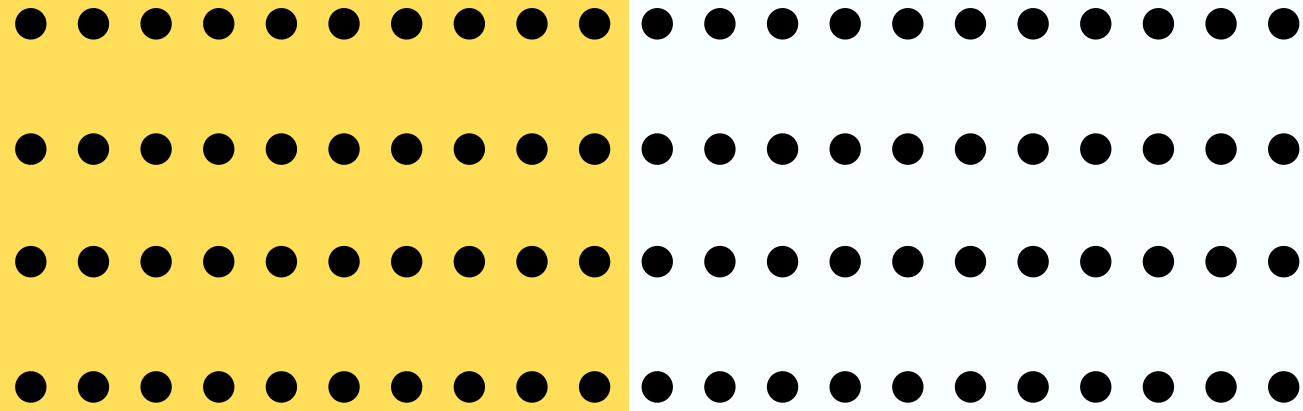


2020



The Ideas Library

Copywriting and marketing support
for travel, tourism and hospitality

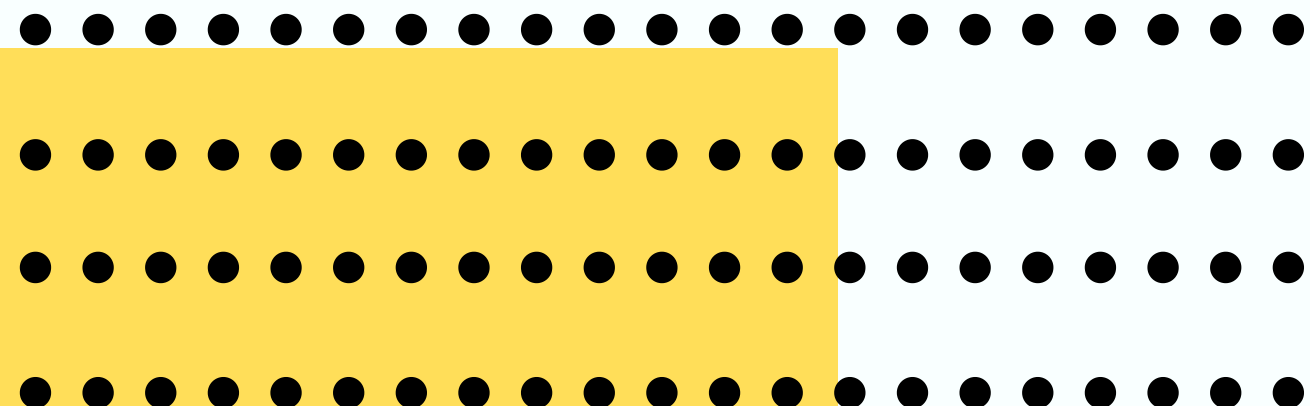
Service list

General copywriting - (priced per project starting at \$80 hourly)

Book in a meeting and let's chat about what specific projects you might be working on and how we can help. We've helped create text for EDM's, product descriptions, polished up websites, created copy for marketing brochures and more.

