



Services Overview

Marketing solutions for technology brands

“iStart are great at understanding complex technical ideas and communicating them in terms business people can understand.”

JIMMY STEWART, WHEREESCAPE



Hi and welcome to iStart,

iStart has been creating, curating and publishing tech-related news, case studies, research and thought leadership content since 2001. By leveraging our digital and social platforms across Australia and New Zealand we engage audiences and build awareness and credibility for our clients.

Our focus is on informing, educating and motivating senior business and IT decision makers on the use of technology, and more particularly, the technology our clients' offer.

iStart's platforms attract, retain and influence followers by focussing on business outcomes rather than product or industry jargon. Strong editorial resources with deep industry knowledge are employed to craft useful and interesting news and views demonstrating the application of IT.

iStart facilitates executive breakfast roundtables, hosts webinar events and provides targeted lead generation services on behalf of clients to support their market growth ambitions.

Our content marketing services specialise in producing strategic, engaging content in formats that can be used across clients' owned, earned and paid platforms, with each tailored to deliver upon specific business objectives.

If you are interested in growing your influence and engaging more successfully with prospects and customers, **get in touch** now for a chat.

Hayden McCall
Managing Director

iStart Services:

Digital Publishing
Content Marketing
Content Creation
Webinar Hosting
Lead Generation

Engage weekly with 40,000 A/NZ business and IT decision makers in technology intensive industries.

Leverage over 4,000 social connections.

Amplify your content through an average 12 social shares per article.

Talk directly with an average of 136 webinar attendees.

Gain executive buy-in and direct conversations with targeted prospects through breakfast roundtables.

Engage accomplished senior IT writers with deep industry experience to credibly represent your brand.

Questions?
CALL OR EMAIL US NOW

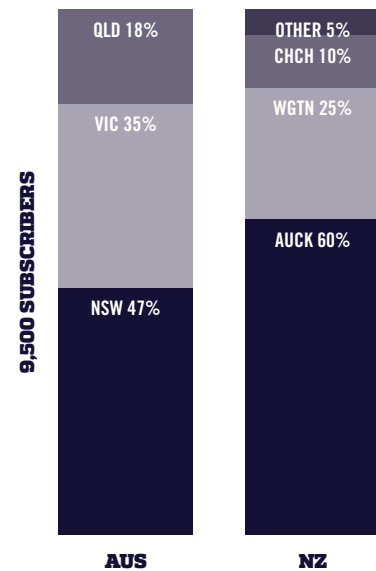
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Readership Profile

How do readers follow us?

| | CHANNEL | CIRCULATION | FREQUENCY |
|-------------|--------------------------------|--------------------|----------------------|
| NEW ZEALAND | e-Newsletter & iStart Informer | 9,500 | Twice weekly |
| | Online – visits | 12,000 | Monthly page views |
| | Online – visitors | 5,000 | Monthly unique views |
| | Print | Targeted DM | Ad hoc |
| | Hosted webinars | Avg. attendees 136 | Ad hoc |
| AUSTRALIA | eNewsletter – iStart Informer | 10,000 | Twice weekly |
| | Online – visits | 7,000 | Monthly page views |
| | Online – visitors | 2,000 | Monthly unique views |
| | Print | Targeted DM | Ad hoc |
| | Hosted Webinar | Avg. attendees 136 | |
| SOCIAL | Twitter | 1,000 | Daily |
| | Linked In | 3,200 | Daily |

Where are they located?

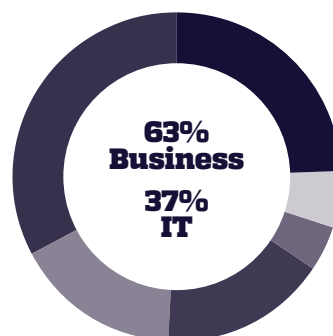


What role do they have in IT/Software Decisions?



- 39% Decision maker
- 39% Influencer
- 15% Analyst/User
- 7% External Consultant

What roles do they perform?



