



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.

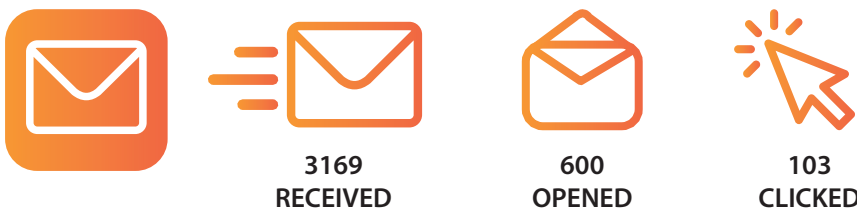
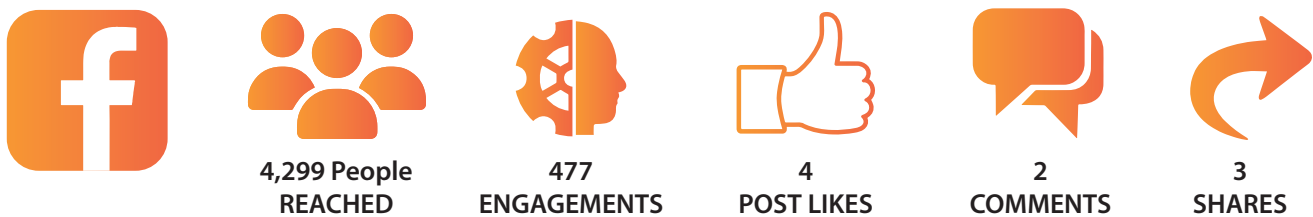
Wollongong Printing was delighted to run a cross-promotion with two renowned brands Bunnings and Peter Alexander. The Promotion ran for 7 days and was released on **Facebook, Instagram, Google My Business** and emailed to existing customers via **EDM** (Electronic Direct Mail) on the **24th of June**.

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 24th June on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 24th to the 29th of June the Facebook post was **boosted by \$40** to increase audience reach. The following statistics were achieved over the promotions 1 week period.



Overall, this was a very successful promotion and on the 30th of June **Nathan Casanova** was awarded the \$250 Bunnings voucher.