

Funding Available to help Grow Your Business Now

You can have seriously good website that gets found by google and stand out from the rest.

[Learn More Here](#)

Stealth Media funded services: <https://www.stealthmedialtd.co.nz/advisory-online-services.php>

There are currently 2 types of funds available to businesses:

1. COVID-19 Business Advisory Fund – set-up in response to the COVID-19 situation, to enable businesses to access free-of-charge eligible business advisory support, **100% Funded up to \$5,000 per business.**
2. The standard Management Capability Development co-funding – offering a wide range of eligible coaching and training interventions, to build the capability within your business's management team - **up to \$5,000 or 50% of the value**

Registration:

To apply for one or both funds, if you haven't already registered your business on the Regional Business Partners Network site, you will first need to register:

<https://app.regionalbusinesspartners.co.nz/Business/SelfRegister>

If you have previously registered your business with the Regional Business Partners Network, please send your application for a funding assessment directly to Business.ATEED@aucklandnz.com.

Short Questionnaire:

After registering, the Business. ATEED support team will send you a short question. Once you complete the 10 or so questions, we send you, an ATEED business advisor will then be in a position to process your request. This questionnaire will only take a couple of minutes to complete.

Next Steps:

You will be able to request up to a maximum of \$5,000 of COVID-19 Business Advisory Funding. If you've already received some COVID-19 support funding, you can only request up to the total balance remaining of the \$5,000. Hence please give some careful thought as to what would best suit your advisory needs.

If you are applying for management capability development co-funding, you can apply for a maximum of \$5,000 in the current RBP financial year, which commenced 1 July 2020. Under this programme, we co-fund up to a maximum of 50% of the cost of the coaching/training, or \$5,000, whichever is the lesser.

Please answer the survey questions we will send you, irrespective of the type of funding you are requesting.

Please note we are expecting thousands of applications for the funding over the next few months, so your patience in our processing your application will be appreciated, as demand for this support is currently extremely high.



5 x 100% Funded Services

COVID 19 -ADAPTING SUSTAINABLY IN A NEW ECONOMIC ENVIRONMENT

- Eligible for 100% Subsidy



Description

Stealth Media has spoken to numerous businesses over the past 6 months and we understand what challenges and vulnerabilities that Covid-19 has exposed.

Many businesses have relied on word of mouth or calling on their customers and prospects. With Covid 19 this has proved challenging and many businesses have had to quickly adapt to online strategies without the necessary knowledge. Without the ability to attend networking meetings and onsite customer visits, the business can grind to a halt.

The aim of this program is to empower you to rise to the challenge with the resilience to face future challenges Covid 19 may present by future-proofing your business and online strategies. These are faced worldwide and the outcome of this program is to arm you with the skills to sustainably and effectively manage the unpredictable economic landscape that is set to continue for a long time to come.

This program is an advisory journey of discovery and implementation. To create a well thought-out and documented long-term strategy to engage and deliver sustainable systems and practices that will allow your business to grow and keep staff employed through training from what learnings are taken away from the program. We aim to arm the business with advisory tools and resources for long term and sustainable success for the business, their staff and their customer

The time commitment for this program will be 6 – 8 weeks with weekly or fortnightly sessions based on the business owner's availability. The cost of this program is \$4,500 + GST (or \$280 per hour

COVID 19 - SMALL BUSINESS FINANCIAL HEALTH CHECK (small business accounting)

Eligible for 100% Subsidy



Description

Financial forecasting and planning to allow business owners greater control over cash flow and operations.

Advice to enable businesses to understand their business, including strategy, cash flow planning, planning for growth, tax obligations.

Outcomes are a more informed and confident business owner, better compliance, useful tools recommendations & free or low cost online resources

Time commitment is 8-12 hours over 8 weeks

Cost: \$2,200 or \$180 per hour

COVID-19 TRANSITIONING TO DIGITAL SUCCESS

Eligible for 100% Subsidy



Description

As a business we have seen and heard the challenges that small to medium businesses have faced with Covid 19 and this program is designed to help businesses to transition sales and marketing efforts to digital. This could include advising bricks and mortar businesses in the development of an e-commerce or online focused strategy from the ground up or working together to help you build and engage with your customer base to transition from Offline to Online by adopting the best fit and most economical digital marketing strategies.

At Stealth Media, we specialise in working with small to SME businesses across a broad range of industries. Our digital strategy advisors have close to 30 years of experience and have also successfully run businesses and have helped numerous struggling businesses to be profitable and sustainable. Our digital strategy advisors will assist you to explore and evaluate options that are available to your business in the current economic crisis, to help you develop a digital and online strategy and work towards an actionable plan that will mean your business will be able to continue positively in current operations and ongoing by empowering you with knowledge, encouragement and support.

This program will be delivered via Zoom or Google Hangout with sessions and are available to be recorded on request to the business for easy reference going forward. Calls and emails can also be utilised and businesses who will also have access to Stealth Media support as part of this programme. This will be as discussed and agreed between Stealth Media and the business.

The advisory program will be one-on-one sessions, with pre-planning, an initial 2- 3 hour planning session and then a weekly or fortnightly coaching of up to 1 hour per session for 8 - 12 weeks depending on the availability of the business to attend advisory sessions. This will include correspondence in between sessions. 8 weeks would be the minimum time period to deliver the program and 12 weeks would be the

COVID19: DIGITAL MARKETING ADVISORY SUCCESS PLAN

Eligible for 100% Subsidy



Description

100% Advisory Service & all implementation and work will be conducted by the business owner. All advisory services and audit will be conducted remotely online utilising Zoom, screen share and online folders of recordings and summaries of advice given verbally.

