



MediaPA
DIGITAL MARKETING

BOOST PACKAGES FOR 2021

*CHANGING THE WAY BUSINESSES
TELL THEIR STORIES*

MEDIAPA.CO.NZ
FACEBOOK.COM/MEDIAPA
PHILLIP@MEDIAPA.CO.NZ
0274 587 724

MEDIAPA: WHO WE ARE AND WHAT WE CAN DO **FOR YOU.**

At MediaPA we are a digital agency, specialising in the delivery of high-performance campaigns across social media, SEO, PR, content marketing and web design that have a lasting impact.

We partner with the best business across New Zealand to deliver expert and innovative digital marketing services, which **drive more traffic, engages audiences, converts clicks to customers, reimagines your customer experience and increases sales.**

We are passionate about creating smart, integrated campaigns and seamless customer journeys.

As one of the first in New Zealand to hop on the social media marketing train, we have both seen and been through it all. Our expertise has been earned through years of hands on experience and we are happy to share that know-how to elevate your business to a whole new level.

We're obsessive about doing the best work we can and pushing new ideas to its limits. With MediaPA on your side we can help you realise your potential of your business and reinvent your image online.

At MediaPA we offer the next generation and best performing social media strategies and implementation combined with PR, Media PA provides all sized businesses in New Zealand with the **total solution to branding and on-line marketing.**

The founder and managing director of Media PA is multiple award-winning PR consultant and journalist Phillip Quay.



WHAT OUR CLIENTS SAY.

"I got MediaPA to design a website for my consulting business. The process was highly professional. The website met my requirements and I was thoroughly impressed with the final product and many of my customers conveyed the same sentiment,"

- **Dr. Gordon Rajendram - The Soil Scientist**

"The results of our month-long Boost Viral campaign were simply amazing. The multi-channel social media platforms deployed enabled us to create huge awareness of our new website and to build a global database which we can now re-market to. There is no need to do any other form of advertising any more."

- **Scott Lee, Crusoe's Retreat Fiji.**

"Just wanted to let you know that the admin team have started to implement our digital marketing strategy. We have really gained some momentum with this, and it is giving far more market exposure than we had been receiving through our hardcopy publications. This success is a direct result of the funded program you implemented for us late last year. Thank you for your assistance and we will keep in touch."

- **Garry Malcolm, RE/MAX Team Realty**

"We would recommend the assistance because associating with specialised personal that can improve your business performance using their specific skill sets is invaluable and allows us to move forward with confidence."

- **Glenn Clough, Marine Protection Services**

"Hi Team Boost, November sales were a record high in dollars and quote acceptance rates, thank you for your strong contribution."

- **Don Watkins, Easy Blinds**

BOOST TRAINING PACKAGE.

Let's get you up to scratch.

- MediaPA will professionally train you on how to set up the four key social media platforms: Facebook, Instagram, LinkedIn and YouTube.
- We will train you on how to complete a comprehensive website review and how to perform an analysis on your competitors to discover where your opportunities are.
- MediaPA will train you to implement your content with keywords to help your brand rank higher on Google.
- We train you to ensure that all your social media pages are all interconnected and linked to your website.
- Our professional copywriters will train you on how to write 300 keyworded article about your business. This can be published on your website, your social media platforms and throughout MediaPA's vast online presence.
- You will receive a complimentary copy of our exclusive Social Media Brochure and a Social Media Policy as well as ongoing access to our latest information on social media usage.
- A full-day training session will be provided from one of our social media specialists so that you can take over the role of the administrator if you wish. Otherwise, we are happy to provide ongoing Boost services for you so that you can focus on your business.
- Set Up Goals. The first step to have an effective plan looking to grow your business.
- Find Vision and Mission. A strong mission and vision statement will set your sight on new goals.
- Creating Strategic plan. It will help you prepare a realistic vision for the future of your business.
- SWOT Analysis. It helps you to build on what you do well, to address what you are lacking, to minimize risks, and to take the greatest possible advantage of chances for success.
- Competitor's analysis. A competitive analysis is a way to identify competitors and understand the competitor's strengths and weaknesses in relation to yours.
- Action Plan. Action plans help people know what needs to be done to complete a task, project, initiative, or strategy.

