



# Digital Marketing

## MEASURABLE CUSTOMER ENGAGEMENT

So you've built a beautiful website – will your customers just come find it? Not very likely. Much like selling your car, unless you let people know about it, no one will buy it.

Search Engine Optimisation (SEO) will be the cornerstone of your business' digital success. You might have heard about it. But how does it work and why is it so important for you and your business?

We all search for things online. Be honest, do you ever look at the search results on page 2, 3 or 4? The better the SEO, the higher up the page you

will be listed – and found by potential customers. If you want to increase the amount of visitors to your website, we can help you optimise your website.

Once that important first step has been completed, other digital marketing tools can be used to help drive further traffic to your website such as Google Ad campaigns, social media campaigns, e-newsletters and e-brochures – all these can help boost your business, if you know when, where and how. There is no limit to the options, the trick is to pick the ones that will reach your customers

and engage them. Better yet, they will provide measureable results allowing us to monitor and adjust your campaigns accordingly.

We can help develop a digital marketing strategy tailored to your business goals, set up the basics to get you started, provide training to your team or do the whole lot for you.



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# Fluid digital marketing

Digital marketing is a complex challenge. If you don't know where to start, tell us what your goal is. We can develop a strategy to get your business there.

## ON-PAGE SEO

FROM \$300+GST

Includes keyword research (based on your preferred search words), benchmark keywords chosen in the search engines, optimisation of all main pages' meta titles and descriptions and copy and images (if needed) and internal hyperlink building.

## OFF-PAGE SEO (GOOGLE ADS)

FROM \$200+GST/MONTH

To get the edge a website needs to rank in the top 5 of search results. Should you wish for us to provide an estimate, we can do so once your on-page SEO is done.

## SOCIAL MEDIA CHANNELS

FROM \$250+GST

We can get you started on Facebook, Instagram, Youtube or whatever social media platform we decide is most applicable.

## EMAIL NEWSLETTER TEMPLATE

FROM \$500+GST

Get started with a MailChimp account, a newsletter template and assistance with sending your first campaign.



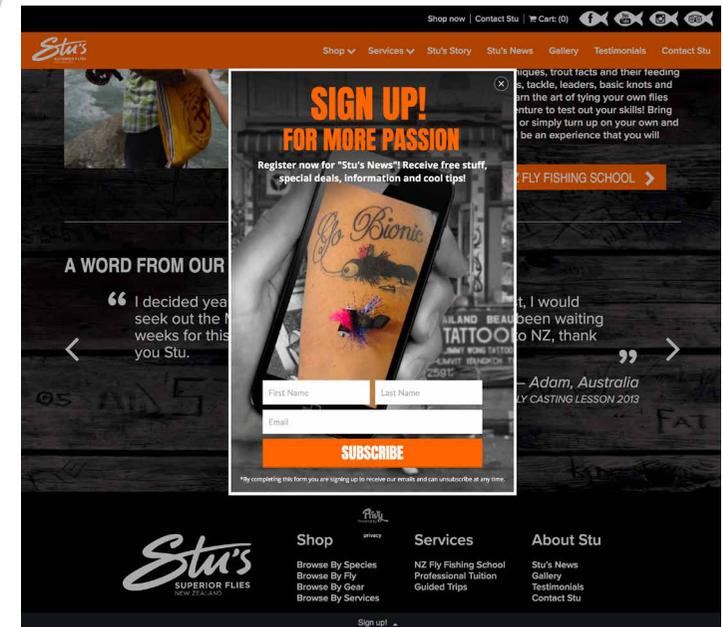
 3 SPACES AVAILABLE	Queenstown Adventurer Half Day (4hrs) Depart: 1.00pm   Return: 5.00pm	<b>\$159</b> (was \$199)
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**REMEMBER:**  
**WE OFFER HOT DRINKS AFTER EVERY TRIP - TEA, HOT CHOCOLATE AND COFFEE**

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These deals are exclusively pre-released to select booking agents during office hours. Full commission rates apply to all reservations.



"Sorry about the delayed response... thanks to the SEO you've been doing I am flat out responding to enquiries. Will come back to you when I can!"

Richard Abernethy, Fiordland Expeditions Ltd