

Sponsored Content Offer: Hello Whangārei

Featured Business Opportunity

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 51 days, it reached 641,000 views and 101,500 unique viewers, and over 12,200 content interactions. All organic, no ad spend.

The audience is predominantly Whangārei and Northland-based — local people, spending locally, actively engaged. But there are followers outside the area who visit or used to live here and are still interested in what's going on.

Why Hello Whangārei content does well

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

Hello Whangārei 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 up to two weeks.

A Tuesday feature puts your business in front of an active, local audience immediately. The giveaway mechanic and storytelling tactic drive engagement, with a second wave on Friday.

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 questions which you answer, and you provide a selection of photos for the feature. A story-led editorial is created and sent to you for final approval — this is your opportunity to fact-check and provide any final edits.

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.

What you get

The offer includes:

- **Tuesday:** your editorial business spotlight 350-400 words
- **Friday:** a produced giveaway post/reel showcasing your business again
- **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.
- **Giveaway:** permission to use giveaway content in your own social media.
- **Editorial content:** permission to use the story I write on your website.

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 for Investment: \$395+GST

If you'd like to be featured, get in touch.