



KIDS IN PERTH | MEDIA PACK

LAST UPDATED: 19 MAY 2024

Blogging | Digital/Content Marketing | Lead Generation

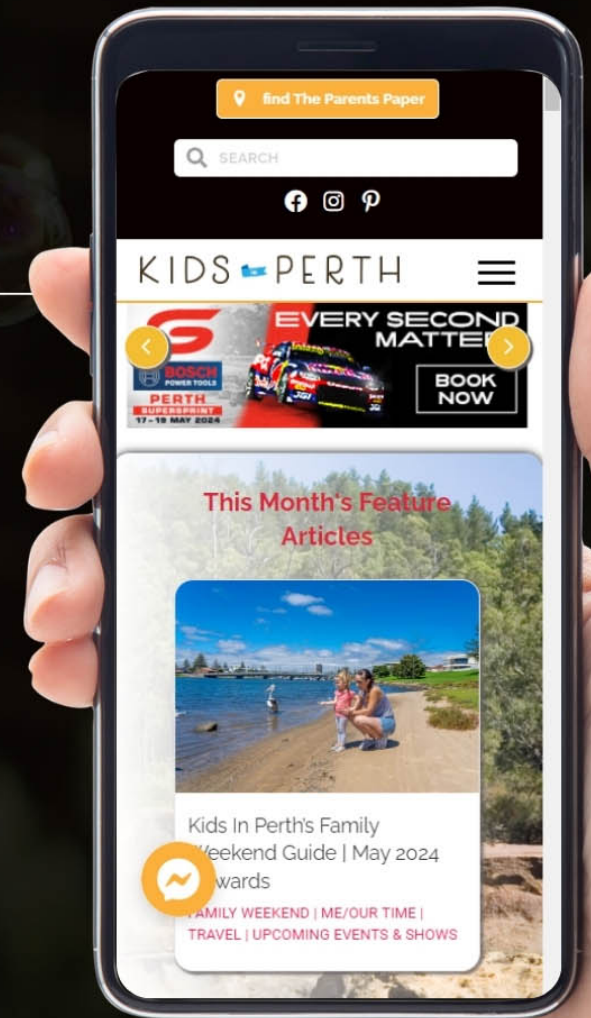
KIDS  PERTH.com.au
  /kidsinperth

BENEFITS / OUTCOMES

WHAT WE'LL DO FOR YOU...

TOP 5 WAYS WE CAN HELP...

- **CONTENT MARKETING** | Come up with buying messages/reasons. **SELL TO OUR TARGET AUDIENCE** (Local Perth mothers / parent couples/family households)!
- **ENGAGEMENT / CALL TO ACTION** | Our Blog Articles encourage CTA clicks and user response! Examples: Clickthroughs, CTCs, Lead Capture/Enquiry Forms and Social Behaviours (Likes, Shares, Follows), Capture Appointments/Bookings in your Calendar!
- **BUILD YOUR AUDIENCE** | Leverage our Digital Audience/Platform, Time & Expertise to generate Social Followers and Buzz for your business and products!
- **LEAD GENERATOR** | Build and grow a Sales/Marketing List for internal marketing.
- **PERMANENT, ONLINE PRESENCE** | Build a Content Library about your business and products. Blog articles are permanently online with buttons/lead forms always turned on! Capture Customers & Sales anytime!



Note: CTA (Call to Action), CTC (Click to Call)

Blogging | Digital/Content Marketing | Lead Generation

KIDS  PERTH.com.au
  /kidsinperth

OUR WORK

HOW WE DO IT...

CAMPAIGN EXECUTION / SERVICE



STEP 1: CONSULTATION

Understand your business pain points and goals.
Come up with content strategy.



STEP 2: CREATE/WRITE CONTENT

Collaborate closely to develop impactful blog article topics that we can write if required. Besides written content, we can also produce video content to seed into your blog article and social assets.



STEP 3: DESIGN & BUILD SALES FUNNEL/CUSTOMER JOURNEY

Our blog articles focus on great user experiences and convenience to create Customer Journeys, CTA clicks and Customers! Also, they're mobile-responsive. Users find everything they need to make a purchasing decision at their fingertips...

Blogging | Digital/Content Marketing | Lead Generation

KIDS  PERTH.com.au
  /kidsinperth

OUR WORK

HOW WE GET RESULTS...

CAMPAIGN EXECUTION / SERVICE

STEP 4: GENERATE REACH & ENGAGEMENT

Let's go fishing for customers!



Sponsored social post promote your individual blog article and business. For greater campaign reach, we cross promote blog articles across multiple Online Special Features/Guides.

STEP 5: CAMPAIGN REPORTING & DEBRIEFING

Post-Campaign, we capture and archive dashboard screenshots from your campaign onto a password protected page. Campaign debriefing is done to discuss the results and what we've learnt so we can continue improving results and testing new ideas.



