

THE AI MARKETING PLANNING PLAYBOOK 2027 · WORKBOOK

Most 2027 marketing plans have a line that says AI. This is what goes under it.

Planning and budgeting AI into a small NZ marketing team. Ten chapters built around the questions marketing managers ask me most, with the latest New Zealand research beside each one. Plus the lessons of the CMOs at Google, OpenAI, Chase and LinkedIn, scaled down to a team of five. Start with the 20-minute route on page 3. Read the chapters when you need them.

WHAT'S INSIDE

Ten chapters, plus a planning kit.

01	Are we behind?	Where NZ actually is, from MYOB, Datacom and MBIE.	READ 2 MIN · DO 15 MIN	02	Where do I even start?	Start with the job that eats your week, not the tool.	READ 2 MIN · DO 30 MIN
03	Systems beat tools	Building AI into your SOPs, so it works the same way every time. Worksheet 1 follows.	READ 2 MIN · DO 20 MIN	04	Which tool should we pay for?	ChatGPT, Claude, Copilot or Gemini, and what a small team needs.	READ 2 MIN · DO 15 MIN
05	Why doesn't it sound like us?	Brand voice, quality checks, and why generic in means generic out.	READ 2 MIN · DO 2 HOURS, ONCE	06	Is it safe for our data?	The Privacy Act 2020, what never goes in, and a one-page AI policy.	READ 2 MIN · DO 45 MIN
07	Will it replace my team?	What changes, what doesn't, and what to tell your people.	READ 2 MIN · DO 30 MIN	08	Budget and buy-in	Costing AI for a small team, and getting the owner to say yes. Worksheet 2 follows.	READ 2 MIN · DO 30 MIN
09	How do I measure it?	Time back, quality and results, without a data team.	READ 2 MIN · DO 20 MIN, THEN MONTHLY	10	What the big end of town learned	The CMOs of Google, OpenAI, Chase and LinkedIn, plus the Forbes CMO Summit, scaled down for NZ.	READ 3 MIN · DO 15 MIN

THE PLANNING KIT

GO	Start here, 20 minutes	The four steps to do before you read anything else. Page 3.	W1	Your job scorecard	After chapter 03. Matters, frequency, damage and undo.
W2	The budget conversation	After chapter 08. Five things to bring to the budget meeting.	90	Your first 90 days	One job, one owner, one before reading. November to January.

Every number is tied to a named, dated source. Where the source sells AI products, it's said so.

Twenty minutes and four steps first. Then read only the chapters you need.

You don't need to read this cover to cover before you do anything. Do these four steps first, with a pen. They'll tell you which chapters matter most to you, and the rest can wait.

1

Score three jobs

8 MIN

Pick three marketing jobs your team does every week. Score them on Worksheet 1, after chapter 03. The top one is your first job.

2

Answer the five questions

4 MIN

Near the back, before the 90-day plan. Yes or not yet. Your first "not yet" tells you which chapter to read first.

3

Name one owner

1 MIN

Write the name of the person who'll own your top job next to it on the scorecard. One name, not a team.

4

Take the before reading

7 MIN

How many hours a week does that job take now, and what's one number it moves? Write both down. Chapter 02 explains why this matters.

WHICH CHAPTER NEXT?

"Not yet" on safe experimenting: chapter 06. On owners and metrics: chapter 03. On makers and builders: chapter 07. On your own learning: chapter 10. On who's furthest behind: chapter 07. Getting the budget signed off: chapter 08.

Are we behind?

Most of the country has the tools. Very few have a system around them yet.

READ 2 MIN · DO 15 MIN

Nine in ten New Zealand organisations now use AI in some form, according to Datacom. Only 4% have used it to change how their core business runs. Among businesses with one to five staff, MYOB found 30% use AI proactively.

So if you feel behind, you're in good company. Most small marketing teams I talk to are already using AI. Someone writes the captions in ChatGPT. Someone else drafts the newsletter in Claude. Nobody else knows quite how either of them does it.

That's adoption, and it counts. But when that person goes on leave, the captions stop. Nothing is written down, so nothing carries on without them.

MBIE asked 500 small and medium businesses what held them back. Awareness wasn't the problem. It was not knowing where to start, low confidence, and worries about accuracy and privacy.

You don't need to catch the 91%. What moves you ahead is one job your team does every week, with AI written into how it's done. Then the next job.

