



Product Overview





Introducing LocalConnect

A local community portal for Australians to connect with great stories, tips and local businesses digitally through LocalConnect's website / social media channels and dedicated LocalConnect Concierge service.

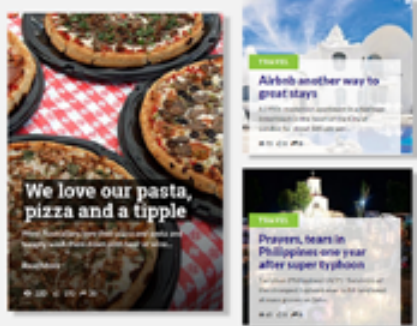
Connect with stories,
businesses and offers
that matter





Content & Ad Listings

Advertise your business to readers while they are engaging with related articles and content on LocalConnect.



Content

Best local, regional, national and categorical content published in real time keeping readers engaged with like, share, and commenting functions to grow audience organically.



Ad Listings

Connect with audiences at any budget with real time click to call and click to email, like, share, and comment included.



Promotional Sections

LocalConnect provides additional exposure to businesses through Promotional Sections

Businesses gain more exposure to its target audience through LocalConnect's promotional sections. Advertisers get Featured Ad Spots in Category of Interest (COI) related news and LocalConnect's Promotional Pages.




