

# Weddings Campaign

February 2020 – February 2021



Online Lancashire Wedding Guide

Dedicated Wedding Social Media

SayIdoinLancashire.com

Quarterly enewsletter

Digital advertising – adwords and social



Get your business in front of those looking to book their special day in Lancashire.

Lancashire's picturesque rural landscapes, windswept moors and breath taking coastal scenery make it an ideal backdrop for weddings. This handy guide focuses on wedding venues and suppliers around the county, and makes planning the perfect day, a piece of cake!

This brand new 12 month campaign includes an online digital guide, full of inspirational imagery and copy about venues, suppliers and key information, making it an essential guide to weddings in Lancashire.

The publication will target those looking for inspiration across:

Accessories/ beauty, hair & make up/ bridalwear/ cake/ cars and travel/ catering/ decorative hire/ drones/ entertainment/ favours/ first dance/ florist/ groomsware/ honeymoons/ music & DJs/ photographers/ planners/ stationery/ venues/ videographers/ wedding decor/ wedding rings & jewellery

Spring weddings/ summer weddings/ autumn weddings/ winter weddings

Country house weddings/ glamorous weddings/ intimate weddings/ rustic weddings/ seaside weddings/ unique weddings/ vintage weddings

### Reasons to advertise

- NEW Digital Weddings Guide – Say I do in Lancashire
- Digital activity on visitlancashire.com with over 9.7 million page views per year via a dedicated SayIdoinLancashire URL
- Promoted to over 80,000 social media followers plus additional wedding focused social channels
- Quarterly enewsletter
- Increasing reach through digital advertising – adwords and social media
- PR targeted at the wedding market

**Feature Headline package  
(2 available)**

**Exclusive to Visit Lancashire Partners  
£1,500+VAT**

- Double page advert or advertorial
- A logo on the front cover
- Additional editorial in the guide
- 2-week placement on the 'Don't Miss' feature within the top navigation
- 2-week placement on 'Highlights' section of campaign landing page
- Product displayed on campaign landing page
- Enhanced feature within four e-newsletters
- Minimum of seven tweets & seven Facebook posts and five Instagram posts
- Instagram story and Instagram wedding highlights
- Blog feature

	Standard rate +VAT	Partner rate +VAT
<b>Essentials package</b>		
<ul style="list-style-type: none"> <li>• Listing in online guide</li> <li>• Product displayed on the campaign landing page</li> <li>• Minimum one tweet, one Facebook post, one Instagram post</li> </ul>	N/A	£75
<b>Standard package</b>		
<ul style="list-style-type: none"> <li>• Half page advert/ advertorial</li> <li>• Inclusion in two e-newsletters</li> <li>• Product displayed on the campaign landing page</li> <li>• Minimum three tweets, three Facebook posts and two Instagram posts</li> </ul>	£440	£350
<b>Premium package</b>		
<ul style="list-style-type: none"> <li>• Full page advert/ advertorial</li> <li>• Displayed in 'Featured' section on visitlancashire.com homepage for one week</li> <li>• Premium position in three e-newsletters</li> <li>• Product displayed on the campaign page of VisitLancashire.com</li> <li>• Minimum five tweets and five Facebook posts and four Instagram posts</li> <li>• Instagram story</li> </ul>	£820	£650

**Targeting:** Those who are recently engaged, planning to get married, wedding and event organisers.

**Ideal for:** wedding venues, suppliers, places to eat and drink, experiences, and accommodation targeting the wedding market.

Draft guide concept

Full page

## Your wedding business

LOCATION

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## Your wedding business

LOCATION

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Half page

## Your wedding business

LOCATION

*Address details here*  
*Website here*  
*Phone here*



Listing

## Your wedding business

LOCATION

*Address details here*  
*Website here*  
*Phone here*

*Address details here*  
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Listing

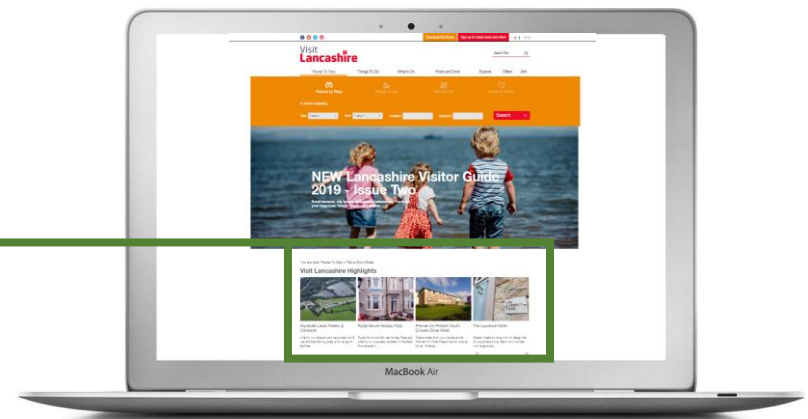
# Visit Lancashire Wedding Campaign

Say I do in Lancashire



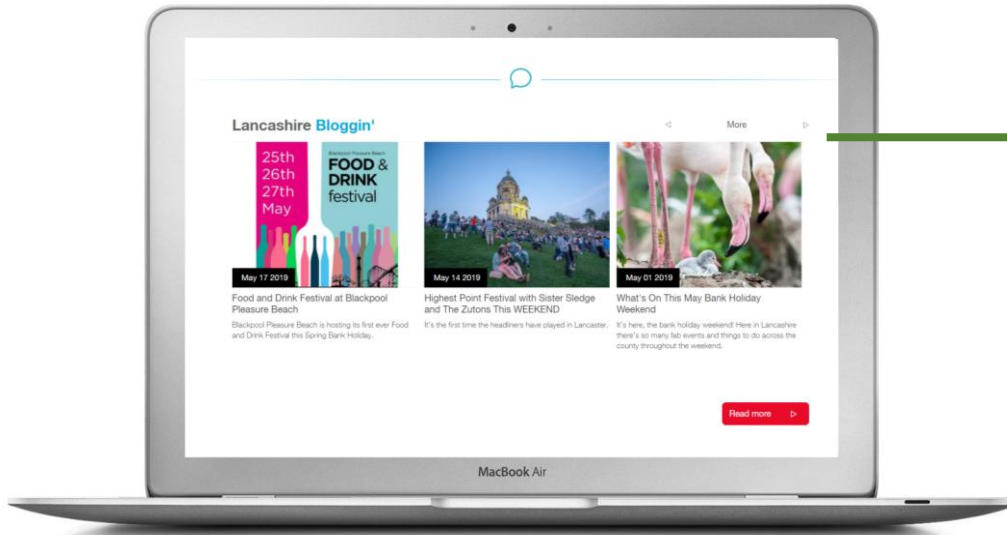
Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



# Visit Lancashire Wedding Campaign

Say I do in Lancashire



Lancashire blog

Product displayed on campaign landing page

