

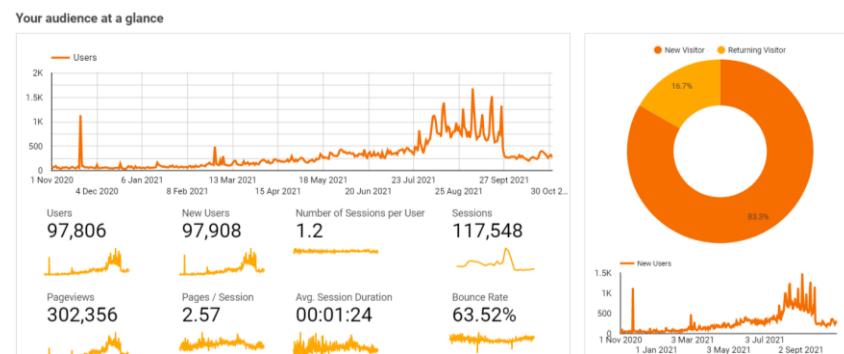
Lincolnshire Coastal BID Marketing Strategy 2022

Business Marketing Plan

The marketing strategy for 2021 proved to be a great success, shifting to advanced digital resources gave us the chance to reach a much wider audience with figures for the INSTREAM project reaching nearly 4 million people across the UK. This has been the most successful marketing campaign to date.

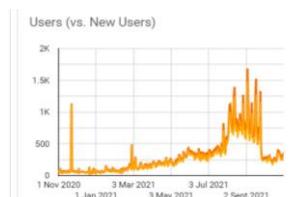
Most of the marketing strategy for 2020/2021 ran campaigns which incorporated a “**call to action**” that diverted readers/listeners/followers to the VISIT LINCS COAST website to find out more information, the analytics for this show that the Visit Lincs Coast website had 302,356 “page views” in the last 12 months, a remarkable increase from 2020 with just 161,071 page views and 193,118 in 2019. “New users” to the Visit Lincs Coast website has increased by 97,908 people this year, again a noticeable increase from last year with 53,703 new users and 68,564 the year before that. The analytic reports show peaks or an increase in traffic which corresponds with the various marketing campaigns that ran on different media platforms during the 2020/21 Marketing plan.

Website Analytics Nov 2020 – Nov 2021



Instream Performance Apr 2021 – Sept 2021

- **AUDIO IMPRESSIONS: 3,911,945**
- **TOTAL REACH (UNIQUE LISTENERS): 1,510,720**
- **LISTEN-THROUGH-RATE: 98.72%**
- **TOP STATION: ABSOLUTE RADIO: (17.6% TOTAL)**
- **TOP DEVICE: SMART SPEAKERS: (63.2% LISTENS)**



Brand Image - the strength of the previous marketing plan has allowed the name and visual brand recognition to increase, streamlining Visit Lincs Coast with the majority of destination management and tourism organisations around the world, we will continue to utilise the “Visit Lincs Coast” logo in every campaign, event and promotion and have introduced a new version of the logo which has been specifically designed for Environmental projects undertaken by Visit Lincs Coast. This has already been used on Visit Lincs Coast projects such as planters, benches and railings, and beach clean promotional material displaying a much softer and welcoming approach to putting the Visit Lincs Coast name brand on a project. We also make good use of the winter logo on Mailchimp marketing and communications throughout the winter months.



- Destination Guide** – the new destination guide was due to be released in April 2021, however was put on hold due to COVID-19, and was then subsequently held back due to lack of available bed space and accommodation available post-pandemic. The guide will be released in the coming weeks and will be used as part of the “look and book” ethos for holidays and day trips in 2022. The timing of the guides release is key to assisting the visitor economy at a point that it will have the most impact, whilst still being mindful of the levels of uncertainty and challenges we may still face in 2022, due to the continuing changes to Government guidelines.

New for 2022

We have designed a new marketing plan for 2022, knowing that digital marketing is the most successful way forward so we will be replicating some of the resources used in last years plan, however we will also be introducing new ideas, new resources and will be incorporating a BRAND-NEW theme called **#Visit Lincs Coast #where memories matter the most**. This theme will run continuously throughout 2022; and will be embedded into each deliverable campaign. This concept will allow communities, and visitors of old and new to upload photos and video clips of their family days out and holidays onto social media platforms to create a library of happy faces, experiences, attractions and destinations from past and present that will promote the Lincolnshire coast. This is something that all businesses can adopt and get involved with by uploading their own **#memories** and encouraging their visitors to do the same. We can display posters across the catchment area, and will also be designing a digital poster/sticker that can be displayed on business websites/socials and signage.