FORECAST CAMPAIGN REACH/ENGAGEMENT

Individual Sponsored Post* @ 10K+/Mo. | **Highlight/Mention in Online Special Feature/Guide** @ +15K/Mo.

Social Engagement Rate 6% | **CTR from Kids In Perth blog article** 30%-50%

KIDS  PERTH



OUR NUMBERS

HOW WE ENGAGE/GO VIRAL

HIGHLIGHTS | AS OF 17 MAY 2024

DEMOGRAPHIC

91% Women | Most 35-44 yrs old (49% Overall)

30K Social Followers | ↑ 4.9K over previous 12-months

25.2K Facebook, 4.5K Instagram

↑ 19.5% Followers over previous 12-months

SOCIAL PLATFORMS

2.8M Impressions | ↑ 60.9% over previous 12-months

338K Social Reach | ↑ 21.7% over previous 12-months

11.6K Engagements | ↑ 49.2% over previous 12-months

DIGITAL PLATFORMS

• **74K Website Users** | ↑ 42.2% over previous 12-months

• **471K Event Count** | ↑ 30.9% over previous 12-months

• **187K Page Views** | ↑ 40.6% over previous 12-months

KIDS  PERTH



OUR PORTFOLIO

WHO WE WORK WITH

A FEW NOTABLE CLIENTS



WAM

WESTERN
AUSTRALIAN
MUSEUM



NEWMAN
COLLEGE



INTERESTED?

BOOK A 5-10 MIN DISCOVERY CALL. CLICK [HERE](#).

KIDS  PERTH

PROOF OF CONCEPT

CASE STUDY

OUTBACK SPLASH | OCT 2023

HIGHLIGHTS

- 200K+ TOTAL IMPRESSIONS ACROSS INDIVIDUAL & ONLINE SPECIAL FEATURES/GUIDE(S) ITEMS.
- 101K TOTAL CAMPAIGN REACH, OVERALL COST PER REACH (\$/UNIQUE PERSON) @ \$0.007.
- 6.9K INDIVIDUAL ENGAGEMENTS | 22% OVERALL ENGAGEMENT RATE. COST PER ENGAGEMENT @ \$0.04
- 2449 COMPETITION ENTRIES, CAPTURING 280 CONTESTANTS.





FOR CASE STUDY & SCREENSHOTS | CLICK [HERE](#)

...OR SCAN THIS **QR CODE**.



