TRADER GUIDE

How to feature your business on our platforms

Step 1: Tag us in your posts

When posting on social media, make sure to tag **@prospectroadsa** (for Prospect Road businesses) or **@churchillroadsa** (for Churchill Road businesses) in your photos, videos, or promotions. This helps us easily find your content and share it with a wider audience.

Step 2: Share your content directly

If tagging isn't enough, don't hesitate to email us at **business@prospect.sa.gov.au** or call us on **8269 5355**. Alternatively, you can send us a direct message on social media to ensure your posts are seen and promoted more effectively.

Step 3: Attend marketing workgroup meetings

Join us at our marketing workgroup meetings to collaborate on seasonal promotional strategies. Your input helps shape the campaigns we create, ensuring your business gets the spotlight it deserves. These meetings are held quarterly each year and you can find the dates and times listed online at **prospect.sa.gov.au/business/precincts-and-workgroups**

Please note - We require a minimum of 5 businesses to attend in person for the meetings to proceed.

Step 4: Create fresh video content

Video content is incredibly valuable for engagement! If possible, create new video content showcasing your business, promotions, or special events. Video is highly shareable and has a greater chance of being promoted across our platforms.

Step 5: Stay in touch and communicate your needs

If you feel your content isn't getting enough attention, let us know! We understand that social media algorithms can sometimes hide posts, and we want to ensure your promotions are visible. Keep in touch so we can support you and make sure your business is included in our campaigns.

Step 6: Collaborate with us

We welcome collaboration! Whether you prefer working directly with us or participating through our workgroup meetings, we're open to partnering with you in a way that fits your business best. Together, we can achieve your marketing goals.

Other important information about content visibility

If your posts aren't appearing in our tags or you need support, contact us directly, and we'll guide you on how to improve visibility. By following these steps, you can ensure your business receives the attention and support it needs through our marketing efforts for both Prospect Road and Churchill Road. We're excited to work with you and help promote your business!

For more information or to arrange a meeting, please contact us directly on **8269 5355** or **business@prospect.sa.gov.au**.

CHURCHILL RD

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