

# PLACES ARE LIMITED



CHOOSE LOCAL INCLUSIONS	ANNUAL VALUE
4 x 1.5 hour face-to-face quarterly marketing planning sessions	\$990.00
4 x Quarterly plan creation	\$330.00
4 x Copywriting & project management of advert creation	\$440.00
4 x Layout & design, print readying of double-sided DL advert	\$660.00
4 x Printing of 10,000 DL, 128GSM gloss, double-sided adverts	\$1760.00
4 x Distribution of DL advert in Choose Local to 10,000 homes	\$2640.00
1 x 12 month premium subscription to Choose Local online directory	\$199.00
4 x Layout & design of Facebook optimised post	\$330.00
4 x Copywriting & project management of Facebook post	\$220.00
4 x \$20 Facebook post boosts	\$80.00
<b>TOTAL VALUE PER MONTH</b>	<b>\$635.00</b>
<b>CHOOSE LOCAL COST PER MONTH</b>	<b>\$495.00</b>

## EARLY 12 MONTH SIGN UP BONUS

1 x Business experience survey & report - FREE	\$275.00
1 x Hour professional photography session (Store & Staff) - FREE	\$245.00

# SAVE <sup>UP TO</sup> \$2200

For more information and to check if your business category is still available call

# 1300 438 448



[www.chooselocal.com.au](http://www.chooselocal.com.au)

# A MARKETING & ADVERTISING SOLUTION FOR SMALL BUSINESS



WANT A WAY TO CONNECT WITH CUSTOMERS IN YOUR LOCAL AREA?  
WISH THERE WAS A MORE COST-EFFECTIVE WAY TO ADVERTISE YOUR BUSINESS?  
STRUGGLE TO FIND THE TIME TO TACKLE MARKETING?  
NEED SOME ADVICE FROM A MARKETING PROFESSIONAL?  
KNOW YOU NEED TO BE DOING MORE MARKETING?

Choose Local combines expert guidance around marketing strategy with locally focused digital and print advertising to provide a holistic and cost-effective solution that is revolutionising the way small businesses connect with their customers.

Available only to businesses that are owner-operated and trade in the same area the advertising is targeted to, Choose Local has been designed with small business in mind.

With a limited number of places offered in each edition and category exclusivity, your business is perfectly positioned to achieve maximum brand exposure with potential long-term, repeat customers.

Choose Local provides you with the tools, support and exposure normally reserved for big business; streamlined and bundled into a cost-effective monthly fee.



# 6 REASONS YOUR BUSINESS NEEDS CHOOSE LOCAL



## 1. MARKETING & ADVERTISING

Marketing is the overall strategy of how you promote your business. Advertising is one method used to achieve that strategy. Choose Local combines both to offer small businesses a more cohesive and effective approach. We work with you one-on-one to understand your business and help you develop a marketing strategy before we talk about your advertising message.



## 2. SMALL BUSINESS VALUE

Choose Local has been created with small business in mind. It combines expert marketing consulting with cost effective advertising to offer you a better way to promote your business. At a cost of under 15c per household, you'll be hard-pressed to find any other advertising medium that offers this value.



## 3. SHOWCASING YOUR BUSINESS

Choose Local helps share your story as well as your products and services. Your business is a part of the fabric of your local community and customers love to know who they are buying from. With exclusivity for business type and a limited number of places to ensure optimisation of your brand, your business is showcased in the best light.



## 4. DIRECT MAIL & SOCIAL MEDIA

Direct mail continues to be a cost-effective and influential advertising medium bringing your business into the home of your ideal customer. Social media takes things one step further by putting your business into the palm of their hand. Combining both online and offline advertising is a crucial part of a successful marketing strategy. Choose Local provides the perfect platform for you to leverage both.



## 5. YOUR IDEAL CUSTOMER

Statistics show that over 80% of people prefer to buy from local suppliers. Choose Local reaches 10,000 homes in your local area, so you know your advertising investment is reaching people in your target demographic. Add to this the strength of the Choose Local community Facebook page and your brand can be top of mind with those who live just around the corner.



## 6. RELY ON THE EXPERTS

We've worked with hundreds of clients across just as many industries so we know what works. We take care of everything including the graphic design and copywriting of your ads, and provide you with quarterly plans to guide your other marketing activities. Our goal is to make your advertising and marketing effective, easy and stress-free so you can focus on what you do best - running your business.