Marketing, Web + Brand

PACKAGE GUIDE

SANA

CREATIVE STUDIO

2026

We're SANA Creative Studio

Our vision at SANA is to provide businesses with a one-stop shop for all of your brand, web, and marketing needs.

Sam & Helayna

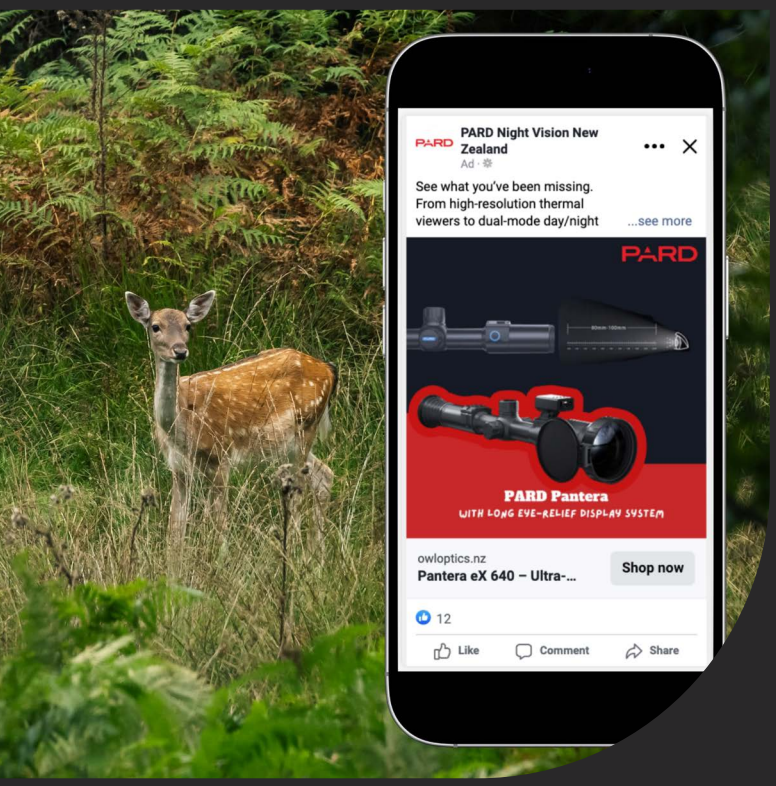
We are particularly passionate about the function and sales process of your brand. Therefore, our strategy involves much more than just providing you with beautiful designs. With us, you'll feel confident that your investment covers each step of your lead and sales process.

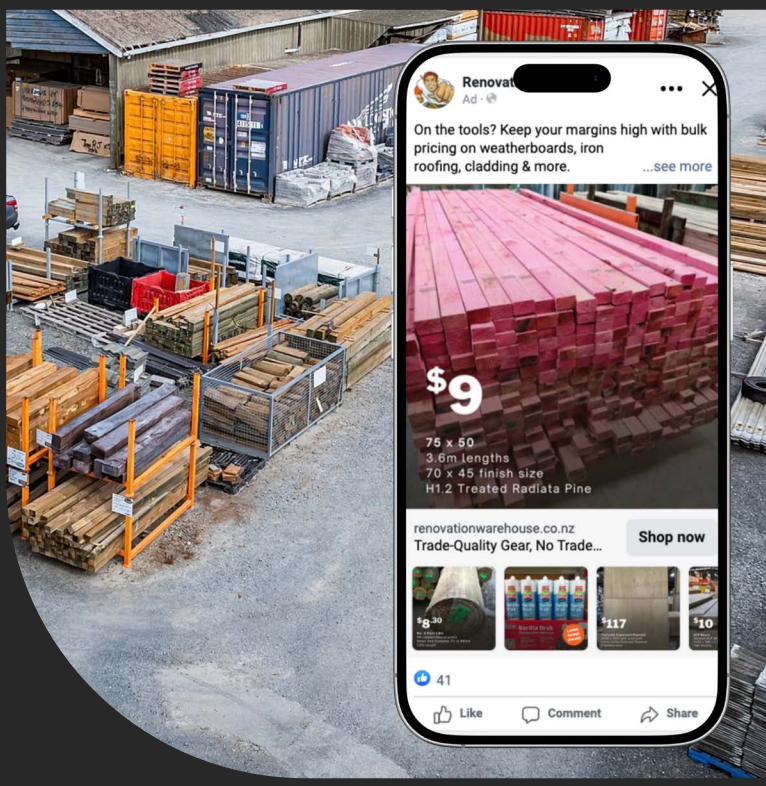
With 20 years of combined experience in marketing and design, we know our stuff. But more importantly, we love what we do, and we're here to help your ideas come to life.

