



PROMOTION

OPPORTUNITIES

FOR BUSINESS SOUTH

MEMBERS

Connect. Navigate. Empower.



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 - CEO's Monthly
- Social Media
- Website Blog
- Phone app
- Training and Events
- All-In-One Social Package

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



Email Marketing - CEO's Monthly

Connect

Connect is a monthly e-newsletter from our Chief Executive that is distributed to senior level staff of our member organisations. Ideal for advertisers wanting to connect with key decision-makers in the Southern Region business community.

Audience Reach

Audience size: 1,200+

Engagement Metrics

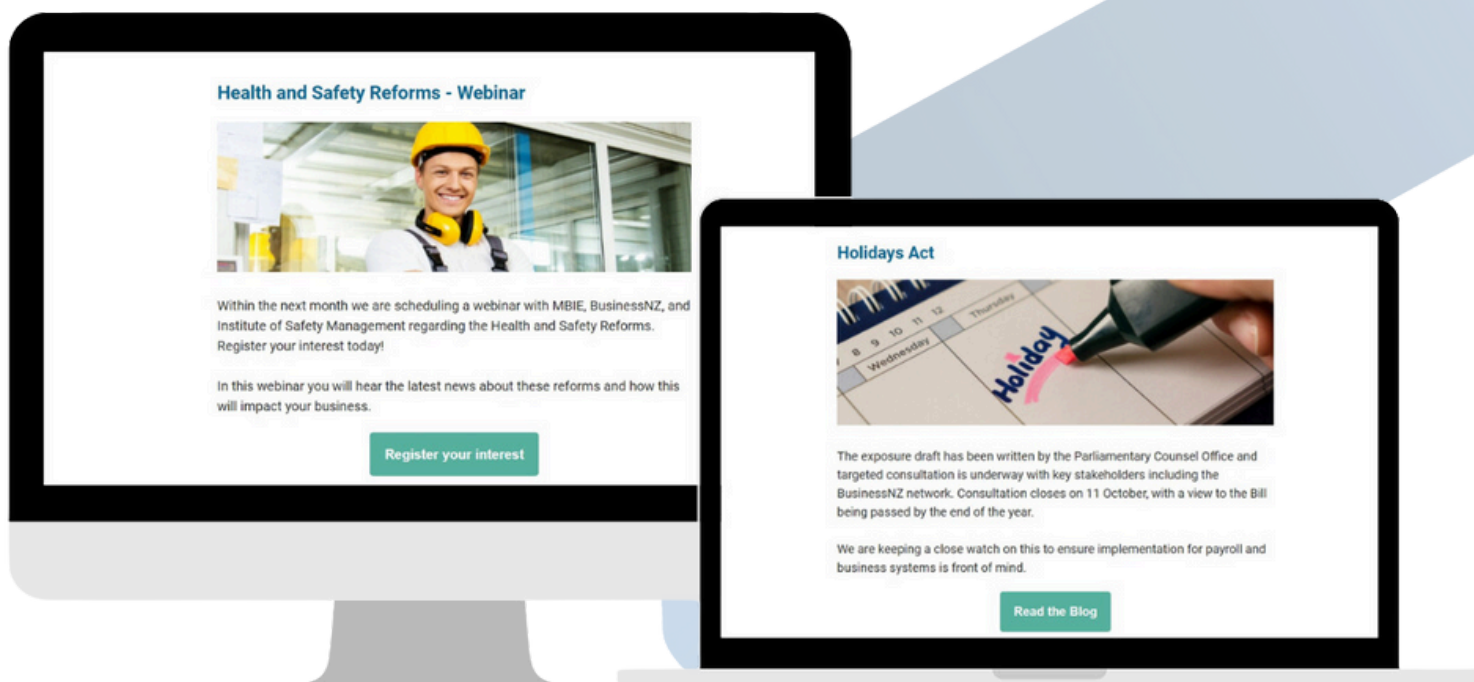
Average Open Rate: 65%

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

Cost

\$1000+GST

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



Email Marketing - Central Otago & Queenstown Lakes Newsletter

The Central Otago & Queenstown Lakes e-Newsletter is a monthly EDM from our Central Otago team. A great opportunity if you are looking for opportunities in the Central Otago region.

Audience Reach

Audience size: 300+

Engagement Metrics

Average Open Rate: 40%

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

Cost

\$350+GST (MEMBERS ONLY)

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

Maniototo Adventure Park



The advertisement features a dark blue background with a white circular logo for Maniototo Adventure Park in the top left. The main headline reads "MAKE THIS YEAR'S STAFF PARTY UNFORGETTABLE!". Below this, there are three circular images: one showing people on a luge, one showing a person curling, and one 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.

Training and Events

Training and Events is our weekly EDM. The audience is broader than our other EDMs, but the content is highly targeted towards training and events opportunities.

