

The West Australian

West Australian Newspapers Limited

MEDIA RELEASE

App gives SMEs a big social media audience

Small-to-medium sized businesses will soon be able to target *The West Australian's* tens of thousands of social media followers with advertising, with Seven West Media Group launching its own social media application next month.

Called MyPrecinct, the app is designed to allow SMEs to power their own social media presence using the State's biggest news network.

It will allow users to explore and connect to their local news, businesses and community, while giving advertisers the chance to reach *The West Australian's* 66,000-strong Facebook audience and the thousands of others who follow the publisher's regional mastheads.

The app will be accessible through the Facebook pages of any West masthead, and on any kind of device.

Within the app there will be a variety of news content — both current and “evergreen” — across several categories, including small business, entertainment, health and beauty, technology, travel and motoring.

The editorial content itself will be managed centrally by *The West Australian's* editorial team and SMEs will be able to place ads to sit within those categories.

They will also be able to also purchase a Facebook microsite, website and access content marketing feeds.

The technology, developed by Singapore-based Fetch Plus, is already being used in the Asia-Pacific region by SingTel's MyBusiness and by major companies throughout the US.

Fetch Plus founder and managing director Carmen Benitez said the app was a social media platform that would provide readers on Facebook and mobile devices with a way to connect to West content.

“Readers gain great benefit as MyPrecinct is a one-stop digital and social media spot to help them answer ‘life moments’,” she said.

“Whether they need to figure out how to fix the leaky faucet or find the local plumber to do it, MyPrecinct delivers.

“Small and medium businesses gain substantial benefits as MyPrecinct provides a total turnkey solution at whatever budget suits the business.

“A business can choose from the complete platinum-plus solution that provides display advertising, Facebook pay-per-click credits, and a custom business website that is visible on desktops, laptops, and mobile as well as built directly within the business' Facebook page.

“Each customer receives monthly analytics to measure the effectiveness of the advertising against the dollars invested.

“Plus, added marketing and advertising bonuses are provided to the customer throughout the year to help increase audience visibility and more.”

Pre-launch sales are already underway and will continue until early November.

For more information please visit www.myprecinct.com.au.

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For all of *The West Australian's* media releases please visit www.sevenwestmedia.com.au