



**Business  
South**

# MEDIA KIT





# Grow Your Business Through Business South Paid Promotions

Boost your business with some of our paid promotion opportunities.

Reach a wider audience, enhance your visibility and drive growth by leveraging our tailored marketing solutions designed to help your business thrive.

Here is a preview of the marketing solutions we offer:

- Email Marketing
- Social Media
- Website Blog
- Phone app
- Training and Events
- All-In-One Social Package
- Webinar
- BA5
- Website banner

Let us help you find the perfect solution for your business needs and begin driving growth today.



## Solus EDM

Send an email to our audience with your message targeted or to our whole audience. A great way to use our audience to your advantage.

## Audience Reach

Audience size: 7,000+

## Engagement Metrics

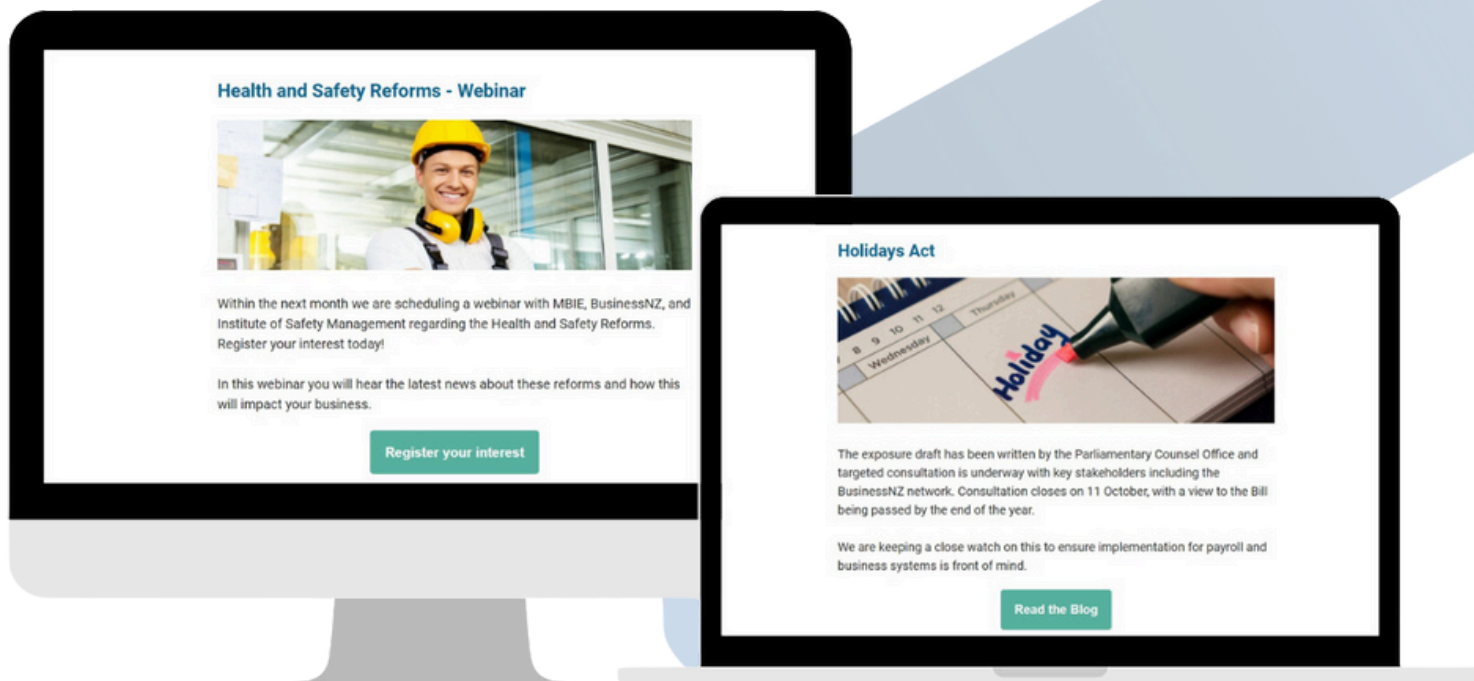
Average Open Rate: 30-40%

Average Click-Through-Rate (CTR): 5-10%

## Cost

**\$1250+GST**

Here is an example of what your promotion would look like on our connect e-newsletter



# Email Marketing - CEO's Monthly

## Connect

These are monthly newsletters that are distributed to staff of our member organisations and wider network. Ideal for advertisers wanting to connect with a wide range of business contacts in the Southern Region business community.

