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## **Media Kit**

The purpose of this kit is to provide you with all the benefits of being a member of the Milford Business Association B.I.D (Business Improvement District).

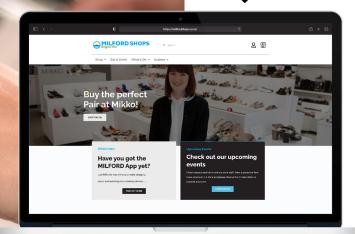
Please complete the details required on the Membership Form attached and return to Kath at **marketing@milfordshops.co.nz**. This then confirms your business as a member of the association and gives you a FREE web listing on the milfordshops website, newsletters and other information about Milford.





## Milford Shops Website

www.milfordshops.co.nz



Website

6000+

viewers per month

Web Listings up to 200 - 1200+

viewers per month

As part of our Milford Business Association we will set up your web listing for FREE to help your business get more reach.

Your company's web listing can be easily updated to suit your business. Our website was built on Wordpress so everything can be changed by you as you require.



# Milford Shops Website Listing

Make sure to update your business listing on a regular basis and include any special offers, we have found this drives more customers to the website. See what to supply below so we can get you all set-up.

## Supply:

#### **Brand Images:**

Amount: 3 - 5 Images

Specs: 720px x 365px

Size: 100KB

File Type: JPG

#### **Promotional Banner:**

Amount: 1 image

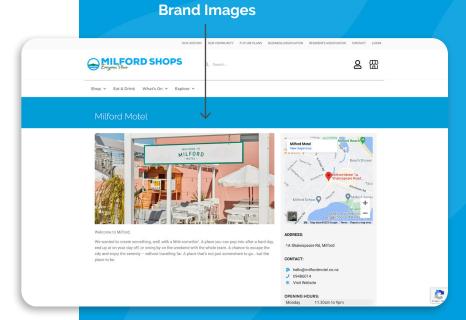
Specs: 720px x 365px

Size: 100KB

File Type: JPG

## Top Tips:

- Include a Promotional Section
- Update x1 per month



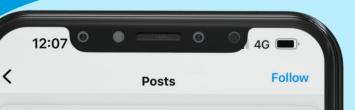
#### **Promotional Banner**





# Milford Shops Online Promotions

Want help setting up your promotion?
We can help, see options we supply below.





Over 220 Local

**Businesses** 

From cafes and boutique clothing s niche stores through to hardware s Milford really does cover it all.



Learn more

#### SS23-24 CATALOGUE IS OUT NOW!

Bienvenue to a fabulous new season at Mikko – the new SS23-24 catalogue is here!

Filled to the brim with inspiration for the new season, discover our brand new collection of must-have styles for the warmer weather across all of our brands.

Click the link to explore the new offering.

Click Here

**Fashior** 

Retail

#### **Promotional Banner:**

We suggest adding a promotional banner at the bottom of your Milford Shops web listing to encourage sales. Naked Marketing can assist with the creation and

#### Google + Facebook Ads:

Naked Marketing can then resize this promotion for you to use for Facebook and Google Ads to get more reach and sales online.

If you are a new member of Milford Business Association we would like to offer you a **10% discount** for your **first month**. Must be redeemed within your first 2 months.



# Milford Shops Digital Marketing

We have a real focus on our community and being the Premium Town Centre' and have engaged Naked Marketing Ltd as our Digital media partners to present a professional image.

- Murray

"Hey there we are Naked Marketing! We pride ourselves on promoting communities and people centric brands through Social Media. Our focus in Milford has been all about the people. Your passion for what you do has had a big impact on Milford's growth, and we've loved seeing the positive changes in the area, thanks to Murray's community-building efforts. We're excited to keep spreading the word and can't wait to discover and share even more awesome stories from Milford."

Want to be seen? get naked.