Meta Ads Package

From $800/month + GST

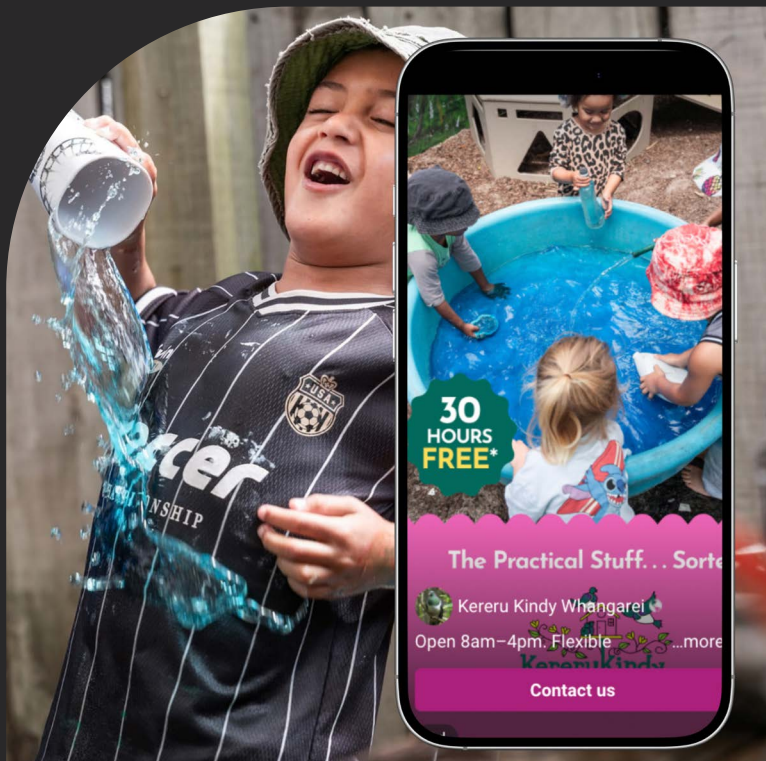
Meta (Facebook & Instagram) has revolutionised the way businesses advertise and market their products or services.





One of the greatest advantages of Meta advertising is the ability to test various visuals, messages, ad types, and audiences to determine how target audiences respond.

