



linku2hibiscuscoast.co.nz

Could we steal just a moment of your time?

Is “Hibiscus Coast” a key target area for your business?

Do you like to support and shop locally?

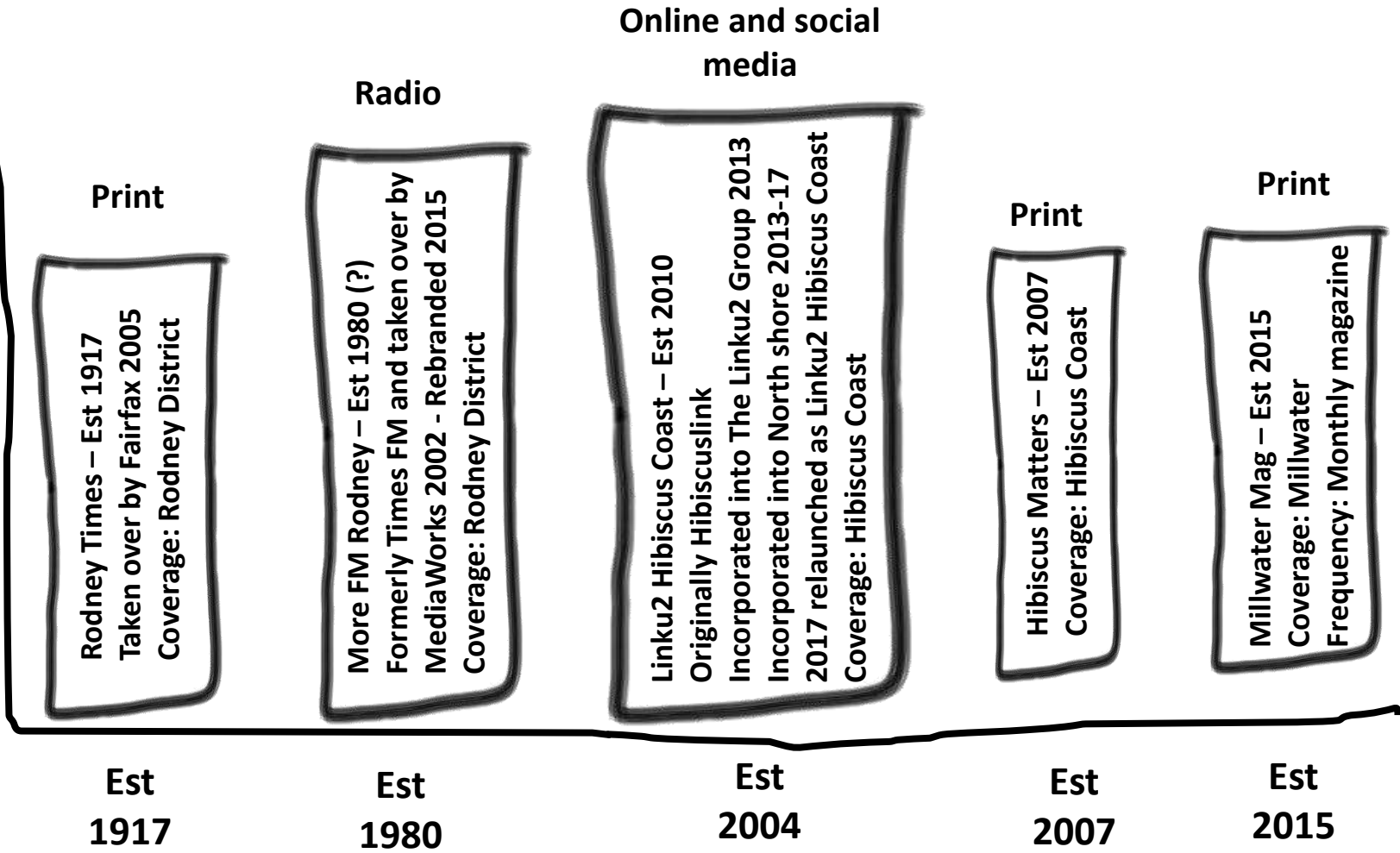
Do you want to reach your target market while still hitting the surfboard not the keyboard?

If so (and we tell it like it is – in black and white)...



Have you thought about stepping “outside the box” and trying something different for your local promotion this new financial year?

Your local Hibiscus Coast options ...



So what's it like out there right now ...

Did you know every minute in social networks ...



