



# Tailored Marketing Solutions to Brighten Your Business Horizon

*Seamless Marketing Support Under One Trusted Umbrella*

## PRACTICAL, DEPENDABLE MARKETING SUPPORT BUILT FOR BUSY BUSINESS LEADERS LIKE YOU

Running a startup, small or medium business means juggling a lot, and marketing can often fall to the bottom of the list.

That's where Kaleidoscope Marketing & Events steps in. We provide straightforward, tailored support that helps you build your brand and connect with more customers without the overwhelm. Whether you need help creating content, auditing your website, or crafting a smart marketing plan, we handle the details so you can focus on running your business.

Our team works with you as a genuine partner, listening, advising, and delivering practical marketing solutions that grow with you. No jargon, no pressure - just sensible strategies and steady support to get results you can measure and count on.

Let's take the guesswork out of marketing and make it one less thing on your plate.

**Kaleidoscope**  
MARKETING & EVENTS

# Strategic Marketing Support For Every Stage of Growth

Not every business needs the same thing at the same time. Sometimes you just need an extra set of hands for a project, a sharp eye to review your strategy, or a fresh perspective to get things moving again. That's where our project-based marketing support comes in.

At Kaleidoscope, we offer flexible, standalone services built around what you need most. From one-off campaigns and brand refreshes to content audits, website reviews, or event marketing, we plug in exactly where your business needs momentum.

Marketing Service	Description	Investment ( +GST)
<b>Marketing Health Check</b> Ideal for growing businesses that need clear marketing foundations and focus.	<ul style="list-style-type: none"><li>• 2-hour marketing discovery call</li><li>• Set actionable SMART marketing objectives</li><li>• Single detailed target persona</li><li>• Core messaging pillars</li><li>• Recommendation on marketing channels to focus on</li><li>• 30-min follow-up call to answer questions or coach on next steps</li></ul>	\$499
<b>LinkedIn Launchpad</b> For business leaders ready to stand out on LinkedIn.	<ul style="list-style-type: none"><li>• 30-minute strategy call to set LinkedIn goals</li><li>• Guide to profile optimisation, network engagement, and growing your brand on LinkedIn</li><li>• 4 short training videos on:<ul style="list-style-type: none"><li>◦ Creating engaging, value-driven posts</li><li>◦ Growing your network and sparking conversations</li><li>◦ Boosting engagement</li><li>◦ Tracking results with LinkedIn analytics</li></ul></li><li>• 30-minute follow-up call to answer questions or coach on next steps</li></ul>	\$499
<b>Website Audit*</b> Designed for organisations that need a clear, action-focused website review.	<ul style="list-style-type: none"><li>• Technical SEO analysis covering meta descriptions, errors and crawl issues</li><li>• Site speed and performance review with PageSpeed score and recommendations</li><li>• On-page content evaluation of titles, headings and overall content quality</li><li>• Website security and compliance check of policies and protections</li><li>• Content and design assessment for user experience, relevance and consistency</li><li>• Next steps with prioritised recommendations and action plan</li></ul>	\$1,499


*\*Our website audit provides high-level insights into site health and content performance. Technical fixes or development work are not included and should be handled by a qualified web developer.*

# Strategic Marketing Support For Every Stage of Growth


Marketing Service	Description	Investment ( +GST)
<b>Content Audit</b> A focused audit to refine, repurpose and strengthen your content for better results.	<ul style="list-style-type: none"> <li>• One-hour consultation to clarify content objectives, strategy and goals</li> <li>• Review of website, social media, email and visual content from the past six months</li> <li>• Analysis of engagement, consistency, clarity and brand alignment</li> <li>• Recommendations to strengthen engagement and support growth across all content channels</li> <li>• Action plan with cross-channel guidelines and tips for improving messaging, consistency, and results</li> <li>• Follow-up 30-minute session to check progress and refine the strategy</li> </ul>	\$1,499
<b>Brand Framework**</b> Ideal for small businesses ready to refresh or define their brand with a clear, consistent identity.	<ul style="list-style-type: none"> <li>• One-hour session to review current branding and goals</li> <li>• Three initial logo concepts with two rounds of revisions</li> <li>• Logo variations for use across print, web and social media</li> <li>• Comprehensive style guide with logo usage, fonts, colours and typography</li> <li>• Value proposition development to clarify and sharpen messaging</li> <li>• Delivery of final logo files in multiple formats</li> </ul>	\$1,499
<b>Marketing Blueprint</b> For businesses ready to put their marketing health check findings into action and gain deeper insight into their audience and content planning.	Marketing Health Check Benefits plus: <ul style="list-style-type: none"> <li>• Multiple audience personas for sharper segmentation</li> <li>• Strategic content marketing map and sample integrated campaign framework</li> <li>• Campaign calendar for one quarter of initiatives</li> <li>• Budget breakdown for recommended channels</li> <li>• Framework to track performance</li> </ul>	\$1,999

*\*\*This package covers foundational brand identity work. For advanced graphic design - like complex strategy, animations, video editing, and responsive web visuals. additional support is available at \$100 per hour.*

Think of it as having a marketing partner on call, ready to bring clarity, colour, and momentum to your next move. Whether you're chasing fresh ideas or focused on results that shine, we're here to help you move forward with confidence. **Book a call today and let's start shaping a brighter horizon for your business.**

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