



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 RedBalloon. 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 **25th of February**.

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 25th of February on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 26th to the 30th of February the Facebook post was **boosted by \$150** to increase audience reach. The following statistics were achieved over the promotions 2 week period.



2,141 People
REACHED



79
ENGAGEMENTS



15
POST LIKES



2
COMMENTS



12
SHARES



41 People
REACHED



1
PROFILE VISIT



5
POST LIKES



1
COMMENTS



1
SAVE



3501
RECEIVED



778
OPENED



129
CLICKED

Overall, this was a very successful promotion and on the 9th of March **James Whittaker** was awarded the \$500 RedBalloon Voucher.