



ROSS HERBERT
WEDDING PHOTOJOURNALIST

Taupo Weddings

COMPLETE PLANNING DIRECTORY

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Welcome to Taupo Weddings, a comprehensive on-line directory for everything Wedding related in the Great Lake Taupo region. Bringing together all of the industry experts & services, to provide a 'one stop shop' for couples who are looking to marry right here!

Lake Taupo plays host to hundreds of Weddings every year, and it is no surprise why! With our central location, picturesque setting and large selection of venue & accommodation options, it makes for a fantastic Wedding destination. Your business needs to be at the forefront of these couples during the planning phase. They need to know what Taupo has to offer them – and most importantly they need to know that YOU exist!

Taupo Weddings allows couples to research, compare and enquire direct. Ultimately it is about ensuring the planning of their Wedding is simple and stressfree, no matter where they are in the world.

The site will also be a valuable resource for Wedding advice, ideas and inspiration, giving couples a reason to keep coming back.

Your business can have this great exposure direct to your target market for as little as \$30 a week.

Read on to find out how...

Advertising Options

BRONZE

\$360 + GST per year
(only \$30 per month)

A thumbnail brief, providing a quick snapshot of your business to invite people to view main page profile

Full colour profile page

150 word description about your business

Listing in one category (ie. Catering)

Company Logo

One image

Contact details, including phone number & address

Link to your website

'Enquire now' button for direct enquiry form

'Refer to a friend' button

Quarterly Google analytic reports

Price star rating guide

SILVER

\$480 + GST per year
(only \$40 per month)

Includes all Bronze listing features, plus:

Second priority ranking - your listing will appear before Bronze listings

400 word description about your business

Listing in two categories (ie. Wedding venue, Accommodation)

Up to 4 images for slideshow

Google map with directions

Embedded PDF facility (eg: pricelist, menus, packages)

1 x Rotating banner on category page

GOLD

\$600 + GST per year
(only \$50 per month)

Includes all Bronze listing features, plus:

Priority ranking – your listing will be shown first

Unlimited words for your business description

Listing in up to four categories (eg. Catering, Cakes, Out Catering, Reception Venue)

Unlimited images for slideshow

Google map with directions

Embed PDF facility (eg: pricelist, menus, packages)

Embed U-Tube or video

2 x Rotating banners – 1 on homepage & 1 on category page

Listing in the Wedding feature, which is displayed on the homepage on a rotational basis

ADDITIONAL LISTING OPTIONS

Additional listing category - \$60 per category per year

Banner advertising

Home page banner \$80 per month or \$500 per year

Category page banner \$40 per month or \$300 per year

What a listing on Taupo Weddings will do for your business...

- ✓ Give your business exposure to those looking for your services
- ✓ Increase traffic to your website
- ✓ Raise your ranking on search engines like Google
- ✓ Allow you to run promotions and specials
- ✓ Allow you to track results via google analytics reporting
- ✓ Allow the public to interact with your listing through social networking sites like Facebook and Twitter
- ✓ Bring you more business!



How Taupo Weddings will achieve this...

- ✓ Create & manage a profile on social networking sites for Taupo Weddings, like facebook & twitter
- ✓ Manage a U-tube site for Taupo Wedding channel and upload relevant clips & video footage
- ✓ Google advertising campaigns, targeting bride & grooms
- ✓ Regular search engine optimization, to ensure the site is getting maximum exposure
- ✓ Have a presence at local Wedding shows & expos
- ✓ Reciprocal links on other wedding related websites
- ✓ Regular advertisements in selected bridal magazines and via local channels
- ✓ Monitor traffic to each advertiser by providing monthly Google Analytic reports