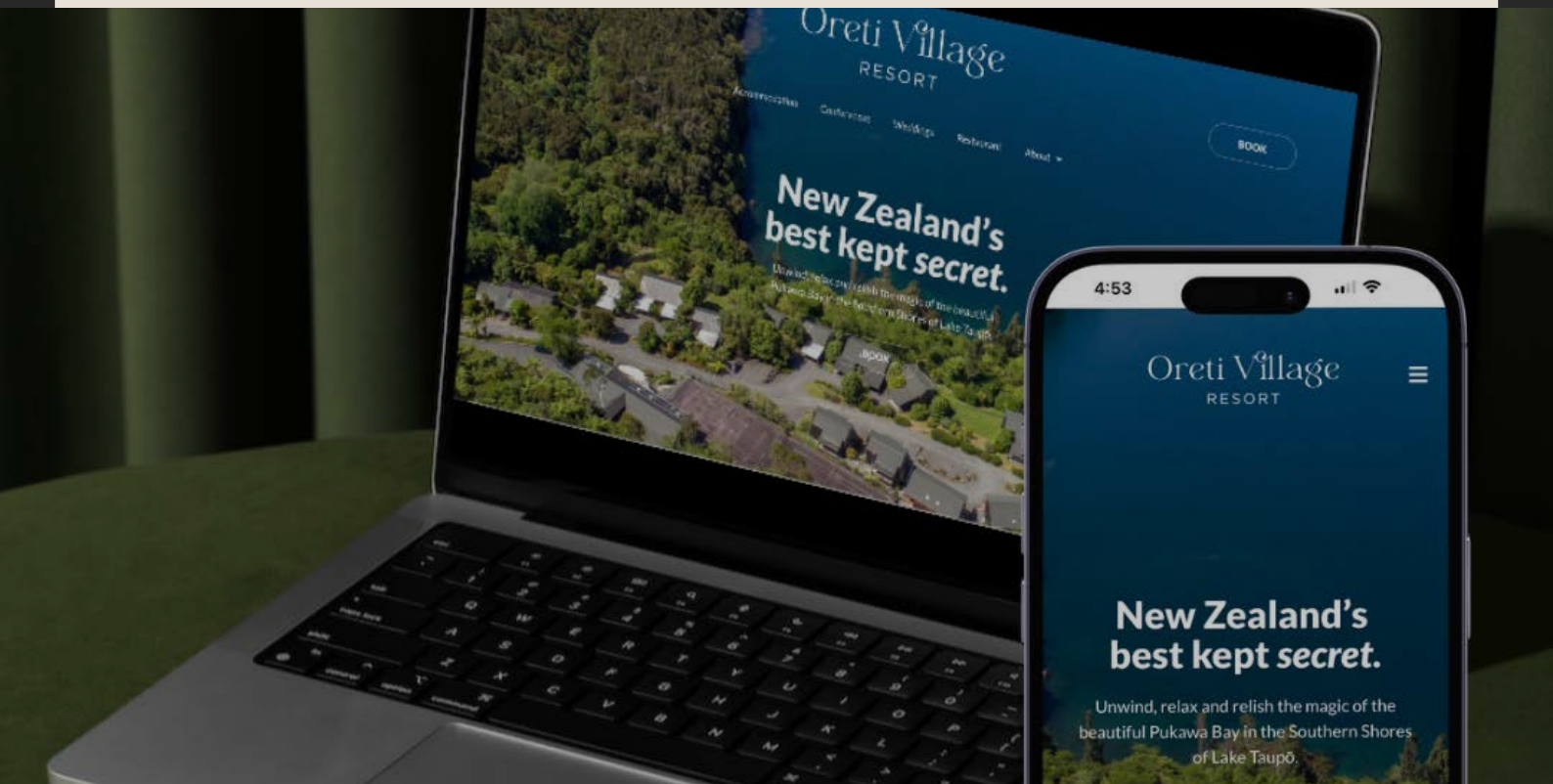
At SANA, we invest time in this process to identify what resonates best with your target audience and create a methodology for your business to tailor ongoing marketing material that is optimised for engagement and lead generation.



What's included?

- Strategy session with our marketer to deep dive into your business. We'll discuss your journey, concerns, and goals to ensure we're set up for success right from the start.
- Market research to determine your ideal customer.
- We'll make sure your website is ready and setup for optimal conversions.
- Your full creative deck of ads designed in all formats and ad types:
  - Carousels
  - Static ads
  - Videos
  - Conversion-optimised copy + CTAs
- Campaign set-up in Ads Manager. Account setup and Pixel integration included if applicable.
- Monthly reporting and optimisation, supplied as a PDF.
- 1-hour monthly catchup via Google Meet.

