

# Marketing Opportunities

## Digital Marketing

Newsletter subscribers  
**100,000+**

Annual website visits  
**1,200,000+**

Social media followers  
**60,000+**

## Email Marketing

### Newsletter inclusion

Feature in the “Spotlight” space in our monthly newsletter, sent to over 100,000 subscribers. Spotlight includes image, up to 150 words of copy, and multiple Call-To-Action links direct to your website. **£110**, subject to availability.

### Solus Email Send

We will send a dedicated solus email featuring your messaging, imagery, branding and multiple Call-To-Action links direct to your website. **From £250**, subject to availability.

We can also arrange free contra-deal solus email sends with partners who have a GDPR-compliant email list of 5,000+ subscribers, signed up in the last two years.

**Free of charge  
for partners**

## Digital Seasonal Promotion Bundle

Ideal for gaining additional visibility for a seasonal offering or event.

Bundle includes newsletter spotlight, 8 dedicated social posts, one month of banner ads, inclusion in our “what’s on” monthly blog post and homepage feature. **£300**

Limited availability each month.

## Digital Marketing Services

We can now offer partners:

- Website consultations
- Channel sites
- Consultancy for digital advertising
- Social media set up, management and training (Facebook, Twitter, Instagram)
- Blog and web content advice and creation
- Video production and photography (partly outsourced to our long-term partners)

**For further details on all opportunities, please contact:**

**Fiona Errington | [fionaerrington@visitwiltshire.co.uk](mailto:fionaerrington@visitwiltshire.co.uk) | 01722 324780**

**All advertising options are subject to change. Rates are plus VAT. Terms and conditions apply.**

# Website Promotion

Annual visits  
**1,200,000+**

VisitWiltshire.co.uk

- Top of Google for many relevant searches
- Winner of TravelMole's "Best UK Tourist Board Website" 2019
- Up to 300,000 pageviews per month

## Event listings

Upload your events for FREE to our most popular web pages with our simple form.

Free of charge  
for partners

Blogs area  
Up to **15,000**  
monthly visits

## Blog posts

Contact us to discuss how you could feature in a blog post.

Free of charge  
for partners

## Competitions

Offer a competition prize for the chance to feature in our monthly VisitWiltshire.co.uk competition - promoted with a dedicated web landing page, social media pushes, and prominent newsletter inclusion (100,000+ subscribers)

Free of charge  
for partners

Competition  
Entries  
Up to **3,000**

Receive opt-in data at the end of the competition (fully GDPR compliant.)

**£0.50/lead**

Or, we can send a dedicated solus email to all GDPR opt-ins who entered. **£150**

## Website Area Sponsorship

Brand a selection of relevant pages on VisitWiltshire.co.uk with your business or event for 1 year. Including featured hero image, top-of-the-page write up, featured product and a designated number of branded blog posts during the year. **From £500**

Annual  
referral clicks  
Up to **4,000**

## Home Page Town Tab

Link directly from our homepage to your town website. **£2,000 per year**

## Banner Adverts

Provides a direct link to any page on your website

Flexible monthly or quarterly adverts with discounts for multiple bookings

Includes one long banner and one small banner on two pages of your choice (subject to availability)

One Month	Three Months	Six Months	Year
<b>£110</b>	<b>£300</b>	<b>£510</b>	<b>£900</b>
	(£100 / month)	(£85 / month)	(£75 / month)

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