

Campaign Report

As a local commercial printer Wollongong Printing is honoured to work with hundred's of local businesses and frequently conducts co-branded marketing campaigns. Our team is passionate about supporting and engaging our community in a positive and inclusive manner.

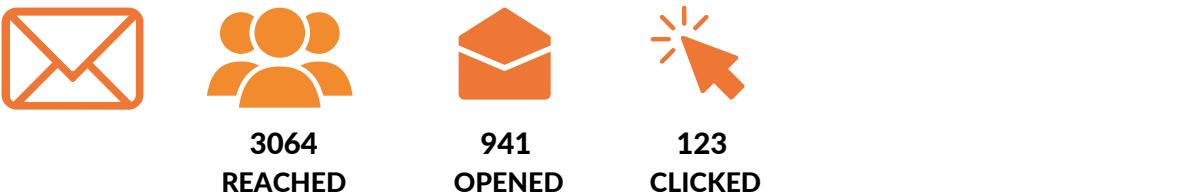
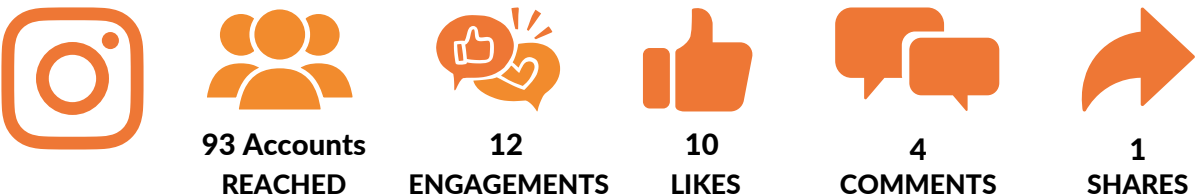
In celebration of Mother's Day 2023, Wollongong Printing partnered with a local female-run small business called 'Odette Si'. To say a huge Thank you to our wonderful clients we also threw in 1 x \$120 voucher to Pinot & Picasso and 1 x \$50 Endota Spa Voucher. The Giveaway ran for 5 days and was released on Facebook, Instagram, LinkedIn, Google and emailed to existing Wollongong Printing customers via EDM (Electronic Direct Mail) on the 3rd of May.

This report is designed to outline the performance of the promotion on the main social media platforms to provide an indication of the promotion's success in reaching the local audience/community.

Promotion Outcomes

The Promotional Post advertising the giveaway was released on the 3rd of May on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 4th of May, the Facebook post was also boosted to increase audience reach. The following outcomes were achieved.



This promotion resulted in **83 giveaway entries**, **162 new Instagram followers for Odette Si** and on the **10th of May Melinda Hobson** won the giveaway.