- 27% Director
- 6% CEO/GM
- 5% CFO/Finance Manager
- 18% CIO/IT Manager
- 18% GM/LOB
- 36% Business Support

From which industries?



- 38% Information Technology
- 16% Manufacturing/Engineering
- 7% Services
- 6% Financial Services
- 5% Education
- 6% Government
- 3% Construction
- 3% Healthcare
- 3% Retailing
- 4% Distribution/Wholesale
- 3% Transport
- 7% Others

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Digital/Social Publishing

| SERVICES | DESCRIPTION | CLIENT OUTCOMES |
|--------------------------------|---|--|
| WEBSITE EXHIBITING | Build your credentials by exhibiting your business content on our website and social platforms. | <p>Online exhibit (micro-site) created on iStart platforms, providing organic search and SEO benefits.</p> <p>Quarterly interview and article write-up.</p> <p>Publication of case studies and articles via iStart channels.</p> <p>Promotion of vendor events via iStart diary.</p> <p>Inclusion in annual iStart Buyers Guides for ERP, CRM, BI/Analytics & HCM.</p> <p>Sponsorship positioning on website and eNewsletters.</p> <p>Inclusion in vendor directory in eNewsletter footer.</p> |
| ENEWSLETTERS | <p>iStart Informer – Monday bulletin providing in-depth editorial features, research and analysis.</p> <p>iStart Weekly – Friday bulletin wrapping up the latest industry news and views.</p> <p>Opportunities on both for sponsored content & advertising.</p> | <p>Trusted inbox readership of client articles and events.</p> <p>Sponsorship positioning on eNewsletters driving awareness.</p> <p>Engagement through advertising campaigns or product offers.</p> |
| SOCIAL | <p>Social channels amplifying editorial and sponsored content.</p> <ul style="list-style-type: none"> • Linked In • Twitter • Google+ • Facebook | <p>Stories and sponsored posts on outbound social media feeds.</p> <p>Proactive channel management to prompt client sharing of published articles.</p> <p>Links to published articles adds credibility.</p> |
| I START TV – VIDEO CONTENT | Video production service covering: brief, story board, scripting/interview structure and management of shoot through to publication of the final cut. | <p>Publication of showcase stories via digital and social channels (iStart and client's own).</p> <p>Enhanced story-telling and engagement with video content.</p> <p>Ongoing asset for re-use in customer presentations, on client website etc.</p> |
| DIGITAL ADVERTISING | <p>Integrated advertising campaigns across all iStart channels.</p> <p>Banner blasts, Leaderboards, eNewsletter and sponsored social posts.</p> | <p>Extend lead generation or sales campaign footprint.</p> <p>Build awareness around brand, product announcements or offers.</p> <p>Drive attendance at events.</p> |
| ACCOUNT MANAGEMENT & ANALYTICS | Measurement and reporting of content marketing activity. | <p>ROI for management reporting.</p> <p>Audience insights through 'who-clicked' reporting.</p> <p>Demand gen metrics across all channels.</p> <p>Lead reporting for gated assets and events.</p> |

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Content Agency Services

| SERVICES | DESCRIPTION | DELIVERABLES |
|------------------------------------|---|---|
| CONTENT STRATEGY WORKSHOP | Structured content strategy workshop with senior leadership. | Content strategy and objectives. Content plan. Deliverable calendar. Budget forecasts. |
| CONTENT CREATION: WRITING SERVICES | <ul style="list-style-type: none">• Written use cases• Expert interviews• Thought leadership• Product reviews• Blog posts• Social posts. | 250 – 800 word articles. Interview-based professional journalistic story telling. Curation of personal voice for blog posts. Content engine to feed all channels. Hub/spoke model to drive traffic to gated assets. |
| PRODUCTION | <ul style="list-style-type: none">• Design services• Video production• eBook/white paper assets• Photography• Infographics• Full design and project management services. | Designed HTML, PDF or print-ready assets. Published video stories. Photographic assets. Gated assets (or linking/testing/integration of client landing pages). |
| CHANNEL MANAGEMENT | Management of publishing activity through digital/social channels (owned, paid and earned). | Proactive content publishing and social proliferation. Extension of reach to other relevant channels eg: Industry Associations, Interest discussions/groups, News sites, third party publishers etc |

