

# Christmas 2022

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3 month campaign

Visit  
**Lancashire**

Digital platforms:

ISSUU

Email

Social

[VisitLancashire.com](https://www.visitlancashire.com)

# Christmas Campaign

Calling all Lancashire attractions, retailers, events, accommodation providers and places to eat.

The Lancashire Christmas Campaign returns for 2022 with a bang!

The days are drawing in and before we know it Christmas will be upon us. This is a magical time of year with friends and families of all ages looking to entertain generations and create more fun filled memories as well as sourcing those all important Christmas gifts. We know the best place to create those festive memories and find the perfect present is of course Lancashire.

This year we will be promoting Lancashire's fantastic businesses with a three month campaign that includes a brand new digital festive guide as well as social, email and campaign pages on VisitLancashire.com. Partners can also choose to give their profile a boost with paid social via Visit Lancashire social channels.

In 2021 our dedicated Christmas and partner pages for the campaign on VisitLancashire.com achieved 193,461 page views.

## Reasons to advertise

- Digital activity on visitlancashire.com with over 9.7 million page views per year
- Promoted to over 92,000 social media followers
- E-newsletters to Visit Lancashire consumers, over 34% open rate (industry average 18%)
- Increasing reach through social media platforms
- PR targeted at the Christmas family market

October	November	December
<ul style="list-style-type: none"><li>• Christmas pages go live on VisitLancashire.com</li><li>• Social media messaging begins</li><li>• Shop local Festive gift guide</li></ul>	<ul style="list-style-type: none"><li>• Social media messaging ramps up</li><li>• Festive enewsletters begin</li><li>• Festive branding goes live on website</li><li>• Festive blogs begin to go live</li></ul>	<ul style="list-style-type: none"><li>• Social media messaging continues to increase</li><li>• Festive blogs</li></ul>

# Christmas Campaign

Our Christmas campaign targets families, friends and couples looking for gift ideas, things to do, places to stay and great food over the festive period.



\* Boost package available for an additional £50+VAT – sponsored social media post on Visit Lancashire Facebook and Instagram channels.

## Headline partner package\*

We are also offering two partners the chance to headline the campaign for **£700+VAT**

- Logo on contents page
- DPS advert/advertorial in digital guide
- Two week placement on the 'Don't Miss' feature within the top navigation of website
- Product displayed on campaign section of VisitLancashire.com
- Inclusion within two e-newsletters
- Minimum two tweets and two Facebook posts
- Featured on Instagram stories
- Blog feature

## Premium partner package\*

**£500+VAT**

- Full page advert/advertorial in digital guide
- Two week placement on the 'Don't Miss' feature within the top navigation of website
- Inclusion in one e-newsletter
- Product displayed on the campaign section of VisitLancashire.com
- Minimum two tweets and two Facebook posts

## Standard partner package\*

**£250+VAT**

- Half page advert in digital guide
- Inclusion in one e-newsletter
- Product displayed on the campaign section
- Minimum two tweets and two Facebook posts

## Basic partner package

**£50+VAT**

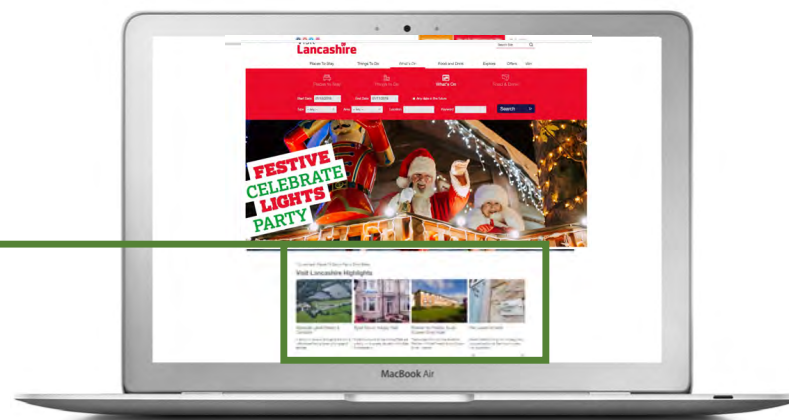
- Product displayed on the campaign section

# Christmas Campaign

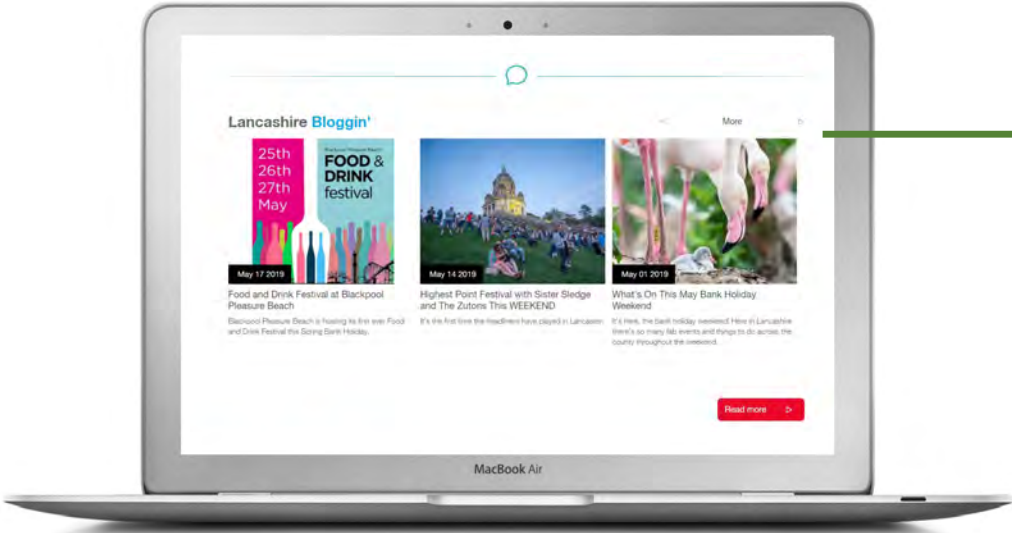


Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



# Christmas Campaign



Lancashire blog

Product displayed on campaign landing page

