

The Digital Marketing Issue

Introducing Target State

Your strategic technology consulting firm that partners with
businesses to drive digital transformation.



Target STATE

Target State is led by Anthony McMahon, a local Huapi businessman. Their services include:

- Providing strategic technology guidance and leadership to your business without being a full-time employee.
- Designing and structuring your business's technology and processes to align with your goals and improve efficiency.
- Preparing and planning for potential technology-related incidents (like data breaches or system failures) to minimise impact and ensure a quick recovery.
- Assistance with selecting and purchasing the right technology and services for your business needs.
- Evaluating the success and effectiveness of a technology project after it has been completed to ensure it meets the desired outcomes and identify any areas for improvement.

Their approach is built on three key pillars:

1. **Plan:** They work with you to create a digital roadmap with clear, impactful benefits for both the short and long term.
2. **Lead:** They provide executive-level guidance without technical jargon, ensuring long-term support.
3. **Rescue:** They can quickly step in to get technology projects and outcomes back on track, saving businesses money, time, and reputation.

Target State aims to enhance resilience and success in New Zealand businesses by delivering value and efficiency. They emphasise the importance of having a fit-for-purpose technology practice and avoiding the pitfalls of past decisions. Their testimonials highlight their ability to provide impartial advice, support technical infrastructure planning, and understand the unique needs of various sectors, including charities and not-for-profits.

[TALK TO ANTHONY NOW](#)

Introducing The Social Collective

Transforming Small Business Marketing: The Social
Collective's Game-Changing Offer



In today's challenging economic climate, small businesses need effective marketing more than ever. Yet, many struggle with the complexities of digital marketing and the high costs of agency services. Enter The Social Collective's revolutionary Marketing Starter Kits, designed to bridge this gap and empower small businesses.

These kits offer a transformative solution, providing expert-level marketing setups without the ongoing agency fees. From social media strategies to advertising campaigns and email marketing funnels, these kits cover all bases, taking the headache out of marketing setup.

"We've crafted these kits to give small businesses the agency-level support they need, without the hefty price tag," says Loren Tomlinson,

founder of The Social Collective. "It's about enabling businesses to thrive, even in tough times."The kits provide tailored, plug-and-play solutions that allow businesses to hit the ground running with their marketing efforts. This innovative approach means small businesses can now access professional marketing strategies, save time on setup, and focus on what they do best – running their business.

With this offer, The Social Collective is revolutionising how small businesses approach marketing, making expert support accessible and affordable in an era where every dollar counts.

TALK TO LOREN NOW

Free Business Advisor Sessions Come and Meet the Advisors Friday 13th September

Meet our business advisors at Allely Estate



Meet the Business Advisors Lunch

Come along to Allely Estate on Friday 13th September at 11am for a lunch and networking event and have a chance to meet all the business advisors.

Tickets \$10 per person for members.

Tickets \$20 per person non-members

To reserve your tickets, click the link below.

Get Your Tickets Now

Digital Marketing 1 Day Course Tuesday 15th October

Learn digital marketing essentials with Tu Whanake at Morepork BBQ, Kumeu.



Are you ready to take your business to the next level? Then come and join us at this one day course led by Tū Whanake, a marketing training course made just for our fellow New Zealand brands!

Our experienced and friendly instructors are excited to guide you through exciting modules where you'll learn all about the latest marketing techniques and best practices. Not only that, but you'll also learn how to develop a strong brand identity, connect with your target audience, and grow your business in fun and creative ways!

Our course is perfect for both newbies and existing businesses, so no matter where you're at, we've got your back. We're all about helping you preserve and promote Māori culture, so let's get started and make your brand shine! Enroll today and join the many Māori brands that have already benefited from our course!

We understand that businesses are struggling and are offering these courses for a koha donation. **Members are entitled to enrol for a koha**, and North West Country commits that anyone donating \$50 + GST for the course will have their koha matched.

Non-members are welcome at the course for a fee of \$97 + GST.

The workshop will be held at **Morepork BBQ, 40 Main Road, Kumeu. 9am - 4pm.**

Get Your Tickets Now



Kumeu

DIGITAL MARKETING *Training*



At 9 AM

Tuesday, 15 Oct 2024

KOHA
Event

@TuWhanake

www.tuwhanake.com





**DANIELLE
HANCOCK**



*Helping you with
your business needs.*

manager@northwestcountry.co.nz

Santa Claus is Coming to Town
Sunday 15th December

Decorate a business float and join the fun

SAVE THE DATE

CHRISTMAS MARKET & PARADE

Sunday, December 15th 2024

PROUDLY BROUGHT TO THE COMMUNITY THANKS TO:

Register your float now!

[Registration](#)



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