

CLICK ON CQ

Be part of CQ's biggest multi-media shop local campaign using digital, press and radio that will be seen by over 70000 locals from just \$100 excl. GST.

That's right from just \$100. Possible via the power of collaboration. Imagine 60 local businesses promoting at the same time using the same media. A 100% co-ordinated campaign. IMPACT.



The Concept:

At least 60 local businesses each make available a specific time limited unique offer. It doesn't have to be a discounted lost leader, just an offer that demands attention amongst all the other offers and is not being advertised elsewhere. Put all these offers on the one web site and make them available for just 12 days.

Before and during the 12 days advertise the web site on Triple M & HIT FM Rockhampton and in the Morning Bulletin. On Impact Day 1 when the offers go live on the web site, at least 60 local business Facebook pages promote their unique offer to each of their followings advising it is available for 12 days and to redeem the offer plus see more local offers click on the web site link.

Each of the 60 posts promotes the same web site. A targeted paid Boost campaign will accompany the 60 posts. We will reach a minimum of 20000 local people by Facebook.

But hang on you with my \$100 you said this promotion is going to be seen by 70000 locals.

The first independent radio survey in over 15 years just over 6 months ago indicates 67100 people listen to Triple M & HIT FM Rockhampton each week. Readership survey indicates over 40000 read the Morning Bulletin. Add the 20000 reach we will get from Facebook, deduct some overlap and consider what other way can you conservatively reach 70000 locals from just \$100.

How will I know if this works?

Reaching people is one thing, reaching a lot of people will increase your chances of getting sales. We want you to know though that this incredible local reach is delivering. To redeem your unique offer customers need to show or advise you the redemption code. Measure the impact from the promotion. Know at the end of 12 days if this is the best return you've ever received on a \$100 advertising outlay.

Do I need a business Facebook Page?

Yes you do, but if you haven't got one or not happy with the way it looks we can help you turn it into a sales weapon.

Can I upgrade my offer?

Yes, we are offering limited feature tiles on the web site and space in the press advertising. It does cost more plus we need to be satisfied your offer is a popular attention grabber. Our goal is to make this promotion work for all the participating local businesses.

When Is this Happening?

The 12 day promotion is planned for May. Build up begins as soon as the target of 60 participating local businesses is reached.

Who is organising this?

RING - Rockhampton Innovative Networking Group has been enabling locals getting to know other local business people to make it easier to do business with each other while raising money for local charities.

In 2017 they up the ante. Using the skills and experience of local marketing consultancy and event co-ordinator APAP and Facebook guru LAD, RING is out to get more locals buying from locals with CQ's biggest multi-media shop local campaign.

I want In

To be involved in CQ's biggest multi-media shop local campaign just complete the details below and send a hi-res photo of your offer. We can arrange a video of your offer if it needs more explanation or you want to make your offer even more enticing. Remember your offer does not have to be a discounted lost leader. Consider a value added offer, exclusive competition, money can't buy experience, etc. The more enticing the offer the more redemptions you get, which means the more people experiencing your business, possibly for the 1st time.

Together we are stronger so go on be a part of what CQ Collaborative Power Can Deliver - huge reach with little outlay - a better return on investment.

Register Now

Name of Business

Name of Contact

Phone Number

Email

Do you have a Facebook Page?

Y

N

Would you like help getting your Facebook Page ready for this promotion?

Y

N

Would you be interested in finding out more about the upgrade opportunities?

Y

N

I have attached a hi-res image of the product I wish to be promoted from March 2 -13.

Y

N

Unable to.

Email a tax invoice to,

we understand this has to be paid

before our offer is included in the promotion.



RING
ROCKHAMPTON INNOVATIVE
NETWORKING GROUP

LAD

APAP EVENTS
making it greater than...