

Bespoke Digital Marketing

2026 - 2027

Digital platforms:

Email

Social

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



Bespoke Digital Marketing

Looking for a more of a shopping list of digital marketing opportunities you can cater to your business, scheduled around your own activity? Look no further!

We offer individual digital marketing opportunities from solus newsletters, to social media posts and additional presence on [visitlancashire.com](https://www.visitlancashire.com). Each package can be tailored made to suit your business needs and what you want to achieve.

You can also use these to add more exposure to our existing packages for our seasonal and key holiday campaigns such as summer or October Half Term.

Looking for something even more bespoke? We can work together to create something completely unique to you, we are always happy to discuss ways to get your business out to our audience, so get in touch!

2025/26 Statistics

- 13.5M Website Impressions [VisitLancashire.com](https://www.visitlancashire.com)
- 19,000 contacts in email database
- 60 visitor e-newsletters sent, 317k opens
- 99,108, followers across social channels
- 1.4m reach/impressions on social media



To book contact Megan on megan@marketinglancashire.com

Marketing
Lancashire

Visit
Lancashire

Bespoke Digital Marketing

E-Newsletter		Partner rate
Solus Date subject to availability	Solus email to full visitor database Perfect for events, special offers, openings and new product launches Avg. open rate 29%	£495 (+VAT)
Inclusion Date subject to availability	Inclusion in VL Newsletter to full visitor database Perfect for promoting updates from your business e.g. competitions, offers, new opening times Avg. open rate 29%	£150 (+VAT)
VisitLancashire.com		Partner rate (per week)
Featured on Top Things to Do on Home Page		£150 (+VAT)
'Don't Miss' listing in relevant top navigation section		£150 (+VAT)

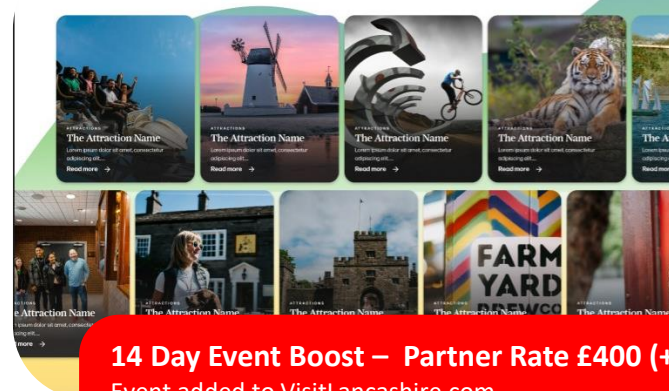
Additional free of charge opportunities available to partners on VisitLancashire.com:
 Feature on the news section or blog
 Prize draw listed on the win section
 Events and Special offers listed

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Don't miss **SIX** the musical at Blackpool Opera House

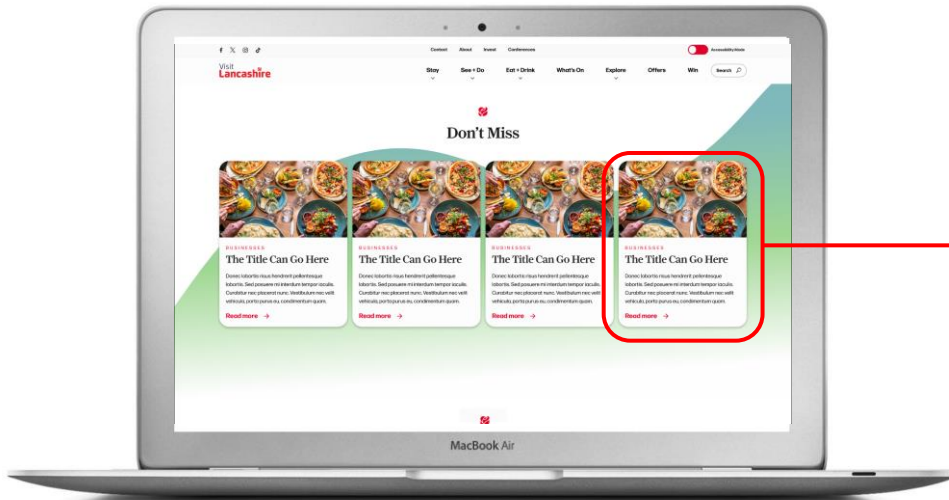
Top Things To Do



14 Day Event Boost – Partner Rate £400 (+VAT)

Event added to VisitLancashire.com
 Featured on What's On Don't Miss
 Newsletter inclusion
 1 Facebook and 1 Instagram Story inclusion
 Blog Feature

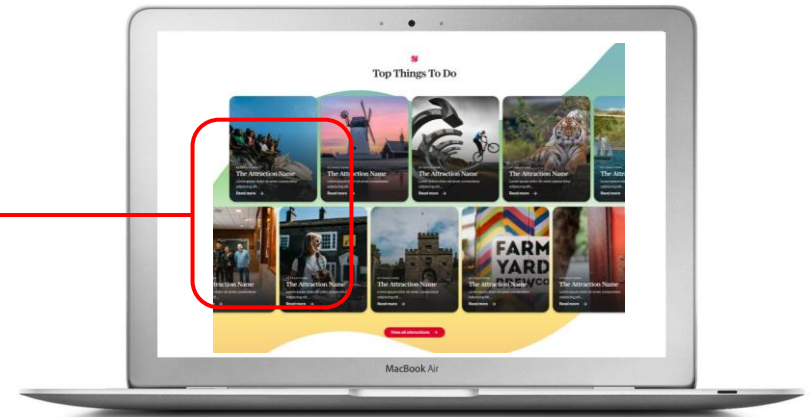
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New website design is subject to change.

Don't miss feature on key landing pages

Product displayed on top things to do on the homepage



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