

# HILLTOPS

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## Spring Virtual Markets



Good afternoon,

As part of the Hilltops Region Spring Marketing campaign we will be hosting our first virtual market and we are inviting all Hilltops Businesses to take part.

### **What is a virtual market?**

A virtual market is a market held online. In this case it will be held on the Hilltops Region Instagram page. Hilltops Tourism will create posts and stories which will be shared on the page and linked to the individual business accounts.

### **Is my business eligible to take part?**

There are a few conditions to be able to take part in the Hilltops Region Virtual Market;

1. You will need to have a business Instagram page.
2. You will need to be able to facilitate online or over the phone sales (please note that if you are using over the phone sale, you will need to be available all weekend, including at night, when a lot of people shop).
3. You will need to understand how to add an EPS to your image. The Hilltops Tourism team can assist with this, but we will have minimal capacity during this time.
4. You will need to meet the posting obligations. There will be set dates and times when certain content will need to be posted to boost the markets reach. This will be outlined in further detail once your application has been received and approved.

Hilltops Tourism will provide all Virtual Market digital content. However, you will need to provide high quality images of your product/s.

If this sounds like something you would like to be apart of, please complete the attached application and return it to [vic@hilltops.nsw.gov.au](mailto:vic@hilltops.nsw.gov.au) by Monday August 31, 2020

Yours Sincerely

Lauren Frith-Asagrim

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