

NZTE Services

Service One:

Service Category	Marketing	
Service Type	Course (including follow up coaching)	
Title	Keep Ahead of the Competition and Maximise Your Return	
Content Description	<p>Series of five workshops:</p> <p>1.) Boost your brand profile <i>What elements can be improved, replaced or written off?</i></p> <ul style="list-style-type: none"> - Identify and attract the appropriate Target Market - Understand brand ownership - Realise what is and isn't working - Demonstrate brand consistency - Communicate brand importance <p>2.) Lift your marketing game plan <i>What are the most appropriate strategies and tactics to reach your Target Market?</i></p> <ul style="list-style-type: none"> - Understand small business marketing mistakes and how they can be fixed - Discover the media exposure and best media choice for your business - Establish your key message and offer - Formulate your marketing budget using industry guidelines - Generate and implement strategies and tactics <p>3.) Strengthen your marketing measurements <i>What communication methods can be effectively tracked and monitored?</i></p> <ul style="list-style-type: none"> - Identify the key objective - Establish the transaction process - Understand the benefits of various call-to-action methods - Research appropriate methods for your target Market - Accurately analyse results 	

	<p>4.) Amplify your wild ideas</p> <p><i>What are simple creative thinking techniques for bringing a concept to fruition?</i></p> <ul style="list-style-type: none"> - Identify the topic and idea - Establish it's relevance to your Target Market - Carry out market research - Brainstorm - Collate feedback <p>5.) Propel your word-of-mouth</p> <p><i>How can traditional and modern communication methods be integrated?</i></p> <ul style="list-style-type: none"> - Engage networking tactics - Maintain social media involvement - Activate referral strategies - Implement retention strategies - Enhance marketplace credibility 	
Duration (sessions/hours)	1 hour per week for five weeks	
Cost per person (NZD\$)	Course: \$825.00+gst Follow-up Coaching: \$110 per hour (preferably move on to specific one-to-one training)	

Service Two:

Service Category	Marketing	
Service Type	One-to-one Training	
Title	Full Circle Marketing Coaching	
Content Description	Gain knowledge in ongoing marketing development strategies, management processes and implementation tool/techniques that are specific to your business, so you can action each step correctly and achieve good results	
Duration (sessions/hours)	1.5 hours per month for 12 months	
Cost per	\$3,300.00+gst	

person (NZD\$)		
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Service Three:

Service Category	Marketing	
Service Type	Workshop (including follow up coaching)	
Title	Utilise Social Media to grow your business	
Content Description	Understand, set up, develop a strategy, implement using appropriate tools/techniques, manage the process and analyse results	
Duration (sessions/hours)	1 hour	
Cost per person (NZD\$)	\$165.00+gst Follow-up Coaching: \$110 per hour	

Service Four:

Service Category	Marketing	
Service Type	Workshop (including follow up coaching)	
Title	Utilise Email Marketing to grow your business	
Content Description	Understand, set up, develop a strategy, implement using appropriate tools/techniques, manage the process and analyse results	
Duration (sessions/hours)	1 hour	
Cost per person (NZD\$)	\$165.00+gst Follow-up Coaching: \$110 per hour	

Service Five:

Service Category	Marketing	
Service Type	Workshop (including follow up coaching)	
Title	Utilise Website Content to grow your business	
Content Description	Understand, set up, develop a strategy, implement using appropriate tools/techniques, manage the process and analyse results	

Duration (sessions/hours)	1 hour	
Cost per person (NZD\$)	\$165.00+gst Follow-up Coaching: \$110 per hour	

Service Six:

Service Category	Marketing	
Service Type	Workshop (including follow up coaching)	
Title	Utilise PR, Events and Awards to grow your business	
Content Description	Understand, develop a strategy, implement using appropriate tools/techniques, manage the process and analyse results	
Duration (sessions/hours)	1 hour	
Cost per person (NZD\$)	\$165.00+gst Follow-up Coaching: \$110 per hour	

Service Seven:

Service Category	Marketing	
Service Type	Workshop (including follow up coaching)	
Title	Utilise Mobile Local Fusion to grow your business	
Content Description	Understand, set up, develop a strategy, implement using appropriate tools/techniques, manage the process and analyse results	
Duration (sessions/hours)	1 hour	
Cost per person (NZD\$)	\$165.00+gst Follow-up Coaching: \$110 per hour	

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