



# Spreading Roomers.

Media Kit 2022





canva.com



# Hello.

Over 8 years Spreading Roomers has grown to become THE trusted source for both the design industry and lovers of it.

2022 will see the platform continue to grow and you along with it.

With the thirst for 'depth in design' stronger than ever, Spreading Roomers will be taking you on a journey of greater connection, and conversation with a healthy dose of fun times thrown in to remind us all to - enjoy this industry!

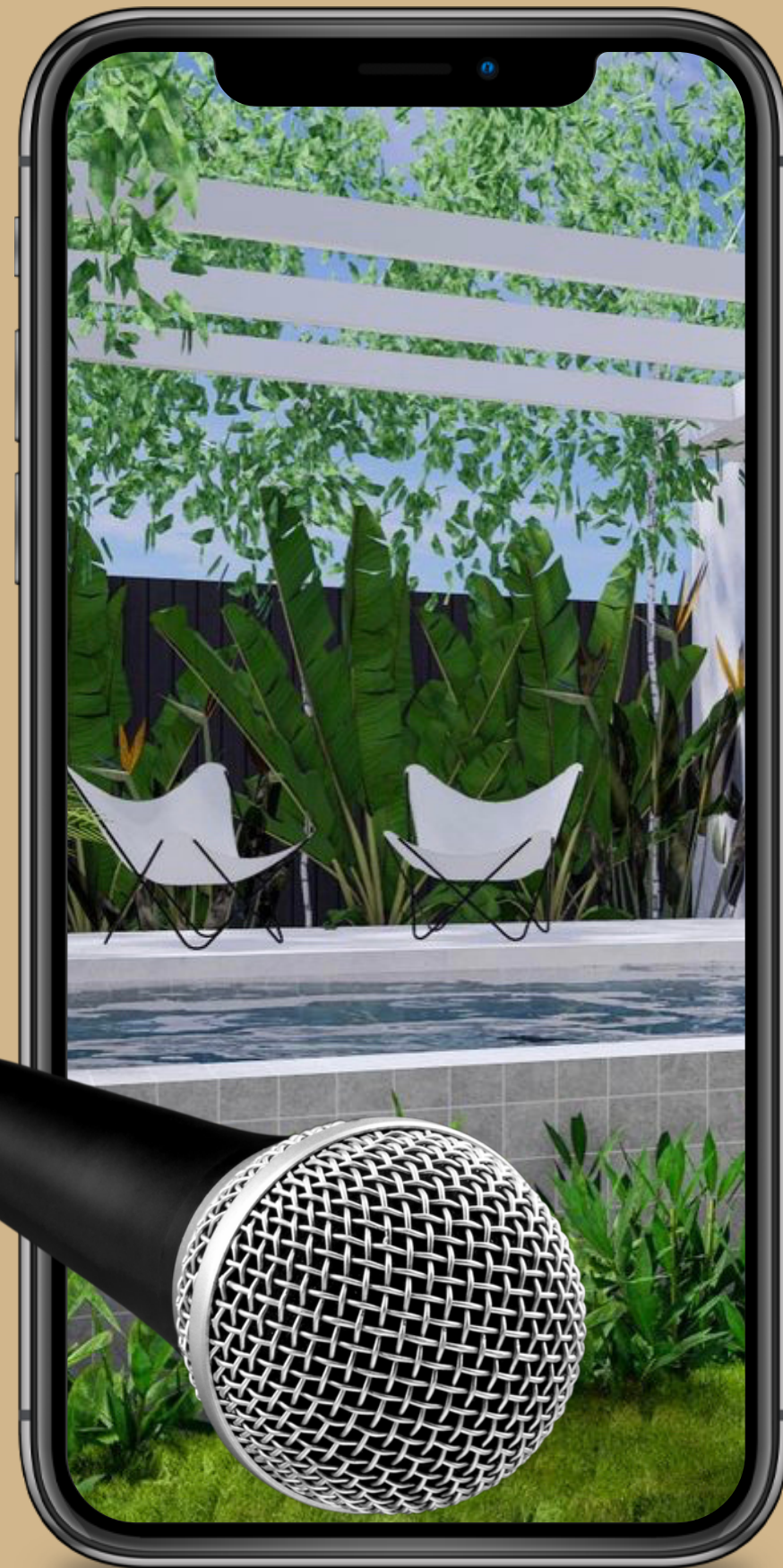
Good design is the heart blood of everything this platform stands for but it's the humans behind the brands & the consumers that creates the community that 'Roomers' has become known for facilitating.

