



Maximising marketing opportunities – some top tips!

Website

1. Give us your special offers to go on the website – these can be updated regularly
2. Upload your events onto the website by using the event form
<http://www.visitwiltshire.co.uk/event-form>
3. Make the most of your website entry – update your photos regularly with the seasons
4. If you are a gold partner we can include your video and your social media feed on your entry
5. Take out a banner advert which will link directly to your own website – prices start from £55 a month
6. To make any updates to your product page please send them to info@visitwiltshire.co.uk

E-newsletters

1. Goes out once a month to a database of over 107,000
2. Take a feature to highlight your product – £110 or you can sponsor an edition. We need 100 words and an image
3. Be seen in the e-newsletter and on the website by offering us competition prizes – please send these to HelenDalton@visitwiltshire.com

Social Media

1. **Engage with us** – Share your #timeforwiltshire when out and about. We like to share what our partners are up to.
2. **Get on board with trends** – whether it's Afternoon tea week, #MondayMotivation or even TV programmes like Poldark. Keep an eye on what's going on and post any relevant information.
3. **Come along to an Instameet** – We run joint Instameets with Igerswiltshire and have had locations including Stonehenge at sunrise, Stourhead and Bowood House and Gardens. These are free opportunities to go to Wiltshire locations, take photos, network and engage on social media.
4. **Send us your quirky images** – We love to have any quirky images that you are taking of your business or your travels around the county. Send anything over to info@visitwiltshire.co.uk that you are happy for us to use.
5. **Update your cover photos regularly to reflect the seasons** – We regularly update our cover photos and this goes down well with our followers, particularly on Facebook. If you ever want images of places across the county please ask us – we have an extensive photo library that VisitWiltshire partners are welcome to use.

6. **Consider using video even if just an Instagram story** – Video works really well and is becoming more and more important on social media. If you are on Instagram, look at running stories about what you are doing. People love to see behind the scenes of what goes on at a business and to hear what you are up to.
7. **Engage with your followers, ask them questions, respond to them** – Don't make the conversation one way, ask your followers questions and if they ask you a question about something ensure you reply.
8. **Learn from your competitors – look at what they do.** If you aren't sure what to post take a look at what some of your competitors are doing and get ideas.
9. **Training courses and bespoke training opportunities** – Look out for training courses being run by VisitWiltshire and other social media opportunities. We can give you details of any upcoming courses (plus they'll also be in our fortnightly newsletters). billygrimes@visitwiltshire.co.uk
10. **Talk to us** – we can offer social media consultancy help if you are understaffed or need help setting up social media

Campaigns

1. Tie in with brand positioning – #TimeforWiltshire
2. Integrated activity over a couple of months
3. Prices start from £95 up to sponsor level at £2,250
4. If you would like to get involved in a campaign please contact fionaerrington@visitwiltshire.co.uk

Print - Display Advertising

1. Reach more people, Increase brand awareness
2. Targeted distribution
3. Lead generation campaign
4. Also available online
5. Adverts start from £72.50
6. Sponsorship opportunities also available
7. If you would like to take an entry in any of our publications please contact fionaerrington@visitwiltshire.co.uk

Familiarisation Passport

The Familiarisation Passport gives VisitWiltshire Partners the opportunity to visit attractions, activities and other businesses around the county free or at a reduced charge, or take advantage of alternative offers provided.

1. Offers can be changed
2. Aimed at VisitWiltshire partners
3. Gives partners the opportunity to gain product knowledge so they can recommend your product to visitors

Keep up to date with marketing opportunities – there are links to our monthly marketing updates in the partner newsletters or you can find the marketing updates on the website

<http://www.visitwiltshire.co.uk/partners/partner-marketing/marketing-updates>