KIDS  PERTH.com

  /kidsinperth

PRICE LIST

DIGITAL ASSETS

1. BLOG ARTICLE | BASIC TEMPLATE

FROM \$450 +GST/ITEM

2. **ONLINE DISPLAY ADVERTISING**

- HEADER CAROUSEL, GLOBAL
- SIDEBAR CAROUSEL, CATEGORY
- **OPTIONAL EXTRA:** CUSTOM LANDING PAGE

\$250 +GST/ITEM

\$175 +GST/ITEM

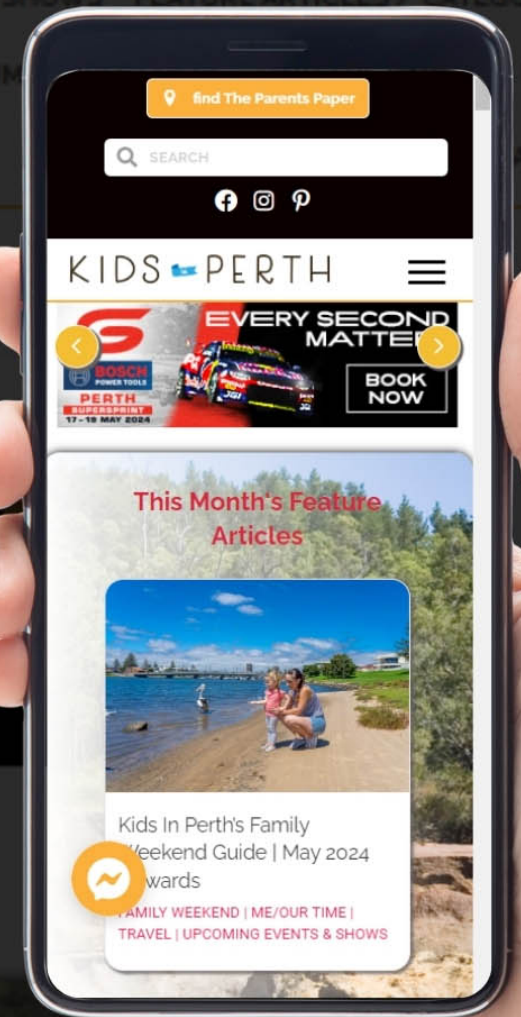
\$300 +GST/ITEM

3. COMPETITION GIVEAWAY* + LIST

\$340 +GST/ITEM

4. HIGHLIGHT/MENTION IN ONLINE SPECIAL FEATURE/GUIDE

FROM \$155 +GST/ITEM



SOCIAL ASSETS

1. SPONSORED SOCIAL POST + BOOSTING*

FROM \$235 +GST/ITEM

2. HIGHLIGHT/MENTION IN SPECIAL FEATURE/ONLINE GUIDE^


FROM \$155 +GST/ITEM

3. SOCIAL STORY/SHORTS

\$150 +GST/ITEM

KIDS PERTH.COM.AU

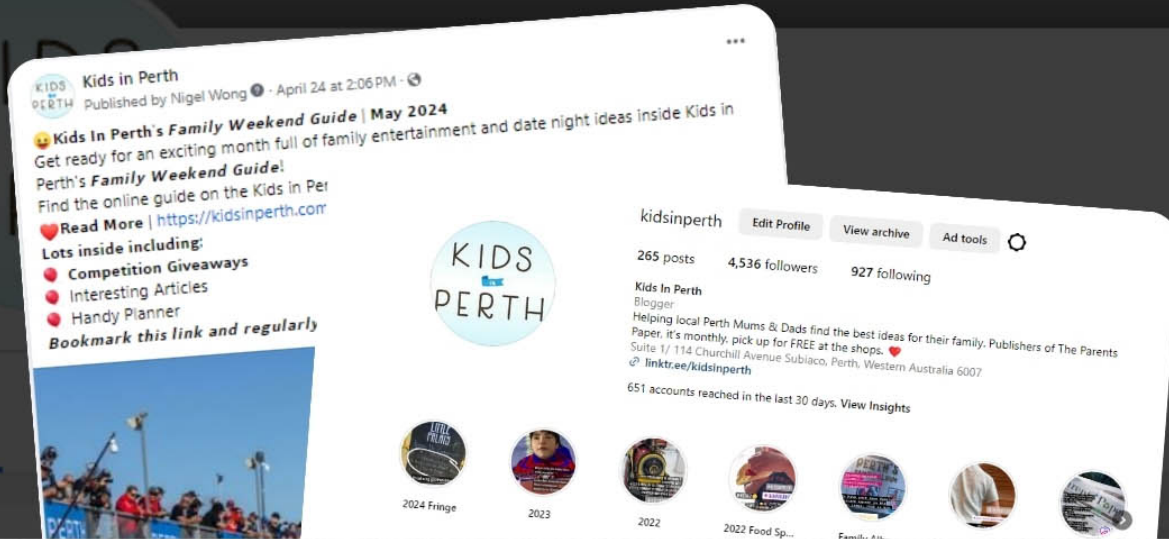
follow us   /kidsinperth

 Edit cover photo

NOTES:

*SET TO MIN. CAMPAIGN BUDGET/PARAMETER OF \$70/30 DAYS OR TOTAL.

^ADVERTISERS CONTRIBUTE TOWARDS SOCIAL BOOSTING BUDGET, \$25/ADVERTISER



KIDS PERTH

LABOUR/OTHER CAMPAIGN ITEMS

VALUED @ \$165/HR

LABOUR/OTHER CAMPAIGN ITEMS

1. BUILD DIGITAL ASSET BLOG ARTICLE/LANDING PAGE	FROM 2HRS
2. SETUP & MANAGE COMPETITION GIVEAWAY	0.50 HRS
3. CREATE & GATHER CAMPAIGN RESULTS/PAGE	0.75 HRS
4. CONTENT CREATION BLOG WRITING	0.75 HRS
5. VIDEO/CONTENT CAPTURE VIDEO	CALL FOR QUOTE

MARGINAL PRICING

DIGITAL ITEMS ARE EXPENSIVE FOR THE SAAS PRODUCTS USED IN CREATING AND MAINTAINING THEM AND... LABOUR.

INITIALLY LABOUR INTENSIVE TO CREATE, DIGITAL ITEMS ARE COST EFFECTIVE TO SCALE SO THE MORE YOU BUY, THE MORE YOU'RE ACTUALLY SAVING ON LABOUR.

KIDS IN PERTH EMPLOYS A MARGINAL PRICING MODEL TO PASS ON THESE SAVINGS.

BASIC CAMPAIGN PACKAGE

MARKETING ASSETS

- 1 X BASIC BLOG ARTICLE | BUILT TO SET TEMPLATE
- 1 X COMPETITION GIVEAWAY
- 1 X SPONSORED SOCIAL POST[^]
- SALES LEAD/MARKETING LIST
- CAMPAIGN REPORT

[^]Set to \$70/30 days or \$70 in total

LABOUR | Approx. 3 hrs, valued @ \$165/Hr

INITIAL INVESTMENT/ONBOARDING | \$670 +GST

ONGOING SOCIAL MARKETING /LEAD GENERATION | FROM \$370 +GST/MONTH

Blogging | Digital/Content Marketing | Lead Generation

KIDS  PERTH.com.au
  /kidsinperth

THANK YOU

INTERESTED? LET'S HAVE A DISCOVERY CALL

[BOOK A 5-10 MINUTE DISCOVERY CALL | CLICK HERE](#)

...OR SCAN THIS **QR CODE**.