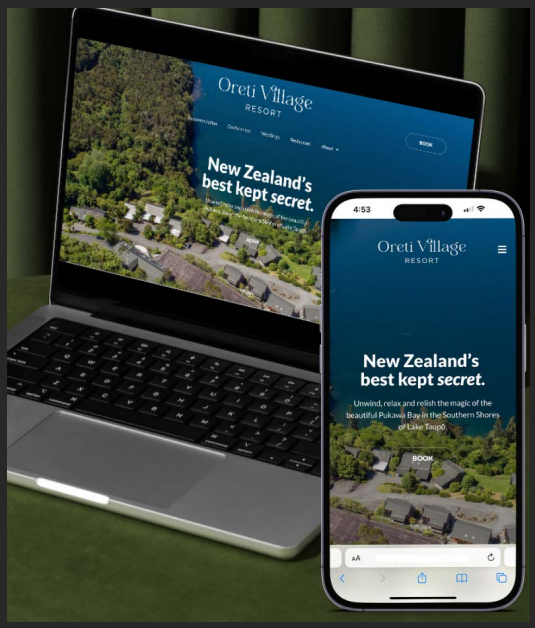
"Totally recommend the team at SANA - great communication, great ideas - and really happy with the results and ROAS generated from our monthly facebook ad campaign."
- Fleur | Oreti Village

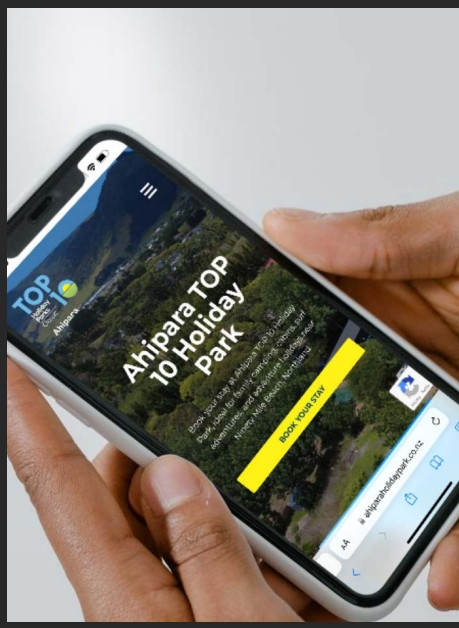


Web Package

3 x monthly instalments
starting at $1,400 + GST

Your website shouldn't just look good - it should help your business grow.





At SANA, we design and build custom websites that turn visitors into enquiries, customers and loyal fans. Every website is built around your goals, your audience and the way people actually interact with your business online.

No templates. No guesswork. Just a strategic website designed to support your marketing and drive real results.

What's included?

STRATEGY

Every project begins with a strategic foundation so your website supports real business goals.

- Discovery and strategy session to understand your business, audience and growth goals.
- Review of your current online presence and opportunities for improvement.
- Customer journey mapping to guide users towards enquiries or bookings.
- Wireframe planning to structure key pages for clarity and conversion.
- Collaborative design process to ensure the website reflects your brand and vision.

CUSTOM BUILD + TECH SETUP

Your website will be custom designed and developed to work seamlessly across devices and support your marketing efforts.

- Custom website design aligned with your brand identity.
- Fully responsive build for desktop, tablet and mobile.
- Conversion-focused layouts designed to guide visitors to take action.
- Integration of enquiry forms or booking systems where required.
- Website performance optimisation for fast load speeds.
- Hosting setup, SSL security and domain configuration.
- Custom 404 page and essential site functionality.
- Easy-to-manage backend so you can update content yourself.