These are exciting times for us all & whilst SR exists to provide you all with unique 'design PR', I'd like to think of us as more of a 'guide' to walk you through the introductions, unknown's and must see's of Perth as if we do it all together.

*Deb xx*



# Spreading Roomers Pillars.



## **TRUST.**

8 years in the making with a platform that has the back, voice & passion of the masses.

## **COMMUNITY.**

Aligning both the designers and the design lovers. *This is the missing middle.*

## **AWARENESS.**

Designed to spark conversation around what you do & how you do it. Spreading Roomers gets them talking.

## **ACCESSIBILITY.**

Sharing the spectrum of good design rather than a section of it. Inclusivity all the way.

# HOW DO WE SPREAD THE GOOD WORD?

## SOCIAL MEDIA.

Engaged & entertaining, the social connection is used daily with maximum effect. Optimised to be interactive, daily posts & stories are used to connect authentically. Sponsored posts, stories, takeovers & giveaways are an affordable method of credible outreach.

## DIGITAL.

Whether start up or seasoned, the multi-channel approach of hosting an Expert Directory, fortnightly EDM, calendar of events & blog creates high discoverability & amplified trust. By representing diversity of local design, these messages are shared again, daily, as the greater community propels these offerings further.

Perth Design Guide, Platform, Directory, Events, Blog, Podcast.  
*Spreading Roomers has social reach, advocacy & currency.*

## PODCAST.

Design Banter is the conversation people tune into when seeking industry opinion. This audible channel reaches an audience weekly across 6 episode seasons x 4 per year. Sponsored episodes & seasons are available as well as speaking opportunities.







**By partnering  
with Spreading  
Roomers, you  
are part of the  
conversation.**

**People want to  
talk with you  
rather than just  
about you.**





# EXPERTS BASIC.

## Standard directory listing.

1 x 12-month expert listing.

1 x Inclusion in bi-annual Experts blog.

Special networking and events.

