

#timeforwiltshire

Late Spring Marketing Campaign Opportunity for Partners



Don't miss out! Here are the details of our latest consumer campaign:

We are delighted to offer this far-reaching and wide-ranging marketing opportunity to our partners.

The campaign offers excellent value for money and includes high profile activities which, in most cases, would be unaffordable for many businesses or impossible for them to secure independently.

It's time for Wiltshire

Escape the everyday

Targeting the UK short-break escape market, positioning Wiltshire as an ideal destination that is easy to get to for a well deserved short break. Whether your ideal break is calming, comforting, refreshing or bursting with high adrenalin excitement, it's time for Wiltshire.

Available to all our partners it encompasses products such as our beautiful gardens, festivals and events, arts and culture, relaxing spas, accommodation, attractions and activities all under our product themes of Timeless Wonders, Timeless Pleasures, Timeless Places and Timeless Nature.

The campaign will focus on driving people to visit the website. Activity includes a range of digital, social, video and PR.

Results will be measured with specific key performance indicators.

Campaign Timeline

The campaign will launch
late April 2017

Booking deadline
Friday 24 March 2017

For details of integrated
campaign activity
please see overleaf

Planned Campaign Activities

Lead Generation

Inspirational digital mailer distributed to 6,000 named individuals, already pre-disposed towards UK short breaks, via a lead generation campaign. Also includes an email broadcast to 250,000 individuals.

Digital and Social Media

- E-newsletter to over 85,000 names
- Dedicated landing page on visitwiltshire.co.uk
- Link to partners' feature events and special offers
- Social media campaign
- Digital display advertising
- Pre-roll video using Wiltshire from the Air film
- Facebook video
- Themed blogs
- Competitions
- Channels via VisitEngland and VisitBritain

PR Campaign

Campaign Objectives

To attract more visitors to stay in Wiltshire

To increase the profile of Wiltshire as a short break destination

To increase the dwell time of visitors to Wiltshire

To build awareness of high quality and wide offering of products

To raise awareness of getaways to Wiltshire

Target Audiences

Primary:

Short break/overnight visitors from London and the Home Counties within a 2-hour drive time of Wiltshire.

Targeting:

Mature Mainstreams and Experience Seekers.

Secondary:

Day visitors from Wiltshire and the surrounding counties.

Levels of Campaign Engagement

All rates plus VAT	Level 2	Level 3
* Subject to availability	£325	£95
Campaign web pages coverage	Feature	Listing
Advert in digital mailer	Box advert	Listing
E-newsletter	Feature	*
PR & social media	Feature	*
Inclusion in special offers activity	Priority	*
Opportunity to submit competition prizes	Priority	*

Bespoke packages available, please email fionaerrington@visitwiltshire.co.uk for more details

Get in touch today!

Don't miss this great value for money and effective marketing opportunity.

Spaces are limited...

Email

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