



about

BALMAIN LIVING

Hi, I'm Nicole and I was previously a Balmain local for 7 years, and fell in love with the area and its tight knit community.

The cafes, shops, pubs, and various events on offer make Balmain an extremely desirable place to live, and of course the lovely people that reside there. My perfect weekend in Balmain would include brunch on Darling St (Kafeine or Berlin), followed by a BBQ or reading the papers down in Mort Bay taking in the beautiful harbour views. I would finish off the day at either a local park event or dinner and drinks at one of the many amazing restaurants/small bars/pubs (the Cottage being my favourite!).

Balmain Living evolved from realising a need in the area for a community group or a local online resource. There was no one source to find out which events were on over the weekend, the best local business to use for house renovations, and which local cafes had wifi and what new restaurants had opened! As a marketer myself, I knew this was not just something locals like me could use, but businesses could really benefit from as well. Our aim is that Balmain Living will be the ultimate guide to Balmain and surrounding suburbs, a place to find all things local; events, businesses,

jobs, news and community initiatives. Please share the love with your local community!

Would you like to increase your presence online and build a larger following? Do want to increase your customer base and/or build brand awareness? Is there a special offer or event you would like to promote? Balmain Living will provide your business with exposure to a very important target market, the local population. Our Facebook Group, Facebook Business Page, and Instagram page provide you with access to a highly engaged audience of both current and most importantly potential customers. We look forward to working with you, and helping your business flourish.

– Nicole Cordony



www.localliving.com.au/balmain



connect@localliving.com.au



[@locallivingbalmain](https://www.instagram.com/locallivingbalmain)



www.facebook.com/locallivingbalmain



www.facebook.com/groups/balmainliving

About NICOLE





OUR STATS



the raw STATISTICS

11k+

Facebook Members

68%

Female Members

60%

Age 25 - 44

4.7k+

Instagram Followers

67%

Female Members

69%

Age 25 - 44

BRANDS
we work with



THE STUDIO. △

PHYSIO & PILATES

Rachel Eagleton
NUTRITIONIST

BAKER
DEVELOPMENTS



OUR WEBSITE

Our new website is creating a buzz in the local community. We cover all the things Balmain locals care about and have 5 distinct sections brimming with opportunity for local businesses.

- + EVENTS CALENDAR
- + BUSINESS DIRECTORY
- + JOB BOARD
- + SPECIAL OFFERS
- + BLOG

Each area serves a specific purpose and has been developed to give you the tools you need to improve your business visibility and connect with engaged Balmain locals.

website OPPORTUNITIES

TOPICS *we cover*





WEBSITE PACKAGES

	Standard Package	Featured Package	Standard Annual	Featured Annual
	\$19.95/mo	\$39.95/mo	\$199.95/yr	\$399.95/yr
Maximum Active Listings	5	Unlimited	5	Unlimited
Directory Listings	Yes	Yes	Yes	Yes
Event Listings	Yes	Yes	Yes	Yes
Job Listings	Yes	Yes	Yes	Yes
Special Offers	No	Yes	No	Yes
Featured Sticky Listing	No	Yes	No	Yes
Homepage Rotation	No	Yes	No	Yes
Facebook Group Post	Yes (Fortnightly)	Yes (Weekly)	Yes (Fortnightly)	Yes (Weekly)
Instagram Feature	No	No	No	Yes (Quarterly)
Free Trial	30 days	No	No	No



ADVERTISING RATES

\$ 150 SPONSORED BLOG

You provide the content, we post it! Your blog will be featured on our homepage for 1 week, and will permanently live in our blog area. Includes an Instagram and Facebook page mention by our official social media accounts.

\$ 150 SPECIAL OFFER / COMPETITION

Special offer page on our website, featured on our homepage for 2 weeks and accompanied by a weekly Instagram and Facebook mention by our official social media accounts.

\$ 150 SPECIAL OFFER / COMP BOOST

Boost your special offer by featuring it prominently at the top of our Facebook group for 48 hours. It will also appear at the top of our special offers page for 1 week.

\$ 50 SOCIAL MEDIA SHOUT

We'll let the world about your wonderful business with a specially crafted Facebook and Instagram post by our official social media accounts. Option of Facebook Boost Posts, please enquire.

\$ 200 FEATURED EMAIL BLAST

Premium placement, dedicated send.

\$ 100 STANDARD EMAIL BLAST

Newsletter format, shared with up to 5 other businesses. Not always available, enquire for more information.

\$ POR MARKETING CONSULTING

Do you need more leads for your business? Don't have the capacity to spend time on marketing? We have 18+ years marketing experience and can help you with your social media, SEO (being found on Google search), email marketing and marketing planning and strategy.

\$ 200/month PARTNERSHIP PACKAGE

Become a partner of Balmain Living in 2018 and boost your brand to a targeted local audience. Packages are limited, and only one business per industry is accepted. Minimum 3 months.

THE PACKAGE INCLUDES:

- Featured listing on our website for one year (\$199 value)
- One Instagram post per fortnight (\$300 value)
- One Special Offer, or Blog, or Competition (\$150 value)
- One Homepage banner for three month on Rotation (\$150 value)

our best offer



Ready to boost your business?

With so many ways we can work together, there's something for everyone. We're more than happy to help you select the best tools for your specific business. Please let us know if you need our help or have any further questions.

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