Website blog articles - \$300 per blog piece, up to 800 words (ex GST)

Never know what to blog about? Got a blog on your website that's just collecting dust and sitting neglected when it could be making you money? Maybe you've got plenty of blog ideas and just no time to write up the posts. We'll work with you to get a clear idea who your ideal customers are and what they want to read about. Then, focusing on critical conversion areas, we'll create blog posts that are SEO friendly and engage your target market, turning more visitors into leads and buyers.



**WE LOVE TELLING STORIES, LET US
HELP YOU TELL YOURS.**

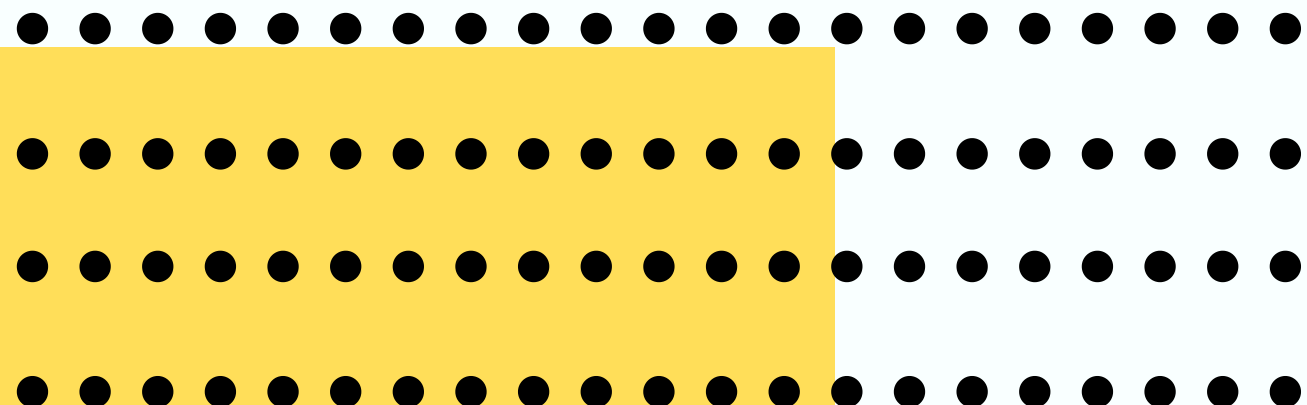
Service list (cont)

Media press releases and media distribution - \$850 per release (ex GST)

Have you just launched (or are about to launch) a new product? Have you done an amazing thing recently that people might be interested to know about? Feel weird blowing your own horn? We got you.

If you can't afford a publicist for a full-scale campaign, talk to us. We can write up a release and pitch it to media for you.

Your media release is the first point of contact journalists have with you and your story will be competing with hundreds of other emails wanting media attention. We have more than a decade of experience working as an editor, a journalist and generally writing for media. We also have a huge, targeted database of the right people to get your info in front of. Print, radio, TV, depending on your story, we can work with you on where to pitch it.



**WE HAVE MORE THAN A DECADE
EXPERIENCE**

Service list (cont)

Social media content bank - \$495 (ex GST)

Have all these social media platforms and never know what to post? We hear ya, fresh ideas can be tricky when you're occupied with other tasks.

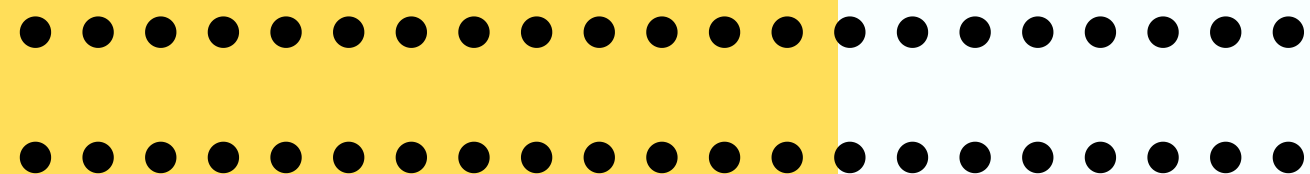
Get yourself a content bank of 20 pre-written posts with images from your own image bank all ready to go. All you have to do is copy and paste them onto your social media platforms. Just before you're about to run out, let us know and we'll whip up more.