SEO FOUNDATIONS

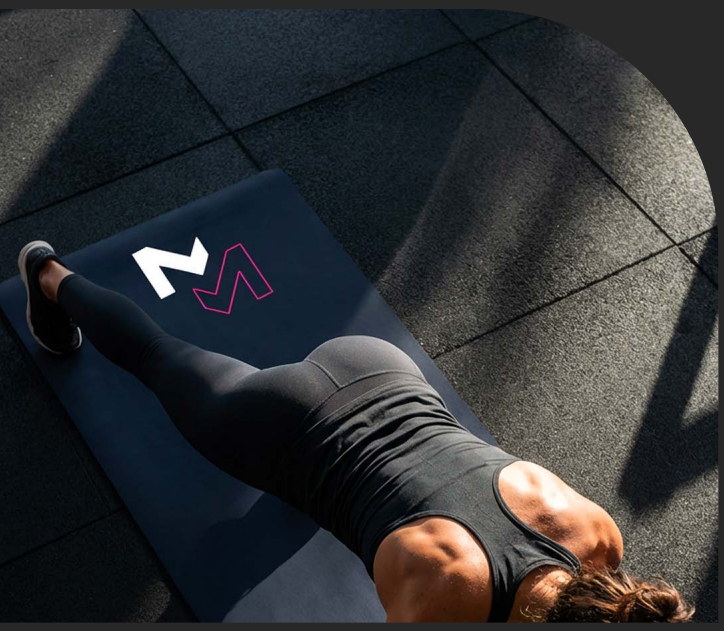
We build your website with strong search foundations so it's easier for potential customers to find you.

- Keyword research to identify the terms your audience is searching for.
- On-page SEO across key pages.
- Meta titles and meta descriptions tailored for search visibility.
- Search-friendly page structure.
- Image optimisation and alt text.
- Setup of Google Analytics and Google Search Console.
- Submission of your sitemap to Google for indexing.

Brand Package

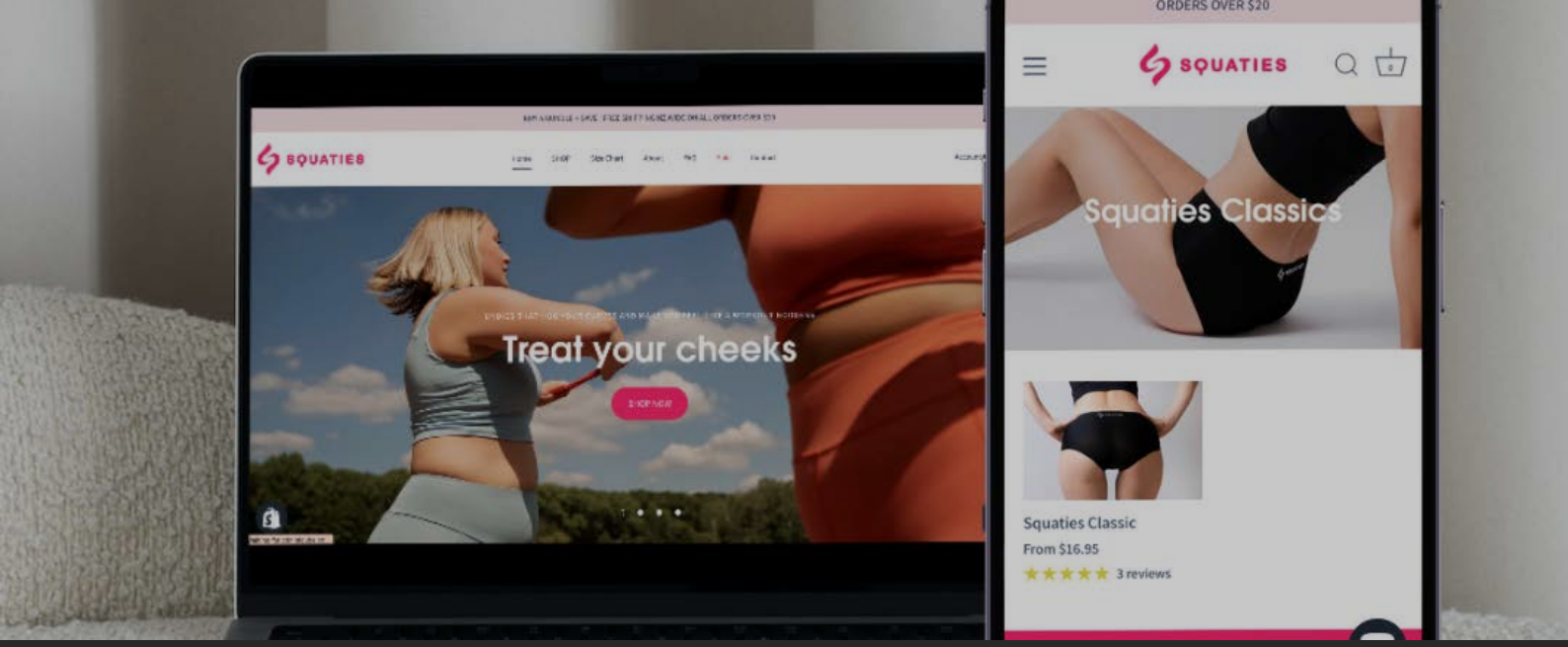
3 x monthly instalments
starting at $830 + GST

