

B2B LOGIX MEDIA

BUSINESS INTELLIGENCE & MARKET INTEGRITY™

LETTER OF ENGAGEMENT

Welcome to B2B Logix Media. This Letter of Engagement confirms that your business is working with a consultancy that operates to a defined standard — one we call Market Integrity™.

BUSINESS INTELLIGENCE

Most NZ businesses are working hard. But hard work alone doesn't get you found, trusted, or chosen — especially online. Your next customer is searching right now. The question is whether they find you, or someone else.

We look at your business from the outside in — how you appear online, how competitors are positioned, and where your real growth opportunities are. No guesswork. No templates. Just honest insight you can act on.

MARKET INTEGRITY™

Market Integrity™ is not a tagline. It is the standard every B2B Logix Media engagement is held to.

Every observation is independent. Every recommendation is specific to your business. Every report is accurate — even when the findings are uncomfortable. We don't tell clients what they want to hear. We tell them what they need to know.

SHOWING UP ONLINE

In today's market, visibility is credibility. If your business isn't showing up where your customers are looking, someone else is filling that space. As part of every engagement, we assess your digital presence, identify the gaps, and give you a clear picture of how to show up with confidence — online and in your local market, from South Auckland to anywhere across New Zealand.

WHAT YOUR ENGAGEMENT INCLUDES

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| ✓ Independent market and visibility analysis | ✓ Business Growth Opportunity Assessment |
| ✓ Commercial observations and competitor positioning | ✓ Prioritised, actionable recommendations |
| ✓ Digital asset and brand strategy guidance | ✓ Professional delivery consultation |

OUR COMMITMENT TO YOU

Good decisions are built on good information. That is what B2B Logix Media exists to provide — honest, structured, insight-led reporting that gives your business a real foundation to grow from. We're glad you're here. Let's get to work.