

WHY NEIGHBOURLY?

YOUR NEIGHBOURHOOD
RELATIONSHIP BUILDING
OPPORTUNITY

2017



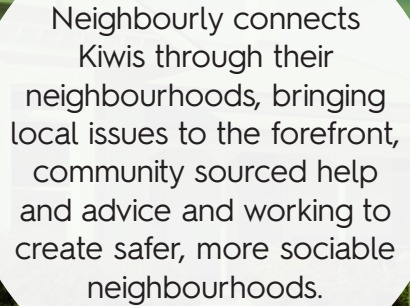
Neighbourly

Fairfax Media

What is Neighbourly?

New Zealand's biggest community social network, **Neighbourly boasts more than 420,000* active users.**

*Numbers as at 1st Feb 2017



Neighbourly connects Kiwis through their neighbourhoods, bringing local issues to the forefront, community sourced help and advice and working to create safer, more sociable neighbourhoods.



Businesses are part of the network too, using Neighbourly to increase their neighbourhood market share and become a trusted part of the community.

By meeting just a couple of extra people living around us, we'll start to build a stronger, safer and friendlier place to call home. Because when neighbours connect good things happen.

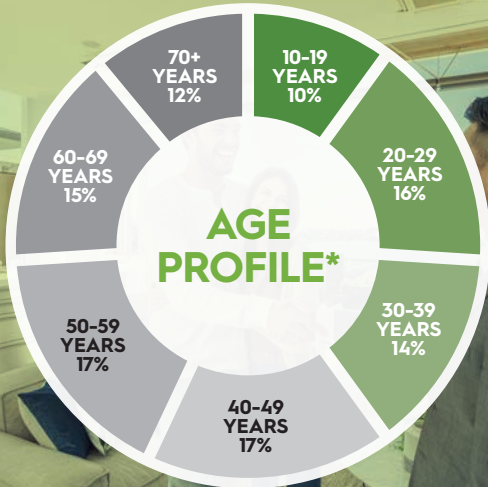
Who uses Neighbourly?

Users of Neighbourly are established within their neighbourhood. Often thought leaders they've **lived in their neighbourhood for an average of nine years.**

420,000 Members*

All members have verified addresses and use real names

*Numbers as at 1st Feb 2017



*Source: Nielsen CMI Fused Q215-Q116 July 16 TV/Online.

42%

are homeowners

47%

live in a household with children

57%

say they're involved in activities for their local community

62%

say they're optimistic about the future

What do people use Neighbourly for?

For many of its members Neighbourly is the hub of their community, from weekly potlucks to sourcing advice on businesses and services, **people trust Neighbourly.**

Neighbourly's about keeping things local, making sure content is always relevant to users.

The screenshot shows the Neighbourly website interface. At the top, there is a search bar and navigation links for Home, Inbox (10), Neighbours, Organisations, Business, Publications, Groups, and Events. Below the navigation is a section for 'My Neighbourhood' with tabs for All Activity, Noticeboard, Crime & Safety, and Nice Neighbour Awards. A sidebar on the left lists various categories: Classifieds (Buy, Sell & Trade, Free Stuff, Local Jobs, Lost & Found, Recommendations, Rent, Hire or Borrow), Following, Publications (South Canterbury Herald Real Estate, Sunday Star-Times), and Our Partners (amū, Contact, Freshchoice). The main content area displays 'Activity from Neighbourly.co.nz' with a post titled 'Want to win a Kapiti Cheese Hamper?' featuring an image of a hamper filled with cheese.

- Find businesses
- Engage with neighbours
- Buy/sell, trade and give away items
- List and join interest groups
- List and join organisations
- List and join events
- Read blogs
- Get local, community news updates

Why do businesses join Neighbourly?

Neighbourly is perfect for growing business reputation, customers and community engagement. Reach people who live and shop local.

Strengthen Local Relationships

More effective than standard advertising, Neighbourly lets you build meaningful connections with potential customers.

Build a Positive Business Profile

Promote your commitment and contribution to the community.

Foster a Sense of Community

Being involved in your community puts a trustworthy face to a brand and is your opportunity to demonstrate your genuine interest in the community as more than a target market.

The Neighbourly Business Directory: a free account or a premium one?

The Neighbourly Business Directory is where the community goes to find local trades, services and businesses.

Free Account

All businesses receive a local listing which gives you a free profile within 1 suburb of the Neighbourly business directory.

Premium Account

When people search for a business it'll be **yours that shows up first.**

Premium Listings have many benefits that further promote your business to the community including:

- Be shown as one of the top listings on Neighbourly Local in your designated area. Neighbourly Local will be featured as part of Stuff.co.nz and relevant local Fairfax publication websites.
- Receive an extra category to feature your business within.
- Increase the chances of your business being found on Google.
- Give you access to a fully verified and powerful local database on Neighbourly.co.nz where you will be able to interact and communicate with potential customers living only a short distance from your business.
- Be featured on Neighbourly.co.nz as part of the Premium Business Carousel.
- Allow you to have a digital presence in the same areas as your Fairfax print advert
- Monthly reporting helping you to enhance your listing.

“I signed up to Neighbourly in February 2015. After a couple of months I was amazed at the positive response and conversion rate – I now get the majority of my new enquiry through Neighbourly’s website!”

Mike Leydon

Down to Earth Gardening Services



“I was on the Free Listing for a few months and got no response. So about a month ago I signed up for the Premium Listing. I couldn’t believe the response! The last 2 weeks alone I have picked up 20 new customers! Some from Neighbourly and some from Google search.... I wish I had signed up months ago! My phone hasn’t stopped ringing this past week.”

Cherie Glendenning

Paws & Claws VIP Services





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