According to an email marketing journal, many ISPs use junk mail filters so there is no guarantee that advertising emails will reach out to target customers. (E. Fariborzi, M. Zahedifard, 2012) Therefore, they should consider having e-newsletter subscriptions or even online advertisement like pop up windows from Google for people who are interested in news updates.

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