



BUSINESS

Guidelines for Posting

CONTENTS

1. ECOSYSTEM
2. STATS
3. GUIDELINES
4. HOW TO POST
5. MEMBERSHIP
6. VILLAGE VISION
7. SUPPORT



You are plugging
into a Village full
of Villagers



THE VILLAGE IS A VIBRANT ECOSYSTEM - FEED IT

- A Village full of Villagers
- A Village for the Villagers, by the Villagers
- It's the villagers that build theVillage
- Villagers love to advocate for their village

THE BASIC VILLAGE STATS

- Village Facebook Group - 2,000+ members
- The Villager Newsletter Email 8,000 Subscribed

VILLAGE FACEBOOK SATELLITE NETWORK

Trailing 28 day metrics

- Post engagements: 28,600
- People Reach; 316,000
- Page Likes; 12,000



POSTING GUIDELINES

There are 3 must-have components when creating content to engage Villager's attention.

You must think of yourself as a villager first and then your business aspirations second. This is important.

Tip: Create a template of these 3 components, as your base - then copy and paste them in. Use variations to keep content fresh and genuine)



QUALITY ENGAGEMENT

THREE VITAL COMPONENTS



**YOU HAVE
INVESTED IN
US, & WE IN
YOU**

Component 1

Introduce yourself - ie. Hi it's Steve here and I am ...

Component 2

Tell us about your business, we villagers love to be educated

Tell us the story and lead us through it

Component 3

Tell us what you and your business are offering to the Villagers

Suggestions -

1. Exclusive Villager only deal
2. Craft your words, personalise it to Main Beach

DMB work for the villagers

This is a critical distinction that provides real engagement

You are also a Villager

Show it
Villagers support Villagers, we want you to be successful.
Help us help you.

VILLAGER VISIBILITY, VOICE & ADVOCACY

Here's why you should become a member

- **12 month period – \$50 per month**
- **12 month upfront – \$500 (2-month discount)**
- **Professional full media directory entry**
- **The directory is regularly promoted**
- **Gain *posting access to the Village Facebook**
- **Posts are shared to the satellite network**
- **Intro in "The Villager" Email Newsletter**
- **Intro into the Villager Fb group**
- **Villager Visibility, Voice & Advocacy**

***RE FB POSTING; THERE ARE CONDITIONS ON FREQUENCY**



A VILLAGER VISION

Just imagine

A Village for the Villagers, by the Villagers

Now that's an interesting, yet very simple concept to picture. It is we the Villagers that build our Village. Destination Main Beach just helps this happen.

We are on a Mission

Our DMB mission is to build a stunning if not remarkable Villager experience in Main Beach. To relocalise and re-empower our Main Beach Villager Community, to unlock its potentials, and give visibility and voice to this aspiration.

I think that is something worth hitching your wagon to and getting behind,

We do 3 basic things very well

- We pull all the good stuff to the centre, to give it visibility and Voice.
- We build the Village chatter and Vibe around this centre.
- We surround it all, with Villagers of character and talent, Villagers who can evolve the experience to its fullest potential.





WHAT IS A VILLAGE?

The Village is the nucleus of any community – an ecosystem full of happy and, healthy Villagers that help support their wider community, ie our neighbouring Villagers and the Gold Coast.

WHAT IS A VILLAGER?

Villagers are the people who come together around common values, and the visions and aspirations that rise up from them. Villagers build Villages.

WE ALL CRAVE A PLACE WHERE WE FIT

A place of shared values, and the visions, and the aspirations that rise up from them. A place that champions our contribution and relevance. A place beyond and above ourselves.

DMB is Local leading Global - Localism leading Globalism is the next wave - and we are already ahead of that curve - join us.





BECOME PART OF THE VILLAGE SUCCESS EQUATION

Please pay close attention and learn what we Villagers want and will pay for, then set about providing it.

This simple discipline is the foundation of every successful outcome.

Just imagine a whole Village that wants you to succeed, all because you gave them what they "needed, wanted, and were happy to pay for"

A Village full of your advocates - now that is powerful.

Become the best little village, in all the lands of the Goldie! Can you help us achieve this?

Happy Village-ing

Steve

Village Editor &

Keen Village observer

LOCAL LEADING GLOBAL

This is basic grassroots village-ing 101. Localism leading Globalism is the next wave.



DMB TEAM SUPPORT

Group Support



Claire Holmes
Group
Admin



Rita Noon
Village
Liason



Julia
Village
Creative

Contributors



Steve Holmes
Village
Editor



Sue Donovan
Main Beach
Vision



Lynne Goddard
Village
Fashion



LET'S HAVE A CHAT

Pick up the phone and let's tease out what is best for you and your business aspirations within our village

HERE IS HOW YOU CAN MAKE CONTACT

Rita

- ph/text. 0419 330 836
- e. rita@destinationmainbeach.com.au
- fb. [Messenger](#)

Claire

- ph/text. 0431 180 783
- e. claire@destinationmainbeach.com.au
- fb. [Messenger](#)

VILLAGE REFERENCES

- [Directory Membership Overview](#)
- [DMB Biz Villager Home](#)
- [Directory home](#)
- [Villager Facebook Group](#)

