

YOUR MARKETING DIRECTOR

Smart Marketing. Real results. For NZ businesses.

Services & Pricing Guide

Everything we do, and exactly what it costs. Clear pricing, no lock in contracts, and a marketing director who actually answers the phone.

Social media

Short form video

Email marketing

Google + AI search

Meta & Google Ads

Ad creative

Websites

Strategy

What do you need help with?

Most people arrive with one of these sentences in their head. Find yours, and the page number tells you where to go.

"Nobody sees us online."

SOCIAL MEDIA, PAGE 4

"We post, but nothing happens."

DIRECTION AND REPORTING, PAGE 3

"We need video, and we are not on camera people."

SHORT FORM VIDEO, PAGE 6

"Our database just sits there."

EMAIL MARKETING, PAGE 7

"Nobody finds us on Google or in AI search."

GOOGLE + AI SEARCH, PAGE 8

"Our ads are burning money."

META AND GOOGLE ADS, PAGE 9

"Our website looks tired."

WEBSITES, PAGE 12

"I just need someone to own this."

MARKETING DIRECTOR, PAGE 3

How it works

- 1. A proper conversation.** We look at where you are now and what you actually want to happen.
- 2. A plan you can read.** Written in plain English, with the numbers attached.
- 3. We build and run it.** You approve, we deliver, every month.
- 4. You get told the truth.** A monthly report that says what worked and what did not.

The short version

- ✓ Month to month. No long lock in contracts.
- ✓ One monthly price, agreed before we start.
- ✓ Mix and match. Take one service or the lot.
- ✓ You own your accounts, your data and your content.
- ✓ A real person who knows your business, not a ticket queue.

Marketing direction & reporting

This is the part most businesses skip. A marketing director is the person who decides what to do, in what order, and then holds the whole thing to account. If you already have people doing the doing, this is often the only thing you need from us.

Marketing Director Report + Strategy

A monthly report on how your marketing is performing, in plain English, with an active strategy sitting behind it and what we recommend doing next.

WHAT YOU GET

- ✓ A look at your marketing as a whole, not only the parts we deliver
- ✓ A clear view of what is working and what is not
- ✓ An active marketing strategy, written for your business
- ✓ Reviewed and adjusted every month
- ✓ Priorities set for the month ahead, in order
- ✓ Plain English reporting, no vanity metrics
- ✓ Someone to talk it through with each month
- ✓ Someone senior thinking about your marketing every month

TWO WAYS TO BUY IT

NZ\$299

PER MONTH, STANDALONE

NZ\$189

PER MONTH, YMD RETAINED CLIENTS

The NZ\$189 rate is our preferred rate for clients who already have us running one or more ongoing monthly services, such as Google + AI Search, social media or ads management.

Who it suits

- ✓ Owners doing marketing in the gaps between everything else
- ✓ Teams that are busy but not pointed in one direction
- ✓ Businesses spending money without knowing what it returns

Which rate applies?

If we already run one or more of your monthly services, it is NZ\$189 a month. If the report and strategy is the only thing we do for you, it is NZ\$299 a month. The work is the same either way.

The NZ\$189 rate applies for as long as one or more ongoing YMD monthly services are running alongside the report. Larger one off strategy projects are scoped and quoted individually.

Social media management

Ongoing organic social content, planned, written, designed and scheduled, to keep your social presence active and worth following. You approve it, we publish it.

Every package includes

- ✓ A monthly content plan built around your business
- ✓ Every post designed in your branding, not dropped into a template
- ✓ Captions and hashtag research written for your voice
- ✓ The whole month laid out for you to approve in one go
- ✓ Revisions if something is not right
- ✓ Scheduling and publishing

Channels we can post to

Instagram

Facebook

LinkedIn

TikTok

YouTube

Pinterest

Google Business Profile

You do not need to be on all of them. We will recommend the channels that make sense for your audience rather than posting everywhere for the sake of it.

One piece of content, every channel you use. Your package number is how many pieces of content we create each month. Each one is then adapted for the channels you actually use, sized correctly for each. There is no extra charge per platform.

