

Marketing Plan

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Private and Corporate Immigration Specialists since 1992.



Introduction

- PathwaysNZ is one of the leading immigration consultants in Hamilton
- With a client base of 9000, you are assured of community referrals taking place

Target Audience:

- Every immigrant in New Zealand, more specifically Hamilton



SWOT

☐ STRENGTHS

- Well-established and known brand in Hamilton
- Staff who know NZ immigration procedures and understand the cultures of their clients

☐ WEAKNESSES

- Dependent on word-of-mouth for referral of new clients
- No control on the information going out
- Low visibility

☐ THREATS

- Other immigration consultants – Destination NZ, New Life New Zealand

☐ OPPORTUNITIES

- New markets available (British, South American, South African, Canadian) with a steady influx of migrants from these areas
- Can diversify to other regions of the Waikato and NZ

- Why do you need a change at this stage?
 - The need for differentiation
 - To create a niche
 - To be visible to your customers
- What you need?
 - S.M.A.R.T – Specific goals, Measurable and Attainable, Relevant and with a Timeline
- How?
 - Regular communication with clients
- How much?
 - Budget set by PathwaysNZ
- Organisation's objectives
 - Something that you need to tell me

Website Review

Provide information to increase knowledge and interest, resulting in action

- Regular updates on the website
- Transparent information but too much written
- Make the website more user-friendly
- There is a lot of white space on the website
- The brand colour changes with the page
- The email address for Maggie is spelt as maggie@paathwaysnz.com
- Merge PathwaysNZ consultant information with the About Us

The way forward..

- Improve the knowledge of the client through first contact, i.e. the website
- Build upon the name 'PathwaysNZ' and not just Pathways
- Reinforce the need of using an Immigration Advisor
- Leverage the strengths on current buzz marketing through promotional materials
- Increase visibility of the brand via advertising and promotions

Contd...

- Tap into international ethnic groups in Hamilton
- “Stepping stone to New Zealand”
- Expand the market base to other countries
- Increase visibility and accessibility in other towns of Waikato and Bay of Plenty

The Need to be Social

- Allows communication with present and potential clients
- Promotional channel for content distribution
- Allows a steady stream of information for Research, Feedback and Building Relationships
- It helps to “CONNECT” with the specific target audience



Advantages of Social Media



How do you do this?

- Find interested people
 - Students and working professionals in Hamilton
 - Target audience on the internet
- Deliver quality content
 - Provide content not commercials
 - Write articles online and get published in newspapers
- Capture information
 - Become the expert in the field
 - Have a Q&A section
- Stay in touch
 - Newsletters, Updates

Thank you

Questions?



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