

BEGIN YOUR MARKETING NOW & DRIVE CONSUMERS TO YOUR STAND

AGHA promotes the Christmas Gift Frenzy through an extensive marketing campaign combining social media, emails, PR, radio and out-of-home signage.

As a stallholder, it is important for you to invite consumers directly to your stall. AGHA provides you with all the assets you need to promote through emails, social media posts, website banners & email signatures.

VIEW YOUR STALLHOLDER ASSETS

OR

DOWNLOAD HERE

WHAT'S INCLUDED:

- ▶ Social Media Post Images
- ▶ Stickers on Instagram and Facebook
- ▶ Website Banners
- ▶ Email Banners
- ▶ Email Signatures
- ▶ Event Logos
- ▶ Colour Palette
- ▶ Email Tips
- ▶ Social Media Tips

MAKE SURE YOU FOLLOW CHRISTMAS GIFT FRENZY ON **INSTAGRAM** AND **FACEBOOK!**

FOLLOW



FOLLOW



SHARE YOUR POSTS WITH
#giftfrenzyau
SO WE CAN SHARE ON OUR SOCIALS!

OVER 67% OF CUSTOMERS
EXPECT BUSINESSES TO USE **SOCIAL MEDIA***

EXHIBITORS WHO SEND **3+ EMAILS PRE-EVENT**
GAIN 50% MORE EVENT-TRAFFIC*

*2018 study

DRIVE CONSUMERS TO YOUR STALL!

EMAIL TIPS

Send out 3 - 5 emails to all your contacts leading up to the event. Use the banners provided and provide different information to entice your buyers to visit you.

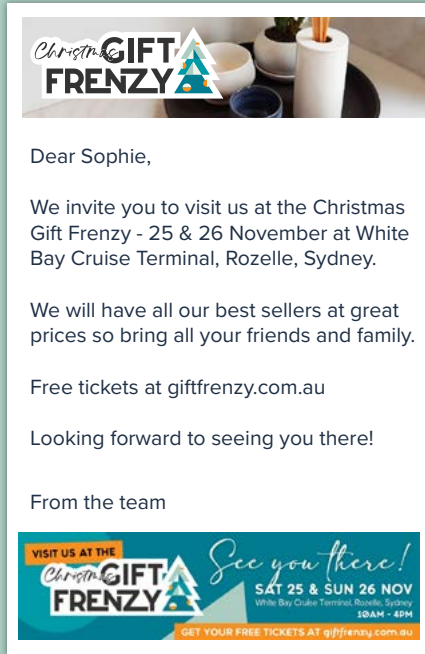
1. Initial email to let them know you will be at Christmas Gift Frenzy with messaging to include date, time and venue, free entry, tickets at giftfrenzy.com.au. Be sure to add the link so your buyers can grab their free tickets!

2. Messaging with essential event details and also free parking, free entry, free kids activities, food trucks, Santa and more!

3. It's all about you! Showcase all your products that you will have available - especially if you have new products.

4. Any specials you will have available? Reiterate free entry and free parking.

5. The week before, remind all your buyers to come visit you!



Create your own EDM using the logo and banners provided or use the full EDM image below!



SOCIAL MEDIA TIPS

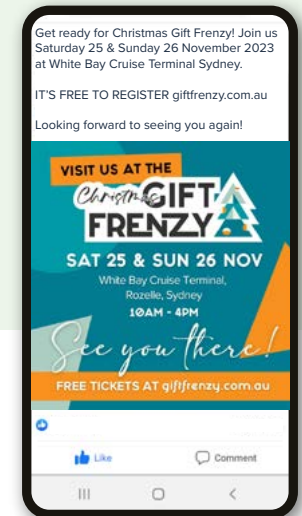


Post on your Instagram and Facebook channels at least twice a week. Use assets provided and showcase your products!

For the initial post, use an image provided with all the messaging to let your followers know you will be at Christmas Gift Frenzy.

