



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 Selfie Frames Online and Ella Bache. The Promotion ran for 7 days and was released on **Facebook, Instagram, Pinterest, Twitter** and emailed to existing customers via **EDM** (Electronic Direct Mail) on the **22nd of April**.

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 22nd April on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 22nd to the 27th of April the Facebook post was **boosted by \$100** to increase audience reach. The following statistics were achieved over the promotions 2 week period.



2,888 People  
REACHED



153  
ENGAGEMENTS



11  
POST LIKES



2  
COMMENTS



2  
SHARES



37 People  
REACHED



1  
PROFILE VISIT



3  
POST LIKES



0  
COMMENTS



1  
SAVE



3000  
RECEIVED



465  
OPENED



28  
CLICKED

Overall, this was a very successful promotion and on the 28th of March **Natalie Bazun-Coates** was awarded the \$250 Ella Bache Voucher and Selfie Frame.