WRITE IT HERE

Every AI tool your team uses, and who uses it.

NZ DATA FOR THIS CHAPTER

- 91% of NZ organisations use AI in some form, up from 66% in 2024. Only 4% have used it to change how their core business runs. (Datacom State of AI Index, 2026)
- 30% of NZ businesses with 1 to 5 staff use AI proactively, against 64% of those with 20 or more. (MYOB Business Monitor, August 2026, n=1,026)
- 94% of NZ SMEs know at least one AI tool. (MBIE and The Research Agency, July 2025)

DO THIS IN 2027

- List every AI tool your team uses today, and who uses it
- Mark which of those uses is written down anywhere
- Pick one to turn into a shared, written way of working

YOUR NOTES

Where do I even start?

Start with the job that eats your week.

READ 2 MIN • DO 30 MIN

Most teams start with a tool. Someone signs up for ChatGPT and three people try it for a fortnight. Six months later, nobody can say what changed.

Start with the work instead. Find the job your team repeats every week that costs the most hours. For most NZ marketing teams it's the monthly report, the social posts, or replying to enquiries. MYOB found social media and marketing content is already the most common use of AI in NZ small businesses.

Then write down how that job is done today, step by step, before any tool touches it. Who starts it, what they open, where it goes when it's finished. It takes 20 minutes and it's the step almost everyone skips.

Last, take a reading. How many hours a week does the job take now, and what's one number it moves? That's your before. Without it, in March you'll be guessing whether anything improved.

WRITE IT HERE

Your top job. Hours a week now. The one number it moves.

NZ DATA FOR THIS CHAPTER

- 38% of NZ small businesses using AI use it for social media and marketing content. The most common use. (MYOB Business Monitor, August 2026)
- What held NZ SMEs back wasn't awareness. It was not knowing where to start, low confidence, and worries about accuracy, privacy and trust. (MBIE and TRA, July 2025, 500 SMEs)

DO THIS IN 2027

- List the jobs your team repeats every week, with rough hours
- Pick the one that costs the most time
- Write down how it's done today, before any tool touches it
- Time it. Hours a week, and one number it moves. That's your before

YOUR NOTES

TOOL FOR THIS CHAPTER

Not sure what to ask AI for first? The Prompt Vault has 452 prompts across 77 categories. Free.

charismadigital.co.nz/get-the-vault

Systems beat tools

The same tool, in a different order.

READ 2 MIN • DO 20 MIN

Take the weekly newsletter. Someone sits down on Friday, stares at a blank page, writes it, then asks AI to fix the ending. The tool helped a bit. Friday still hurt.

Now run it the other way round. The notes go into one shared project all week. The AI already knows your voice and your offers, because somebody wrote that down once. Friday becomes a review rather than a blank page. Same tool, different order.

A system is a written way of doing one job, with AI built into the steps. It works the same whoever runs it. When that person goes on leave, the newsletter still goes out.

The NZ research says the same thing twice. The AI Forum found 74% of NZ organisations using AI rely only on off-the-shelf tools. The bigger gains show up where AI is built into more of the work. Google and Public First found 15% of New Zealanders hand AI whole tasks. They report time savings 3.5 times larger than people who ask a question and take the answer.

The scorecard on the next page is how you pick which job gets a system first. Anything a customer sees goes last, with a person between the AI and send.

WRITE IT HERE

The steps of your top job, with the AI steps marked.

NZ DATA FOR THIS CHAPTER

- 74% of NZ organisations using AI rely only on off-the-shelf tools. 19% use a mix, 7% purpose-built only. (AI Forum NZ, AI in Action, August 2025, n=166)
- NZ Super Users report time savings 3.5 times larger than people using only basic prompts. (Google and Public First, 2026, n=1,036. Google-commissioned.)

DO THIS IN 2027

- Score your jobs on the worksheet over the page. The top one or two go first
- Write the process with the AI steps in it. Who, what, where it goes
- Write your context once. Your business, your customers, how you sound

YOUR NOTES

TOOL FOR THIS CHAPTER

Want the workflows already built? Prompt Vault Recipes chain the prompts into finished jobs. NZ\$47.99. charismadigital.co.nz/prompt-vault-recipes

Your job scorecard

List the marketing jobs AI is already touching, or could. Score each from 1 to 5. Matters and frequency count up. Damage and undo count down, so take each away from 6 before you add. Out of 20. The highest totals get a written process and an owner first.