Steakhouse

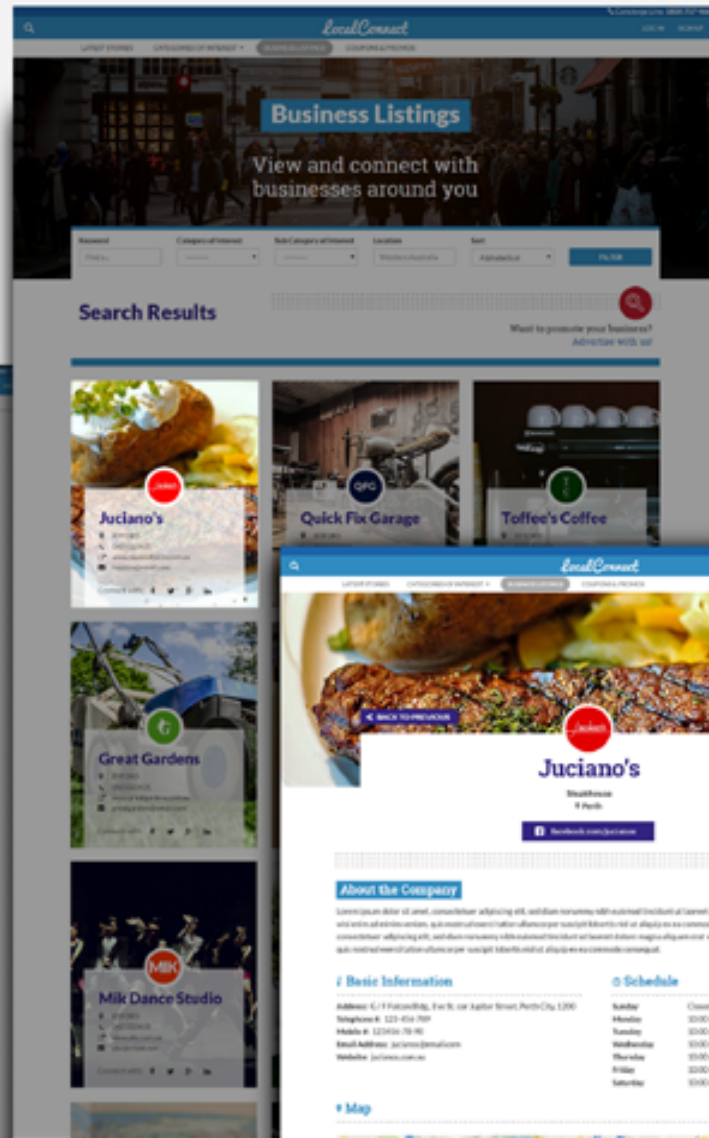
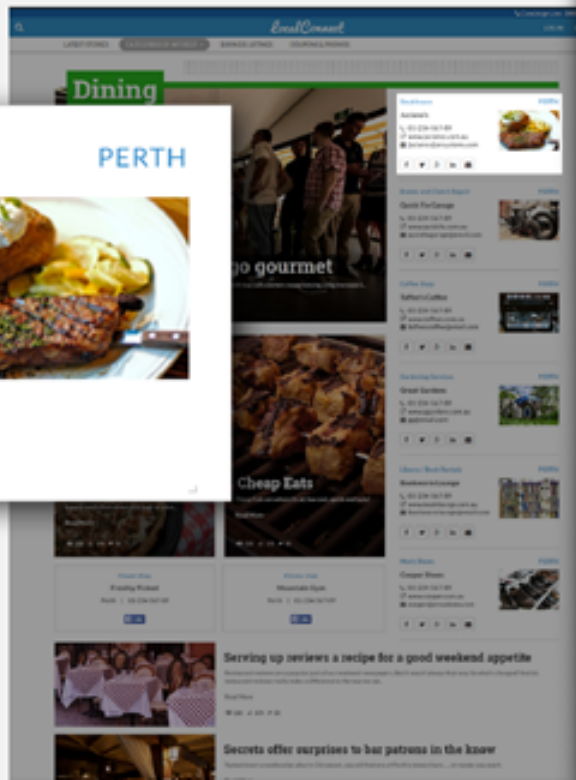