4,166,667
Likes



136,000
photos



293,000
statuses



510
posts



2,430,000
Likes



43,470
photos



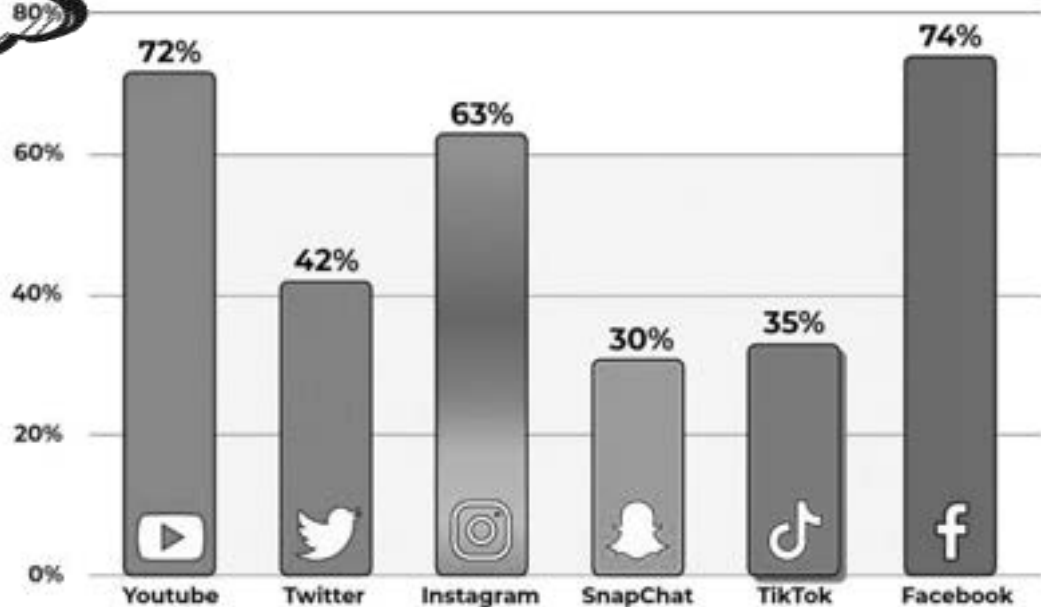
28,194
posts



435,120
tweets

Yes these stats are
already out of date at
2023

Percentage of People Using Social Media on a Daily Basis



Plus Linku2 Hibiscus Coast is fully optimised for mobile and offers all businesses free mobile friendly phone links – 2023 over 57% of our site traffic is from mobiles

We could give you the facts and figures on why supporting local is effective but you already know that, but just for you stat lovers ...

81% of people like to support local ...

82% of people feel safer wandering around their local area ...

82% of people are proud of the area they live in ...

93% of people like Companies that involve themselves in the local Community ...

76% of people spend half or more of their Money within 5 miles of their home ...