A strong brand does more than look good - it gives your business direction, recognition, and the confidence to show up consistently.



At SANA, we build brands that help businesses stand out and grow. From logo design through to the visual assets that support your marketing, we create a cohesive identity that communicates who you are and why customers should choose you.

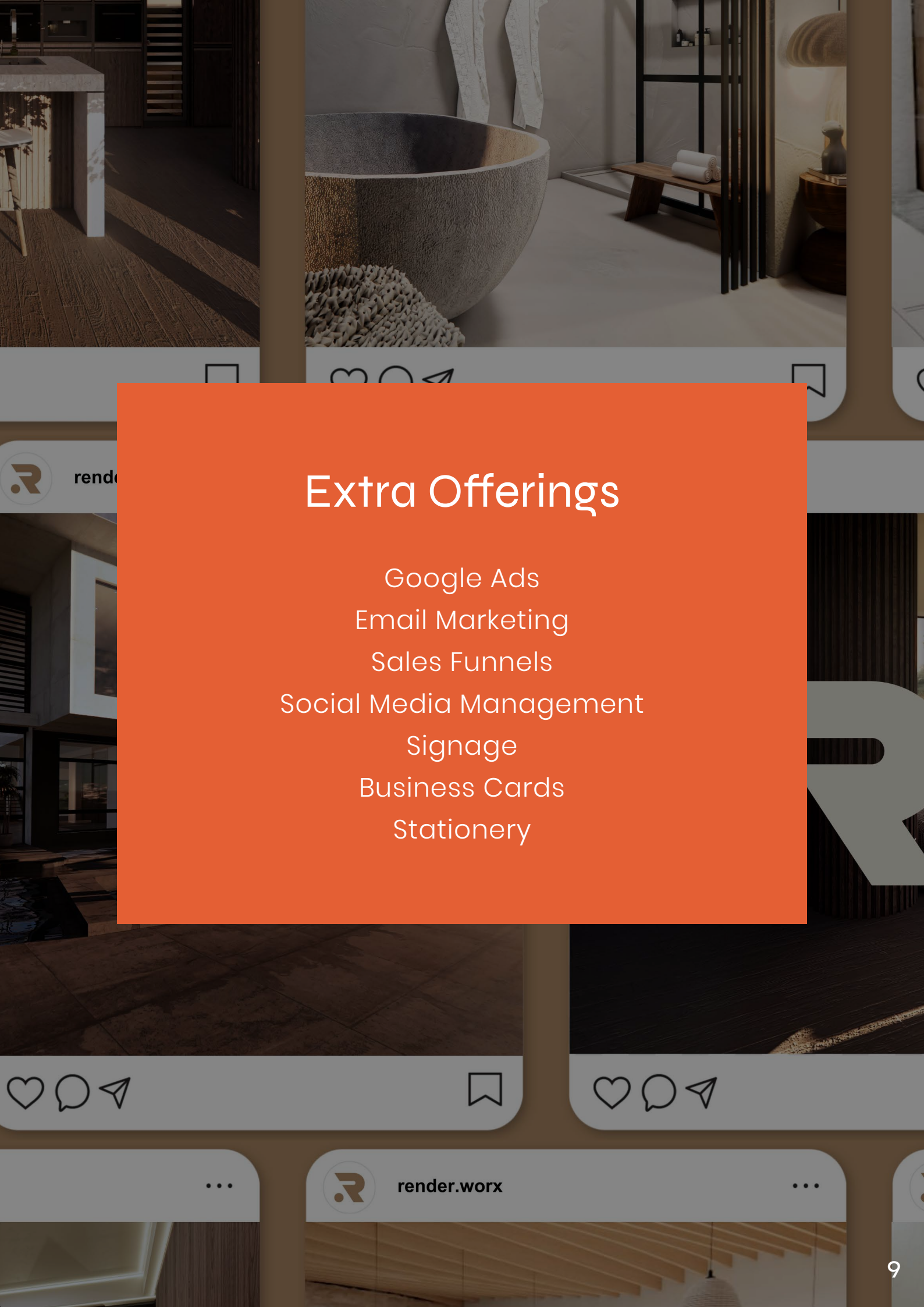
The result is a brand that feels clear, professional and memorable - one that works across your website, social media, marketing and every customer touchpoint.



