WHY NEIGHBOURLY?

YOUR NEIGHBOURHOOD RELATIONSHIP BUILDING OPPORTUNITY
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.

*Numbers as at 1st October 2017

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.

500,000 Members*

All members have verified addresses and use real names

55% are homeowners

41% live in a household with children

56% say they’re involved in activities for their local community

61% say they’re optimistic about the future

*Numbers as at 1st Oct 2017

AGE PROFILE*

*Source: Nielsen CMF Fused Q3 16 - Q2 17 TV/Online - FFADNT

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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.

- 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 Premium Business Directory

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

Go Premium

Becoming a Neighbourly Premium Business allows you to talk to people that live near your business allowing you to connect with people you’re most likely to meet in real life.

Your Benefits

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:

- Appearing as one of the top listings in your designated area.
- Featuring your business in an extra industry category.
- Increasing the chances of your business being found on Google.
- Access to a fully verified and powerful local database of potential customers living locally, which you’ll be able to interact and communicate with.
- Extra exposure through the Premium Business Carousel.
- Having a digital presence in the same areas as your print advertising.
- Monthly reporting to help you enhance your listing.
Neighbourly Advertising Solutions

To get you started on your Neighbourly journey and interacting with local customers faster, Neighbourly offers Promoted Message advertising. Promoted Messages include Sponsored, Featured and Alerts.

Sponsored Posts
The ultimate Neighbourly promotion tool. Your post will be in the top paid position for 24 hours, then have a preferred position for 6 days and will be the hero message in the Daily Digest email.

Featured Posts:
- Your post will be one of the top four messages on Neighbourly for 24 hours

Alerts:
- Deliver a short sharp reminder to residents in your area.
- Target your message to a specific neighbourhood.
Examples of our Promoted Messages
“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
“I have purchased a 1 year Premium Business subscription. I have only had this listing for roughly 3 months and already I have received 20 jobs. Every person who has called me after finding my Neighbourly listing has resulted in a sale. I appear on the first page when people are looking for electricians on the Neighbourly business directory and even when people are searching for ‘electricians’ on Google.”

Patrick Koot
Elusion Electrical Limited

“The Neighbourly ad was obviously effective because supporters started flying in the day it went live and kept ticking over for some time.”

Catriona McLagan
Platform Charitable Trust