Monthly packages

10

POSTS

NZ\$299

per month

15

POSTS

NZ\$449

per month

20

POSTS

NZ\$569

per month

25

POSTS

NZ\$729

per month

30

POSTS

NZ\$849

per month

35

POSTS

NZ\$969

per month

40

POSTS

NZ\$1,089

per month

Not sure which one? Most businesses starting out land on 15 or 20 posts a month. We will tell you honestly if you are buying more than you need.

Social add ons

Bolt these onto any social media package when you want more depth, more personality or more reach from the same audience.

Instagram Stories ADD ON

Stories keep you visible between posts and are where a lot of the everyday engagement happens. Designed and written in your branding, and scheduled alongside your main content.

10 STORIES	20 STORIES	30 STORIES
NZ\$149 per month	NZ\$269 per month	NZ\$389 per month

Carousel content ADD ON

Multi slide posts, usually three to five slides, for the things that need more than one image to explain.

How carousels work. A carousel is an upgrade to a post you are already getting, not an extra post. Each carousel replaces one standard social post in your monthly plan and turns it into a three to five slide carousel. The prices below are the additional charge for that upgrade, on top of your social media management package. Your total post count does not change.

5 CAROUSELS	10 CAROUSELS	20 CAROUSELS	30 CAROUSELS
NZ\$75 per month	NZ\$149 per month	NZ\$299 per month	NZ\$449 per month

Both add ons are sold alongside a social media management package. If you want carousels or stories on their own, talk to us and we will price it properly rather than pretending it fits a box.

Short form video

Social first video for your organic feed. Reels, TikToks and Shorts, handled end to end, from the idea through to the finished video landing on your channels.

What you get

- ✓ The idea and the hook, because the first two seconds decide whether anyone watches
- ✓ Script, edit, captions and on screen text
- ✓ Music and motion graphics where they are needed
- ✓ Formatted properly for Reels, TikTok and YouTube Shorts
- ✓ Published to your channels for you

Good to know

- ✓ You do not have to be on camera
- ✓ We can work from your footage, or build the video from suitable stock and motion graphics
- ✓ Your approval before anything goes live, and revisions if it is not right
- ✓ Runs as its own service, or inside your social package

Monthly packages

4 VIDEOS NZ\$299 per month	8 VIDEOS NZ\$569 per month	12 VIDEOS NZ\$819 per month	16 VIDEOS NZ\$1,049 per month
20 VIDEOS NZ\$1,299 per month	30 VIDEOS NZ\$1,899 per month	40 VIDEOS NZ\$2,499 per month	

Video is often the fastest way to lift reach when a page has gone quiet. Four a month is enough to start. Twelve a month is where most businesses see it become a habit rather than an experiment.

Email marketing

Your database is the one audience you actually own. Email is still the cheapest way to sell to people who already know you, and it is usually the most neglected thing in the business.

What you get

- ✓ Campaigns and automated flows, written and designed
- ✓ Welcome sequences and follow ups that keep working after they are set up
- ✓ Built straight into the email platform you already use
- ✓ Revisions included
- ✓ Reported on each month as part of your marketing reporting

Monthly packages

2	4	8
EMAILS	EMAILS	EMAILS
NZ\$449	NZ\$849	NZ\$1,599
per month	per month	per month

Campaigns or automated flows, your call. Your monthly emails can be split between one off campaigns and automated sequences, whichever suits that month. A quiet month might be all campaigns. A setup month might be all flows.

Built where you already work

We build your emails inside the email platform you are already using, so nothing has to change and nothing has to be migrated. We work with all the major platforms.

What stays with you

- ✓ Your list stays yours, in your account
- ✓ You keep full visibility of everything we build
- ✓ No lock in, and nothing to untangle if you stop

Google + AI Search

Help more of the right customers find your business on Google and in AI search. Ongoing work rather than a one off SEO fix, built to grow visibility and authority over time.

What you get

- ✓ Search and competitor research, so we work on what your customers are actually looking for
- ✓ Google SEO and technical checks, so your site is ready to be found
- ✓ AI search optimisation, so AI tools can understand your business
- ✓ Useful search led content, written and published for you every month
- ✓ Content structured so Google and AI tools can surface your business
- ✓ Authority building through quality backlinks from real websites
- ✓ Works with the website platform you already have
- ✓ Tracking, plus a monthly report in plain English on what changed and what we do next

Managed Google + AI Search

Per website, managed every month.