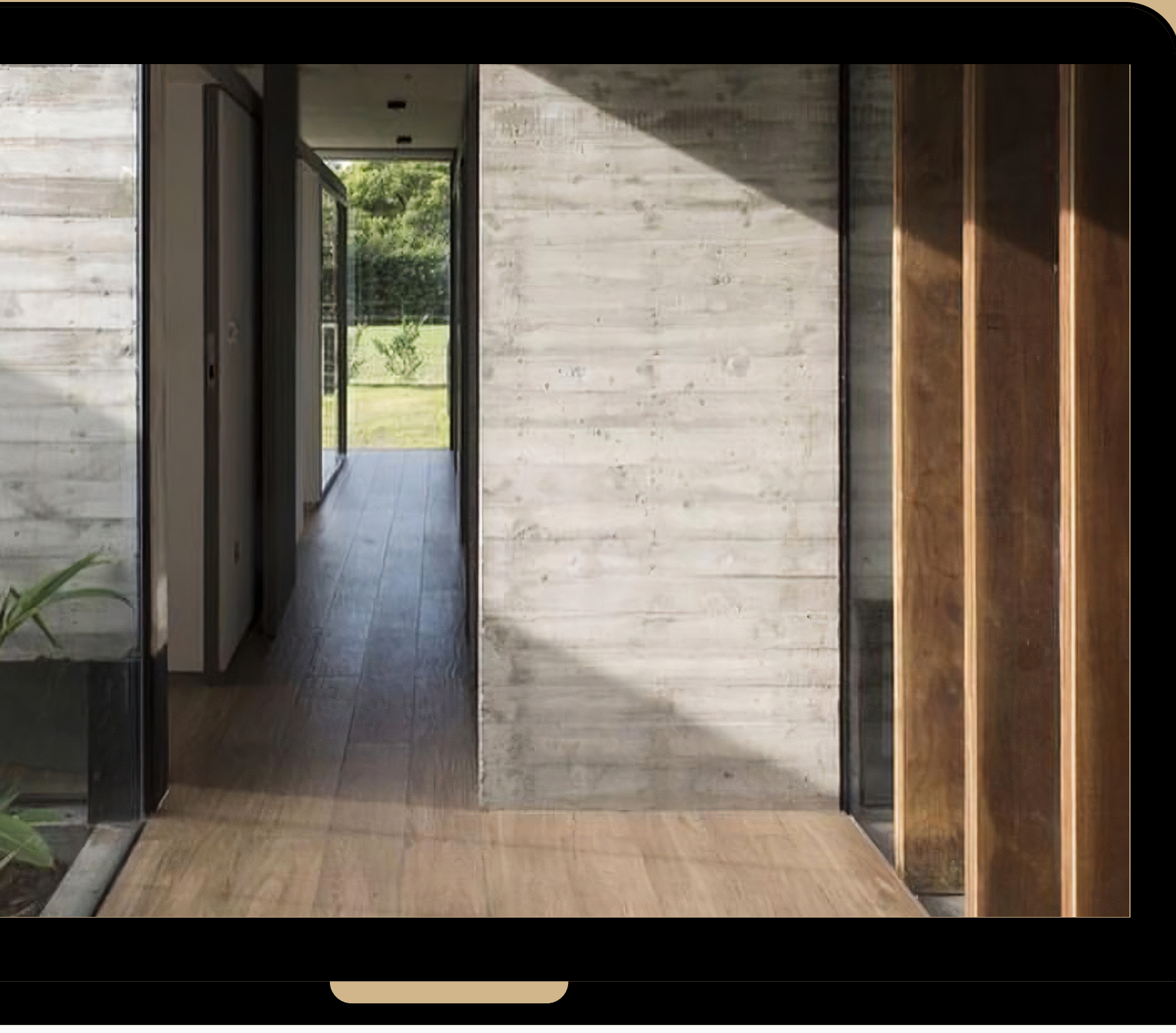
\*discretionary sharing across SR social media\*

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**\$600 p/a**

\*\*Intake monthly \*\*





# EXPERTS PLUS.

## Premium directory listing.

1 x 12-month expert listing + outbound links

1 x inclusion in bi-annual Experts blog.

2 x project profiles (200-400 words)

Pinterest sharing

1 x Profile or project EDM inclusion

Special networking and events

\*discretionary sharing across SR social media\*

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**\$900 p/a**

\*\*Intake monthly \*\*





# EXPERTS ESSENTIAL.

## Quarterly - a touch of PR

1 x seasonal campaign to include visit, blog & social media coverage (or PR of similar level) (\$1100 value).

