



LAXXY MARKETING PACKAGES

***EVERY PROJECT NEEDS A PERFECT
MARKETING STRATEGY***



PHILLIP QUAY

LAXXY MARKETING managing director

Our marketing efforts are synchronized with the development process to guarantee a smooth delivery that aligns perfectly with the launch.

We are a digital agency, specializing 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 us on your side we can help you realize your potential of your business and reinvent your image online.

We offer the next generation and best performing social media strategies and implementation combined with PR, our team 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 , LAXXY marketing Director, multiple award-winning PR consultant and journalist Phillip Quay.



WHAT OUR CLIENTS SAY

"I got Media Pa 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.**

Through a combination of article marketing and strategic social media Media Pa delivers a constant stream of relevant content to our online presence and increases brand recognition from higher Search Engine Optimisation.

The story of our successful business has been promoted online. Phillip Quay has a team of journalists who produce articles for the web targeted at increasing Google search hits and web visibility.

"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



BOOST SET UP PACKAGE

- Boost will professionally implement four Social Media platforms including Facebook, Instagram, LinkedIn and YouTube.
- Communications and Digital Marketing Plan for 6months
- Email Marketing Initial Design
- Keywords
- We conduct a comprehensive website review and provide you with recommendations. We also perform an analysis of your competitors to discover where your opportunities are.
- Boost sets up each Social Media page to the leading industry standard. We implement your content with keywords to help your brand rank higher on Google.
- We ensure that all your social media pages are all interconnected and linked to your website. We also secure your custom Facebook URL for print and marketing use.
- Media Pa will conduct a review of any existing pages and provide recommendations on how to make them "world class".
- Our professional copywriters provide you with a 300 keyworded article about your business. This can be published on your website, your social media platforms and throughout Media Pa'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 training session will be provided from one of our social media specialists, so that you can take over the role of administrator if you wish. Otherwise, we are happy to provide ongoing Boost services for you so that you can focus on your business.

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



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.



BOOST ONGOING PACKAGES

Let's keep you at the top.

ULTIMATE BOOST \$1400 + GST MONTHLY

- 4 articles a month
- Omnichannel Article Publication (4/month)
- Facebook Social Media Posts (3/week)
- Facebook Cover Updates (quarterly)
- Networking Event Invites
- Email Newsletter Compilation (1 every 3 months)
- Search Engine Optimisation
- Analytics (Quarterly)
- Referrals via NZ Business Connect network
- Full Social Media Monitoring
- Digital Marketing Information (Regular updates)
- Monthly Marketing Meeting
- Public Relations
- Access to updated training documents

SUPER BOOST \$1150 + GST MONTHLY

- Facebook Social Media Posts (2/week)
- Written Article and Published (2/month)
- Facebook Cover Updates (twice a year)
- Report (Every 6 months)
- Monthly Meeting
- SEO (Search Engine Optimisation)
- Access to updated training documents

BOOST \$900 + GST MONTHLY

- Omnichannel Published Article (1/month)
- Monthly Meeting
- Facebook Cover Updates (once a year)
- SEO (Search Engine Optimisation)
- Facebook Social Media Posts (2/week)

Note: A minimum of 6 months applies to Mini Boost, Boost and Super Boost, 12 months to Ultimate Boost.



WHAT ELSE WE OFFER

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

Videos and Photography

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. The need for photography is a no brainer.

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.

Social Giving

In this day and age, the new generation of people loves to see companies giving back to the community. It shows that businesses are not just in it for themselves and will be more caring to their clientele.



WHAT ELSE WE OFFER

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

Networking Event for your Business

Business networking events are vital for professionals looking to expand their horizons and grow their careers. These gatherings provide a unique platform for individuals to connect with like-minded professionals, exchange ideas, and foster meaningful relationships.

Sponsorship Packages

Sponsorship offers a myriad of benefits for both parties involved. Firstly, it provides a valuable avenue for businesses to enhance their brand visibility and reach a wider audience. Through sponsorships, companies can tap into the existing fan base and credibility of the event or individual they are sponsoring, thereby gaining trust and credibility themselves.

Email Marketing

Email Newsletters are a great way to reach your audience. You can offer exclusive deals and opportunities for those who follow you, encouraging further support and keeping at the top of their minds.

NB: These additional services are not included in the Boost Packages



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 Media Pa 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.



Fresh Content

Article



Video



Photos



Omnichannel





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.

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



LET'S START YOUR SUCESSFULL JOURNEY TODAY!

There's no time like the present!

Set Up fee required at signing of document:

Signed by (for client) :

Signed by Laxxy :

Date:

Contact LAXXY



Phone: 02102497258



Email: feliperapucci@laxxy.co.nz



Website: www.laxxy.co.nz



FB: facebook.com/laxxytechnologyandinnovation

LAXXY
TECHNOLOGY
AND INNOVATION