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Lead Generation, Webinar Hosting & Events

| SERVICES | DESCRIPTION | DELIVERABLES |
|--------------------------|--|---|
| LEAD GENERATION | <p>Fill your pipeline using iStart's Insider opt-out database (18,000)</p> <p>Direct print and eDM campaigns to top 200 targeted prospects.</p> | <p>Publication of client HTML e-mail creative via iStart channel.</p> <p>Written, printed and mailed DM piece. Followed up by eDM call to action. Call lists supplied for telesales follow up.</p> <p>Integrated with webinar or breakfast event invitations to deliver targeted audience and maximise ROI.</p> |
| LUNCHBOX WEBINAR HOSTING | <p>LunchBox webinar – event sponsorship to align with informative and entertaining content attracting a relevant audience.</p> | <p>iStart engages speakers, creates content and format, hosts and promotes to both iStart audience and sponsors client/prospect community.</p> <p>Event facilitation.</p> <p>Lead reporting.</p> |
| PRODCAST WEBINAR HOSTING | <p>ProdCast webinar – as above with a product demo format.</p> | <p>Hosted platform, facilitation and lead reporting.</p> <p>Product demo content designed by client.</p> <p>Promotion to both iStart audience and sponsors client/prospect community.</p> |
| BREAKFAST ROUND-TABLES | <p>Get in front of your prospects. Stand alone or as part of a 'Direct' targeted campaign.</p> <p>Co-ordinated and hosted by iStart at select venues in Auckland, Wellington, Christchurch, Sydney, Melbourne & Brisbane</p> | <p>Full event management including speakers, targeted invitations for 20 pax and RSVP follow-up.</p> <p>Event facilitation.</p> |
| SOFTWARE SHORTLIST | <p>Direct lead generation. Leads generated off vendor content and downloads.</p> | <p>Please request separate Software Shortlist Services Overview for more detail and pricing. www.softwreshortlist.com</p> |

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Indicative Pricing

Packaged Services

| | SERVICE | DESCRIPTION | COSTS (local currency, excl GST) | |
|------------------------|---|---|----------------------------------|----------------------|
| | | | NZ OR AU | BOTH |
| DIGITAL PUBLISHING | Website Exhibiting | 1st Exhibit | \$795/month | \$995/month |
| | | 2nd Exhibit | \$395/month | \$395/month |
| | Banner Blast | Banners across all iStart channels & sponsored content creation | \$1,995 | \$2,995 |
| | Online advertising banners and sponsored content campaign | Leaderboard + MREC (responsive) | \$695 | \$995 |
| Sponsored content | | \$1,195 | \$1,495 | |
| Sponsored social posts | | - | \$295 | |
| LEAD GENERATION | Insider | eDM solus campaign | \$2,995 | \$3,495 |
| | | Reminder/follow-up | \$395 | \$495 |
| | Direct print & eDM campaign | | | From \$1,995 |
| WEBINAR HOSTING | Lunchbox webinar hosting | Fully outsourced online event management | | \$5,495 |
| | ProdCast webinar hosting | Product demo platform and promotion | | \$3,495 |
| EVENTS | Breakfast roundtable | Fully outsourced event management | | \$5,495 + hard costs |

Agency Services

| | AD-HOC SERVICES | DESCRIPTION | COST |
|-------------------|------------------------------|--|--|
| CONTENT MARKETING | Content strategy workshop | Workshop & planning: Recommendations Topics Channels Calendar | From \$995 |
| | Channel management | Content managed through other paid and earned channels | Agreed retainer, or included as part of exhibiting fee |
| CONTENT CREATION | Writing | Written case studies, interviews, thought leadership, media release, blog post including publication | From \$795 |
| | Social media sponsored posts | Written & image | From \$295 |
| | Video creation | Fully outsourced video production | \$3,995 |
| | Design & print management | Creative & production services | \$150/hr |
| | Photography | Single location 2 – 4 hrs | \$300 - \$600 |

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