

# Marketing Minds

## Our services

---

Marketing Minds runs a series of marketing programs aimed at helping New Zealand businesses grow through practical, action-oriented planning, coaching and development. We have three key areas of specialisation; Brand & Marketing Strategy, NZ Asian & WeChat Marketing, and Training & Coaching including LinkedIn Training.

### The Team:

Anne Casey has over 20 years of experience in strategic marketing and new business development both locally and export focused. What sets Anne apart is her vast experience across multiple industries and ability to think strategically while still being highly practical.

Lizzie Jaray has 18 years of experience in both sales and marketing across Australia and New Zealand across a range of industries including FMCG, Health & Beauty and Pharmaceuticals. Lizzie is passionate about helping small businesses achieve success both domestically and on the international scene.

Anne and Lizzie are supported by our Auckland based team including marketing coordinators Evelyn and Adeline, our local Chinese marketer Elsa and our digital expert Allie.

*Read more about Anne on [LinkedIn](#). Read more about Lizzie on [LinkedIn](#).*

### Brand & Marketing Strategy

Practical skills from strategy to implementation including digital for businesses starting out to those wanting to scale up for next stage growth.

### NZ Asian & WeChat Marketing

Developing strategies to target new migrant market opportunities domestically and as a launching pad for export success. A focus on WeChat as the key tool to engage with the Chinese consumer.

### Training & Coaching

Helping SMEs to navigate in the noisy digital and non-digital world of media, marketing & content strategy and lead generation to achieve independent success.

## Brand & Marketing Strategy

---

Marketing Minds partner with NZ businesses to help them determine exactly what is required to deliver growth strategies with actionable outcomes. We are experienced in the deep dive required to implement the most effective digital marketing strategy. Marketing Minds isn't about fluffy strategies, plans or vague ideas that never get put into action – we know how to make marketing measurable and can give companies the coaching support required to take your business to the next level.

The four fundamental Marketing Programs offered cater for businesses just starting out and needing to build the best foundations for success and also for those seeking to step up and take their business to the next level.

### Foundation Program Launching with Confidence

- **Ideal for**- new businesses or new product/ service category
- **What it offers** - providing the skills to develop a 12 month marketing & brand strategy

### Accelerate your Growth

- **Ideal for** - businesses with 3+ years in the industry
- **What it offers** - understanding business capability, gap analysis and business planning for growth

### Winning Advantage, Market Validation

- **Ideal for** - Businesses that are wanting to enter a new segment or new market
- **What it offers** –market insights, strategy and coaching on how to put together entry strategy and marketing plan

### Get it Right, Marketing Audit

- **Ideal for**– Businesses wanting to improve performance by identifying the gaps and opportunities and how to improve
- **What it offers** - a full 360-degree review of all marketing activities with the goal to help improve efficiencies across the business landscape.

## NZ Asian & WeChat Marketing

---

We recognise the growing importance of the Asian community in New Zealand and the opportunity to help Kiwi businesses effectively engage with them for business growth. Marketing Minds is uniquely positioned, thanks to extensive experience working with clients in the NZ and export based Asian market, to help businesses identify how best to engage with and market to the Asian communities via channels such as WeChat, SkyKiwi and the NZ Chinese Herald.

### Marketing to the NZ Asian migrants and communities

- **Ideal for** – businesses wanting to reach into the New Zealand migrant communities including the Chinese, Indians, South East Asians either domestically or internationally
- **What it offers** - marketing and communications plan training and development focusing on the targeting Asian communities

## Marketing Strategy-WeChat Marketing

- **Ideal for** – Businesses specifically wanting to target Chinese consumers using the WeChat social media platform
- **What it offers** - WeChat marketing and communications plan including training on how to implement the plan and ongoing messaging in Chinese via WeChat.

## Coaching & Training

---

The Marketing Minds team are specialists in helping develop practical skills for both personal and business growth. We offer a full suite of training options that will help in all areas from personal profile development to building a brand and company presence, LinkedIn training to advertising and thought leadership through digital content production and lead generation.

### Marketing Training and Coaching

- **Ideal for** - Business owners wanting to understand how to segment and target their customers
- **What it offers** - training business owners and staff in relevant marketing skills that align with your business' vision and goals

### Content Marketing Planning & Coaching

- **Ideal for** – Those wanting to develop a presence via content publishing
- **What it offers** - Developing a powerful content marketing strategy & coaching on how to execute, including use of LinkedIn as a publishing platform where relevant.

### Customised LinkedIn

- We offer customised LinkedIn training where we take the time to truly understand your core objectives and tailor a program that best fits both your objectives and the team's level of knowledge on how LinkedIn works.
- Our customised workshop sessions cater to all LinkedIn levels from beginners to advanced using a hands-on, user-based approach. We design the workshops to ensure that participants get the most out of LinkedIn as a tool for content and thought leadership in their own field.
- Our training is flexible and can cater for large groups of up to 10 per group or one on one training.

## NZTE Registered Courses

---

Marketing Minds is an approved New Zealand Trade and Enterprises (NZTE) Service Provider. This means that if you're a business that meets the NZTE criteria, you may be eligible for the NZTE capability development voucher for the services provided by Marketing Minds. This is partial payment (up to 50%) towards the cost of capability development and training.

To be eligible for a voucher a business must be:

- Operating with 50 or less FTEs
- Be GST registered in New Zealand
- Operating in a commercial environment – i.e. is currently trading
- Be privately owned or a Maori Trust or Incorporation or similar organisation managing Maori assets under multiple ownership
- Have undergone assessment by a Regional Business Partner.

Businesses should also:

- have the potential and desire to grow
- demonstrate commitment to improving management capability: indicators of commitment include seeking advice, working through the assessment process, and a willingness to co-fund and commit time to capability-building activities
- have an identified gap in its capability that can be addressed through management capability building and training.

Please email [info@marketingminds.me](mailto:info@marketingminds.me) for more information

## What our clients say

---

*'Marketing Minds has made a real difference to our business, for example the insights from the client survey gave us the confidence in our pricing structure and helped us form our business strategy'* **Clive Ashworth, Owner, Aspect Blinds**

*"I enjoyed working with Anne on my marketing growth strategy and I've found her to be a very rare breed. I've worked with a number of marketers in the past and none of them is of her calibre."* **Melanie Harbers- Managing Director, Babta Bags**

*'LinkedIn has worked wonders for my new business. Anne understood my personal needs and has been an excellent pillar of support. I would encourage everyone to attend one of her courses.'* **Vasintha Pillay, Trans Tasman Accounting and Taxation**

Contact Anne Casey ([anne@marketingminds.me](mailto:anne@marketingminds.me)) or Lizzie Jaray ([lizzie@marketingminds.me](mailto:lizzie@marketingminds.me)) at marketing minds for more details. +64 9 634 4390

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