

LOVE *my* LOCAL



REACH 50,000 LOCALS FOR \$3,995*

Advertising with Love *my* Local

Love *my* Local is a brochure style booklet that is delivered to residential letterboxes and online once a quarter. As a first of its kind multi-channel marketing tool, Love *my* Local is the perfect way for your business to reach and win more customers.

Statistics show that 70% of people buy local, so we have designed a cost-effective way to reach more customers directly via their letterbox as well as digitally using ShopFully, a popular shopping App with more than 2 million subscribers.

- Love *my* Local enables your business to be seen by more than 50,000 potential customers throughout the year across Sydney suburbs.
- Love *my* Local features only one business per industry, giving you the ability to lock-out your competitors in your market.
- Limited to only 24 businesses per edition and creatively designed, Love *my* Local delivers potential customers a great range of offers from local businesses.

GUARANTEED DELIVERY

We know that reliability is often your biggest worry when it comes to letterbox marketing, so we have partnered with Australia Post to offer you the highest level of trustworthiness, as well as a massive saving on delivery and lodgement costs.

With Australia Post you are guaranteed a delivery rate of around 98% to local letterboxes as well as access to PO Boxes and secured buildings. **No one else can give you the same level of penetration!**



By advertising in Love *my* Local, you will save more than **\$7,000** off the cost of running your own letterbox marketing campaign.

Check out the cost savings below:

	QTY	COST
Shopfully	-	\$500
Flyer Design	-	\$370
Flyer Print	50,000	\$1,070
Aus Post Delivery	50,000	\$9,950
TOTAL COST		\$11,890
YOU PAY ONLY		\$3,995



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Get in the Letterbox & Online for Maximum Benefit

Unlike other letterbox marketing providers, Love *my* Local gets your message in the letterbox and online at the same time for EXPLOSIVE additional benefits – all at NO additional cost.

We've collaborated with ShopFully – a top 5 Aussie shopping App to be able to push your business in front of 2 million local online shoppers.

Use both channels and drive more sales and more customers to your store!

No Flyer No Worries



If you don't have a flyer or aren't sure how to maximise your return, no worries, our team of in-house design specialists will create a flyer that incorporates all our tried and tested know-how (built up over 35 years of experience).

We'll combine a great call to action with a sleek creative design to deliver your message and get you great results.

Let our team do the leg and brain work for you to make this marketing campaign the best you've ever run!



Here's 3 Powerful Facts About Letterbox Marketing

99%

of Australians check their letterbox daily.

83%

of Australians take unaddressed letterbox mail with addressed mail into the home.

42%

of Australians have purchased something after receiving a brochure.

Don't have FOMO

Don't miss out! Be the ONLY local business in your industry to appear in Love *my* Local.

Reach more than 50,000 potential customers through this NEW and innovative, multi-channel marketing solution and watch your SALES grow.

Slots in the next edition of Love *my* Local are selling out fast. Book now by calling one of our friendly team on:

1800 657 797 or visit lovemylocalbusiness.com.au

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*Excludes GST