Continue to post regularly with stickers provided through Instagram and Facebook and showcase your amazing range!

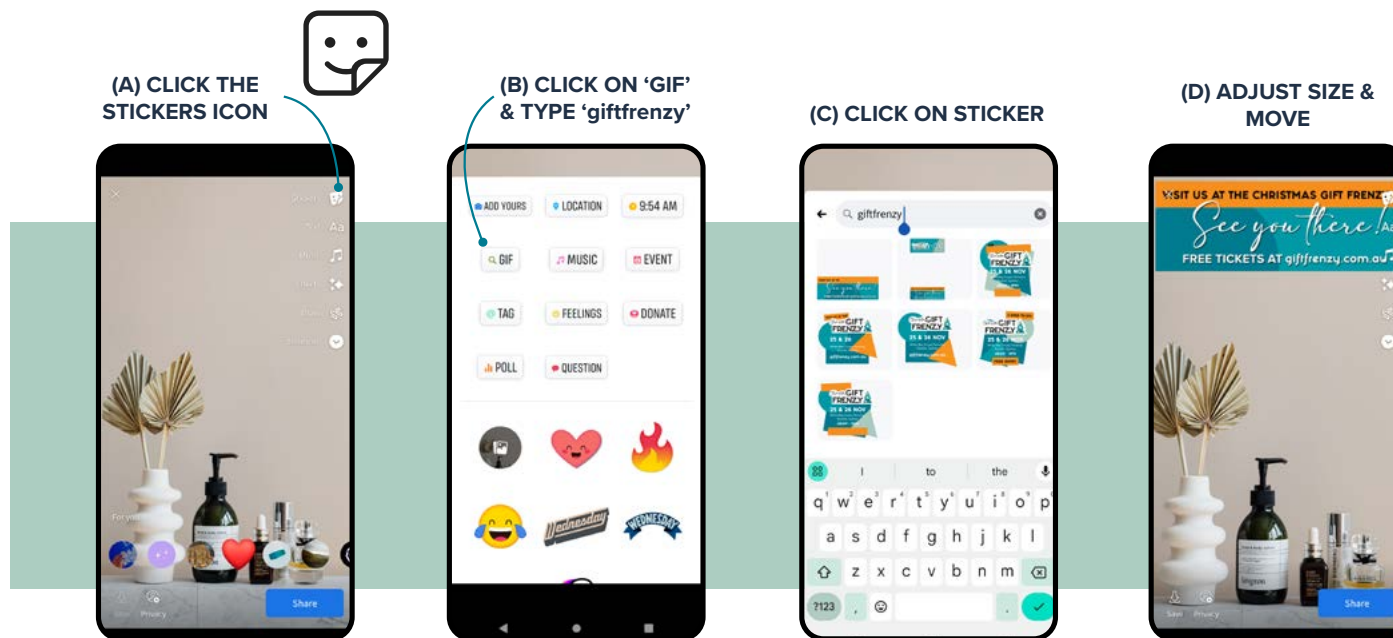
When posting, use #agha and #giftfrenzyau hashtags



FACEBOOK & INSTAGRAM Animated Stickers

Adding Christmas Gift Frenzy animated stickers to your social media channels is easy. It's the same instructions for both Instagram and Facebook - the interface just looks a little different!

- ▶ Click to create a story or a reel on your page.
- ▶ Choose your photo(s) or video.
- ▶ Click the sticker icon. (A)
- ▶ Click on 'GIF' and then type 'giftfrenzy'. (B)
- ▶ Click the sticker to add it to your story. (C)
- ▶ Pinch sticker to increase/decrease the size. Move sticker to desired location. (D)
- ▶ Click on the 'share' or arrow button on the lower right corner when ready to continue on to sharing!



Remember when posting
to use #agha and
#giftfrenzyau hashtags!

Need help?

Contact our friendly team at advertising@agha.com.au with your questions. We offer a range of free and paid advertising assistance to our members!