NZ\$999

PER MONTH

Why AI search matters too

Most people still use Google, but plenty now ask AI tools like ChatGPT to help them research providers, products and services. We work on both, so your business is easier for search engines and AI systems to understand and put in front of the people looking for what you do.

Who it suits

- ✓ Businesses people search for by problem, service or location, not by name
- ✓ Anyone relying on word of mouth and wanting a second source of enquiries
- ✓ Local and service businesses wanting stronger visibility
- ✓ Established businesses wanting search as a long term growth channel
- ✓ Owners who want this building in the background without managing it

How this actually works. Search visibility compounds, it is not a switch you flick. Nobody can guarantee a position on Google, and nobody can promise an AI tool will recommend you. What we can do is improve the technical foundation, publish genuinely useful content, build real authority and make your business easier for search engines and AI tools to understand, then measure it and keep improving.

Meta Ads management

Ongoing management and optimisation of your Facebook and Instagram advertising, with your standard campaign creative produced as part of the service. No set and forget, and no hiding behind dashboards you cannot read.

Meta Ads Management

Facebook and Instagram advertising, managed monthly.

NZ\$1,199

PER MONTH

About ad spend

Your advertising budget is always separate from the management fee and is paid directly to Meta by you. We will recommend a budget that matches your goals, and we never take a cut of it. You keep ownership of your ad accounts.

Setting it up

- ✓ A proper look at your account, your market and what your competitors are running
- ✓ Campaign strategy, structure and setup
- ✓ Audience research and targeting, including reaching people who already know you
- ✓ Conversion tracking set up so we can see which ads are actually producing enquiries and sales, not just clicks

Running it every month

- ✓ Your standard campaign creative, images and video, produced by us
- ✓ Hands on optimisation every week, not a monthly glance
- ✓ Constant testing of new creative and new messages
- ✓ Budget managed to the result you actually care about
- ✓ Monthly reporting on spend, leads and cost per result, and what we are changing next

Already managed by us? Your standard campaign creative is included in the management fee. The ad creative packs on page 11 are one off purchases, for when you want extra creative on top of that, or for businesses running their own advertising.

Google Ads management

Ongoing management and optimisation of your Google advertising, so you show up when someone is actively looking for what you sell, without paying for the clicks that were never going to buy.

Google Ads Management

Search and Google advertising, managed monthly.

NZ\$1,199

PER MONTH

About ad spend

Your advertising budget is separate and paid directly to Google by you. We charge a flat monthly management fee and never take a percentage of your spend, so our fee does not go up just because your budget does. You keep ownership of your ad accounts.

Setting it up

- ✓ Campaign setup and structure across search and Google's newer campaign types
- ✓ Keyword and search research for your market
- ✓ A list of the searches we block, so you are not paying for the wrong clicks
- ✓ Conversion tracking checked and working before a dollar is spent

Running it every month

- ✓ Ad copy written and refreshed, with different versions tested against each other
- ✓ Bidding and budget managed to the result you actually care about
- ✓ Optimisation every week
- ✓ Monthly reporting on spend, leads, cost per result and what people searched to find you

The blocked searches matter as much as the chosen ones. A lot of wasted Google spend goes on searches that were never going to turn into a customer. Keeping that list current is unglamorous, ongoing work, and it is part of what you are paying for.

Ad creative packs

Creative built for paid advertising, not for your everyday social feed. Running your own ads, or need more creative for a campaign? These packs give you purpose built static or video ads designed around your offer, your message and your call to action.

Buy a pack when you need one. These are one off packs, not a monthly service. Take one as standalone creative if you run your own advertising, or as extra creative on top of the standard campaign creative already included in our Ads Management.

Static ad creative

PACK

Image based ads designed by real designers, not pulled from a template library. We start with the copy and the hook, then design around it. Multiple concepts, sized and exported for every placement, source files included so you can reuse them, and we keep revising until you are happy.

5 STATIC ADS NZ\$299 per pack	10 STATIC ADS NZ\$599 per pack	20 STATIC ADS NZ\$1,149 per pack
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Video ad creative

PACK

Vertical video ads, scripted and edited by people. Motion, captions, pacing and audio all handled, with several hook variations so you can test which opening actually stops the scroll. Revisions included.

