

# Taking your vision to the world





THE Google™

**BOOSTER**



## THE DAWN OF A NEW ERA FOR MARKETING

Welcome to the dawn of a new era in search engine optimisation. We will get you on the front page of Google and open your company up to the power of social media – through an integrated approach.

Google Booster is the result of two years extensive research of the internet and is the first SEO (search engine optimisation) of its type in the world.

It has 14 secret tools which will kick start your business, product, event or charity up the Google rankings quicker than ever before.

It means that in a matter of days your brand can be found by people in markets across the entire globe – now the world is your oyster!

Google Booster is an ongoing and integrated Social Media, Marketing and PR package, which guarantees you have a professional online brand profile.

It will enhance your credibility and, through on going activity, will stimulate an increase in customer awareness and result in more sales.

Compared to traditional advertising and marketing, social media marketing is accessible, affordable, immediate and easily altered and updated in conjunction with your web site.

## The Instigation Meeting

- Interview with our Journalist to discuss focus
- We receive relevant promotional material for media content

Optional extra: **Graphic Design** and Branding. We have experts available if your branding or logo needs improvement or development.

### Stage One

#### Business Social Media Set Up & Professional Article:

##### Questionnaire

We provide you with an in-depth questionnaire to complete and return to us. This gives us a background to your organisation and an idea of the direction we can help you to move.

##### Media Platforms

We set up (or enhance your current) professional account for Facebook, Twitter, LinkedIn and YouTube.



## Facebook Focus

**Social media is counterproductive if it isn't done properly. Facebook is the leader in the social media platforms, with more than two million New Zealand users.** MediaPA will set you up with a company profile, photo albums and will show you how to manage your content and updates for 10 days.

This gives you a first-hand tailored example to guide you into the Facebook world. In addition to this, we will run a two week Facebook Advertisement to boost your page's awareness. Here you'll gain insight into how paid Facebook advertising works.

### You receive dedicated support with a Facebook Marketing Expert:

- Access to Facebook Best Practices and Guidelines
- Access to Facebook analytical tools
- Ability to utilise a Facebook Business Accounts
- Optimization of Facebook Advertising Campaigns

Optional extra: **Photography**. The online space is visual. If you require product, promotional or staff images, our professional photographers can help.

Optional extra: **Videography**. Our in house film crew can assist you in creating a viral video campaign.

### Professionally written article

One of our in-house trained journalists will conduct an interview and write a professional 300 word article about your business with a focus of your choice. The article will highlight your organisation's best features and/or sell a product or promote an event. The article will then be posted to the MediaPA webpage and Facebook page, along with your social media avenues.

“ Professionally written  
and regular content is key ”

## STAGE TWO

### Website Content Analysis

MediaPA will closely examine the content of your existing website and make recommendations as to how to exploit the online space and get you to the top of your industry's Google search result. Correctly managing your website has the power to boost your online profile and ultimately drive your success.

### Social Media Pack

Having completed all the groundwork and spent time interacting with your organisation and its followers we use this understanding to set you up with an entire Business Social Media Pack.

This includes: a Social Media 12 month Strategy, a Social Media Etiquette Guide, a Social Media Usage Policy and last but not least, an hour-long training session with one of our social media experts to take you through all the technical aspects of your online presence and answer any questions you have.

### Facebook Advertising

We increase the number of likes to your Facebook Page and increase your brand exposure to tens of thousands of people with a 10 day campaign.

### Social Media Posts

We get you started in the world of social media with three posts per week.

### Article Marketing

One of the most powerful tools to get your brand recognition are articles for your web site/social media and also for MediaPA channels – we write a further article for you

### Social Media Training:

We provide you with a professional one hour training session and handout.

## THE POWER OF NETWORKING

### The Synergy Business Network

As one of our clients you are now exclusively invited to our business network where you will get the chance to have fun and get referrals from like-minded business people.

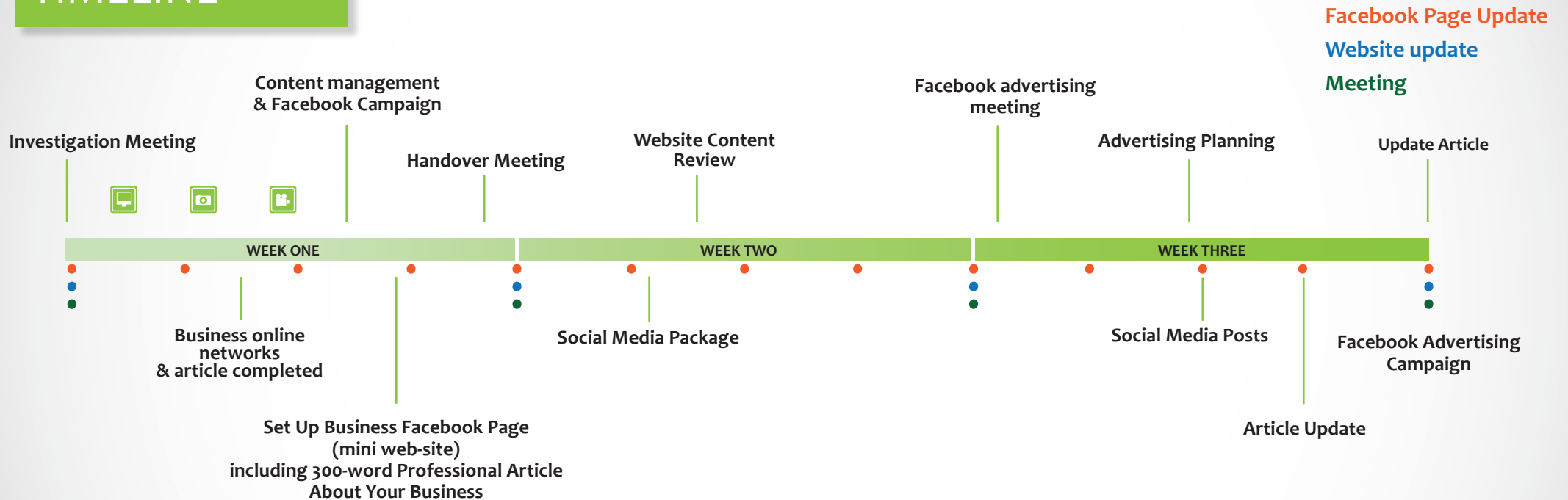
There are many networking and business clubs out there. However, Synergy will actively create new business ideas, ventures and events.

### SOCIAL GIVING

Our company philosophy is to promote corporate social responsibility – donating to a charity, church, sporting group or social cause – which will open up new business networks through social media.



# THREE WEEK TIMELINE





## Other Services

- > Event Management
- > PR - Professional PR campaigns ideal for new businesses, launches and rebranding.
- > Marketing Plans
- > Email Newsletters
- > Photography
- > Web Site Development & Updates
- > Artist & Sports Management
- > Promotional video
- > Personal Assistant
- > Sponsorships
- > Charity support
- > Copywriting
- > Full Social Media Management
- > Web Site Content Creation
- > Social Media Training

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