## Audience Reach

Audience size: 7,000+

## Engagement Metrics

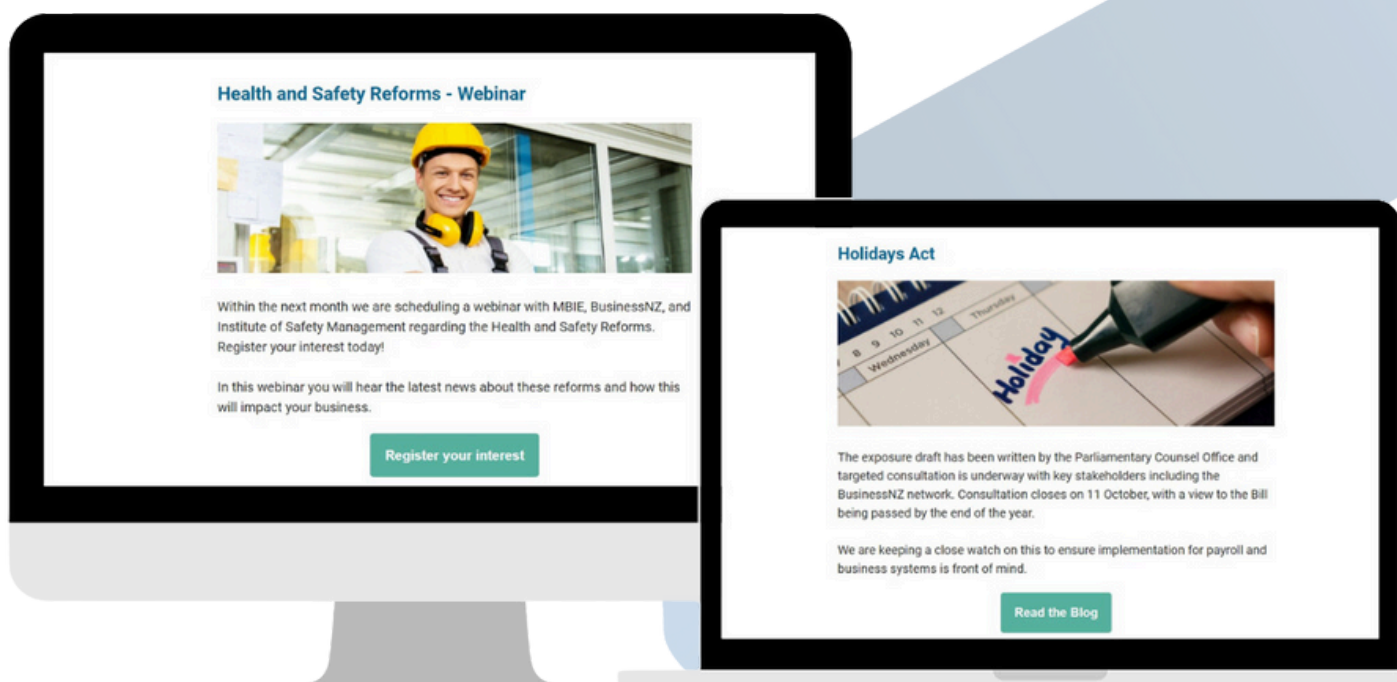
Average Open Rate: 65%

Average Click-Through-Rate (CTR): 5-10%

## Cost

**\$750+GST**

Here is an example of what your promotion would look like on our connect e-newsletter





# Email Marketing 3 in 1 - Central Otago, SOREC & Waitaki Newsletter

The Central Otago, SOREC & Waitaki Newsletters are a monthly EDM. A great option if you are looking for opportunities in the Otago Region & Waitaki District.