ONE OFF PRICE FROM \$995 + GST PAYMENT FOR SET UP IS REQUIRED AT SIGNING OF AGREEMENT. MINIMUM 3 MONTHS.



BOOST

12 MONTH PLAN

The Key To Online Marketing Success

1

Communications Plan
Competitor Analysis
Article Marketing

2

Facebook Competition
Article Marketing
Social Media
Newsletter

3

Photos
Article Marketing
Social Media

4

Promotional Video
Article Marketing
Social Media

5

PR/Publication
Article Marketing
Social Media

6

Social Giving
Article Marketing
Social Media

7

Networking Event
Article Marketing
Social Media

8

Facebook Competition
Article Marketing
Social Media

9

Database Mailout
Article Marketing
Social Media

10

Social Media Live
Article Marketing
Social Media

11

AdWords
Article Marketing
Social Media

12

Network Referrals
Article Marketing
Social Media

WHY CHOOSE BOOST?

Here are just a few awesome reasons

CONTENT IS KING

Content marketing is the art of communicating with your customers and prospects, without selling. In today's marketplace, image is everything. How your company looks to the outside world sets the tone for all of your interactions with customers, partners, media and other key stakeholders. [You cannot afford to present an unprofessional or inconsistent image of your business.](#) By sharing and promoting your business expertise online, you connect with current customers, who then share your content to bring in new customers. Let our team of professional journalists and copywriters enhance your online presence with content that connects with your audience.



RANK HIGHER ON GOOGLE

Today, SEO (Search Engine Optimisation) rankings are achieved through the combination of building a responsive website which works for your visitor and having great content across all social media platforms - including professionally written articles, pictures and videos published, posted and shared. [As content marketing and search engine optimization \(SEO\) come together, more links, shares and other relevant signals that increase search engine ranking will be attracted.](#) Our SEO experts work their magic deliver clear results as quickly as possible..

SOCIAL GIVING

Social giving is something which sees others benefit from the generosity of businesses. Social giving is something we can all get on board with. It is about giving back to the communities which we operate in. People within our communities can benefit from what we do and that is the ultimate reward.



WHAT ELSE WE OFFER

Nedd a little extra? We've got you covered!

Videos

Video marketing is using and incorporating videos into your business marketing campaigns and strategy. It can be used to engage with customers, promote brand awareness, introduce products and services, and the list goes on and on. Video is critical to your content strategy because it's snack-sized, memorable, and measurable.

Remarketing

Advert Remarketing helps you reach people who have previously visited your website or used your mobile app. Previous visitors or users can see your ads when they browse websites that are part of the Google Display Network, or when they search for terms related to your products or services on Google.

Branding

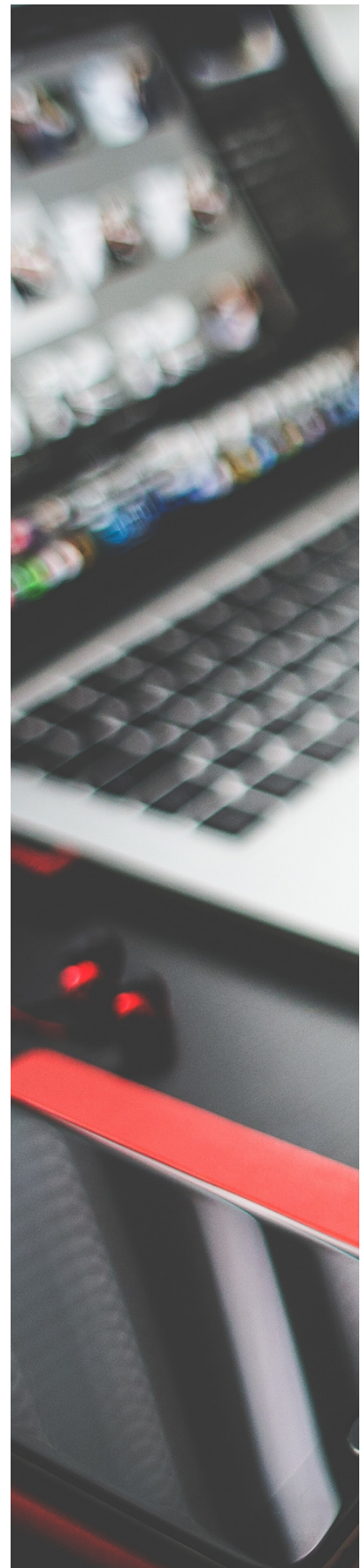
In the clutter of online ads, social media and business content, one single factor gives you 4 times the visibility of your competitors. That factor is branding. The benefits of branding for the future are well-documented and seemingly endless. Branding drives costs down throughout the organization while increasing revenues.

