



ALTITUDE  
MEDIA





# We wanted to do something different, so we built a marketing agency in the mountains.

You need marketing that's creative, effective, and scalable to your budget. Luckily, that's exactly what we do.

We're storytellers and problem solvers. Our mission is to provide honest and reliable marketing solutions for businesses of all sizes.

We're based in beautiful Lake Tekapo where our creativity feeds off the mountains, the lake, and the stunning scenery that surrounds us. Every day at Altitude Media is an adventure and we work hard to help our clients reach new heights. See you at the top.



**[altitudemedia.co.nz](https://altitudemedia.co.nz)**





JUST SOME OF THE THINGS  
WE'RE GOOD AT...





# STRATEGY & PLANNING



You can't reach success without a plan to get there. We live and breathe our strategy-driven, goal-orientated marketing approach.

So what does that actually mean? We work with you to identify your target audiences and develop the best plan to engage them. Then we set clear, measurable progress goals and send you regular reports so you'll always know how your marketing is performing. We track every dollar spent and the amount of business it generates for you.



# SOCIAL MEDIA



Yes, social media is worth your time and yes, it will help your business to grow. The key is to use social media strategically – less as a megaphone, more as a friendly chat with a mate.

Facebook, Instagram and other social platforms are tools to build a community of fans for your brand and to reach new people who are the right fit for your products. We'll figure out the best way for your business to use social media, help you manage your brand's presence, and create fresh, engaging advertising campaigns to achieve your goals.





# WEBSITES



Your website isn't a box to be ticked. Customers expect it to embody the heart and soul of your business, just as much as a brick and mortar storefront. That means your website needs to have the right look and feel, and every visitor should have a positive experience.

We create a web presence for your brand that inspires and informs. We can also optimise your existing site to get the maximum return from your assets. We're experts in website design, management and the more finicky (but important!) stuff like SEO.



# MULTIMEDIA CONTENT



Content is the single most important element of your marketing, but all too often it's treated as a last-minute job. A well-crafted photo or video should speak to people, draw them in and make them feel connected with your brand.

We create photos, videos, copy, graphics and more to tell your brand's unique story in a way that resonates with your target audiences. We also create content on-location and around special moments in your business' life, such as grand openings, celebrity visits and new product launches.

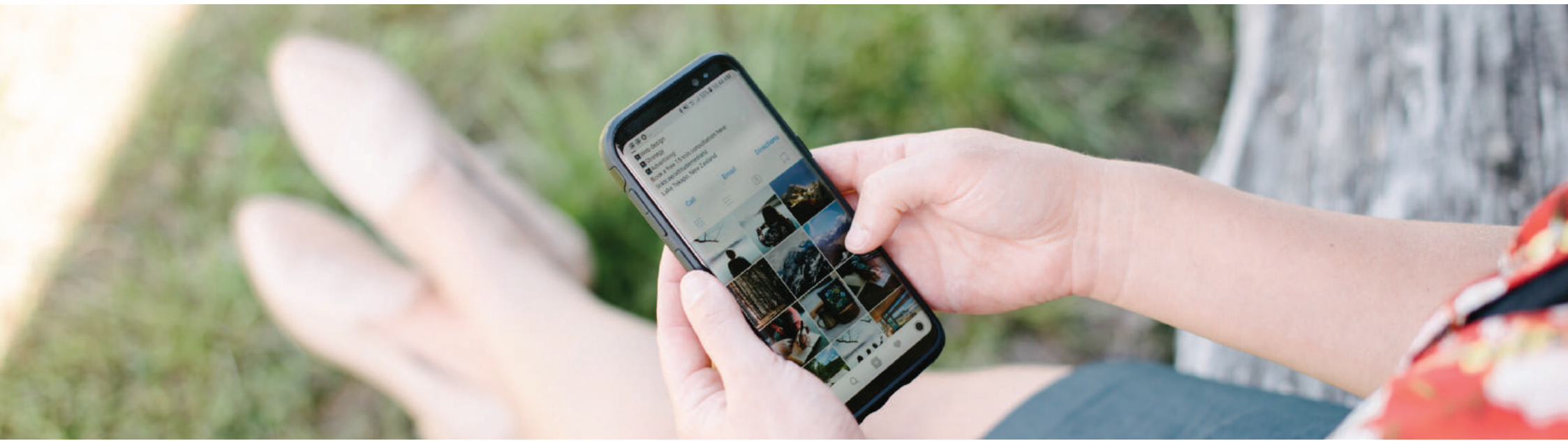


# CAMPAIGNS



A well-designed strategic campaign is your most valuable marketing tool. Each campaign should have a clear purpose with well-defined goals to measure success, whether you're aiming to reach a new customer base, grow a specific area of your business or build hype around a product launch.

We specialise in creating, managing and measuring both one-off and complex long term marketing campaigns. Most importantly, we understand how to amplify a campaign across complementary platforms, from websites, social media, search and display advertising and email marketing to traditional print.





# LEARNING RESOURCES



We're passionate about helping businesses gain the skills they need to drive their marketing in today's digital world.

We offer training and education courses on everything from optimising your Instagram account to managing your Adwords campaigns. Our courses can be customised to fit your needs, from one-on-one consultations to group workshops with your staff or local business network. We're also constantly developing new online courses so that you can log in and learn at a time that's best for you.



# PRICE LIST



Social media account setup	starting @ \$240 +GST
Campaigns	starting @ \$480 +GST
Monthly social media content creation	starting @ \$500 +GST
Press Release	starting at \$720 +GST
Monthly social media management	starting @ \$750 +GST
Monthly digital advertising	starting @ \$750 +GST
Marketing strategy & documentation	starting @ \$840 +GST
Adwords account and campaign setup	starting @ 960 +GST
Staff social media training	starting @ \$1,500 +GST
Multimedia package (photo + video)	starting @ \$2,000 +GST
Website design + build	starting @ \$5,000 +GST

\*Quotes for packages available upon request



# OUR TEAM





## JENNIFER HEUETT

Self-diagnosed with wanderlust at an early age, Jennifer found herself on a one-way ticket to New Zealand in 2011, completely unaware that it would lead her to building the business of her dreams.

Experienced in blogging, marketing, and social media, she landed a job in the tourism industry where she has built key relationships with influencers, tourism boards and local businesses before creating Altitude Media.



## MEGAN MILLER

Megan is a recovering journalist who believes in the power of well-crafted stories – in all forms – to connect and inspire.

On her journey from news to marketing (and the US to NZ) she picked up other handy tricks, including data management and analysis, digital advertising and driving on the left.

She's also a certified marketing professional in the Google Partner and Facebook Blueprint programmes.



# LET'S TALK



We'd love to talk about your business and how we can take your marketing to new heights.  
Get in touch with our team to find out how we can work together.

**[altitudemedia.co.nz](http://altitudemedia.co.nz)**

**+64 27 215 6066**

**@altitudemedianz**

