



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 Nespress for the launch of their new Atelier Machine. The Promotion ran for 7 days and was released on **Facebook, Instagram, Google My Business** and emailed to existing customers via **EDM** (Electronic Direct Mail) on the **23rd of July**.

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 23rd July on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 23rd to the 30th of April the Facebook post was **boosted by \$40** to increase audience reach. The following statistics were achieved over the promotions 1 week period.



2,912 People
REACHED



260
ENGAGEMENTS



15
POST LIKES



15
COMMENTS



12
SHARES



123 People
REACHED



2
PROFILE VISIT



11
POST LIKES



6
COMMENTS



1
SAVE



3005
RECEIVED



629
OPENED



114
CLICKED

Overall, this was a very successful promotion and on the 31st of July **Donna Charlesworth** won the Nespresso Atelier Coffee Machine.