First step to creating a Brand

- Build your brand
- Managing your brand
- Growth opportunities
- Market your brand

AdWords

Why choose PPC ads? Because you're reaching the people you want to reach where and when you want to reach them. Display ads can be shown on specific websites that relate to your business and search ads appear at the top of the search engine results. Google ads statistics should clear up any other questions about display ads:



RANK HIGH ON GOOGLE

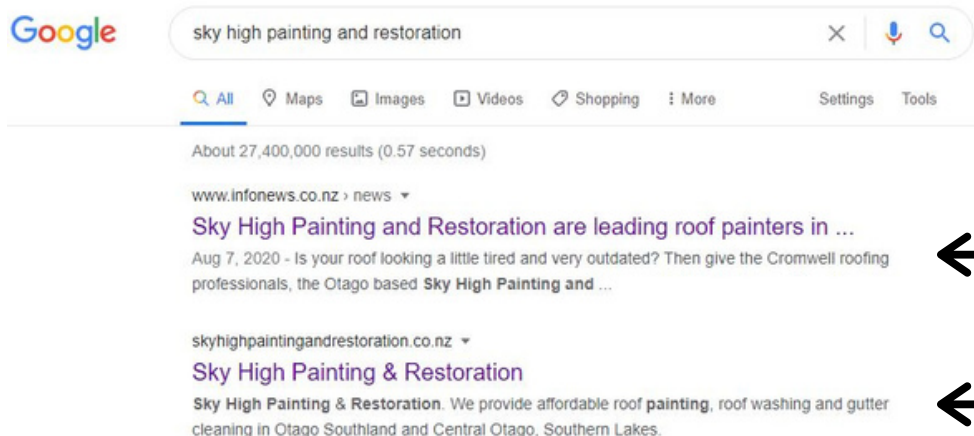
Quicker than Adwords!

Gain better online visibility and higher search engine rankings first with Boost.

From blog posts to conversion-focused web pages, we have the skills and techniques that will have your ranking higher on google. We create a customized search engine optimization strategy founded on an in-depth website audit, thorough keyword research, and competitor analysis.

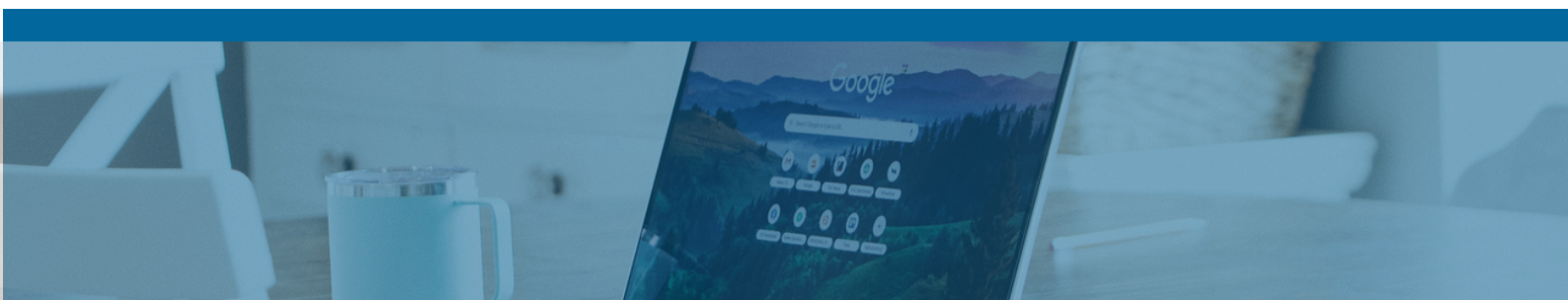
Our SEO experts ensure your website's optimal performance by taking care of all the key aspects of SEO from image optimization to internal content linking, title tags, and meta descriptions. At MediaPA we produce content that both your target market and search engines will love.

