## InTransition

**Episode 13**

**David Rawlings, Director Landmark Media**

**Brief description for iTunes:**

Today we speak to a man who knows a great deal about content marketing in government- David Rawlings from Landmark Media in Adelaide, Australia. We discuss some of biggest challenges for government in getting started with content marketing and the endless opportunities for government to publish engaging content to uphold a responsibility to explain programs and policy.

**Bio:**

A seasoned online professional, David has experience with more than 1500 web sites and social media profiles ranging back to 1996.

He is an author of a social media book (with one to come shortly) and is a recognised presenter on the topic of online communication, particularly in the education sector.

His workshops cover content development for web, eNewsletters, social media and email marketing and have been run through the University of Adelaide – and in tailored form directly with Government departments – for more than 10 years.

David helps government organisations at a one-on-one level and through a variety of content-focussed workshops.

David also started up Content Marketing Adelaide in collaboration with Frank Stillitano, the Creative Director at [Flux Visual Communication](http://www.studioflux.com.au/).

**Links**

**29.53** [www.contentmarketingadelaide](http://www.contentmarketingadelaide)