JOB	MATTERS	FREQUENCY	IF IT GOES WRONG	CAN YOU UNDO IT	TOTAL /20	OWNER
e.g. Monthly report						

HOW MUCH IT MATTERS

Does it bring in customers or shape how people see you? Would anyone notice if it stopped?

FREQUENCY

Daily is 5. Weekly is 4. Monthly is 2. Once a year is 1.

IF IT GOES WRONG

1 means nobody notices. 5 means a customer sees it. Customer-facing jobs go last, with a person between the AI and send.

CAN YOU UNDO IT

1 means one click. 5 means it's out there. A draft in your inbox is a 1. An email to your list is a 5.

Total = Matters + Frequency + (6 - Goes wrong) + (6 - Undo). Scoring adapted from Gartner, From Tasks to Decisions, 2026, and Michael Domanic, Section, October 2026.

TOOL FOR THIS CHAPTER

Want the workflows already built? Prompt Vault Recipes chain the prompts into finished jobs.

charismadigital.co.nz/prompt-vault-recipes

Which tool should we pay for?

Pick one tool, pay for it, then stop looking.

READ 2 MIN • DO 15 MIN

I get asked this more than anything else, and the honest answer disappoints people. For a small marketing team, ChatGPT, Claude, Copilot and Gemini are closer than the arguments about them suggest.

Three things separate them for a team your size.

Where your work already lives. If your business runs on Microsoft 365, Copilot sits inside the tools you open every day. If it runs on Google Workspace, Gemini does. The tool people can reach is the tool people use.

Whether it can hold your context. Look for a project or workspace where you store your voice, audience and offers once. The tool then reads them on every job. Chapter 05 depends on it.

What happens to your data. Business and team plans don't train on what you put in. Free plans mostly do. That's the whole reason to pay.

Business plans run about NZ\$35 to NZ\$55 a person a month. The seat is the floor, not the total. Heavy users and tools that charge by the task sit on top. That's the line most teams got wrong in 2026.

Pick one and put everyone who uses it weekly on the business plan. Then give it six months before you look sideways.

NZ DATA FOR THIS CHAPTER

- The typical small business now runs a median of five AI tools, largely working separately. (SBE Council, 2026. US data.)
- 20% of NZ organisations have a dedicated AI budget with clear cost tracking. (Datacom State of AI Index, 2026)

DO THIS IN 2027

- Pick one tool, based on where your work already lives
- Put every weekly user on the business plan, not the free one
- Set up the shared project and put your context in it

YOUR NOTES

WRITE IT HERE

The tool you will use, and where your context will live.

Why doesn't it sound like us?

A blank tool was never going to sound like you.

READ 2 MIN • DO 2 HOURS, ONCE

Xero found 55% of NZ small businesses worry AI will make their customer communications feel less human. Most of them are right, because of how they're using it.

Open a fresh chat and type "write a post about our winter sale". You'll get the same post every other business in the country got. That's not the tool being bad. It has nothing of you to start from.

The fix is a foundation, written once. Four short documents do most of the work.

Your voice. Three posts you're proud of, three you'd never send, and why. The words you never use.

Your audience. Who buys from you, what they ask, how they describe the problem in their own words.

Your offers. What you sell, what it costs, who it's for, and the one line that explains each.

Your check. Three questions before anything goes out. Does it sound like us? Is every fact right? Would I be happy to see this with our name on it?

AI drafts. A person decides.

WRITE IT HERE

Three words you always use. Three you never would.

NZ DATA FOR THIS CHAPTER

- 55% of NZ small businesses worry that using AI for customer communications will make their brand feel less human. (Xero NZ, May 2026, n=1,081)
- 37% of NZ small businesses don't trust AI output. (Xero NZ, 2026)

DO THIS IN 2027

- Write the four documents. One page each is plenty
- Put them where the AI reads them on every job
- Run the three-question check on everything before it goes out

YOUR NOTES

Is it safe for our data?

The rule is one page. Write it this week.

READ 2 MIN • DO 45 MIN

Four in ten NZ small businesses hold back on AI over data privacy. They're right to be careful. The Privacy Act 2020 applies in full. If a client list goes into the wrong tool, the obligation sits with you, not the tool.

