

Wool Impact exists to catalyse demand and grow value for New Zealand strong wool growers.

Marketing 101

Marketing is an umbrella term for the co-ordinated process of encouraging consumers to purchase a product or service. At a high-level, marketing strategies are traditionally shaped around four areas of considerations:

- **product** – how to develop the product
- **price** – what price to set
- **place** – where and how to sell the product
- **promotion** – how to promote the product.

More specifically, marketing encompasses a raft of detailed activities and decisions on topics such as brand development, pricing strategy, creating digital content, using generative AI, driving online traffic, and designing and costing a marketing plan. Marketing can suck up a lot of money: its easy to scatter your marketing resources across a lot of different activities, all of which can sound appealing and important. With so much temptation, how do you get the best bang for your buck?

Small and growing brands commonly face these issues:

- A limited marketing budget
- A lack of a focussed marketing strategy
- A lack of feedback on whether their marketing resource is being spent in the right place
- A lack of time to leverage free marketing opportunities.

An accepted 'rule of thumb' is that B2B companies should spend between 2 – 5% of their gross revenue on marketing, and D2C businesses between 5 – 10%.

There are numerous marketing consultants who will work with you to deliver a bespoke marketing service to your business. Wool Impact is not affiliated with specific marketing companies, so this guide excludes resources offered by individual consultants. This brief guide draws on free resources provided by the government, banks, and the New Zealand Marketing Association.

This guide directs you to free resources (guides, tools, templates, articles) that will help you to understand and refine your marketing goals, prioritise your marketing activities, identify what you can do cost effectively, and understand the technical or expert marketing help you most need to invest in.



Marketing Resources provided by our Banks

Our banks offer a wide range of entry-level marketing advice, and their resources are a useful starting point. Use them to prompt your thinking and refine your focus. If you are at the start of your marketing journey, it's worth looking at the banks' marketing home pages. Here are some examples of the types of information available:

[Digital Marketing \(Westpac\)](#)

[Social Media \(ASB\)](#)

[Writing a Marketing Plan \(ANZ\)](#)

[Marketing Home Page \(BNZ\)](#)

Business.govt.nz

The government's Business.govt.nz website offers a lot of information, with multiple internal hyperlinks. It's worth scrolling through! The site includes a Digital Marketing Self-Assessment Tool, a Funding Explorer tool, and a lot of detailed information on specific topics. For example:

[marketing and selling](#)

[building a brand](#)

[pricing strategy](#)

[financial modelling](#)

[customer journeys](#)

New Zealand Trade and Enterprise

offers export-focussed marketing resources. For example:

[building a brand that will be noticed overseas](#)

[a framework for understanding what your business stands for](#)

[brand loyalty](#)

The Marketing Association of New Zealand

<https://marketing.org.nz/resource-hub>

This Resource Hub offers a broad range of information across more than 25 sub-categories, including: brand, digital marketing, marketing planning, creative and design, E-Commerce, insights and strategy, and data.

For example, see the resources available on **sustainability and ESG marketing** [here](#).

See the resources available on **customer experience** [here](#).