

Marketing in our opinion... marketing stem<sup>®</sup> HQmedia

After a year of planning, the official launch of "Brand Booster" has arrived, a much needed package for businesses today. Incorporating social media, email marketing, website and PR strategies into a structured ongoing marketing maintenance package for a set monthly fee.

We're not alone in advising businesses that social media isn't a fad and getting on the band wagon is important to becoming future leaders in their industry, significantly build or enhance their brand profile and drive an increase in sales. Here's what our local experts have to say about integrating social media into the marketing mix of a business:

"Opportunity Hamilton launched a Facebook page recently and we are pleased with the results. Businesses should not overlook social media as a low-cost marketing tool."  
Sandra Perry, Chief Executive, Opportunity Hamilton

"Social media assists us to maintain our client relationships in an unobtrusive yet regular way that was not previously possible."  
Tim Walden, Senior Associate, James & Wells Intellectual Property

"We have embraced social media and are enjoying the advantages of the increased exposure of our brand."  
Diane Hallifax, CEO, The Everest Group

"Social media provides a safe forum to gather in groups and share like minded information and ideas immediately so you can make well informed decisions fast."  
Steve Murdoch, Business Strategist, Results.com

"People relate to people not companies. In KPMG we recognise the value that social media offers in building and maintaining personal relationships with our clients and stakeholders."  
Jan Gatley, Associate, KPMG

Client Showcase

UFO provides mobile upholstery and fit out services for the Automotive, Marine, Furniture and Aviation industries nationwide. With extensive experience in leather, vinyl, plastic and velour fabrics, they pride themselves on repairs that are designed to last. Whether it be accidental damage, design faults, wear and tear, restoration or even day-to-day care they can guarantee prompt and cost effective repairs carried out by approved tradesmen.



**Objective:**  
- Clarify new business structure externally and introducing the role of UFO with Fibrenew  
- Develop a simplified marketing system to easily target various markets.

**Solution:**  
Brand Booster DIY option 2, plus customisation  
- Simplify key brand message and setup email marketing system with four different templates to target specific industries with the appropriate message and offer - Import databases into categories and dispatch - Provide management and training - Review websites and provide recommendations.

**Outcome:**  
Within 24 hours UFO received new jobs, a prospective franchise purchaser and many positive comments from happy customers which can be used as quotes in future marketing.

"I've found the system easy to use, as well as cost and time effective. Being able to reach our entire database within minutes is very beneficial". Colleen Bryant, UFO

[www.upholsteryfitouts.co.nz](http://www.upholsteryfitouts.co.nz)



What are the benefits?

If you have been in operation for a number of years, or are emergent and are looking to significantly build your brand, and...  
- Value marketing but it is not your strength - Realise it has become increasingly important to maximise traditional and modern communication methods - Want to be the leader in your industry - Are not sure who to turn to.

Give us a call today to discuss how "Brand Booster" can be customised for your business!

Your marketing can now be maintained professionally on an ongoing basis, and...  
- You can rest assured your marketing is taken care of with someone else being held accountable for the implementation  
- You can plan your budgets because your marketing cost will be staggered on a monthly basis and you'll know exactly what the cost is per month  
- You are utilising both traditional and modern communication methods to enhance your brand profile and drive sales  
- You can be the leader in your industry by being our only client in your particular industry, therefore creating no conflict.



[brandbooster.co.nz](http://brandbooster.co.nz)

Phillip Quay, HQ Media 07 827 0325  
Sheena Young, Marketing Stem 07 834 9352

# 'Brand Booster' – the best way to market your brand today and increase sales



HQ Media's Phillip Quay and Marketing Stem's Sheena Young.

Two of the Waikato's fastest emerging companies, HQ Media and Marketing Stem, have developed the most expansive social media marketing package released on the New Zealand market to date.

"Brand Booster" is the result of more than two years comprehensive global market research by Phillip Quay of HQ Media and Sheena Young of Marketing Stem and has resulted in a concise package that fully integrates social media into the total marketing strategy of a brand.

