



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

Wollongong Printing was delighted to work with the wonderful team at 'My Star Box Gifts' in order to run a co-branded Personalised Gift Pack Giveaway. The Giveaway ran for 7 days and was released on **Facebook, Instagram, LinkedIn, Twitter, Google** and emailed to existing Wollongong Printing customers via **EDM** (Electronic Direct Mail) on the **30th of September**.

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 30th of September on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 1st to the 6th of October, the Facebook post was **boosted** to increase audience reach. The following statistics were achieved.



9,779 People  
REACHED



443  
ENGAGEMENTS



18  
POST LIKES



7  
COMMENTS



16  
SHARES



104 People  
REACHED



2  
PROFILE VISIT



6  
POST LIKES



3  
COMMENTS



0  
SAVE



42,192  
RECEIVED



6,175  
OPENED



820  
CLICKED

This promotion resulted in **149 giveaway entries** and on the 8th of October **Luke Andrews** won the Personalised Entertainment Gift pack.