Comprehensive marketing bootcamp - \$950 (ex GST)

During this half day session, we'll do an assessment of your current website, social media, and general marketing practices to determine what's working well and identify areas where we can boost your conversions. Because we'll do our homework, we'll come prepared with creative ideas and concepts you can implement right away. We believe in taking advantage of multiple promotion avenues, most times using resources you already have. Let us help you engage with visitors on your website, in their email inboxes, in the media and on social media platforms for a balanced approach for more customers.

You'll finish with a solid marketing plan and a clear idea on how to move forward, either solo or with us.

**LET US HELP YOU ENGAGE WITH
YOUR CUSTOMERS**



Retainer recommendations

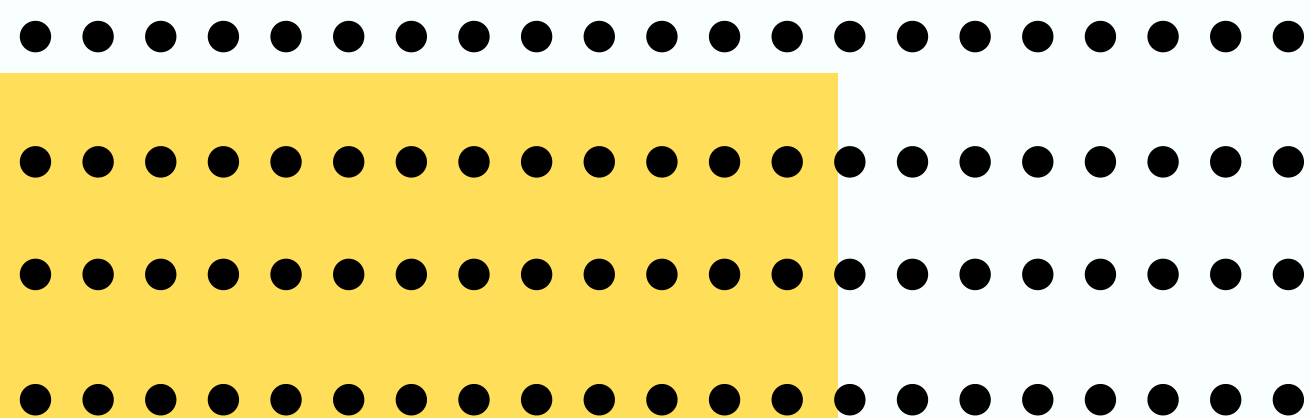
Get a Girl Friday (on retainer)

20 hours monthly - \$1800 (ex GST)

40 hours monthly - \$3300 (ex GST)

Need a little bit of this and that or just an extra hand with a bit of everything? We become a part-time extension to your marketing team to help out with a little bit of everything. Lock us in for 20 or 40 hours a month and we can work with you just like a member of your team. It's an affordable option to having a casual marketing person one or two days a week.

You'll get a 'Work in Progress' fortnightly update on what hours you've used as well what work's been completed so you always know where you stand. Meetings (in-person or via phone/Skype) are also included in the retainer fee for check-ins along the way.



**IT'S AN AFFORDABLE OPTION TO
HAVING A CASUAL MARKETING
PERSON ONE OR TWO DAYS A
WEEK**

WHY THE IDEAS LIBRARY?

We know you'll want to ensure every aspect of your business is as efficient as possible.

Our greatest strengths lie in delivering high quality service to our clients.

With more than 20 years in the tourism and travel industry as a travel editor, event manager and freelance journalist, we know the industry, we know the key players and we know what works.

We've partnered with large, globally recognised brands as well as small businesses.

We're also selective about our clientele, only working in industries where we know we can deliver results.

We choose to work with only a few clients at a time to provide the best possible service and devote our time to get to know your business, your brand and coming up with ideas designed for you.

Let us focus on the details and help you make the most of your current audience and help you grow a larger one.

Our expertise, resources, and deep commitment to our craft won't let you down.

GWEN LUSCOMBE

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