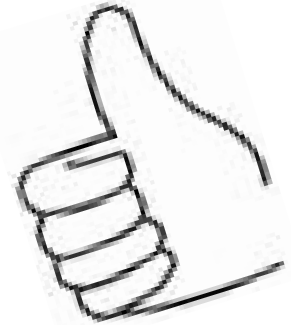
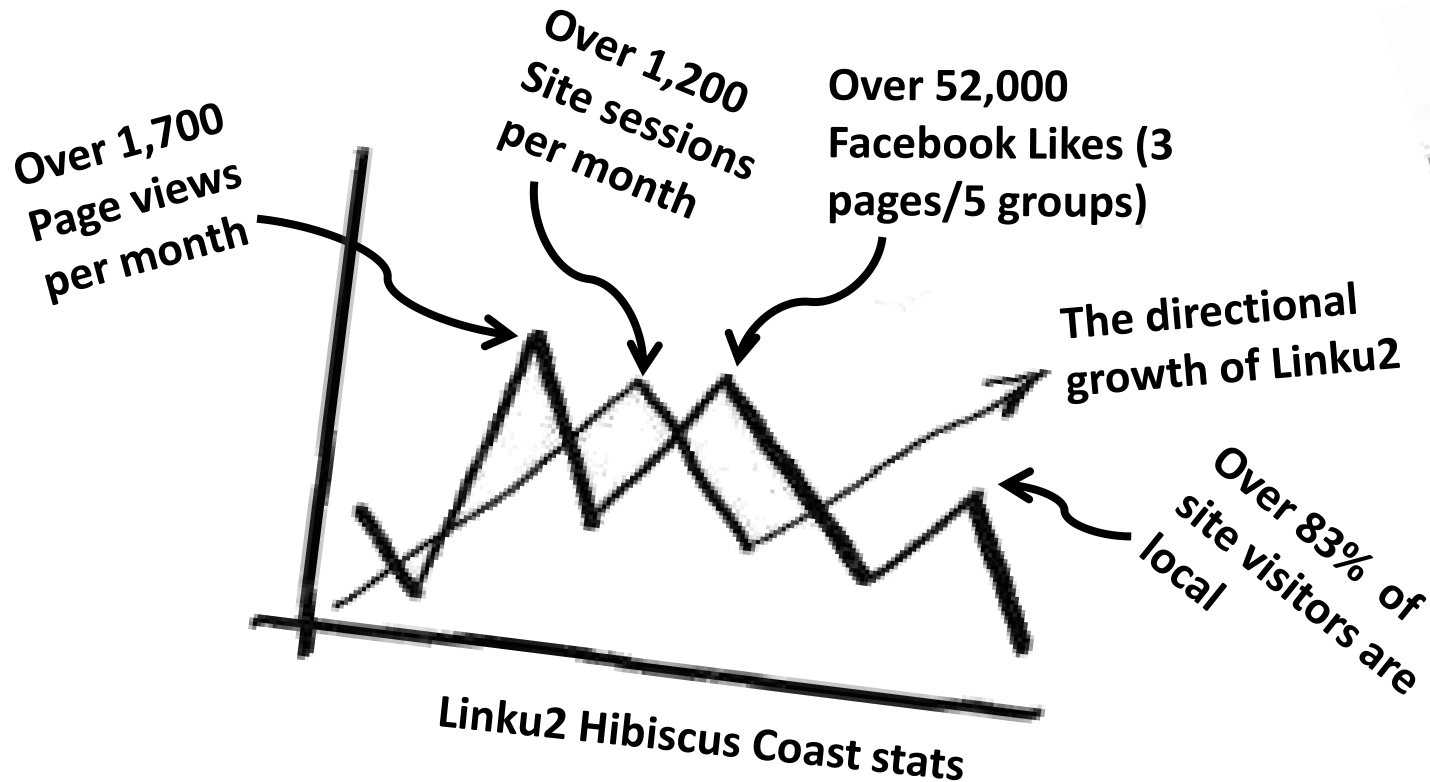
85% of consumers use the internet to find local business - 82% then follow up with an on site visit or further contact...

93% of people spend half or more of their Money within 10 miles of their home ...

81% of people try to buy local ...

Is Linku2 Hibiscus Coast the top?

No, actually we're not always (but usually pretty close)! we're just normal, hardworking and not that big but we're also dedicated, we don't cost a fortune, and we offer opportunities through very targeted local marketing.



Who are we?

Linku2 Hibiscus Coast helps local businesses and community grow and thrive through our toolkit of online resources and SMART Link and SMART Feature Plans.

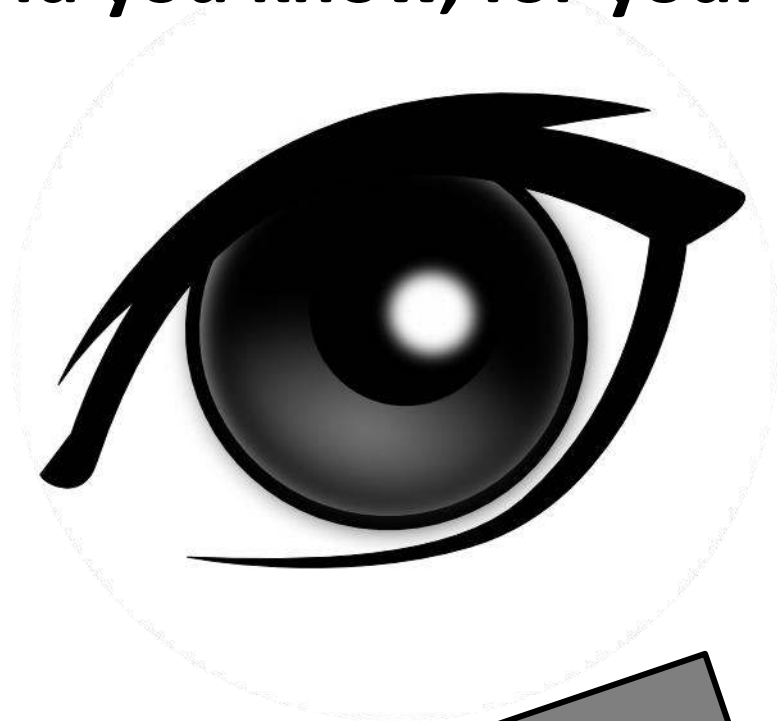
As active members of the local community we understand the challenges and opportunities of focussing locally and our multi-layered approach means we can offer tools to improve awareness of what is on your own doorstep and go deeper and further than others to build better, more successful local connections.