We have commitment to quality and constant drive to keep our clients ahead of the competition. We utilise industry leading practices and cutting-edge techniques to develop SEO strategies that have proven to work. Just take our client, Sky High Painters, within 15 hours on launching their website with our Boost product they were already number one on Google.



← The article we wrote and published as a press release.

← The website we built.



EXPERT GUIDANCE

Helping you make the most out of your social media and online channels.

Whether you are running a small, local operation, or heading a global, enterprise-level effort, the statistics above make it clear: Your customers are online. They are interacting in social channels with their friends, colleagues, and other brands in search of information, recommendations, and entertainment. If your company is not around to answer, a competitor will be. In doing so, your competitor will quite likely take away the customer at hand, along with anyone else listening. This is where our expert advice to help.

- Social media advice that is personalized to you and your business.
- Social media tips and tricks you can apply immediately to enhance your online presence.
- An in-depth tutorial on four primary social media channels
- Recommendations for social channels your business should have a presence on.
- Setting up social media marketing advertising campaigns
- Writing your social media marketing content marketing plan.
- How to create engaging content that for your target market.
- How to measure ROI and the performance of your online marketing.
- The dos and don'ts of social media.
- Hashtags, tagging, emojis, competitions and when to use them.

With MediaPA guidance you can reveal the amazing potential of social media to drive business and target your audience in meaningful lasting way.



WEBSITES

Make your website work for you. Your website is a powerful marketing tool. A well-maintained website can help you gain a competitive advantage in your industry and improve your business image. Developing your web site offers many benefits including helping you get more leads and prospects, increase sales, enhance your professional brand, and improve your customer service.

- Organic Search.
- Importance of keywords
- Link Building
- Analytics
- Email marketing
- Video
- Branding
- How to increase organic traffic
- Online PR
- Social network
- Branding
- Affiliate Marketing



BOOST ONGOING PACKAGES

Let's keep you at the top.

ULTIMATE BOOST

\$1000 + GST MONTHLY

- Development of Communications Plan
- Public Relations
- Facebook Updates(3/week)
- Instagram, LinkedIn Updates
- Facebook Cover Updates (1/month)
- Report (Monthly Updating)
- Published Article (4/month)
- Referrals via MediaPA network
- Full Social Media Monitoring
- Online Advertising (Social Media or Adwords or Remarketing)
- Email Marketing (2/month)
- Cue Magazine
- SEO
- Information Pack
- Strategic Advice

SUPER BOOST

\$750 + GST MONTHLY

- Development of Communications Plan
- Facebook Updates (2/week)
- Facebook Cover Updates (1/month)
- Report (Every 3 months)
- MediaPA Networking Event Invites
- Published Article (2/month) Professionally written
- Networking
- Email Marketing (1/ month)
- Cue Magazine
- SEO

BOOST

\$500 + GST MONTHLY

- Development of Communications Plan
- Facebook Updates (1/week)
- MediaPA Networking Event Invites
- Published Article 300 words professionally written (1/month)
- Cue Magazine
- SEO

Note: Minimum of 6 months applies to Boost and Super Boost, 12 months to Ultimate Boost.

LET'S START TODAY!

There's no time like the present!

ONGOING: BOOST ☐ SET UP ☐
SUPER ☐ ULTIMATE ☐

Set Up fee required at signing of document.

Signed by (for client):

Signed by (for MediaPA):

Date:

Contact MediaPA

Phone: 0274 587 724 Email: phillip@mediapa.co.nz Website: mediapa.co.nz FB: facebook.com/mediapa