## Audience Reach

Central Otago Audience size: 350+

SOREC Audience Size: 250+

Waitaki Audience Size: 120+

## Engagement Metrics

Central Otago

Average Open Rate: 40%

Average Click-Through-Rate (CTR): 5-10%

SOREC

Average Open Rate: 45%

Average Click-Through-Rate (CTR): 5-10%

## Cost

**\$500+GST**

Here is an example of how your ad would look on our e newsletter.

The advertisement for Maniototo Adventure Park features a dark blue background. At the top left is the Maniototo Adventure Park logo. The main headline reads "MAKE THIS YEAR'S STAFF PARTY UNFORGETTABLE!". Below this, there are three circular images: one showing two people in helmets on a luge, another showing a person curling, and a third showing a plate of food. To the right of these images is a list of services: "Fun activities", "Bespoke catering", and "Relaxed lounge bar". At the bottom right, there is a red button with the text "Call us on 03 444 9878".

The Maniototo Adventure Park invites you to do something different for this year's workplace Christmas function.

Try the unique and ancient sport of Curling with your colleagues or fly down the Gold Rush Luge before relaxing in our comfortable lounge bar. We can tailor an event to your tastes and budgets and accommodate and cater for groups up to 80 people.

Special offer for Business South members: 20% off Curling or Good Rush Luge and FREE use of the Lounge Bar when booking catering.

## Social Media - LinkedIn and Facebook

Get the attention of our followers on LinkedIn and Facebook with paid promotion on our social channels. We will post and tag your organisation on both platforms.

### Audience Reach

Audience size - LinkedIn: 1400+

Audience size - Facebook: 640+

### Cost

**\$750+GST per combo**

Here is an example of what your posts could look like on our socials





## Website Blog

Our Business South blog covers a range of topics for a business audience. There is an opportunity to share editorial content, which is then also shared as a post on our Facebook page.

## Engagement Metrics

Average Blog Post Views: 100 -150

Homepage Views in Last 12 Months: 15,700

## Cost

**\$1000+GST per blog article + Linkedin or Facebook post**

What it would look like on our homepage



## Phone App Banner

The Business South Phone app provides the opportunity to promote your organisation on the app. Aimed at Business South members.

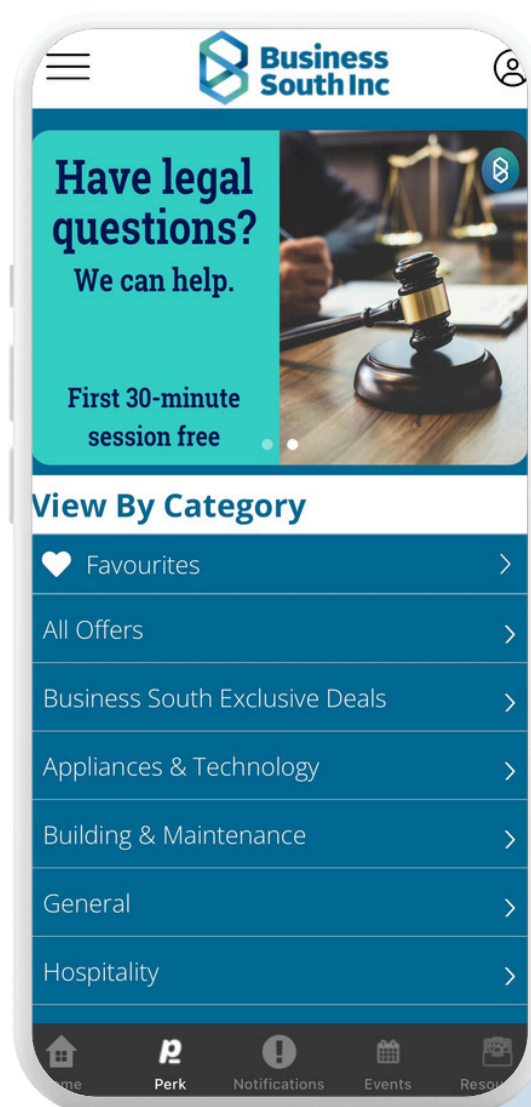
## Engagement Metrics

App Downloads: 460

## Cost

**\$400+GST per month**

Here is an example of where your ad would be located





## Host a BA5

Host a BA5 Our BA5 (Business After 5) event is a prime networking opportunity, allowing businesses to connect, showcase products and services and promote their brand in a relaxed after-hours setting. Hosting a BA5 will help build relationships and enhance visibility within the local business community with many decision-makers attending these events. Please see below for example social posts after BA5 events.