We are your local Hibiscus Coast business marketing tool and resource centre offering opportunities to

Go Local, Grow Local ...

A few marketing facts for you -

Did you know, for your marketing to be effective ...



For one good
impression in the
mind of your customer
your brand has to be
seen at least
27 times ...

A minimum of
3 different times ...





In at least
3 different places...



And repeated
9 times...



Eeek! That's a lot of adverts or views!

So what can we do to help?



Web Stats
6 months to April 2023
Over 8,650 sessions viewing
over 12,700 site pages



Facebook Likes
Pages and local Groups
with over 52,000 Likes or
Follows at April 2023





Other Social Media Stats

Twitter

989 Followers

LinkedIn

3,223 Connections

Pinterest

1,380 Followers

Av monthly views – 4.08K

Instagram

522 Followers

With the internet infinitely cluttered we stand out by being *purely* local, offering a clear focus, using our web and social media tools, we do NOT show Google Ads, only local ads from our paying clients, plus we use our personally designed SMART marketing tools ...

So “what is SMART Marketing?”

What is SMART Marketing?

SMART marketing is a strategy developed and used by Linku2 since 2010 to help businesses “Work Smarter, Not Harder” based on the strategy of SMART goals

S

Specific

Linku2 sections reach specific target markets on a regular basis through targeted marketing and precise SEO

M

Measurable

Linku2 reports give transparent and honest stats and click rates to identify market reach for clients every 3 months

A

Attainable

Linku2 Plans offer a wide range of promotion options and are in the marketing budget for all size businesses

R

Relevant

Linku2 community sections, blog posts, and Features link to businesses and provide information of interest and value to the relevant target market

T

Time-Based

Linku2 promotions and client posts run to a regular programme with ongoing promotion and monitoring for the balance of all advertising periods

At Linku2 everyone gets a good deal. We don't discriminate. Big or small, we understand everyone needs to find affordable ways to reach their customers, we've been there and continue to live it ourselves!



You just want your advertising to work and that's why we try harder. That's why we're "black and white" , we don't need to dazzle you with colour, we're transparent!

If you're unsure start simple ...

Our SMART Map Link Plan - just \$25.00 pm for 6 months

(Link your website, specific page or your Facebook page but you get the real advantages when you take our Deluxe or Sponsor Plans on which we can use our powers of SEO advantage)

However, just linking with us gives you excellent backlinks in your own web or social media SEO efforts.

So, why are we considered a good backlink? We are ...

From a relevant source



From a trusted source



Send traffic to your site



Exact/phrase/synonym match



Anchor link text used



In Content links (Deluxe/Sponsor Plans)



From a different source to your existing backlinks





If you'd like to really shine locally why not ...

Upgrade to our Deluxe SMART Plan for \$55 pm for 6 months. This gives you so much more including being part of our full social media programme

Or maybe look at a FEATURE option, placing you on all our Community Section pages which are popular site pages.

Or depending on your business you can be part of our Features - Flavours of the Coast or A Gift From Santa

Or just use our classified adverts section.

Note: *Everyone* is entitled to advertise events *FREE* in our Events Calendar





We are passionate about what we do and we know you are too. We also know passion for something drives us all to do the very best we can.

One of our key points of difference is we encourage collaboration. Every business is different, every business is unique and every business has its key points of expertise or specialty – make that of use to you!



But you also want some real concrete reasons why to use us?

- **We are local**
- **Being a local small business ourselves, we have faced the same challenges as you and understand the issues and opportunities within the area**
- **We respect every business is an individual and you have your own unique needs and requirements**
- **We are a marketing resource not just simply a business listing or advertising service**
- **Our services support and help grow local businesses and our local economy**
- **We are not a corporate spinning off on the local theme**
- **We understand one size does not fit all**
- **We have the ability to target specific market segments**
- **We engage and work directly with local community services and schools including supporting them through our free services**
- **We offer multi-channel touch points to reach customers through our web and social media links**
- **We are a 24/7, 365 days of the year promotional service**
- **We are happy to customise your advertising with us to maximise your requirements**
- **We have developed our own unique SMART marketing strategy to help businesses to “Work Smarter, Not Harder”**
- **We believe in collaboration – working together to grow one another**

And, how do we engage with our audience?

