



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.

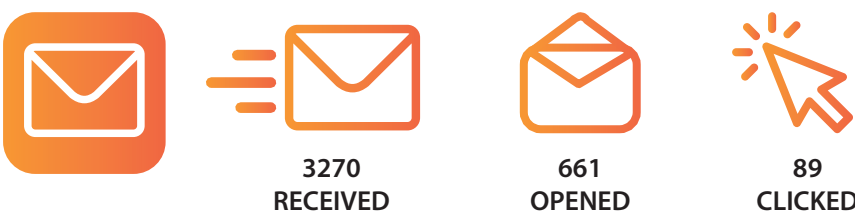
Wollongong Printing was delighted to run a cross-promotion with Hangdog Climbing Gym Wollongong. The Promotion ran for 2 weeks and was released on **Facebook, Instagram, Pinterest, Twitter** and emailed to existing customers via **EDM** (Electronic Direct Mail) on the **14th of January**.

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 14th of January on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 15th to the 19th of January the Facebook post was **boosted by \$150** to increase audience reach. The following statistics were achieved over the promotions 2 week period.



Overall, this was a very successful promotion and on the 27th of January **Alicia Bailey (0404 288 169)** was awarded the Hangdog Ultimate VIP Party Package valued at \$780.