## Attendance

Dunedin Events: 100 - 150 people

Central Otago: 40 - 100 people

## Requirements

You will need to provide a safe and easily accessible venue, alongside an adequate amount of drinks and nibbles for the estimated number of attendees.

## Cost

**\$750+GST for Dunedin**

**\$500+GST for Central Otago**

Here are some example posts of social posts  
after BA5 events



## Webinar

A webinar provides an ideal platform to showcase your product / services to a wide audience in an engaging, interactive format without geographic limitations.

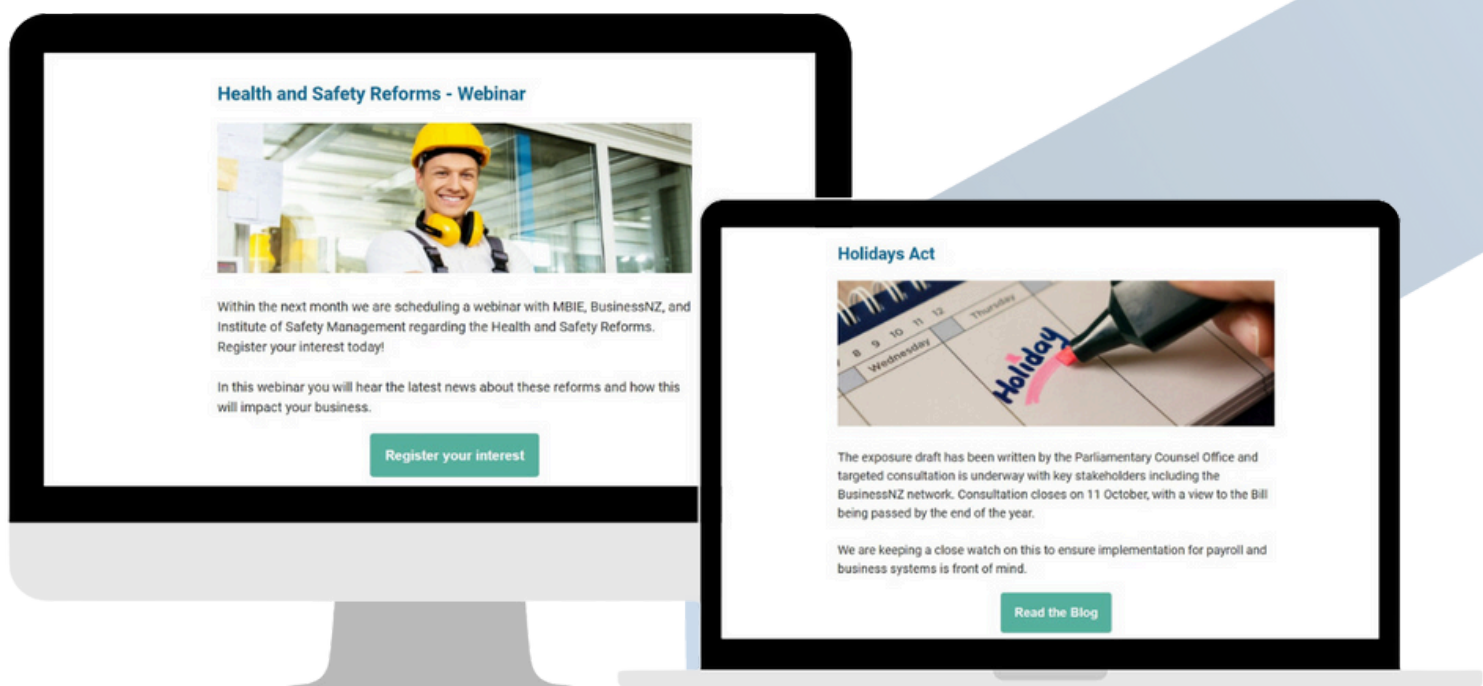
Webinars allow for powerful testimonials from successful graduates, adding credibility and relatable context to the program's benefits. We also provide a list of the attendees.