"Brand Booster" brings a professional approach towards the use of Facebook, Twitter and Youtube in combination with on-going press releases and email newsletters.

It ensures that a company's web site – the shop window of every business or organisation today – is also regularly updated with product information and news and done in conjunction at all times with social media announcements.

"With our combined expertise "Brand Booster" takes away the mystery of social media and how a business can utilise the fastest-growing marketing tools in the world to increase their profile and communicate with their clients," Young said.

"Many business owners think they can simply jump on the computer and do Facebook updates themselves but without a proper strategy they are taking a major risk of hurting their brand to the point where the damage is irrecoverable.

"One wrong message put up on their social media or web site about their business can bring disastrous results," said Quay.

"With Brand Booster our team will promote a business' brand consistently for them throughout the year or we can show them how to implement it themselves after a short period of professional coaching," Young said. "We will stay by a business every step of the way to make sure they are happy."

Even before its launch national businesses and franchises have already expressed their interest in signing up for "Brand Booster".

"The interest has been very strong because businesses are increasingly becoming aware of the importance of having social media in their market-

ing strategies and our product gives them a much higher level of usage of a wide cross section of online marketing," Young said.

"Combining this social media with high profile events and PR is the ultimate way of creating more brand awareness and more sales and the quickest way of gaining a presence on internet search engines," Quay said.

Brand Booster is an ongoing marketing maintenance package. It maximises a mix of traditional and modern communication methods like no other product on offer in the market place.

It will ensure a professional brand profile, enhance the business' credibility and through regular marketing activity it will stimulate an increase in sales.

"We have developed a solution which will provide brand owners with structured ongoing marketing maintenance, combining a perfect mix of traditional and current methods, for a set monthly fee.

"This will enable brand owners to have total peace of mind knowing their marketing is being managed professionally and there are not going to be any hidden costs on top of what they'd already budgeted," Young said.

"Together, we believe the Brand Booster package will assist brand owners in becoming future leaders in their industry, significantly build or enhance their brand profile and drive an increase in sales," she said.

"Social media marketing programmes usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it is coming from a trusted source, as opposed to the brand or company itself," Quay said.

"Social media has become a platform that is easily accessible to anyone with internet access, opening doors for organisations to increase their brand awareness and facilitate conversations with the customer.

"Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

"With emergence of serv-

ices like Twitter the barrier entry in social media is greatly reduced," he said.

HQ Media is an award-winning Cambridge-based company which specialises in PR and event management.

Last year the company was involved with the organisation of the Sir Colin Meads Tribute dinner in Hamilton as well as the only official Melbourne Cup event at Lake Karapiro and the very successful Cambridge Fashion Show.

Up to 20 percent of net proceeds from these events were donated by HQ Media back to charity organisations.

Marketing Stem has been operating successfully for more than five years based in Hamilton and has a solid reputation throughout the Waikato.

It has a team of skilled marketing professionals who offer a mix of marketing services and are experts at developing social media strategies for businesses.

Marketing Stem does work for a number of significant businesses and has been recognised for its professional standards and high level of integrity. It has also been setup as a franchise system and is in the process of recruiting franchisees throughout the country.

"We believe this is hugely beneficial to implementing "Brand Booster" for clients who are franchisees as we understand the business model," Young said.

Both HQ Media and Marketing Stem say the key to their package is helping any brand to develop, and that their regular email newsletters and social media and website updates, and promotions will generate increased brand awareness for businesses.

"Other methods of traditional advertising are becoming less effective for business today than they used to be and more and more people are becoming aware of the success they are having through enhancing their brand on-line with the advice and backing of professional experts in this area," Young said.

"Brand Booster" is ideal for any size of business and is also suitable for companies looking to launch a new brand or to re-brand an existing product, and is a perfect marketing method for franchise operations or national organisations.