What's included?

- Brand strategy session to understand your business, audience and goals.
- Design questionnaire and moodboard exploration to define the visual direction of your brand.
- Market and competitor research to help position your brand within your industry.
- One brand concept presented, exploring a unique identity for your business.
- Two rounds of refinements to finalise the design.
- Primary logo design for strong brand recognition across digital and print.
- Secondary logo variations and brand marks for flexible use across different platforms.
- Supporting brand elements, which may include patterns, icons or graphic motifs.
- Social media profile graphics for a consistent online presence.
- Website favicon for use across browsers and digital platforms.
- Brand guidelines document covering logo use, colours and typography.
- Final brand files supplied in all essential formats (EPS, PDF, PNG and JPG) for print and digital use.

"Incredibly talented team! My brand is refreshed & really captures the heart of what we do! Super impressed & would work with SANA again!"
- Mel | Mad Mel Movement



Extra Offerings

Google Ads
Email Marketing
Sales Funnels
Social Media Management
Signage
Business Cards
Stationery

Trusted by some epic brands...

far north hospice
Living Every Moment
He ra hou, he oranga ngakau

Bay of Islands Vintage Railway New Zealand

TOP 10 Holiday Parks Classic Ahipara

fertility NEW ZEALAND

Oreti Village RESORT

Tiny House Hub

OFF GRID COLLECTIVE

Goldies

THE Marketing LOUNGE

MULTIETHNIC YOUNG LEADERS NZ

ClearView WINDOW CLEANING

ecoview cleaning services

SQUATIES

THE OLIVE GROUP
HELPING YOU GROW

Rangatahi Leadership Opportunities Database

COMPLETELY DRAINED

THE WATERPROOFING CO.