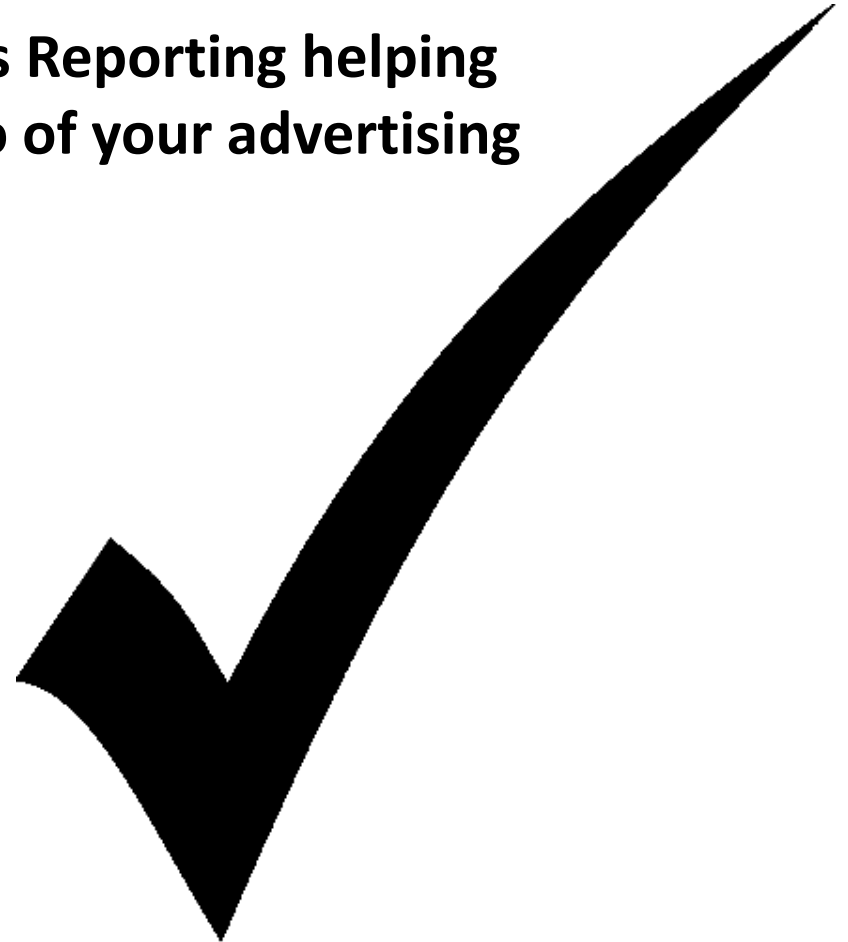
- **We manage vigorous and continuous targeted Google and SEO campaigns**
- **We have close interaction with local clubs, schools and charities**
- **We have a high level of social media activity through our pages, groups and our local community support**
- **We are fully mobile friendly with mobile phone links free for all local businesses with our local business directory listing over 2,500 local services and over 250 local clubs and community services**
- **We interact with the local community regularly through our blog, polls and regular competitions**

Our brand guarantee to you is we will work hard, never let up, support you all the way and do our very best to give you better than you expect...

We report with transparent Results Reporting helping show you the Cost v Value scenario of your advertising with us

And, if you feel we don't work our hardest for you as an advertiser with us – complain!

It's for our own good. We know we can't afford to offer you anything less than our very best service



Our Purpose

To ignite a passion
to support,
strengthen, share,
grow and enrich our
local community

Our Vision

We connect
local business to
have a voice, be
inspired,
collaborate and
grow within
their local
community

So what do you need to do next?



Email today for more details
hibiscuscoast@linku2.co.nz

or call

021 428 037

Why not try something a little different
and let *us* help *your* business to

Go Local, Grow Local ...

Special for today ...



The image is a promotional voucher for Linku2 Hibiscus Coast. It features a white central box with blue and red text on an orange background. The background also includes the Linku2 logo, a hibiscus flower, and the slogan 'Go Local, Grow Local'. At the bottom, there are three icons: a hand holding a sign (Support), a megaphone (Promote), and a magnifying glass (Find).

linku2

HIBISCUS COAST

Go Local, Grow Local

Voucher

www.linku2hibiscuscoast.co.nz

Support **Promote** **Find**

**This voucher can be used for Linku2
Deluxe SMART Link Plans***

\$45 not \$55 pm

**For the 6 months April to September 2023. Must be
redeemed by 1 May 2023**

So total just \$270 + GST to September 2023 ...

*Go on – give us a go to support your business to **GO LOCAL, GROW LOCAL** ...*