



As a local community based printer, Wollongong Printing works with hundred's of locally based businesses and frequently conducts cross-marketing programs. Our team is passionate about supporting and engaging our community in a positive and inclusive manner.

Wollongong Printing was delighted to run a cross-promotion with South Coast Blends. The Promotion ran for 12 days and was released on **Facebook, Instagram, Pinterest, Twitter** and emailed to existing customers via **EDM** (Electronic Direct Mail) on the **18th of March**.

This report is designed to outline the performance of the promotion on each social platform 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 18th of March on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 19th to the 23rd of February the Facebook post was **boosted by \$100** to increase audience reach. The following statistics were achieved over the promotions 2 week period.



3, 178 People REACHED



292 ENGAGEMENTS



24 POST LIKES



8 COMMENTS



9 SHARES



51 People REACHED



1 PROFILE VISIT



39 POST LIKES



2 COMMENTS



1 SAVE



3392 RECEIVED



699 OPENED



110 CLICKED

Overall, this was a very successful promotion and on the 29th of March **Melinda Reid** was awarded the Easter Basket valued at \$275.