Audience Reach

Audience size: 2300+

Engagement Metrics

Average Open Rate: 30%

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

Cost

\$350+GST

Here is an example of what your training and events would look like on our EDM



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

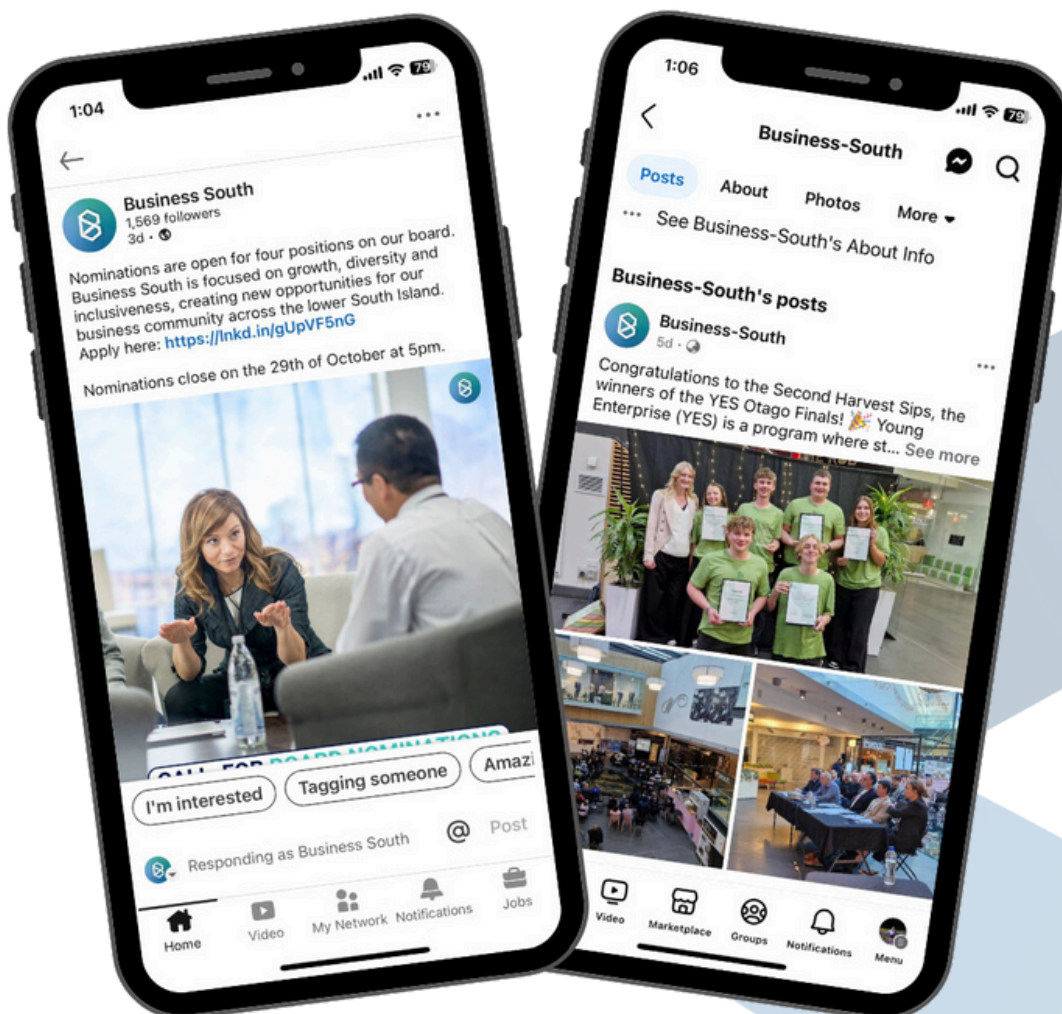
Audience size - LinkedIn: 1400+

Audience size - Facebook: 640+

Cost

\$950+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

\$1200+GST per blog article + FB 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.