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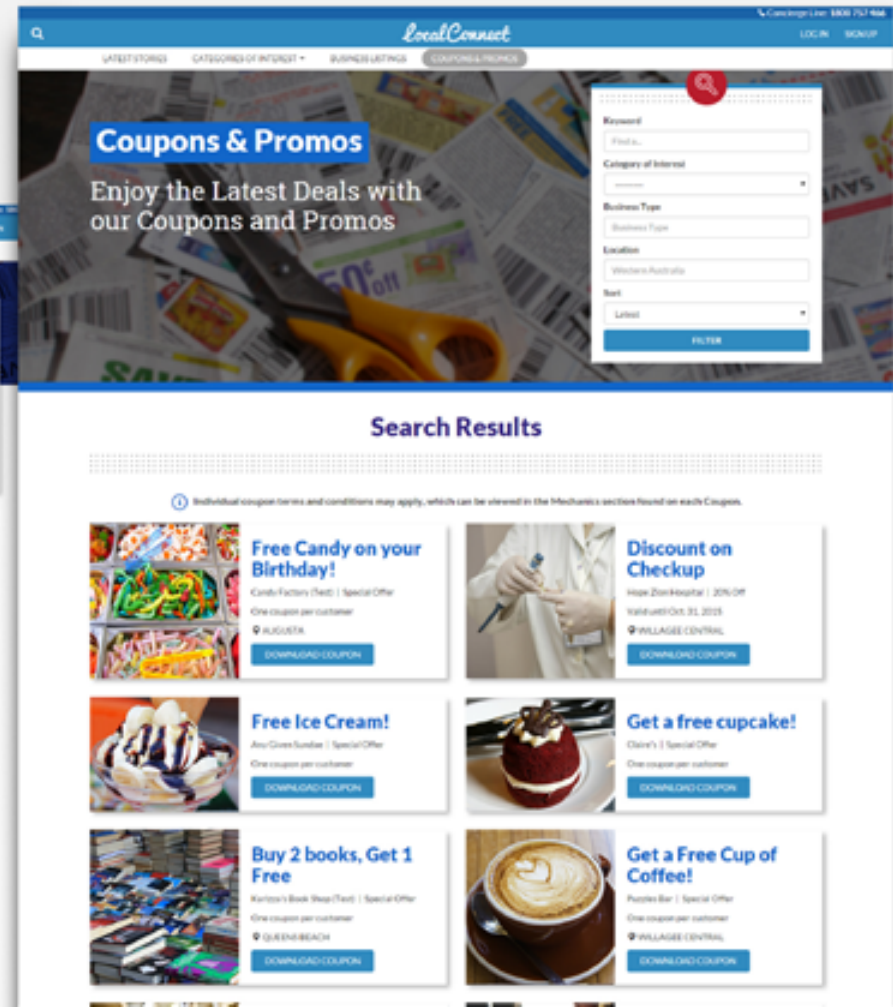
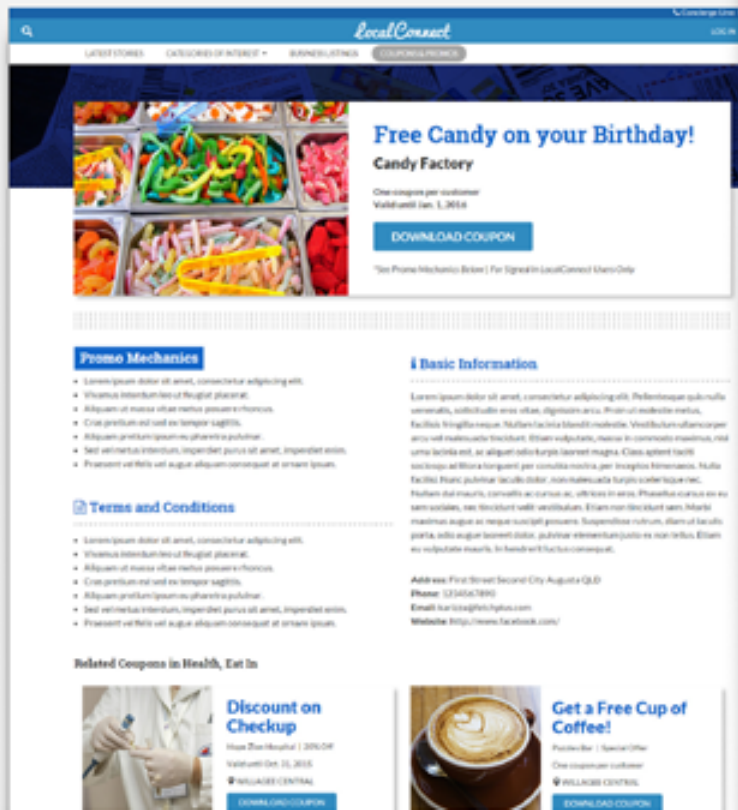