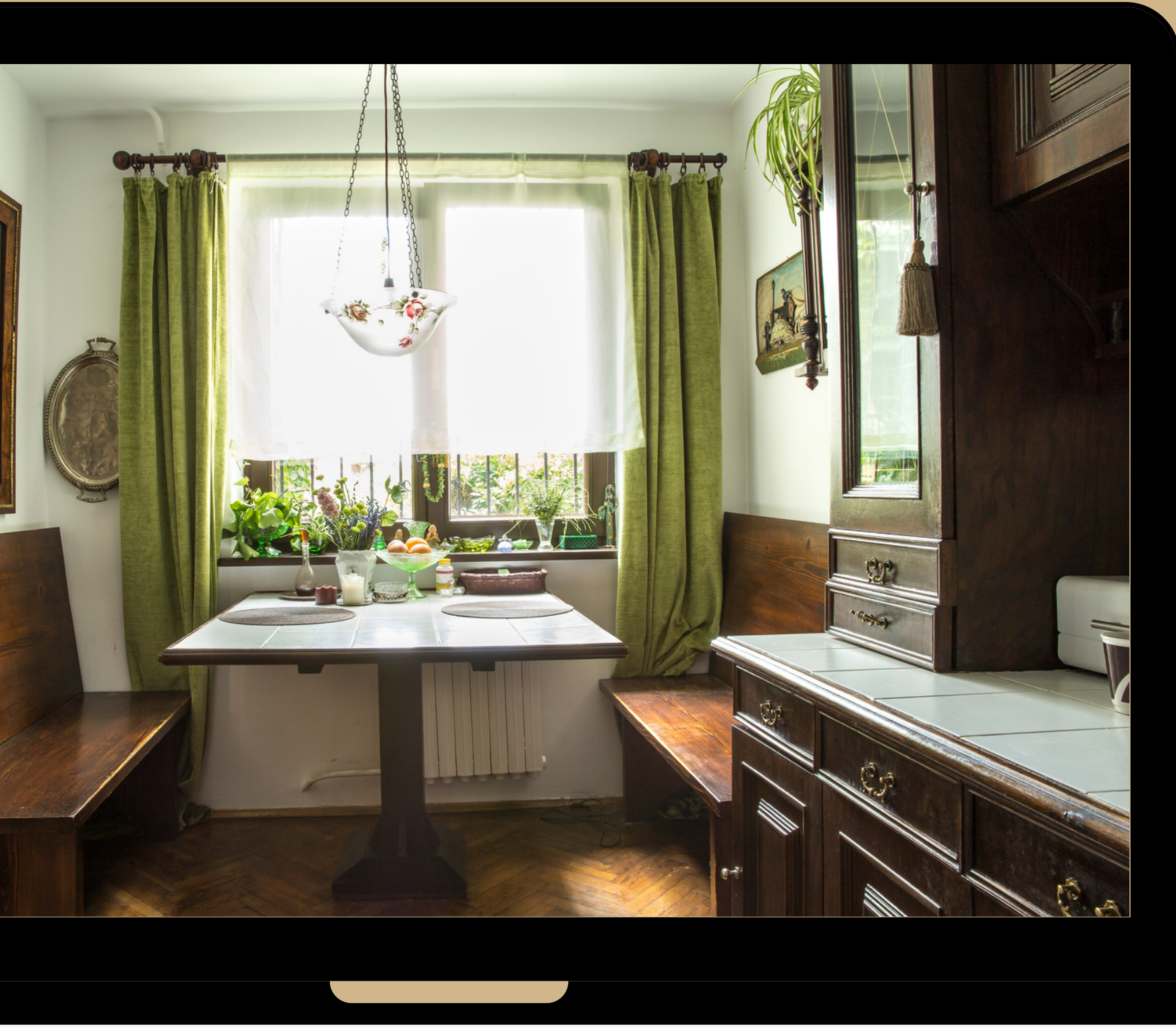
1 X 12-month **EXPERTS PLUS** directory listing (\$900 value).  
1 x tailored feature EDM (\$600 value).

**Feature** contribution in Experts bi-yearly blog (\$360)  
1 hr Quarterly strategy review by Deb Whincop (\$450 value).

**\$2200**

\*\*to be used often or as a one off\*\*





# EXPERTS PIVOTAL .

## Annual - PR with purpose.

Quarterly campaign to include visit, blog & social media coverage (or similar) (\$4400 value).

1 X 12-month **EXPERTS PLUS** directory listing (\$900 value).  
4 x tailored quarterly feature EDMS (\$2400 value).

**Feature** contribution in Experts bi-yearly blog (\$360)  
4 X 2hr Quarterly strategy reviews by Deb Whincop (\$3600 value).