Conduct a full audit of your all their online digital platforms

Work with our advisory team for implementing Digital Marketing activities for your business. brand, product or service. We guide you to identify and build a plan to help your business grow where you will get the best return on investment. We will advise how to increase the businesses digital visibility to help your business succeed in the current economic situation as a result of Covid-19.

Planning:

Advice how to adapt your business Digital Marketing Activities in the Covid-19 climate

Access what the effect of Covid-19 has had on the business and industry and advise a plan to respond

Review, identify and plan how to respond best and advise on how to create and adapt to the new climate of business and how to optimise this for your business, brand, product or service.

Implementation Support:

Review advised strategies once implemented by the business and advise where improvements can be made. This will include a Digital Marketing Strategy Session to ensure increased online visibility is starting to be achieved.

Review your target audience and how they are engaging with the business digital channels and identify and define new strategies where improvement is needed.

After implementation by the business owner for a period of time we will again audit their digital visibility including all Digital initiatives advised above to ensure they are reaching the right audience to achieve maximum visibility and resulting sales. If advised strategies have not produced the needed results we would reassess and advise new opportunities to achieve results needed to grow the business.

Advise on how to adapt as a result of the updated audit and assess if the new strategies are achieving great success with changes in Covid-19 levels.

Advise how to analyse and review their competitors to assess additional opportunities.

Brand positioning audit – Review if they are utilising the correct channels advised for optimal reach for their business, brand, product or service.

Advise the differences between organic and paid Content and Advertising opportunities - research opportunities where they can gain first gain organic followers and whether paid advertising is needed and advise channel campaigns that would provide the businesses the best return on investment for their business.

Highly confidential and safe space approach auditing and maximising their digital presence with our 1-1 coaching and advisory service - ensure digital strategies are being implemented through each session and advise in required areas of further learning.

This advisory service with be provided online through video sessions, screen sharing with recordings available where required. This will be provided and saved for access for a period of up to 12 months once a level of advisory services has a achieved a confident business owner who can now be based on the advice to now implement their own strategies and identify their own opportunities

The advisory service and business owner implementation, review and audit process will be conducted over a 3-month period with 1 – 2, 1 hour sessions weekly, Once a month 1 to 2 hour auditing and covers the advice given with time periods for the business owner to implement advice given in the 1st and second month. The 3rd month will be a final

audit based on implemented advice and will provide further advice on what to implement, what to maximise and what to optimise over the next 3 months. The 3-month period is important to allow the business owner to implement advice given and a review and audit process.

Additional advice will be given on the best free & low-cost platforms, apps, software to use to implement the recommended strategies based on the advice given.

Total hours: 17 hours = Total cost of this session is \$ 4,760 +gst (\$280 per hour)

COVID19: ONLINE ADVISORY SUCCESS PLAN

Eligible for 100% Subsidy



Description

This program provides one on one personalised advisory services specific to your business situation, unique needs, evaluation tools and strategies that can significantly and permanently improve your business visibility, engagement and conversion focusing more in the online space.

We will evaluate the following areas where relevant to your specific needs Each of the following will be expanded into all the various moving parts. During this program you will be advised of numerous ways to improve your digital strategy and business results with ongoing free support post the program

Advisory topics:

- Google Analytics - Conversion Tracking and Analysis
- Your websites current performance
- Your website and online content
- Your digital platforms
- SEO, what it is and how to improve it
- You Tube - The benefits of using video
- Sales and consultancy meetings using Zoom or Hangouts
- How to leverage social media and engagement
- How and where to network for your business
- Where to access free resources to help your business
- Which online business groups to join that will benefit your business

This advisory program aims to empower the business owner to understand the digital resources available and apply strategies that can be maximised to improve your business results. The main focus is to increase the number of strong leads, nurturing enquiries, conversion to sales, ongoing engagement and encouraging long term loyalty with your business.

This advisory program will ensure you are empowered with knowledge and strategies that are sustainable and achievable for ongoing success in your business.

KPI's for this advisory program

1. Empowered with advisory knowledge and tools to successfully run your own digital marketing campaigns
2. Advisory -Actionable and sustainable strategies to implement in your business going forward
3. Advisory -Knowledge and resources to train your staff
4. Advisory -Confidence to successfully manage challenges going forward
5. Advisory -Reduced stressed with renewed direction and strategies
6. Advisory -Open forum questions to understand any technical strategies

7. Advisory -Ongoing free support following the program end

This advisory program will be provided remotely via Zoom or Hangouts and can include phone calls and email communication.

On request parts of the advisory program can be delivered in person at Business North Harbour meeting rooms subject to current Covid 19 Alert Levels present at the time.

The advisory program is designed to be delivered remotely or one request in person if local to Auckland and can include other staff members in the same program sessions alongside the business owner.

This advisory program will be delivered in weekly or fortnightly 1-2 sessions over an 8-week period to allow for discussed strategies and changes to be implemented by the business and results reviewed in forthcoming sessions. The cost of the 8-week program is \$3,800 (or \$280 per hour)

Interest Free Financing:

- **Q Mastercard:** 6 Months interest Free on all Website & Marketing Packages Apply: <https://fgx.page.link/4zDc>
- **Fee Funders:** Low interest up to 12 months - <https://www.feefunders.co.nz/OnlineDS/PmtLink.php?id=1103>

Kind Regards,

Venessa Minkley

Senior Digital Business Strategist

International +64 21 142 6046

NZ 0508 STEALTH

E: venessa@stealthmedialtd.co.nz

W: www.stealthmedialtd.co.nz

STEALTHMEDIA
DRIVING BUSINESS FORWARD



*"Here at **Stealth Media** we are offering interest free terms to all our customers (credit criteria, fees and ts&cs apply). Simply click the image above to apply – it takes only 5 minutes".*