Coupons & Promos

LocalConnect showcases on-going coupons & promos from businesses that can be filtered by Category, Location, and Date

Advertisers can easily post their on-going coupons & promos for LocalConnect users to see and download in the Coupons & Promos Page.

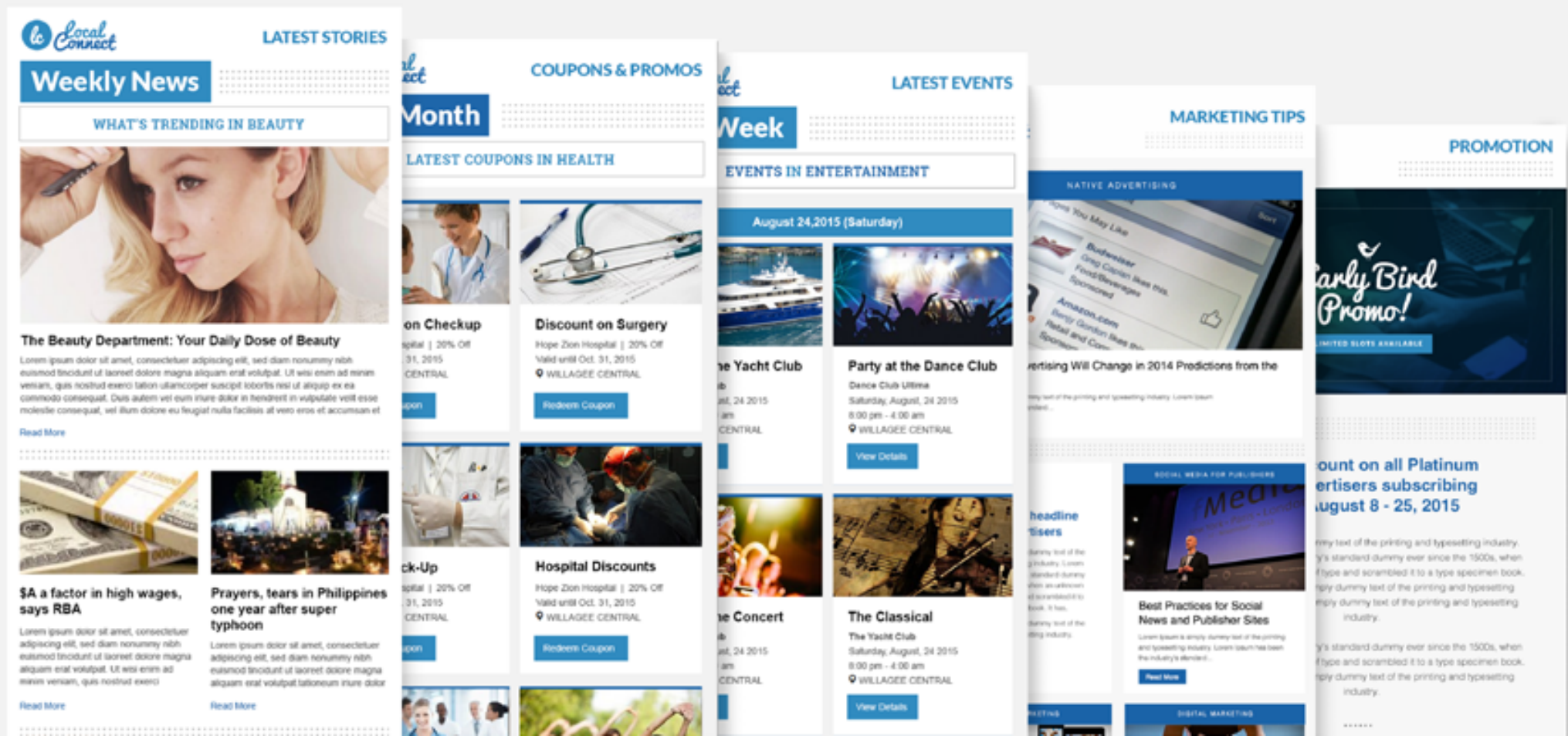


LocalConnect eDMs



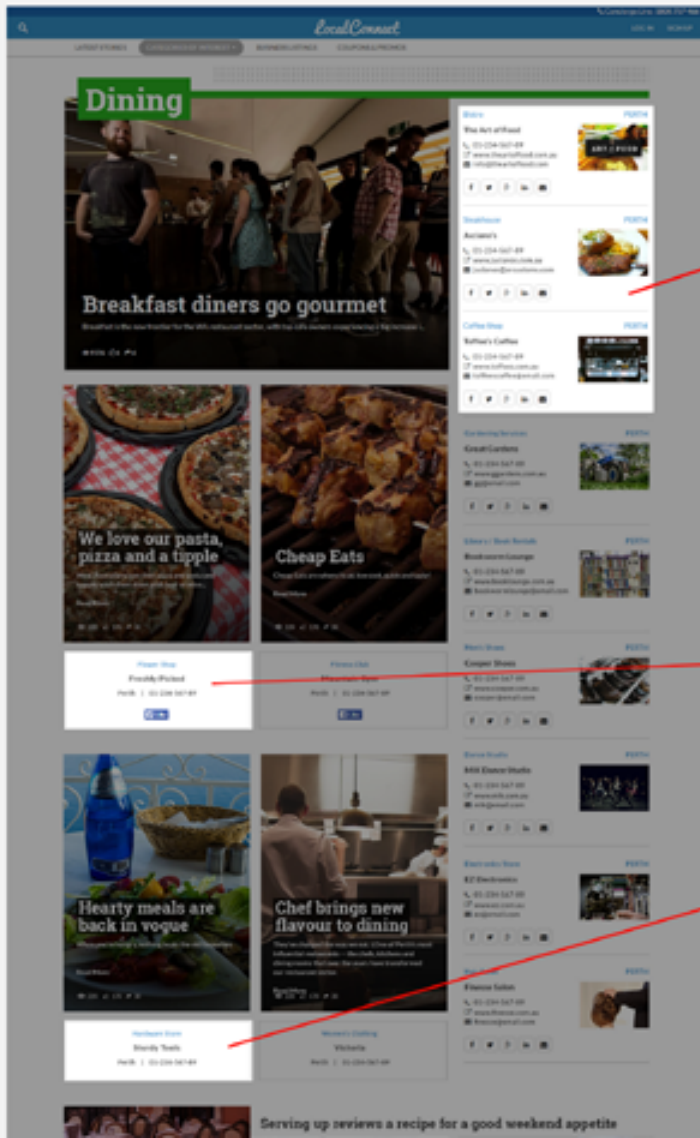
Advertisers get additional exposure and local connections from LocalConnect's suite of promotional eDMs.

LocalConnect's eDMs are designed to increase site traffic, improve user experience, showcase advertiser posts, and promote what's latest in LocalConnect!

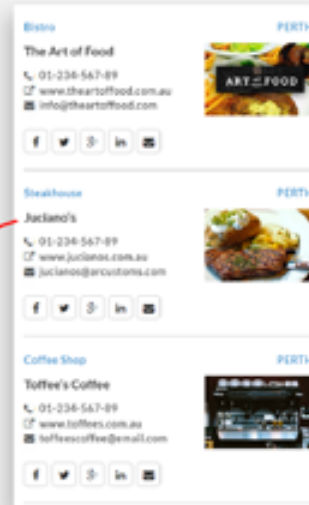


Advertising Tier Types

A variety of business listings to suit the budgets of SMEs



PLATINUM



GOLD



SILVER



Platinum + Web

Get all the features of a platinum ad, PLUS a complete digital advertising and marketing solution. All LocalConnect Platinum + Web advertisers get a digital marketing solution which includes a website that's visible from your desktop, laptop, and mobile device and directly on your Facebook business page.

Annual: \$1,998.00 (Inc. GST)

Quarterly: \$549.56 (inc. GST)

Platinum

Get the most exposure to our readers with dedicated space that is always visible! With click to call, click to email, click to website, social sharing functions and more, your business will stay top of mind with our readers when they need you.

