

## Social media insights



In the first in a series of articles which look at how business associations are embracing social media, we see how Mt Eden Village has gone about it.

One of Auckland's smaller 'BIDs', the heritage-rich town centre has a progressive outlook - and growing online reach.

Following a review of its annual Village Fête (themed market day), Mt Eden Village decided to reallocate \$10,000 of the event's budget towards a Village social media and digital marketing programme, with a focus on supporting local businesses.



Gavan Hogg of Alternate Instinct was contracted to manage this programme and early results are looking good for those businesses keen to get involved.

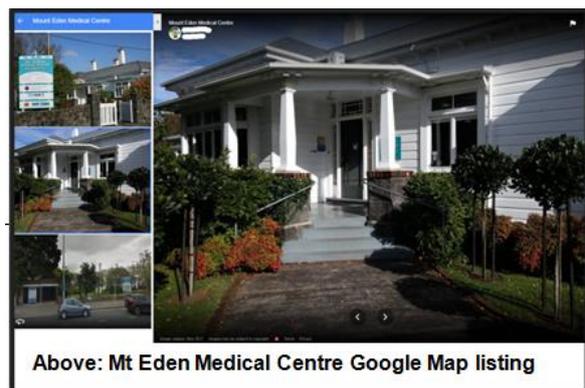
The strategy involves ensuring members are making the most of Google Maps, sharing Facebook posts and building a strong social media following while exposing their businesses to existing and potential customers.

[Facebook](#) is proving a great tool to engage with customers and new visitors, says Gavan.

"We're running a sustained campaign to raise our Village businesses' profile. This involves three posts per week on rotation featuring a Village business event, promotion or interest. The feedback from these businesses has been great, and our Facebook has over 5,000 followers and likes, a 20% increase within a year," he says.



Mt Eden Village - History & Heritage



Above: Mt Eden Medical Centre Google Map listing

Google Maps is also providing a valuable tool. A recent photo posted for Mt Eden Medical Centre has been seen 20,788 times. A Midas photo was viewed 17,999 times, Origins Partners 1,052 times in the first week and Pasta & Cuore 16,643 times.

"Our [website](#) visits remain steady over the last 12 months to the end of July with a total of 25,000 users and 48,000 page views," says Gavan. "The next piece of work will focus on increasing website visits using a roster of 'featured businesses' to link the Facebook to the website."