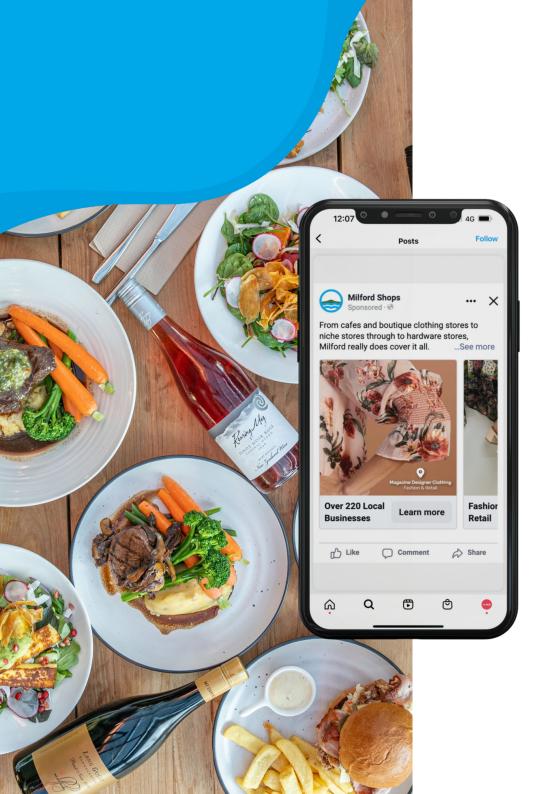


09 553 4777



hello@nakedmarketing.co







## Milford Shops Facebook

@milfordshops

**Followers** 

3000+

People Reached / Month

100,000+

Our Faceook has over 3000+ Followers and manages to reach up to 100,000+ people per month through Facebook ads alone.



# Milford Shops Facebook: Tips

#### **Share Discounts:**

Share your discounts and promotions with us as we will make sure to share this with our wider network. We have done this with one of our shops Arrazzo who has since received more foot traffic from being seen on Social Media and 4,232 clicks through to their website from Milford's Social Media.

### Tag Milford:

Please tag @milfordshops in your posts.

As part of the Milford community we want to spread the word about your business to the rest of Auckland and the shore.

By tagging us in we can share your content on our stories or repost your content to get you more traction.

### Tips:

- Video Content
- · Include People
- Regular Promotions
- Tell your Story







# Milford Shops Instagram

@milfordshopsnz

**Followers** 

800+

People Reached / Month

20,000+

Our Instagram has over 800+ Followers and manages to reach upto 20,000+ people per month.

## **Engage with our posts:**

Help the milford community by engaging with our posts through likes, comments and shares. More engagement means that we will reach more people.

#### Tips:

- Video Content (Reels)
- · Include People
- Regular Promotions
- Tell your Story



## Milford Shops Facebook Ads

Milford Shops' Facebook Ads get up to 2000+ people through to your Website Listing. Looking to feature on Milford Shops ads or want help setting up your Facebook Ads? We can help, see options we supply below.

Clicks to Website Listing

2000+

Impressions (Views)

20,000+

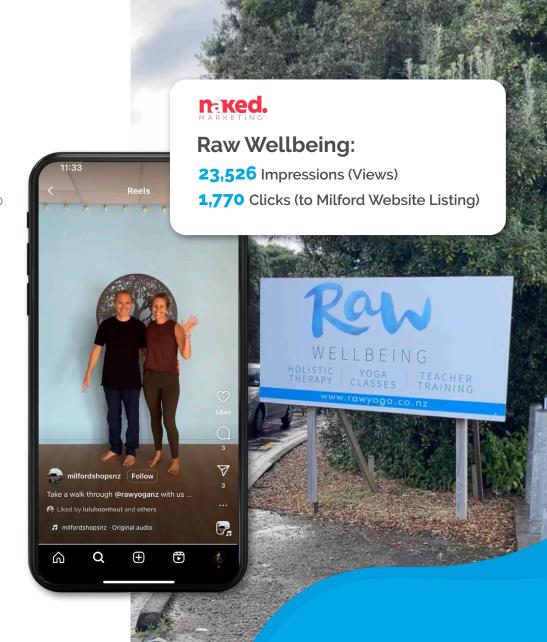
#### **Promotional Video:**

Videos are now getting twice the amount of views than static content. If you want to stand out from your competitors talk to Naked Marketing to get a video for your company.

## Ads Setup:

Make the most of your content by utilising it in Facebook Ads, Naked Marketing can set up and manage your ads for you.

If you are a new member of Milford Business Association we would like to offer you a **10% discount** for your **first month.**Must be redeemed within your first 2 months.







