

Part Time Marketer

Marketing for small business.

elev.co.nz
mat@elev.co.nz

elev.

About Me

My name is Mathew Waters, I studied marketing and computer science at the University of Otago.

I am passionate about helping small businesses – through working with different clients I have built up my knowledge across a range of software applications and tools.

Mat is fantastic. Created our website and continue to support our business. Personable and easy to work with...you won't be disappointed.



Noa
Roadmaster Cases

Mat has been a tremendous help with getting our website up to scratch and regular maintenance to keep it running smoothly. He helped us with eCommerce and Memberships in particular.



Chris
New Zealand Strongman



I hired Mathew to develop and design my website and got above satisfactory results. He executes perfect communication between him and his client to ensure even the smallest details are met, approaches tasks with a very positive attitude, and will meet all deadlines!



Rosé
Chyenot

Find my portfolio at elev.co.nz/portfolio



Why Hire a Part Time Marketer?

As a part time marketer I will help to organise your website, brand and marketing activities so they all align.

Marketing is a process that takes time, its a consistent effort over a long period before you start seeing progress.

Progress being from paid and organic traffic to your website:

Paid traffic - Google & Facebook ads, print collateral and advertisements.

Organic traffic - website SEO, Google Business, social media and referrals.

In this document I detail key activities I will set up and maintain to build your online presence.

Branding & Design

Marketing starts with your branding - the colours, imagery and text you present to your customers.

I will help to create:

- Brand & copy guidelines document
- Work document templates - presentations, excel sheets, invoices and quotes
- Social media templates - video and imagery
- Marketing collateral - business cards, brochures, posters and customer review cards

Templates and marketing collateral can be reused over and over with different text and images. These can be updated every so often to keep your designs looking fresh.

Website

Your website is the digital storefront of your business. It is where new customers will find you and learn about your services or products.

I can build you a new website from scratch or update/ redesign any current website you operate.

- Page Design
- eCommerce
- Landing pages for advertising
- Contact forms
- Digital downloads
- Email collection forms
- Google Business review widget
- Social media feed widget

I also deal with the backend:

- Email
- File storage
- DNS & domain names
- Hosting & SSL
- Maintenance

I have experience with Wordpress, Shopify, Squarespace, BigCartel, OpenCart and custom coded websites.

Digital Marketing

By just having a website you do not guarantee traffic. You need to send brand messages to traffic generating channels.

These channels can be split into organic and paid traffic generation.

Organic Traffic

- Google Business
- Social Media
- Email Marketing
- SEO, Keyword research & blogs

Paid Traffic

- Google Search Ads
- Facebook & Instagram Ads

I will set up and create content for each of these channels. Put systems and processes in place to automate these activities (like scheduling of social posts and automatic promotion emails).

Organic traffic channels are the best for long term growth as it cements your online presence - consistency is key to growing these channels.

Get in Touch



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021-137-1255
