

**#TimeforWiltshire...Visit Salisbury 2017  
Partner Marketing Campaign Opportunity**



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.

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

**Time for Wiltshire...Visit Salisbury 2017**

Incorporating our brand positioning the overall emphasis of this campaign is to highlight all of the timeless pleasures associated with a city break in Salisbury.

All elements will position Salisbury as a perfect short break destination, highlighting its history and heritage, emphasising the range of independent accommodation, shops, food and drink, events, arts, culture and festivals, activities, days out and evening entertainment under our product themes: timeless wonders, timeless pleasures, timeless places and timeless nature.

The campaign will focus on driving people to the Visit Salisbury website.

Activity includes a range of digital, social media, and PR.

**Campaign Timeline**

The campaign will launch **January 2017**

Booking deadline  
**19 October 2016**

Salisbury BID are supporting this campaign

**For full details of activity please see overleaf**

## Planned Campaign Activities

Inspirational digital flyer distributed via a New Year lead generation campaign run by results driven marketing experts Lifestyle Media plus a targeted e-newsletter to 250,000 \*

Inspirational foldout printed mailer distributed via regional lifestyle titles \*

Outdoor Advertising Rail 6 sheets (London and South)

E-newsletter to over 70,000 names

Dedicated landing page on [visitsalisbury.co.uk](http://visitsalisbury.co.uk)

Social media campaign using Facebook carousel adverts and Instagram

Digital display advertising

Themed blog

Instagram competition

Channels via VisitEngland and VisitBritain

Campaign PR

(Salisbury BID are supporting the activity with additional budget ) All activity subject to availability  
\*activity to be confirmed) .

## Campaign Objectives

To attract more visitors to stay in Salisbury

To increase the profile of Wiltshire as a short break destination

To increase the dwell time of visitors to Salisbury

To build awareness of high quality and wide offering of products

Anticipated return on additional spend just over £500,000

To raise awareness of getaways to Salisbury throughout the shoulder months

## Levels of Campaign Engagement

All rates plus VAT

	Campaign Lead Sponsor	Level 2	Level 3
	£2,250	£325	£95
Inclusion in majority of digital advertising	Exclusive		
Full background image on Salisbury campaign pages	Lead		
Campaign web pages coverage	Lead	Feature	Listing
Advert in digital and printed mailer	Half page back cover	Box advert	Basic Listing
E-newsletter	Lead	Feature	*
Visit Salisbury App	Full entry	Standard entry	Listing
Included in Facebook advertising	Lead priority	Priority	*
Opportunity to submit competition prizes	Lead priority	Priority	*

Bespoke packages available, please email Fiona for more details  
[fionaerrington@visitwiltshire.co.uk](mailto:fionaerrington@visitwiltshire.co.uk)

\* subject to availability

## Target Audiences

Using information from our Destination Management Plan we will be targeting Mature Mainstreams and Experience Seekers within a 2 hour drive time in and around London.

These complement our Experian types, Hardworking Families, Yesterdays Captains, Garden Suburbia and Innate Conservatives.

## Get in touch today!

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

Spaces are limited...

Email

[fionaerrington@visitwiltshire.co.uk](mailto:fionaerrington@visitwiltshire.co.uk)

or telephone on

01722 324780