



# Good Choices.

*Good Choices is a website dedicated to helping consumers feel good about the purchase decisions they make for themselves, their families and their communities.*

*Whether it's organic, sustainable, ethical, charitable, or local, your customers will find what they need at [goodchoices.co.nz](http://goodchoices.co.nz).*

## How to get Involved

ORGANIC

SUSTAINABLE

ETHICAL

CHARITABLE

LOCAL

[www.goodchoices.co.nz](http://www.goodchoices.co.nz)



# Good Choices - Helping you make better choices

There's a growing movement toward making better choices for products that are organic, sustainable, ethical, charitable and local. Good Choices is a website dedicated to helping consumers feel good about the purchase decisions they make for themselves, their families and their communities.

Increasingly, consumers care more about supporting businesses whose values reflect the ethos that they wish to see in themselves and the world around them - businesses that have ethical and sustainable practises, or who actively create products and services that allow others to be more conscientious.

Good Choices will provide a directory of businesses and products, a library of information and up-to-date events, news and social media posts to help consumers make good choices. Online stores allow purchases online, with proceeds supporting charitable causes.

Good Choices is just that - a site that let's consumers make good choices, so they can feel good about the buying decisions they make for their families and society as a whole.



## Advertising Options

Help your potential customers locate and contact you easily while improving your own website's performance. Promote your products and services on GoodChoices.co.nz today.

We provide a range of advertising options to ensure participation is open to businesses of all sizes.

### Basic Profile Listing

**FREE**

List your business with up to 5 keywords and your business' contact details. All qualifying businesses are offered a free basic profile listing.

If your business is not already listed on Good Choices, please complete the online booking form at [www.goodchoices.co.nz/advertiser](http://www.goodchoices.co.nz/advertiser).

### Online Store & Online Kiosk

The Online Kiosks and Online Stores provide online e-commerce facilities for products available for purchase through the Good Choices Shopping Cart.

You can fully manage and change your products whenever you like, set your own freight prices and specify your own ordering information. Payment details are handled through secure realtime facilities.

Online Kiosks and Stores have the highest priority in search results, followed by Business Profiles then Basic Listings.

**Online Kiosk**  
(E-commerce for up to 25 products)

**\$490\***  
per annum

**Online Store**  
(E-commerce for more than 26 products)

**\$690\***  
per annum

### Business Profile

**\$245\***  
per annum

Inform customers of your products, services and business ethos with a dedicated Business Profile under your preferred category.

- » Your business' logo
- » Full contact details
- » Link to your website
- » Up to four images
- » Links to common social media sites if applicable
- » Change your content whenever you like with no extra cost
- » Demonstrate how your business is proactive in meeting our core values.
- » 600 word detailed description
- » Contact form
- » Google location map
- » Certifications and/or affiliations

Up to 20 keywords to help visitors, members and search engines find your profile.

### Other Promotional Offerings

Dynamic campaigns are available with sponsorship of competitions, feature business profiles, banners, email newsletters, social media posts and a host of other promotional tools available. Passive brand placement opportunities are also available.

Contact Good Choices to discuss a sponsorship collaboration that's right for your business and budget.

\* Prices are excluding GST

## Benefits to you

- » Promote your products and services to an audience proactively seeking organic, sustainable, ethical, charitable and local buying choices
- » Take advantage of our national marketing and awareness campaign.
- » Increase your market profile.
- » Reach your target market in a dynamic, professional and affordable way.
- » Deep links from the Good Choices website will assist your own website's SEO performance (Search Engine Optimisation).
- » A direct path to your market with e-commerce capabilities and the option of receiving orders, selling and delivering direct to your customer.



## Marketing and Awareness

Developed by a well-established marketing company with over 18 years experience in effective online strategies, Good Choices will be promoted using viral social media, mainstream advertising and digital campaigns including (but not limited to):

- » Substantial ongoing social media campaigns across Facebook, Google+, Twitter, Instagram, Pinterest and many others.
- » Continual Search Engine Optimisation to maximise exposure and drive new visitors to the website.
- » Ongoing campaigns through Google AdWords and Facebook Promote to further boost results from internet search activity and social media.
- » Traditional advertising through national print publications, including both consumer and association publications to create awareness and encourage visitors.
- » Campaigns to create awareness through associations to build impetus through the active involvement of those whose members are already committed to our values.

## Site Traffic & Usage

Seeded from the previously successful Organic Direct website, the Good Choices website has an existing membership of thousands who will begin the growth of traffic to the website. Assertive, yet delicate, use of social media and rewards campaigns will promote increased traffic numbers and consequently membership.

It's common practise to "look it up on the net". Good Choices is deliberately designed to make it easy to find businesses and products to aid buying decisions. Good Choices is focused on an exceptionally high number of return visitors who will become members of the community to maximise the competitions, event information, resources and of course, businesses and products on offer. In addition, Good Choices fosters feelings of altruism by supporting charities, with members able to support chosen charities as they shop.

**Visit [www.goodchoices.co.nz/advertiser](http://www.goodchoices.co.nz/advertiser) to learn more or complete the online form to sign up for your preferred option now.**

For a full list of Specifications, Terms & COnditions, visit [www.goodchoices.co.nz](http://www.goodchoices.co.nz).

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