**\$4200**

\*\*from date of engagement\*\*





# FEATURE BLOG.

**Product, project, studio or event.**

Copywritten blog 600-900 words

EDM inclusion

LinkedIn sharing

Home page feature

**\*\*you must supply 5 images with authorisation from your photographer\*\***

## **ADD ONS**

site or studio visit \$600

Full day shoot \$1800 (+ rights to images)

**\$600**



# INSTAGRAM TAKEOVER.

## Your brand uncovered.


**I take over your account**, and give your viewers a glimpse at your brand through fresh eyes. \$500 p/day.

Includes 1 hour pre-call to assign ideas + strategy.

### BONUS

*Plus; Instagram story on Spreading Roomers plus hyperlink.*

**\$500 p/d**



Everyone has a story.





# GIFTED PRODUCTS.

## A thoughtful introduction.

Shared by story set to Spreading Roomers Instagram.

Considered for 'spot giveaway' if I feel the product will land well with the SR followers.

Must be cleared with SR in advance.

**freebie**



# ding an ear ood design /A.

h podcast for  
design lovers alike.

*ng Roomers | co-hosted by Siba Interiors*



## PODCAST.

### Feature or be featured.

1 x **sponsored episode** of Design Banter episode including intro, mid roll and end roll advertorial + EDM \$600.

1 x **sponsored season** of Design Banter + 12 months Expert Directory + Design Banter page Banner + EDM footer + Design Banter Instagram link in bio \$2000.

1 x **business / brand interview** designed to introduce your brand to Design Banter listeners + 12 months Experts Directory + EDM + Design Banter Instagram shares \$900.

**see above**





# HOME PAGE ADVERTISING.

## Support the conversation.

Home page advertisement (pre-approved by SR) outbound linked.

**EXPERTS PLUS** Directory profile.

1 x EDM feature article.

EDM Header Banner outbound linked.

\*\*banner + EDM occupancy 2 months\*\*

**\$3200**





# EXPERTS ADVERTISING.

## Support the community.

Experts Directory banner.  
Headline feature in bi-annual Experts blog.  
EDM inclusion of product / service.  
EDM footer banner linked to website.

*currently occupied by InStyle Ceramics.  
Next availability is Jan 2023.*

\*\*banner + EDM occupancy 2 months\*\*

**\$1600**



# LINK OUT - IG.

## Banner Advertising out of Instagram.

Spreading Roomers link in bio page banner linked to your website.

