



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 excited to run a giveaway of \$500 of our own products, as a BIG thank you to our clients. 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 **21st of May**.

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 21st May on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 21st to the 25th of May the Facebook post was **boosted by \$40** to increase audience reach. The following statistics were achieved over the promotions 2 week period.



3,532 People
REACHED



115
ENGAGEMENTS



5
POST LIKES



0
COMMENTS



4
SHARES



78 People
REACHED



2
PROFILE VISIT



7
POST LIKES



0
COMMENTS



0
SAVE



3000
RECEIVED



843
OPENED



130
CLICKED

Overall, this was a very successful promotion and on the 28th of May **Rob Fischer & Suz** were awarded the \$500 Printing voucher.