Here's the one-page rule I'd write first.

What never goes in. Customer contact details, anything financial, health information, staff records, anything given to you in confidence.

What's fine. Your own copy, public information, your voice and audience documents, examples where the client is "a client in Hamilton".

Who owns each job. One name beside every AI job. A person who knows how it works and checks what comes out.

What gets checked. Facts, names, numbers, and anything that makes a promise.

The monthly look. Fifteen minutes. What's new, what's gone wrong, what needs a rule.

Most small teams I meet have the opposite problem to the banks. The rules are so cautious nobody uses the tool, and the shadow AI starts anyway on personal phones. Governance for a team of five is that one page. When something new comes up, ask whether there's more risk in doing or in not doing. The owner makes the call.

WRITE IT HERE

What never goes in. Who owns each job.

NZ DATA FOR THIS CHAPTER

- 40% of NZ small businesses hold back on AI over data privacy. 37% don't trust the output. (Xero NZ, May 2026)
- The Privacy Act 2020 applies in full to AI use. (Office of the Privacy Commissioner)

DO THIS IN 2027

- Write the one-page rule
- Move weekly users onto a business plan that doesn't train on your data
- Book the monthly 15 minutes in the calendar now, for the whole year

YOUR NOTES

TOOL FOR THIS CHAPTER

The AI Governance Check writes you a tailored set of draft guidelines for a business your size. A starting point, not legal advice. Free.
charismadigital.co.nz/ai-governance-check

Will it replace my team?

What changes, what doesn't, and what to say.

READ 2 MIN • DO 30 MIN

For a small NZ marketing team, the work changes before the headcount does.

Xero found 64% of NZ small businesses using AI saved about a full working day a week. The AI Forum found 55% of NZ organisations using AI created new roles. In the same survey, 45% hired fewer people and 14% put job losses down to it. All of that is true at once. The routine work gets handled, and the judgement is what people get paid for.

In practice, the person who spent Friday formatting the report now spends it reading the numbers. The person answering the same ten enquiries now checks ten drafts and handles the one that's complicated.

Your people feel that shift before you name it. Shiv Singh calls it "work identity shifting". So tell them. Skip "AI won't take your job, someone using AI will." It reads as a threat. Say what's changing in their week, what isn't, and who to ask.

Then find your heavy user, the one person who's quietly worked out how to use the tool properly. Ask what they do with it. Usually the rest of the team should copy it. Don't put usage on a leaderboard. It punishes the careful.

WRITE IT HERE

What changes in each person's week. Who your heavy user is.

NZ DATA FOR THIS CHAPTER

- 64% of NZ small businesses using AI say it saved them time, on average a full working day a week. (Xero NZ, May 2026)
- Among NZ organisations using AI, 55% say it created new roles. 45% report fewer new hires and 14% attribute job losses to it. (AI Forum NZ, AI in Action, August 2025, n=166)

DO THIS IN 2027

- For each person, write one line: what changes in their week, what doesn't
- Say it to them in person, before the first tool goes in
- Interview your heavy user and write down what they do

YOUR NOTES

Budget and buy-in

Add it up properly, then ask small.

READ 2 MIN • DO 30 MIN

Most small teams have no AI budget line, just a few subscriptions on someone's card. Only 20% of NZ organisations can say what AI costs them. The big end of town isn't much better. Gartner says CMOs put 15.3% of marketing budgets into AI. Only one in three gets the return they expected.

For a team your size the sum is five lines: seats, extra usage, other AI tools, training and contingency. Make the contingency 25%, because the usage line always moves. Training is the line that gets cut first and protects everything else.

Take three people on business plans, with a bit of extra usage, modest tools and a training budget. That comes to about NZ\$5,400 a year. Against a NZ\$40,000 marketing budget that's 13.5%. To pay for itself, each person needs to get back about 50 minutes a week.

Then ask small. Name one job, the hours it takes now, and the number you'll report back in 90 days. A first budget is how you earn the second. The money is usually already in the budget. Look at agency content you can now do in-house, licences nobody uses and training nobody finishes.

WRITE IT HERE

The one job, the hours now, the number you will report in 90 days.

