

FREE GUIDE · HATCH SOCIAL CO



5 Types of Digital Marketing *Every* *NZ Business* Should Know

You know you need to be more visible online — but do you know which type of marketing will actually hatch the egg for your business? This guide breaks it down in plain English.

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BEFORE WE BEGIN

Why most small businesses get *digital marketing wrong*

Here's what usually happens. A business owner decides they need to "do more marketing." So they start posting on Instagram every day, maybe boost a Facebook post, wonder if they should be on TikTok, hear someone mention SEO, get an email about Google Ads — and end up doing a little bit of everything, not very well, while feeling completely overwhelmed.

The problem isn't effort. It's strategy. And strategy starts with understanding what's actually available to you.

"Digital marketing" isn't one thing — it's a family of different tools, each with a different purpose, a different audience, and a different result. Once you understand what each one does, choosing the right combination to hatch the egg for your business becomes a whole lot simpler.

In this guide I'll walk you through the five types of digital marketing every NZ small business should know about — what they are, when to use them, and what you can realistically expect from each one.

Social Media
Marketing

Email Marketing

Blogging

Website & SEO

Content Creation

Social Media *Marketing*

Where your audience already spends their time

WHAT IT IS

Social media marketing is using platforms like Instagram, Facebook, TikTok, YouTube, X (Twitter), and LinkedIn to build an audience, create brand awareness, and connect with potential customers. It's not just posting pretty pictures — done well, it's a strategic tool that builds trust and drives real business results over time.

PLATFORMS TO KNOW

Instagram

Facebook

TikTok

YouTube

X (Twitter)

LinkedIn

Pinterest

Threads

BEST FOR

Building brand awareness and a loyal local following. Great for pet businesses, retail shops, and hospitality where visuals and personality can shine. YouTube is powerful for businesses that can teach or demonstrate their expertise on camera.

● HATCH TIP

Consistency beats volume every time. One well-thought-out post per week will outperform seven rushed ones. Start with one or two platforms and do them well before adding more — spreading too thin is one of the most common mistakes small businesses make.

Email *Marketing*

The most underrated tool in your kit

WHAT IT IS

Email marketing is sending targeted messages directly to people who have opted in to hear from you. Unlike social media, you own your email list — no algorithm decides whether your message gets seen. It consistently delivers one of the highest returns of any marketing channel available to small businesses.

\$36 for every \$1 spent

Email marketing delivers an average return of \$36 for every dollar invested — making it one of the most cost-effective marketing tools for NZ small businesses.

Source: Institute of Digital NZ, 2024 Digital Marketing Report for New Zealand (referencing Sender.net global data)

WHAT IT INCLUDES

Newsletters

Welcome sequences

Promotional emails

Abandoned cart emails

Nurture sequences

Re-engagement campaigns

BEST FOR

Turning warm leads into paying customers. If someone has signed up to your list, they're already interested — email is how you convert that interest into action. Unlike social media followers, your email list is an asset you actually own.

● HATCH TIP

You need a lead magnet — something free and valuable — to get people onto your list. Think a discount code, a free guide, or a helpful checklist. That's exactly what this guide is doing right now.

Blogging

Teach first, sell second

WHAT IT IS

Blogging is writing and publishing articles on your website that answer the questions your ideal customers are already searching for online. A well-written blog post works for you 24 hours a day, 7 days a week — attracting new visitors through Google, building your credibility as an expert, and warming people up to your business long before they ever reach out.

BLOG POST IDEAS FOR NZ SMALL BUSINESSES

"Top 5 tips for..."

"How to choose a..."

"What to expect when..."

"Common mistakes to avoid"

"Behind the scenes at..."

"Your questions answered"

BEST FOR

Businesses that want long-term organic growth without ongoing ad spend. NZ consumers spend an average of 7 hours per week consuming online content — a well-written blog post can bring in new customers for years after you wrote it.

HATCH TIP

Think about the questions your customers ask you most often. Each one is a blog post waiting to be written. Answer them publicly on your website and watch people find you through Google — without spending a cent on ads.

Website & SEO

Your 24/7 salesperson — make it count

WHAT IT IS

Your website is your digital home — it's where every other type of marketing sends people. SEO (Search Engine Optimisation) is what makes your website show up in Google when someone searches for what you offer. When someone types "pet sitter in Christchurch" or "boutique clothing store Auckland" — SEO determines whether you appear on page one or page five. Together, a strong website and good SEO are your most powerful long-term marketing assets.

WHAT AFFECTS YOUR WEBSITE & SEO

Clear, compelling copy

Keywords & headings

Page speed

Google Business profile

Mobile friendliness

Blog content

Backlinks

User experience

BEST FOR

Every business, full stop. Your website works for you 24/7. Even a simple, well-written website with clear calls to action will outperform a flashy one with confusing copy every single time — because people buy when they understand what you do and why it's for them.

HATCH TIP

Start with your Google Business profile — it's free, takes 20 minutes to set up, and can make a huge difference to how easily local customers find you. Then make sure your website headings use the words your customers actually type into Google.

Content *Creation*

The thread that runs through everything

WHAT IT IS

Content creation is the actual making of the material that fuels every other type of digital marketing. Your social posts, your email newsletters, your blog articles, your website copy, your Reels, your graphics, your lead magnets — all of it is content. Without great content, none of the other four types of marketing have anything to work with. It's the engine behind everything.

TYPES OF CONTENT YOU CAN CREATE

Social media posts & captions

Reels & short-form video

Photography & graphics

Email newsletters

Blog articles

Lead magnets & guides

Stories & behind the scenes

Brand templates

WHY IT MATTERS

Content is how people get to know, like, and trust you before they ever spend a cent. The businesses that show up consistently with valuable, on-brand content are the ones that build loyal audiences — and loyal audiences become loyal customers.

HATCH TIP

You don't need to create new content from scratch every time. One great idea can become a blog post, an email, three social posts, and a Reel. Repurposing content across platforms is one of the smartest ways to get more mileage from less effort.

YOU'VE MADE IT TO THE END

Ready to *hatch the egg* for your business?

Now you know the five types of digital marketing — the next step is figuring out which ones are right for your business and building a plan to make them work together. That's exactly what I do at Hatch Social Co.

Brand Guide

Build your foundations — logo direction, colours, tone of voice & audience personas

Social Media Management & Content Creation

Show up consistently with strategy-led content across your platforms

EDM (Email Marketing)

Build your list, nurture your audience & convert leads into paying customers

Digital Resources & Lead Magnets

Guides, compendiums & downloads that grow your list and build your authority

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