THE GRIND GUYS

CARS ONLINE

CONTAIN iT
STORAGE AT THE HEADS

Meet Sam + Helayna

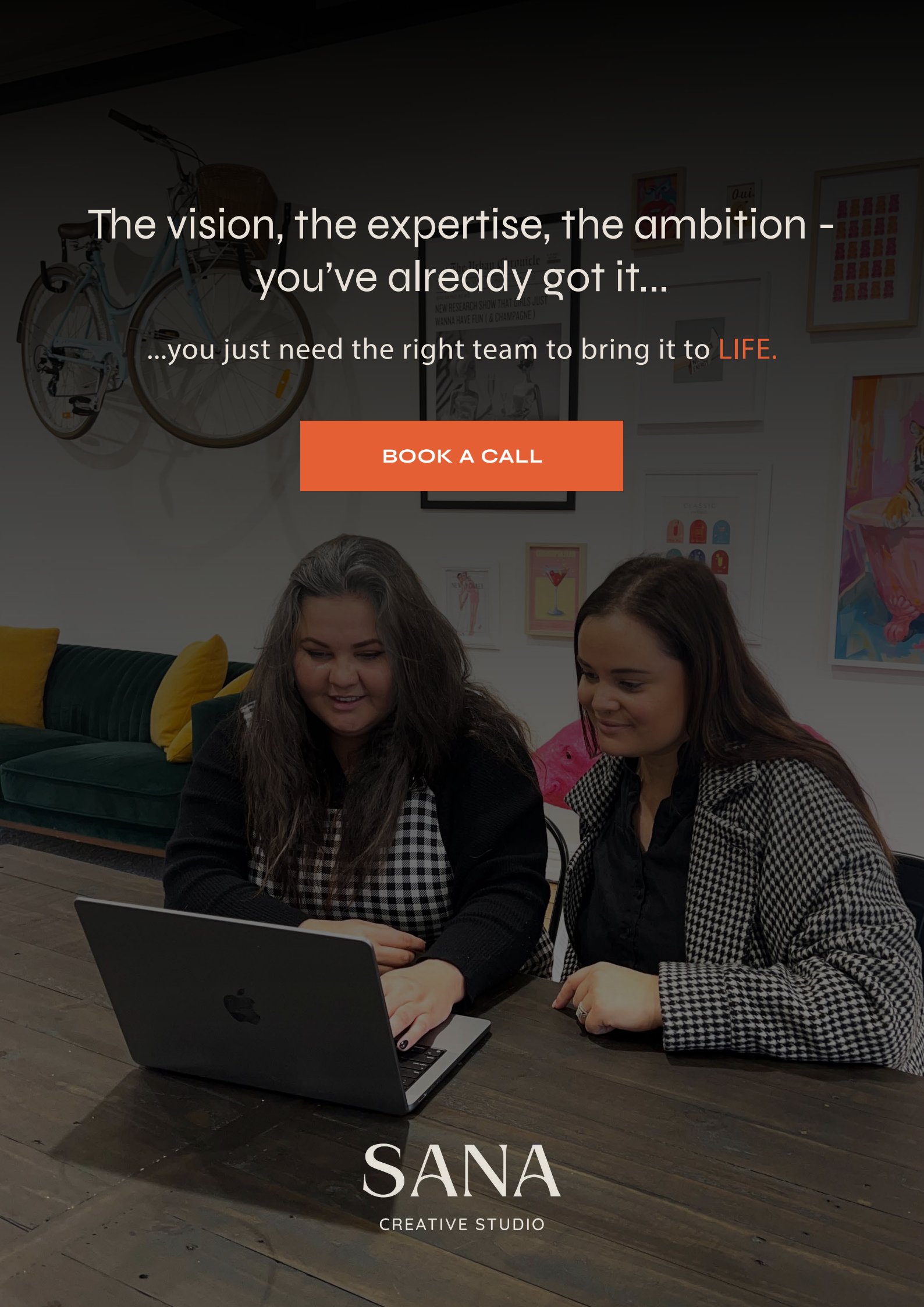
Our journey began in 2015 at AUT University, bonding over assignment deadlines, where we both graduated with a Bachelor of Graphic Design.

Fast forward 11 years and we've gained extensive experience across various design and marketing fields, all contributing to our current expertise.

We believe in the importance of a unique brand that sets you apart, which is why during your onboarding process, we will dive deep into your business's pain points and truly understand what you aim to achieve.

Our strategy session will help map out a custom solution tailored specifically for your business.

Investing in your business from the start ensures you build a strong foundation. Our services are perfect for those just starting out or established businesses wanting to up their game.



The vision, the expertise, the ambition - you've already got it...

...you just need the right team to bring it to LIFE.

BOOK A CALL

SANA

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