



The Little Acre

STRATEGIC CREATIVE STUDIO

BRAND & MARKETING
MENTORSHIP

Thank you for considering The Little Acre to assist you in refining your brand and marketing strategies. We understand the importance of a clear, consistent brand and effective marketing to achieve your business goals. Our mentorship programme is designed to provide personalised guidance and actionable insights tailored to your unique needs.

Objectives:

The primary objective of the Brand & Marketing Mentorship Programme is to provide businesses with a clear and consistent brand voice, actionable marketing strategies, and personalised guidance. Throughout the programme, we will focus on:

- Sharpening your brand's focus
- Ensuring alignment across all branding elements
- Developing a clear, consistent brand voice and identity
- Providing actionable marketing strategies to achieve your business goals
- Offering personalised guidance and support to navigate branding and marketing challenges

Deliverables:

- Comprehensive brand audit report
- Strategic goals document
- Brand positioning statement
- Refined marketing plan and content calendar
- Performance report and optimisation strategies
- Long-term action plan
- Weekly email check-ins
- Access to marketing and branding resources

Structure:

1. No Obligation 15-Minute Chat

- **Phone Call:** Let's get to know you, understand what you need, and see if this mentorship is right for you.

2. Initial On-boarding

- **Phone Call:** Introduction, understanding your business, goals, and expectations.
- **Deliverables:** On-boarding summary and next steps.
- **Client Action Points:** Define business goals, target audience, and key brand messages.

3. Month 1: Strategy & Goal Setting

- **Meeting 1:** Strategic goals document, brand positioning statement, and initial marketing strategies.
- **Deliverables:** Brand audit report, refined marketing plan, and content calendar.
- **Action Points:** Begin implementing strategic goals and gather feedback.

3. Month 2: Brand Audit & Implementation

- **Meeting 2:** Review progress on initial strategies.
- **Deliverables:** Brand audit report, refined marketing plan, and content calendar.
- **Action Points:** Execute the refined marketing plan and monitor performance.

3. Month 3: Evaluation & Optimisation

- **Meeting 3:** Evaluate the effectiveness of implemented strategies and optimise for better results.
- **Deliverables:** Performance report, optimisation strategies, and long-term action plan.
- **Action Points:** Implement optimisation strategies and develop a sustained marketing approach.

Follow-up:

After three months, we offer the option for a follow-up mentor session to review, progress, reassess goals, and refine strategies as necessary.

This ensures that your marketing efforts stay on track and continue to yield positive results.

Investment:

One-Off Call: \$315 NZD + GST. This is a no-pressure call to help sort out an issue or brainstorm some ideas, with no locked-in plan.

3-Month Mentorship: \$275 per call, or a one-off payment of \$750 + GST.

6-Month Mentorship: \$250 per call, or a one-off payment of \$1300 + GST.

Design Work: Available at an additional rate of \$180 + GST per hour.

Next Steps:

To proceed with organising the mentorship programme or if you have any further enquiries, please feel free to contact:

Liora Pine
The Little Acre
Phone: 021 808 464
Email: hello@thelittleacre.co.nz

We look forward to the opportunity to collaborate with you and contribute to the growth and success of your business through strategic brand and marketing mentorship.

Should you have any questions or require further information, please feel free to reach out to us at your convenience.



DOCUMENT PREPARED BY:



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www.thelittleacre.co.nz | 021 808 464 | hello@thelittleacre.co.nz