## Audience Reach

Promotion will be done via our training and events newsletter - 2,500 contacts

## Cost

**\$500+GST**





## Website Banner

Promote your business directly to our audience with prime visibility on our website banner.

This placement will ensure your business is seen by every visitor to our website, driving brand awareness and traffic.

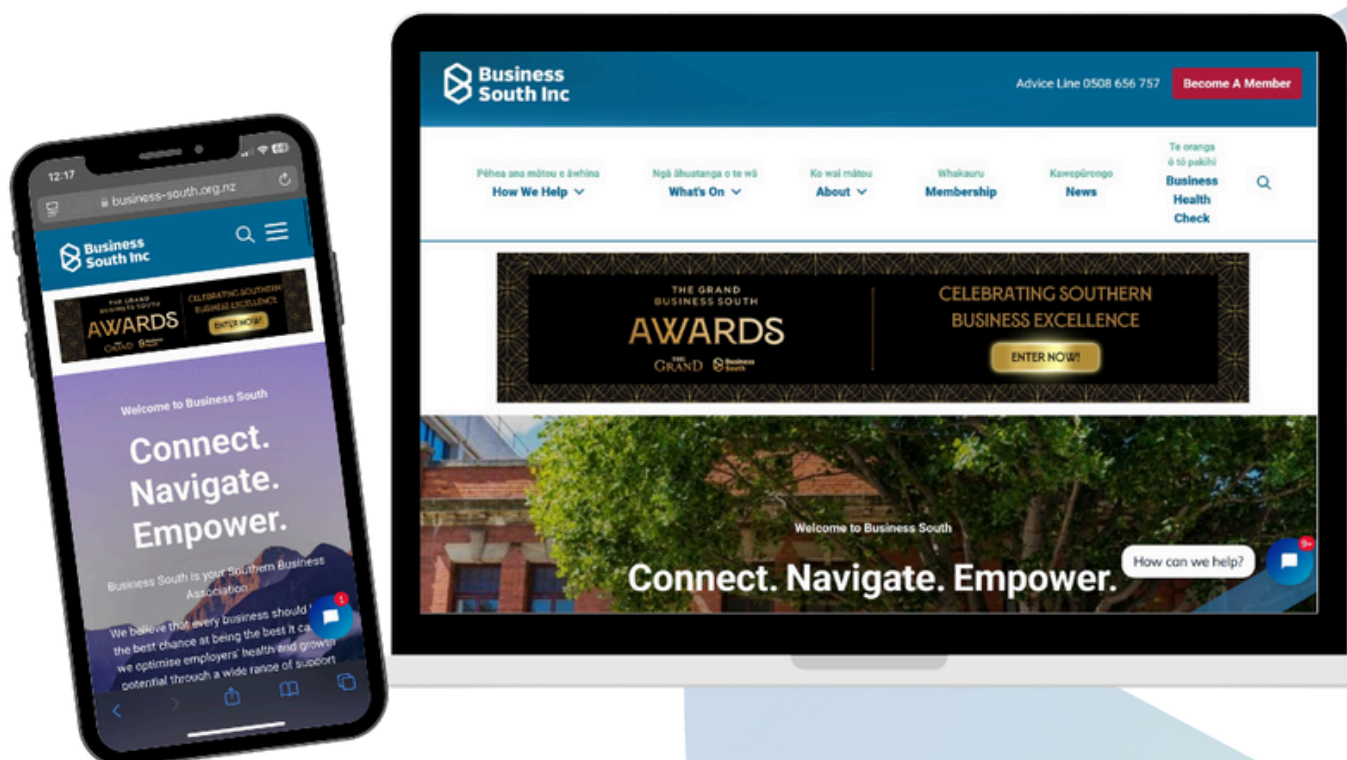
## Audience Reach

Average Monthly Website Visitors: 4000

## Cost

**\$500+GST**

Here is an example of what it would look like





For further inquiries or to discuss the media kit in more detail, please do not hesitate to contact:

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