

Summer Campaign

July 2019 – September 2019

Visit
Lancashire

Digital platforms:

Email

Social

issuu

VisitLancashire.com

Visit Lancashire

Summer Campaign

Calling all Lancashire attractions, events and accommodation providers!

Summer is on its way and with it a whole host of families looking to entertain generations and create more fun filled memories. We know the best place to create those memories and take some well-deserved time out is of course Lancashire.

That's why this year our summer campaign will focus on some of our great Lancashire treasures with a digital 'treasure map' of events, attractions, accommodation and things to do in Lancashire over the summer. This will be combined with an events calendar so that users can see at a glance what is going on between July through to mid-September hitting the crucial school holidays market. Activity will engage with our vast Visit Lancashire following as well as introducing Lancashire to families who may not have considered our great county before.

Reasons to advertise

- NEW digital interactive treasure map that users will be able to download and or print
- Digital activity on new visitlancashire.com with over 9.7 million page views per year
- Promoted to over 80,000 social media followers
- E-newsletters to Visit Lancashire consumers, over 30% open rate (industry average 18%)
- Increasing reach through digital advertising – adwords and social media
- PR targeted at the summer family market

Headline partner package

We are also offering two partners the chance to headline the campaign for £750+VAT

- Logo on 'Lancashire Treasures' map
- Marker on 'Lancashire Treasures' map
- Business listing including business name, location, website & image
- Promote up to 6 events on the digital calendar
- 4-week placement on the 'Don't Miss' feature within the top navigation on homepage
- 4-week placement on 'Highlights' section of campaign landing page
- Headline feature within 2 newsletters
- Featured in summer round ups on Instagram stories
- Minimum of 2 tweets & 2 Facebook posts
- Blog feature

Targeting: Families looking for fun filled days out, exciting short breaks and holidays in Lancashire.

Ideal for: Family attractions, summer events, accommodation targeting families, family friendly dining venues

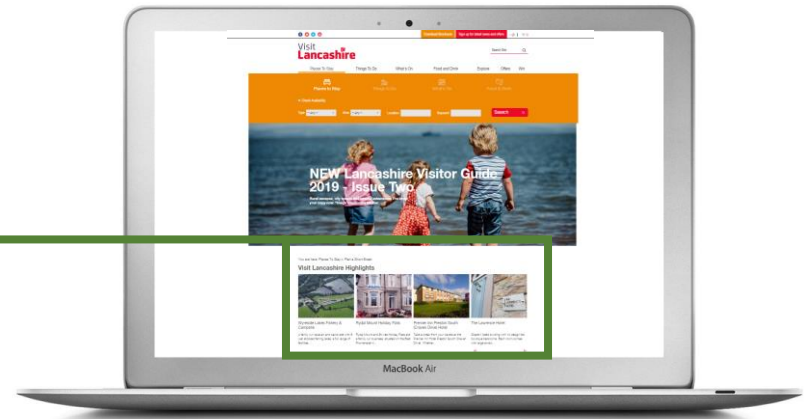
Premium package	Standard rate +VAT	Partner rate +VAT
<ul style="list-style-type: none"> • Marker on 'Lancashire Treasures' map • Business listing including business name, location, website & image • Promote up to 4 events on the digital calendar • 2 week placement on the 'Don't Miss' feature within the top navigation on homepage • 2 week placement on 'Highlights' section of campaign landing page • Enhanced feature within 2 newsletters • Minimum of 1 tweet & 1 Facebook post • Featured in summer round ups on Instagram stories • Blog feature 	£650	£495
Enhanced package		
<ul style="list-style-type: none"> • Marker on 'Lancashire Treasures' map • Business listing including business name, location, and website • Promote up to 2 events on the digital calendar • 1 week placement on 'Highlights' section of campaign landing page • Feature within a newsletter • Minimum of 1 tweets & 1 Facebook posts 	£450	£300
Essentials package		
<ul style="list-style-type: none"> • Placement on dedicated campaign page • Minimum of 1 tweets & 1 Facebook posts 	£100	£50

Visit Lancashire Summer Campaign - VisitLancashire.com

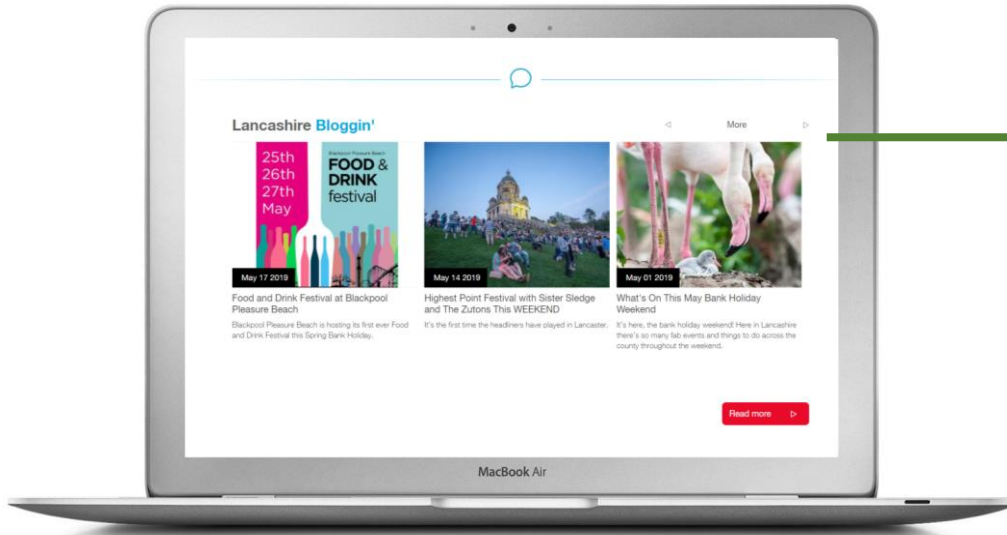


Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



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Lancashire blog

Product displayed on campaign landing page

