



## **The Government may co-fund up to 50% of your digital marketing training with MediaPA**

Up to a maximum of \$5000 per year per business may be funded towards digital marketing training under the Regional Business Partner Network (RBPN) programme for which MediaPA has been a registered service provider for specialized digital marketing training in all areas of content creation such as social media, email marketing, search engine optimization, apps public relations and article writing (blogs). In all of these areas artificial intelligence tools are integrated into the training.

### **How can I get funding for Digital Marketing Training?**

To be eligible for funding are you:

- Operating with 50 or fewer full-time employees.
- Be GST registered in New Zealand and have a NZ Business Number (NZBN).
- Operating in a commercial environment – i.e. is currently trading.
- Be privately owned or a Māori Trust or
- Incorporation under the Te Ture Whenua Māori Act 1993 or similar organisation managing Māori assets under multiple ownership.
- Have undergone assessment by a Regional Business Partner.
- Demonstrate commitment to improving management capability. Indicators of commitment include the fact they have sought advice, have worked through the assessment process and are willing to co-fund capability-building activities and make the required time commitment.

### **Having a strategic plan for digital media is essential in 2024**

We will train you on how to create your proven strategic 12-month digital marketing plan so that you get to break free from the daily “*what do I post?*” conundrum. It’s not just about Facebook either. After you fill out a questionnaire we’ll meet online (or in-person if you’re local), talk about your business and goals, then we’ll dig into the type of content that would attract and resonate with your ideal customers, including where and how often you should show up.

**Contact Phillip Quay for more information on how to apply for funding:**

phillip@mediapa.co.nz

027 458 7724 or apply at [www.mediapa.co.nz](http://www.mediapa.co.nz)

OR Visit [www.business.govt.nz](http://www.business.govt.nz)