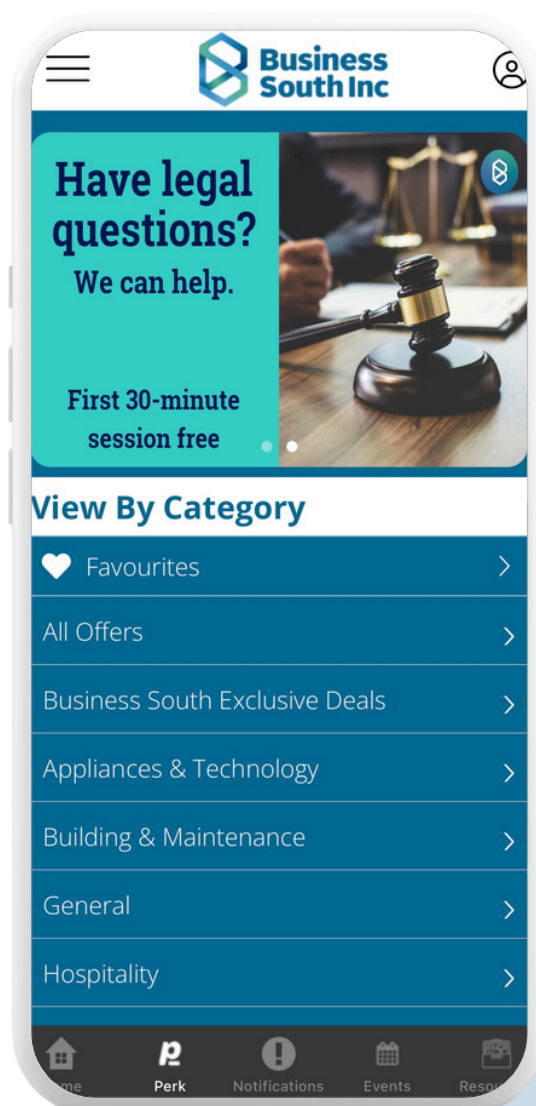
Engagement Metrics

App Downloads: 460

Cost

\$500+GST per month

Here is an example of where your ad would be located



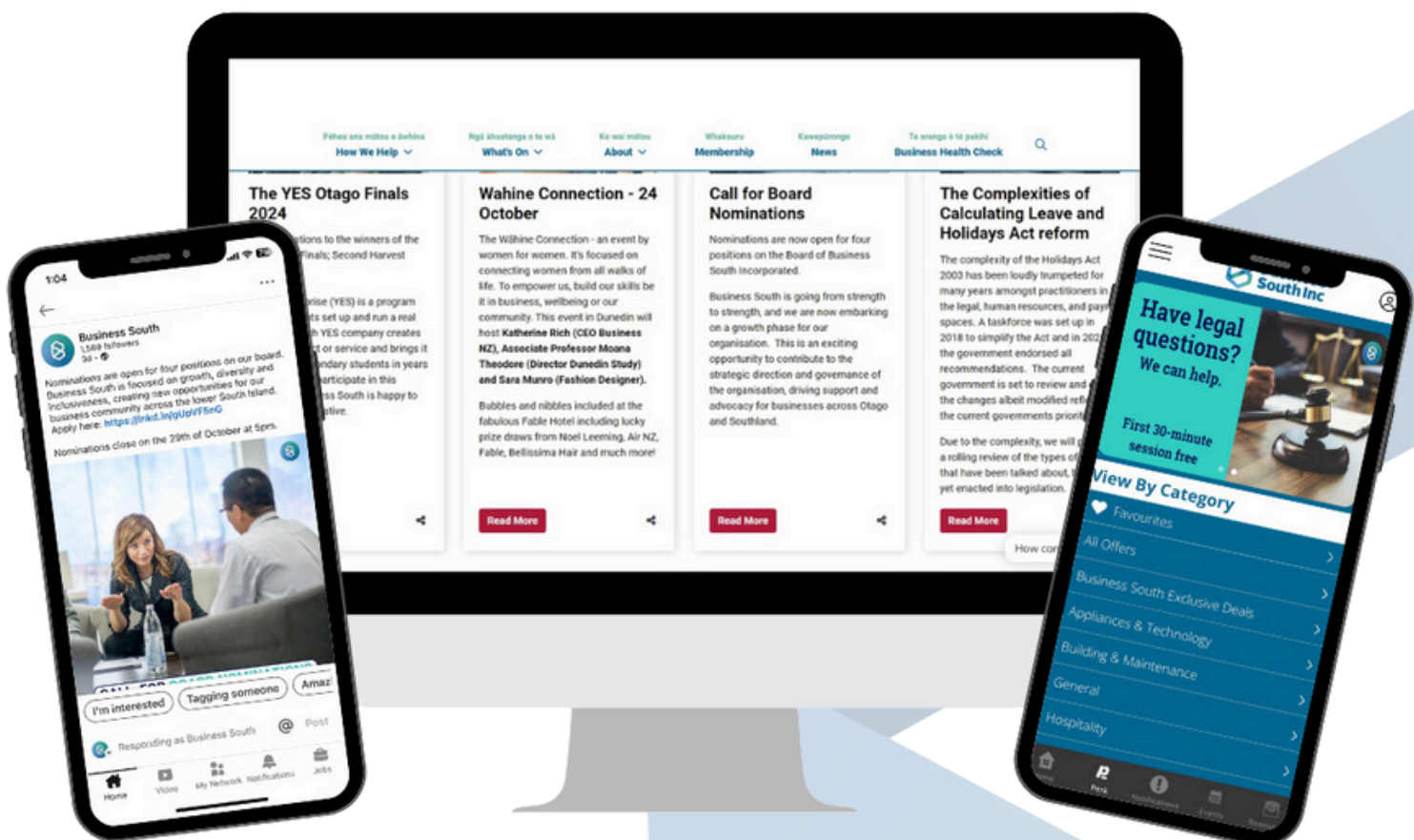
All-In-One Social Package

Boost brand visibility, with our all-in-one package, **including social media promotions on Facebook and LinkedIn, alongside a feature on our website and mobile app.** We will post and tag your organisation on both LinkedIn and Facebook.

Cost

\$1950+GST

Here is an example of what your promotions could look like



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.

Attendance

Dunedin Events: 100 - 120 people
Central Otago: 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

\$500+GST

Here are some example posts of social posts after BA5 events