Annual: \$1,540.00 (Inc. GST)

Quarterly: \$423.50 (inc. GST)

Gold

Get a strong level of exposure to our readers by showcasing your ad alongside our content. Plus get added bonus with click to website and Facebook likes for your Business page!

Annual: \$1,143.00 (inc. GST)

Quarterly: \$314.36 (inc. GST)

Silver

Provide excellent reader visibility at a budget that won't break the bank. Click to call features give readers immediate access to your business when they want to reach you.

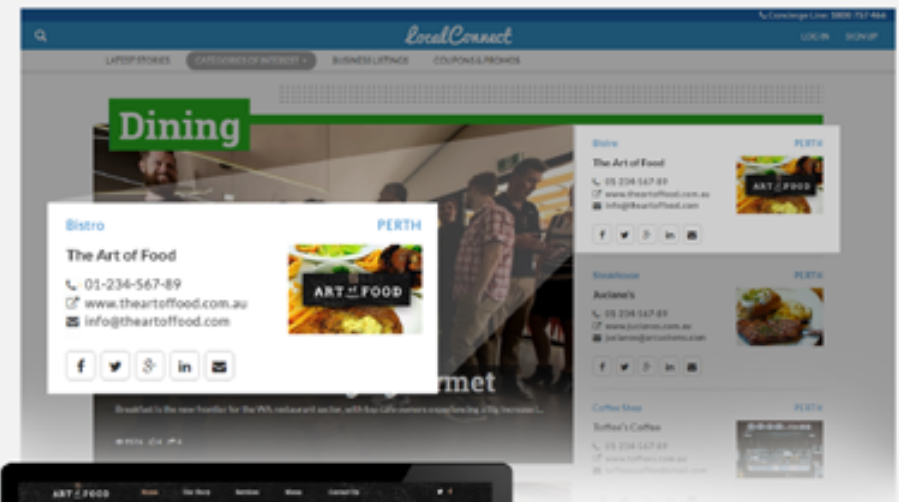
Annual: \$858.00 (inc. GST)

Quarterly: \$235.95 (inc. GST)



Platinum + Web Package Type

LocalConnect provides your business with extreme value on establishing the best advertising presence for your business.



Stand Alone Website

Facebook

Tablet

Mobile

Platinum + Web Package Includes :

- ▶ Platinum Ad placement and features
- ▶ Website that's visible from your desktop, laptop, and mobile device and directly on your Facebook business page.
- ▶ Deep advertiser analytics that enables you to see the value being generated by your advertisement.

Annual: \$1,998.00 (Inc. GST)

Quarterly: \$549.56 (inc. GST)

LocalConnect

Concierge

Our bespoke concierge program designed to connect Australians to our LocalConnect Platinum business network.

Australians love speaking to someone direct and local. That's why LocalConnect brings back the personal touch of speaking to a live local person through LocalConnect Concierge, our bespoke concierge program designed to connect Australians to our LocalConnect Platinum business network. As a LocalConnect Platinum business, our specially trained concierge will take calls from Australians looking to schedule appointments, receive quotes or book for reservations. They will field this information immediately back to your business and finalise appointments. Australians win and your business wins through LocalConnect Concierge.



COI (Category of Interest) and Sub-COI



Below is a List of Categories and Sub Categories found in LocalConnect. Please note Sub Categories have not yet been released.

Categories

Sub Categories

Beauty	Beauty	Eat In	Health	My Family	Sports
Bridal	Hair	Take Away	Fitness	Baby	Local
Dining	Makeup	Home Delivery	Medicine	Education	National
Eat In	Skincare	Recipes	Natural	Kids	Recreational
Entertainment	Bridal	Entertainment	Nutrition	Teenagers	Technology
Fashion	Catering	Movies	Home & Garden	School Holiday Activities	Computers
Health	Fashion & Accessories	Nightlife	Garden	Pets	Games
Home & Garden	Hire	Theatre & Arts	Home Maintenance	Real Estate	Gadgets
Motoring	Venue	What's On	Renovation & DIY	Buying	Travel
My Family	Dining	Fashion	Interior Decorating	Commercial	Accommodation
Real Estate	Bar & Pub	Men's Clothing	Motoring	Renting	International
Small Businesses	Cafe	Shoes & Accessories	Buy & Sell	Selling	National
Sports	Restaurant	Women's Clothing	Parts & Accessories	Small Businesses	Cruises & Tours
Technology	Wineries & Breweries	Children's Wear	Repair	Finance	
Travel				Contracting Services	
				Entrepreneur	
				Legal	
				Farming	