2 VIDEO ADS NZ\$299 per pack	4 VIDEO ADS NZ\$599 per pack	8 VIDEO ADS NZ\$1,179 per pack
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Not to be confused with our organic services. Social media management and short form video keep your own channels active. Ad creative packs are assets built to be put behind advertising spend.

Websites & everything else

Some work does not fit neatly into a monthly package, and we would rather quote it properly than sell you a number that turns out to be wrong.

Websites

SCOPED AND QUOTED

New builds, rebuilds and ongoing website work. Every site is different, so we look at what you have, what you need it to do, and quote the actual job. You will get a fixed price before anything starts.

- ✓ Website builds and rebuilds
- ✓ Landing pages for campaigns
- ✓ Ongoing website updates and improvements

Other marketing work

SCOPED AND QUOTED

If it is marketing and it needs doing, ask. If it is not something we do well, we will tell you that too, and point you at someone who does.

Common questions

Am I locked into a contract?

No. Monthly services run month to month. We would rather you stayed because it is working.

Can I change package size later?

Yes. Move up or down as the business changes, and we will tell you when we think you should.

Do I have to take everything?

No. Most clients start with one service and build from there as it starts working.

Do the prices include GST?

No. All prices in this guide are in New Zealand dollars and exclude GST.

Is my ad budget included?

No. Advertising spend is separate and paid directly to Meta or Google. The management fee is what you pay us.

Who owns the content and accounts?

You do. Your accounts, your data and everything we produce for you stay yours.

SUMMARY

Pricing at a glance

Every service, every package, on one page. All prices are in New Zealand dollars and exclude GST. Monthly services are charged monthly. Ad creative packs are a one off charge per pack.

DIRECTION AND REPORTING

Marketing Director Report + Strategy	Reporting plus an active monthly strategy. The retained rate applies alongside any ongoing YMD monthly service.	NZ\$299 STANDALONE NZ\$189 RETAINED
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CONTENT AND SOCIAL

Social media management	10, 15, 20, 25, 30, 35 or 40 posts per month	NZ\$299 to NZ\$1,089
Instagram Stories	10, 20 or 30 stories per month, add on	NZ\$149 to NZ\$389
Carousel content	5, 10, 20 or 30 carousels per month, add on	NZ\$75 to NZ\$449
Short form video	4, 8, 12, 16, 20, 30 or 40 videos per month	NZ\$299 to NZ\$2,499
Email marketing	2, 4 or 8 emails per month	NZ\$449 to NZ\$1,599

SEARCH AND ADVERTISING

Managed Google + AI Search	Per website, managed monthly	NZ\$999
Meta Ads management	Standard campaign creative included, ad spend separate	NZ\$1,199
Google Ads management	Standard campaign creative included, ad spend separate	NZ\$1,199

AD CREATIVE PACKS, ONE OFF

Static ad creative pack	5, 10 or 20 static ads per pack	NZ\$299 to NZ\$1,149
Video ad creative pack	2, 4 or 8 video ads per pack	NZ\$299 to NZ\$1,179

WEBSITES AND PROJECT WORK

Websites	Builds, rebuilds, landing pages and ongoing updates	Quoted
Other marketing work	Scoped per project	Quoted

Not sure where to start? Tell us your monthly budget and what you need to happen. We will put the mix together and show you exactly what it buys.

NEXT STEP

Let's have a proper conversation.

No pitch deck, no pressure, and no jargon. Tell us what is going on in the business and we will tell you honestly what we would do about it, and what it would cost.

1

Get in touch

A quick call or a message to start.

2

We look properly

At your marketing, your market and your numbers.

3

You get a plan and a price

In writing, in plain English.

WHAT WORKING WITH US LOOKS LIKE

One point of contact

You deal with your marketing director, not a rotating account team.

Everything approved first

Nothing goes live without you seeing it.

Straight reporting

You get told what worked and what did not, every month.

You own everything

Your accounts, your data, your content, always.

YOUR MARKETING DIRECTOR

yourmarketingdirector.co.nz

Smart Marketing. Real results. For NZ businesses.

All prices are in New Zealand dollars and exclude GST. Monthly services are billed monthly in advance. Ad creative packs are a one off charge per pack. Advertising budgets are paid directly to the advertising platform and are separate from management fees. Pricing is current at the date of this guide and may be reviewed from time to time.