# Milford Shops Business Profile

### Well Hung Butchers:

3,834 People Reached

### Pyms:

3,834 People Reached

#### Tokki:

1,251 People Reached

Just to give you an idea of Naked Marketing does. They will come in and do a professional walk-through video of your store. For this, they will follow you with a camera while you take us through the store. There is no audio in this video so you don't need to worry about what you say. This is to show off the store, and your products to try and give the customer a first-hand experience of what it is like at your store. These videos perform the best reaching up to 3800 people!

Next, we need to find a quiet spot in your store where I can ask you a few questions about your business. This video is a great opportunity for potential clients to learn about you! What do you do? Why you started and really give it that personal touch.



## Milford Shops E-Newsletter

**Database** 

7000+

**Total Opens** 

60%

Link Clicks

1000+

We send these newsletters out monthly in a templated format that provides a high standard newsletter and has exceptionally high engagement. We monitor this engagement and report back monthly to members.

If you have something special coming up, please advice us at least 3 to 4 weeks prior so we can include it in our newsletter.

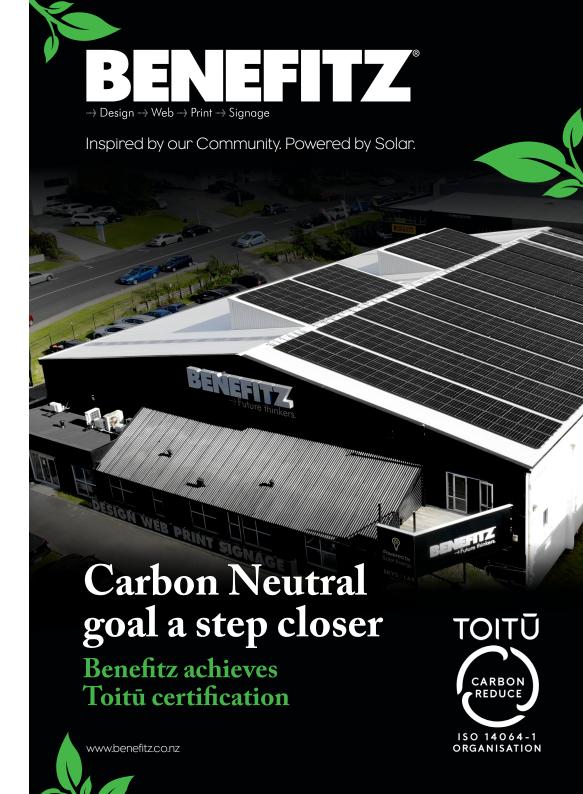




# Milford Shops Print & Signage

This company is one of our sponsors who provide additional funding for the association annually so that we can market MILFORD better. They have been a sponsor for over 10 years. It's a relationship that has been a Win/Win for both parties and we invite you to be part of it. They provide a wide range of services and have the latest technology for all your printing needs.

- · Graphic design
- Printing
- · Websites
- · Large Format & Big Printing
- · Display & Exhibition
- Signage







# Milford Shops Channel Magazine

This is the 'Premium' monthly magazine for the affluent areas of the North Shore. We have at least one page per month and have negotiated significant discounts for members. This is the only magazine you need to use.

21500 copies are printed monthly, and it is distributed to homes and businesses across the Shore and is a lifestyle magazine that sits around on coffee tables for months. Estimated readership is 75,000 – 100,000 people per month.

If you have a particular in-store promotion you want us to mention in it, we need 2 to 3 weeks notice before the month of the promotion.



# Milford Shops Directory



**General Queries** 

Murray Hill

**m.** 021 950 463

e. milfordba@gmail.com

#### MILFORD SHOPS Everygenes Place

Milford Shops Marketing

Kath Allen

**m.** 027 290 7863

e. marketing@milfordshops.co.nz

## naketing

**Digital Marketing** 

Rory Wyatt

**m.** +64 274 233 399

e. rory@nakedmarketing.co

## ne Ked.

**Business Profile** 

Tash Foord

**m.** +64 210 292 8713

e. tash@nakedmarketing.co

### Channe

**Channel Magazine** 

Liz Cannon

**m.** 021 204 3395

e. liz@channelmag.co.nz

## BENEFITZ Future thinkers.

**Printing & Signage** 

Blake Douglas

**m.** 021 876 987

e. blake@benefitz.co.nz