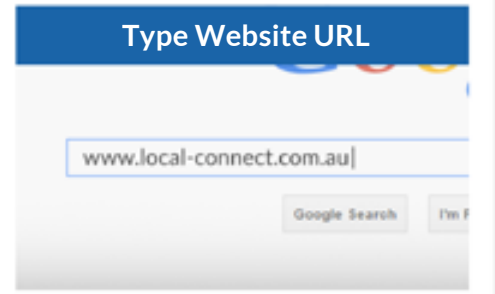


Points of Entry for LocalConnect

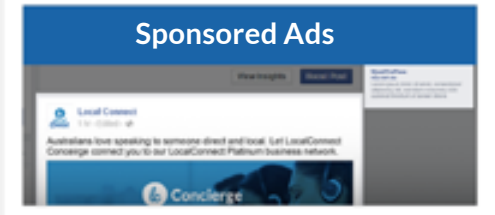
LocalConnect enables users to explore and connect with local businesses and feature-rich articles across a variety of points of entry from stand alone website, Facebook, Twitter, and mobile.

Connect to LocalConnect by accessing any of the following entry points:

Standalone Website



via Facebook



via Twitter



LocalConnect is accessible in Desktop, Tablet, and Mobile



Website Examples

LocalConnect provides Platinum + Web Advertisers with beautiful responsive website designs for their business.

Platinum + Web Advertisers get responsive websites with 5 custom pages and various optional sections designed to create effective website content for customer's images and copy.

Published websites are visible from a desktop, laptop, mobile device, and directly on a customer's Facebook business page.