DATA FOR THIS CHAPTER

- 20% of NZ organisations have a dedicated AI budget with clear cost tracking. (Datacom State of AI Index, 2026)
- CMOs put 15.3% of marketing budgets into AI. Only one in three gets the return they expected. (Gartner, 2026. Large companies, mostly US and Europe.)

DO THIS IN 2027

- Fill in the five lines on the worksheet over the page. Real numbers
- Pick the one job, the hours now, and the number you'll report in 90 days
- Write down where the money comes from before you ask

YOUR NOTES

The budget conversation

Five things to bring to the budget meeting. Fill it in before you book the room.

1 • WHAT'S ALREADY WORKING

The AI win • The result • What it means next. No wins yet? Ask small. Name the first workflow and the number it'll move.

2 • WHAT YOU NEED FUNDED

LINE	HOW TO WORK IT OUT	YOUR NZD
Seats	people × price × 12	
Extra usage	monthly × 12	
Other AI tools	monthly cost × 12	
Training and outside help	courses, workshops	
Contingency	25% of the above	
Total		

3 • START SMALL, THEN GROW

First 90 days: one job, one owner.

Next 90 days. Unlocks when:

Report back. Date and number:

4 • WHERE THE MONEY COMES FROM

☐ Agency and outsourced content

☐ Software licences nobody uses

☐ Training nobody finishes

☐ Other: _____

5 • HOW YOU'LL REPORT IT

☐ Measurable: one workflow, before and after

☐ Directional: team numbers over the year

☐ Assumed: time people got back

First quarterly report:

“Think of your first budget as a way to earn your second.”

Michael Domanic, Head of AI, Section. Adapted from 20 questions about 2027 AI budget planning, Section, October 2026, and scaled down for small NZ teams.

How do I measure it?

Take the before reading. Everything else follows.

READ 2 MIN • DO 20 MIN, THEN MONTHLY

Gartner found 81% of CMOs measure AI by time saved. It's the easy number, and the one the owner stops believing by the third month.

Here's how I'd measure it without a data person, in three layers.

Who's using it. Of the people with a seat, how many used it this week. If it's low, the problem is training, not the tool.

What the job does now. The before reading from Chapter 02, and the same reading after. One job, before and after, is the only number that holds up in a budget meeting.

What the business did. Enquiries, sales, retention. It moves slowly and AI is one of many things moving it. Show it beside the other two. Don't claim it.

Michael Domanic at Section calls these measurable, directional and assumed returns. All three are real. Only the first is proof, so lead with it.

The AI Forum found 23% of NZ organisations using AI couldn't put a value on their savings. Not because there weren't any. Because nobody took the before reading.

WRITE IT HERE

Your three numbers, and the date of your first report.

NZ DATA FOR THIS CHAPTER

- 81% of CMOs measure AI by time saved. (Gartner, From Tasks to Decisions, 2026)
- 23% of NZ organisations using AI decline to value their operational savings. 35% their financial gains. (AI Forum NZ, AI in Action, August 2025, n=166)

DO THIS IN 2027

- Take the before reading on your first job this month
- Pick three numbers to report quarterly, one per layer
- Put the first quarterly report date in the calendar now

YOUR NOTES

What the big end of town learned

The CMOs of Google, OpenAI, Chase and LinkedIn, scaled down for a team of five.

READ 3 MIN · DO 15 MIN

Most of what I build with AI starts out not working. At Cannes Lions this year, the CMOs of Google, OpenAI, Chase and LinkedIn admitted much the same. I found that oddly reassuring. LinkedIn's Jessica Jensen set the tone. "The technology is maybe 10 to 20%, and the people is 80%."

What didn't work. Setting everyone loose left part of LinkedIn's team "paralysed". Chase found speeding up one step at a time breaks the whole process. Shiv Singh calls the fear underneath it "work identity shifting".

What did. A sandbox first. Chase used dummy data, 50 people at a time. LinkedIn gives every job "an owner and a trainer and a set of metrics". Leaders go first. "None of us are experts," said Google's Lorraine Twohill.

For a team of five, all of this is smaller than it sounds. A sandbox is one shared folder, a rule about client data and a test account. Jobs with an owner and a metric fit on one whiteboard. Leaders going first means you, this month, on one job.

In September, Carla Hassan and Jessica Jensen were back on stage at the Forbes CMO Summit. Forbes' summary reads like a note to a small team. AI can generate, personalise and scale, but it can't make the human moments that connect people to a brand. And the question now is whether AI can understand and recommend your brand. That comes down to a clear promise that shows up the same way everywhere.

