

## Local Business Spotlight: Hello Whangārei



**A new way to reach local people who are already paying attention.**

Hello Whangārei launched on 31 March 2026 as an editorial Facebook page celebrating local people, businesses, food, and culture.

In 4 months, it's reached 2M views, 186,200 unique viewers, and over 36,500 content interactions, and 3300+ followers. All organic, no ad spend.

The audience is predominantly Whangārei and Northland-based — local people, spending locally, actively engaged.

**Think of it as a mini campaign** — an instant boost to your visibility, with momentum that keeps building.

A story-led editorial feature puts your business in front of thousands of engaged local people immediately.

You walk away with content, social proof, and ongoing visibility — all repurposable for your own channels.

### **Why Hello Whangārei content does well**

Most social media posts have a lifespan of 24-48 hours. Hello Whangārei offers much greater potential.

The story-led content consistently generates high engagement and reach. And as an active creator, the Facebook algorithm continues to push content beyond the page's followers. Posts regularly receive views, comments, and shares well beyond their publish date. Some content, including business posts, continues gaining traction for two weeks or more.

The page has also received several creator streaks from Facebook, a signal that the algorithm is actively rewarding consistency and pushing content further than the follower base.

That means a feature with Hello Whangārei isn't just a one-day event. It's ongoing visibility with an audience that's hungry for good local content.

### **Here's how it works**

You are emailed a set of personally curated questions which you answer, and you provide a selection of photos for the feature. A story-led editorial is written in my voice and sent to you for fact-checking. You are welcome to correct inaccuracies, but the narrative, structure, and tone remain mine. This approach built the page. It's what keeps the audience engaged.

A graphic is created for the giveaway, and the post is scheduled.



On high-performing posts, comment volume can exceed 500. I reply where capacity allows.

After the giveaway is drawn on the following Friday, you are sent the winner's details so you can arrange collection of the prize. An excellent opportunity for you to use this win on your own social media.

I continue to reply to comments that inevitably still come in; I tag you where necessary.

Payment prior to publication; the editorial work is completed, in advance of publication date.

### **What you get**

The offer includes:

- **Tuesday:** your editorial business spotlight 350-400 words
- **Friday:** a follow-up update on the original post that announces your giveaway winner
- **Friday:** winner announcement as a Facebook story post
- **Community engagement:** I drive reach by replying to comments for four days
- **Social proof:** Permission to use positive comments in your own social media
- **Ongoing reach:** as a content creator, the content typically continues to get reach, with some level of engagement lasting up to two weeks. I reply and tag as required.
- **Digital asset:** personalised Canva graphic that you can use on your social media.
- **Giveaway:** permission to use giveaway content in your own social media.
- **Editorial content:** permission to repurpose the story.

Prize supplied by you; *recommended* minimum retail value of \$100. A lesser giveaway, in my opinion, reduces the engagement potential. Value is also the retail price, not your cost.

### **Introductory Offer: \$395 + GST**

Due in advance, the editorial work is completed before the date of publication.

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### **Also available: Events Listings**

Promoting a local event? Community events and fundraisers are listed at no charge. For business events, a Friday event post is available for \$50 + GST — putting your event in front of a warm, local audience.

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If you'd like to be featured or list an event, get in touch.

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<https://www.facebook.com/hellowhangarei/>