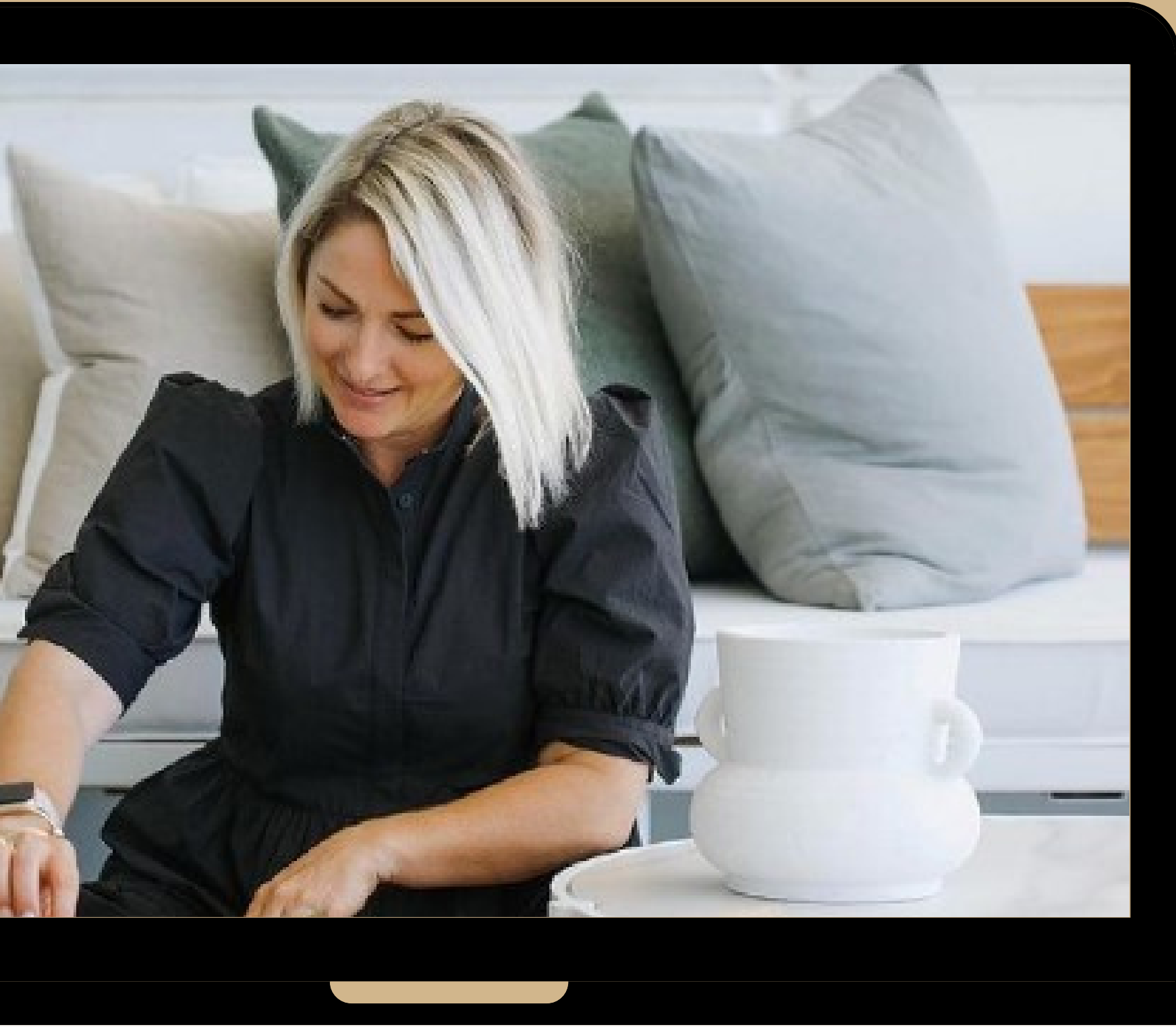
You must be in the Experts Directory to access this.

**\*\*banner occupancy 2 months\*\***

**\$1000**







# INTIMATE EVENTS.

## Sharing knowledge.

Let's create an extension of your brand exclusive to Spreading Roomer's audiences.

By breaking through the hard sell and working together, we can create an event that people will remember, learn from and share with others.

Unlike those found elsewhere, **these special occasions are made to connect**, brighten your brand and build stronger relationships.

**TAILORED**





# SPONSORS + PARTNERS.

**An opportunity to be part of something bigger.**

**Community conversations.** Either in-person or online events are hosted and designed to share news, launches, education & fresh ways to share your brand value and story. **For design lovers alike.**

**Bespoke events and networking.** Dedicated intimate industry roundtable events, introductions, dinners or demonstrations with key objectives in mind. **For the design professional.**

**Studio solutions.** A conversational podcast piece dedicated to you, your brand, large or small, maker or manufacturer, studio or supplier. Listening to your 'why' because it builds trust and familiarity. **For the podcast community.**

**TAILORED**



# What's next?

I prefer NOT to be reached via DM for purposes of engagement. Instead please email [hi@spreading\\_roomers.com.au](mailto:hi@spreading_roomers.com.au)

I'm more than happy to provide a time to talk through your options.

You can email me to arrange this.

Thanks so much for being part of this incredible platform.