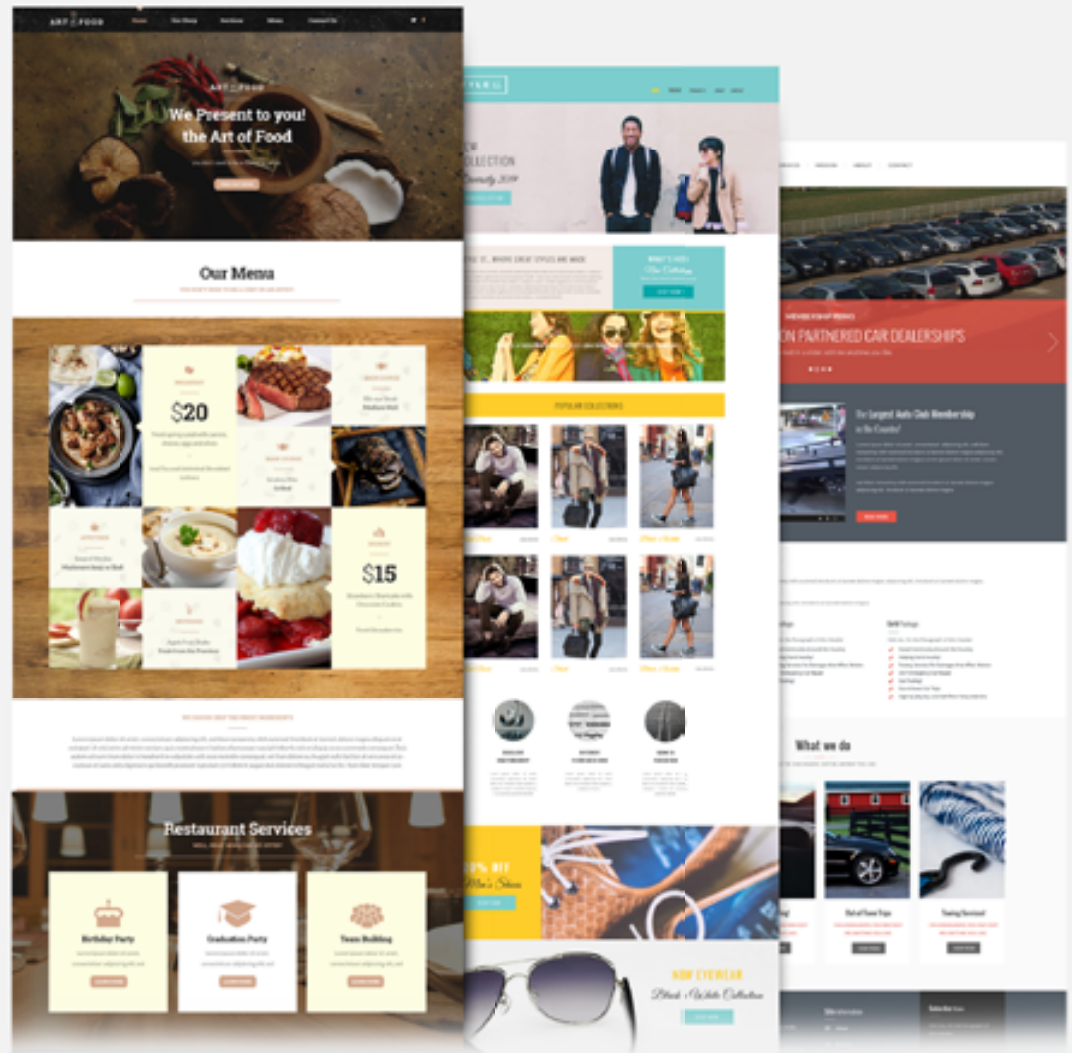


Stand Alone Website

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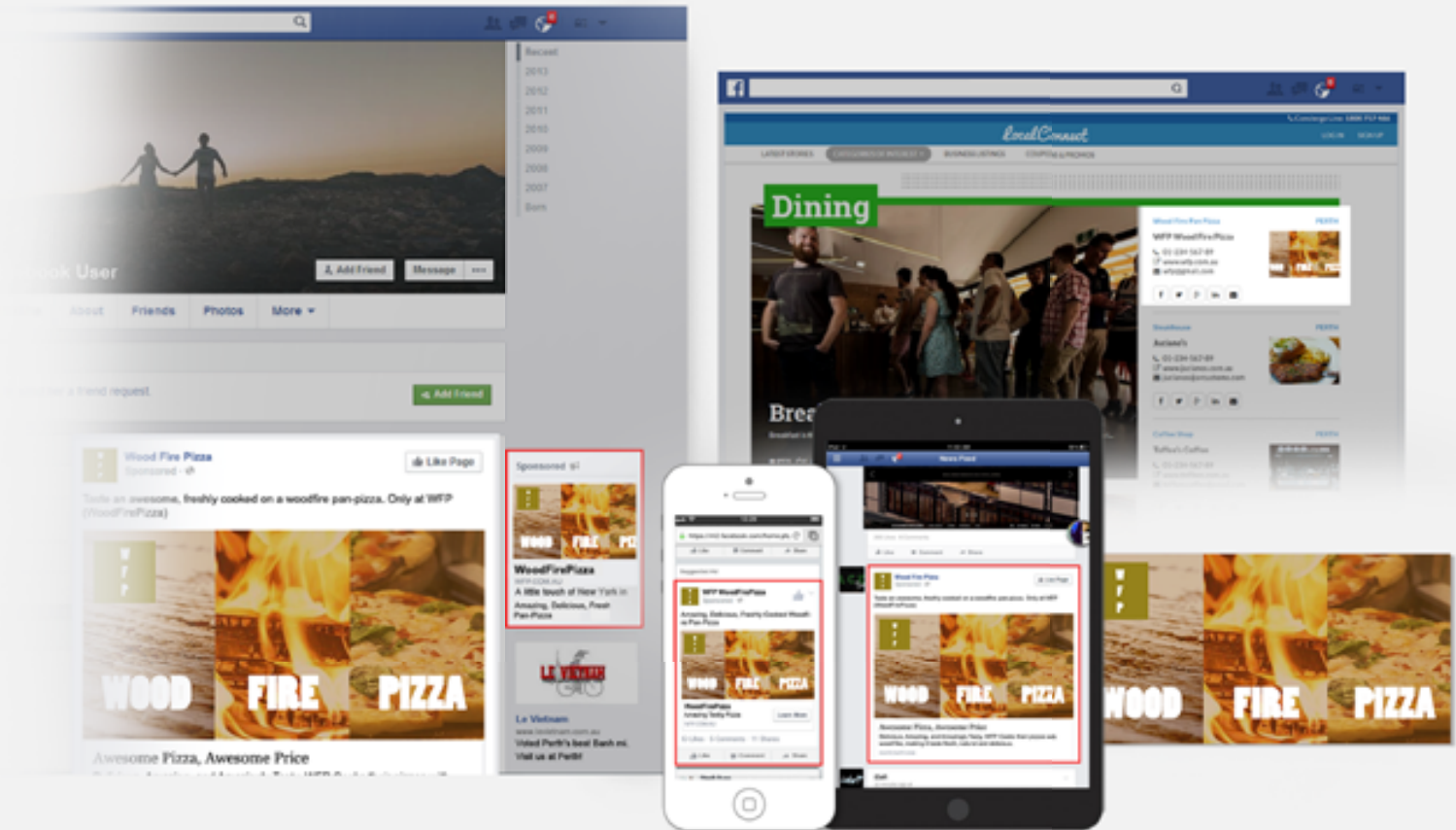
Facebook Ads



LocalConnect promotes your business page through user targeted Facebook Ads.

