

# THREE WAYS TO PROMOTE YOUR BUSINESS OR EVENT FOR FREE



Malthouse Outdoor Theatre



Farmer's Daughters



Collective Closets

To be considered for free promotion by the City of Melbourne, simply submit your business or event at [whatson.melbourne.vic.gov.au](https://whatson.melbourne.vic.gov.au).

Follow us on:



Q What's On Melbourne



CITY OF MELBOURNE

**1**

## List on the What's On website

To be considered for free promotion, simply submit your business or event at [whatson.melbourne.vic.gov.au](http://whatson.melbourne.vic.gov.au).

By listing, you can reach even more Melburnians via our What's On Melbourne channels:



### 15M PAGE VIEWS ANNUALLY

to our What's On website



### 180,000 SUBSCRIBERS

receive our weekly e-newsletter



### 758,000 FOLLOWERS

combined on Facebook and Instagram

These figures are correct as at April 2021.



## DID YOU KNOW?

One promotion on all What's On channels is worth \$15,000 in free advertising!

# FOMO

CITY OF MELBOURNE

High-level promotion through the FOMO campaign including digital, outdoor, radio and print advertising, and influencer engagement.

**2**

## Provide strong social media content

Boost exposure for your business or event by submitting your content at [melbourne.vic.gov.au/digitalmarketing](http://melbourne.vic.gov.au/digitalmarketing)

### MUST HAVES

- ✓ A listing on our What's On website – [whatson.melbourne.vic.gov.au](http://whatson.melbourne.vic.gov.au)
- ✓ A great photo – refer to photo tips below
- ✓ Short, succinct information to use for the social media caption – refer to copy tips below
- ✓ Be active on social media, especially Instagram.

### TIMING IS EVERYTHING

- If something new is happening or about to happen, share it with us sooner rather than later
- Be early – send us content two to four weeks before publication date
- Keep us updated with any news. Send your media release to [marketing@melbourne.vic.gov.au](mailto:marketing@melbourne.vic.gov.au)

### PHOTO AND VIDEO TIPS

- Photos should be high resolution (1MB or more) with no text, logos or graphics
- Pick photos that are bright, colourful and in focus
- Supply a combination of landscape (horizontal) and portrait (vertical) photos to fit different social formats
- Keep videos short (10-30 seconds). Portrait is preferred format
- Make sure you own the rights to the image
- Avoid empty venues, single use plastic and extreme close ups
- Shoot with the light behind you or to the side.

### COPY TIPS

- Keep it brief
- Include the most newsworthy aspect of your business or event
- Don't use promotional or sales focused language.

### TAG

- We are continuously reviewing social media to find interesting content to repost
- Use **#melbmoment** on Instagram main feed photos
- Tag **@whatsonmelb** on Instagram stories to enable us to share your content
- Tag the **What's On Melbourne** Facebook page.

**3**

## Content ideas

### RESTAURANTS AND BARS

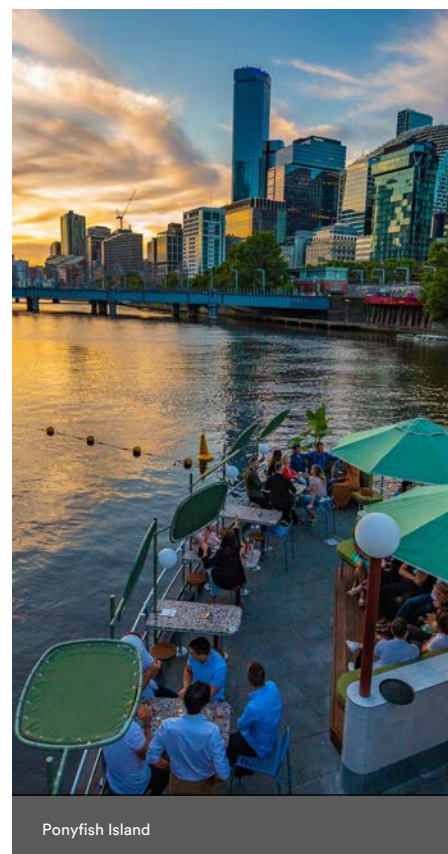
- Unique menu items
- Interesting collaborations
- Events such as classes, workshops or live music
- Sustainable practices such as a rooftop herb garden or use of local produce.

### RETAIL

- Anything that is made by Melburnians
- Photos of the most eye-catching items
- Special offerings for seasonal events
- Instore events – meet the artist, meet the author, live music instore or artist takeover of retail window.

### SERVICES

- Photos of people using the services – for example people getting their nails done or getting a facial
- Retail products available
- Special VIP events for customers
- Connection to wider trends such as wellbeing and sustainability.



Ponyfish Island

## Important information

We reserve the right to decline to publish any business or event that we deem unsuitable.

## Contact us

Find more information about our marketing opportunities at [melbourne.vic.gov.au/digitalmarketing](http://melbourne.vic.gov.au/digitalmarketing).

If you have questions, contact us at [marketing@melbourne.vic.gov.au](mailto:marketing@melbourne.vic.gov.au).



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