Gartner found only 30% of 401 CMOs think they can scale AI. If they're not ready, no NZ marketing manager should feel behind.

WRITE IT HERE

Your sandbox: the folder, the rule, the test account.

DATA FOR THIS CHAPTER

- Cannes Lions 2026 CMO panel: Jessica Jensen (LinkedIn), Colin Fleming (OpenAI), Lorraine Twohill (Google), Carla Hassan (Chase), Shiv Singh (AI Trailblazers).
- CMOs put 15.3% of marketing budgets into AI. 30% report mature AI readiness. (Gartner CMO Spend Survey, May 2026, n=401)
- Forbes CMO Summit, Aspen, 15 to 17 September 2026. Takeaways paraphrased from Forbes' published recap, 24 September 2026.

DO THIS IN 2027

- Build the sandbox. One folder, one rule, one test account
- Give every AI job an owner and a metric
- Go first. Run your own job through the playbook before you ask the team to

YOUR NOTES

BEFORE SIGN-OFF

Five questions for your 2027 plan.

Tick the ones you can answer yes to today. Be honest. The plan is only as good as the first "not yet".

☐ 1. Does your team know where it's safe to experiment?

☐ 2. Does every AI job have an owner and a metric?

☐ 3. Do you know who your makers and builders are?

☐ 4. Is your own AI learning in your calendar?

☐ 5. Do you know who on your team is furthest behind?

4 OR 5 YES

Strong footing. Score your jobs and write rules for the top three.

2 OR 3 YES

Some foundations are there. Start with the first question you answered "not yet" to.

0 OR 1 YES

Start with a sandbox and one named owner. Everything else builds on those two.

YOUR FIRST 90 DAYS

One job, one owner, one before reading.

NOVEMBER

Pick your top job. Name its owner, time it, and write down the before.

DECEMBER

Write the rule for what customer data never goes in. Set up the shared project with your context in it.

JANUARY

Turn the job into a written process with AI built in. Take the after reading.



WHO PUT THIS TOGETHER

I'm Lisa.

I've spent more than 20 years building marketing by hand, across publishing, media, retail and public-good work. Now I build the AI systems that run it for NZ businesses.

This playbook comes from decades of marketing in New Zealand and the questions marketing managers ask me most. The latest NZ research sits beside every answer. The big overseas brands get one chapter. The rest is about teams like yours.

Custom-built AI systems. Not bolted-on tools.

Which decision goes first in your 2027 plan?

Book a free Foundation clarity call and bring this workbook. I'll tell you which part of your plan I'd build first. No pitch.

LET'S TALK

charismadigital.co.nz/lets-talk

charisma  digital
AI DIGITAL MARKETING

STRATEGY-LED | RESULTS-FOCUSED | PEOPLE-FIRST | CLARITY IN EVERY STEP

BEFORE YOU USE THIS

A guide, not advice.

The AI Marketing Planning Playbook 2027 is a guide to planning and budgeting AI into a small marketing team. It isn't financial, legal or tax advice. For your own situation, talk to your accountant, your lawyer or the Office of the Privacy Commissioner. The budget figures are examples built on your own inputs. Check them against your real numbers before you take them into a meeting.

Every figure is accurate to its named source at the time of writing, October 2026. Research gets refreshed, prices change and the tools change faster than either. Where a source sells AI products, it's said so beside the number. If a figure matters to a decision, go to the source and check the date.

I used AI to help research, draft and build this workbook. It's the same way I'd use it on a client job. Every claim was checked against its source and every word was read by me before it went out. How I work with AI, and the rules I hold myself to, are on the site.

HOW I USE AI

My published AI policy. What AI does on my work, what it never touches, and how client material is protected.

charismadigital.co.nz/how-i-use-ai

THE AI GOVERNANCE CHECK

A few questions, and it writes you a tailored set of draft guidelines for a business your size. A starting point, not a policy and not legal advice. Free.

charismadigital.co.nz/ai-governance-check

THE PROMPT VAULT

452 prompts across 77 categories, B2B and B2C. Free.

charismadigital.co.nz/get-the-vault

RESOURCES

Free tools and checklists for NZ marketing teams, in one place.

charismadigital.co.nz/resources

SOURCES

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