LocalConnect helps advertisers reach their targeted audience with Facebook Ads. 15% of what the business spends with LocalConnect is reinvested into Facebook ads which can be seen by anyone who meets the profile description of the advertiser's customers.

These ads can be seen on the Facebook news feed, and the right column ad section.



Search Engine

Optimization (SEO)

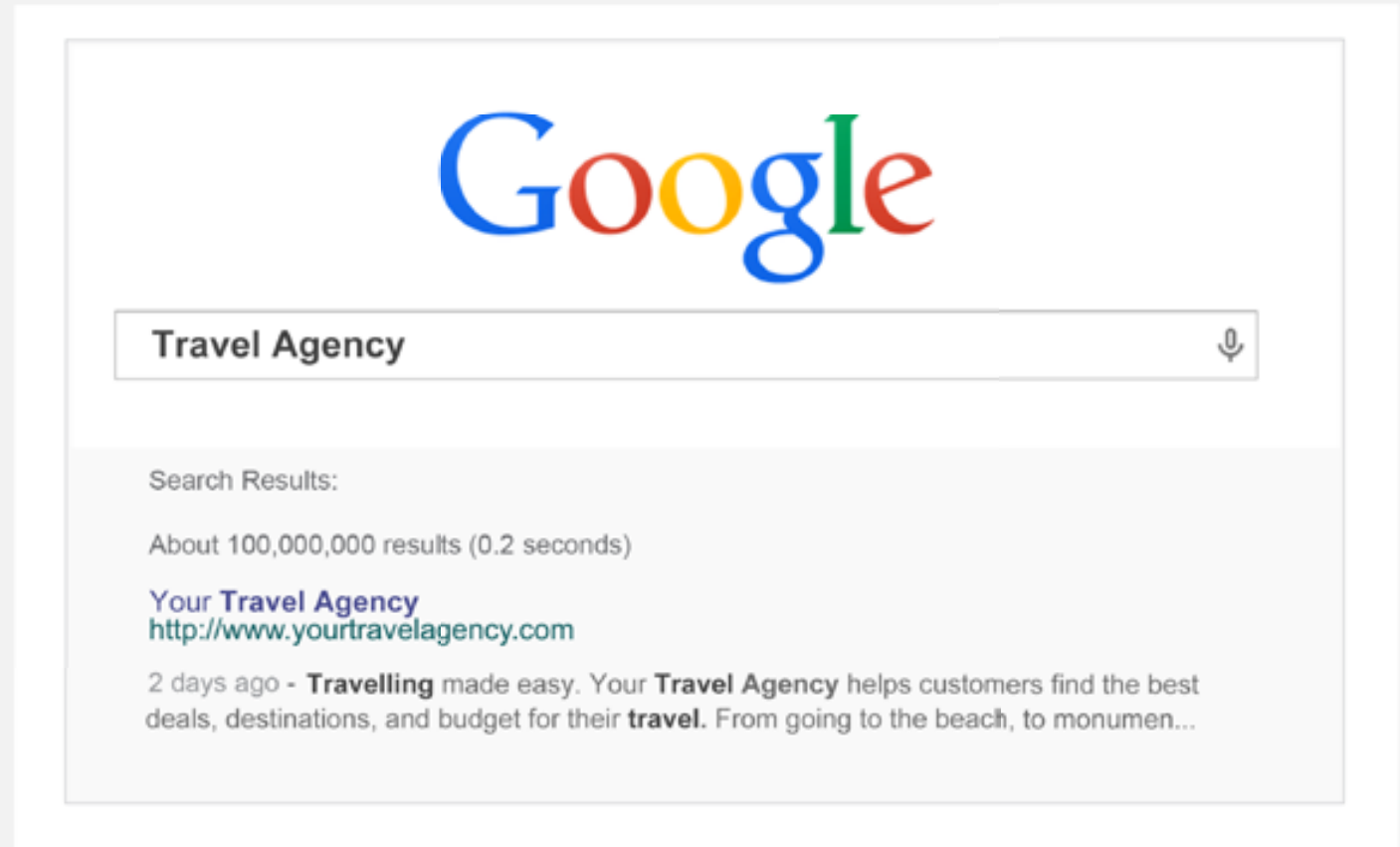


LocalConnect provides SEO for businesses to increase online search visibility.

LocalConnect provides customers with On-Page Search Engine Optimization (SEO) for increased online visibility.

All websites are built with meta tags such as meta keywords and meta descriptions.

These meta tags are coded in a customer's webpage to highlight content and keywords for increased visibility on online search engines.





Connect with stories, businesses and offers that matter

Call 1800 757 466

to get your business

featured in LocalConnect