#Visit Lincs Coast #where memories matter the most

BRAINSTORM



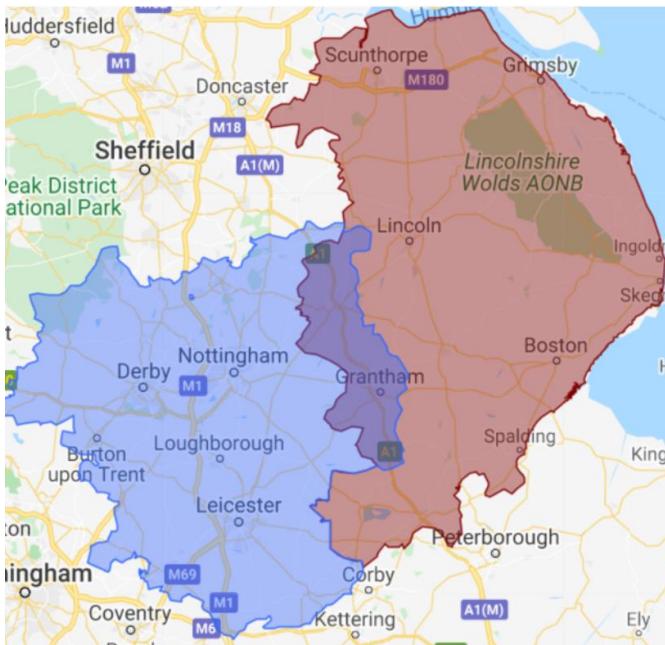
Being
together

is the best gift of all

LET'S HELP OUR AUDIENCE EXPLORE AND MAKE MEMORIES, THAT REALLY MATTER. We want to give our audience the thrill of finding that new scenic spot or fun attraction that they'll bring the kids to for years to come or that little gem of a café by the rocks that their grandparents brought them to many years ago.

Whatever it is, we're here to help find the perfect place to visit, reminisce and to revisit.

#memoriesmatterthemost in 2022, with #Visit Lincs Coast.



2. Radio Advertising – Lincs FM channel for localised advertising, and GEM Radio will be used to cover Nottingham, Derby, Leicester and Sheffield regions. Working closely with Bauer Media will allow us to select the right area to cover with Radio advertising, depending on who our target audience is. Alternative stations are available should we wish to target a different area.

3. Event Marketing – Separate marketing campaigns for each event through all channels and media.

Central Event Calendar create a centralised events diary which run as print and digital campaigns and also through the Visit Lincs Coast website.

Event specific marketing – in line with the events schedule. Marketing campaigns will be rolled out to enhance coverage and promote “what’s on” using mainstream digital marketing, combined with radio and press coverage for all major events.

Event Marketing Support allow event organisers to advertise through Visit Lincs Coast website and social medias, giving extra support to levy paying businesses, engaging with visitors and keeping the events schedule rolling throughout the year to encourage footfall **#promote my poster**.

- 4. “INSTREAM”** introducing this new marketing technology allowed us to cover specific areas in the UK with radio impressions throughout stations such as Absolute Radio, Kiss, Kiss-tory and Kerrang along with many more, the campaign includes a “clickable companion” meaning that listener's using internet devices such as pc's laptops, iPads phones etc, our Visit Lincs Coast website address will pop up on their screen as soon as our advert plays, directing them to our website to find out more information. In turn, an event advertised by a business or external organisation is linked back to their own website for booking and ticket purchases (an advertising bounce off system through Visit Lincs Coast).



5. **TV Advertising** – we would like to create a TV advert, this has been supported by the Board of Directors in previous meetings, the cost to cover a day-time campaign for a period of 4 weeks on mainstream channels is around £40k, this includes the creative content, the cost is lower than expected because the creative content will be edited from footage and videos that we already have in the archive gallery, this footage was collected during 2021 by Lincolnshire Videography as part of the 2020/21 Marketing Strategy.

6. **Digital Marketing** – Banner marketing through internet resources. Google Ads, You Tube, Facebook Sponsored Ads, Instagram for Business.

Watch & Win - data collection and measurable marketing concept, watch the Visit Lincs FUNCOAST video for a chance to win a prize. Contact details required which will be passed back to us through box ticking GDPR agreements, which allows us to increase our internal database for direct marketing.

Advertorials – digital advertorials, working with various media companies to enhance marketing and promotion during seasonal changes and concepts, this is something that we can link the VLC videos and podcasts to which enhances engagement from viewers/readers. Options available are vast, and can at times be expensive if using mainstream tabloids, but these have a wider reach. We have built good working relationships with media companies which allow us to choose and target different areas across the UK, depending what sector or theme we are promoting.



7. **Print Copy** - continue to produce high quality printed material to enhance specific campaigns. As an example, please see the double-sided advertorial already booked and ready for print in the Nottinghamshire and Leicestershire Aspect for January 2022.

Printed Advertorials – working with various media companies to enhance marketing and promotion during seasonal changes, promoting destinations, new and old attractions, family days out, coastal initiatives and using this opportunity and resource to promote business sectors and industries that fall within our visitor economy promotional plans. We are able to create engaging and informative narrative to include in these advertorials, making sure that we influence and encourage visitors to the coast with creative writing and fun and informative content.



8. Social Media's the social media followers and engagements increase by the day, more work can be done to increase the numbers and work with business to share the content and events that we post on their own social medias for further exposure. Support from the DOB's would be helpful on their own marketing platforms to set an example to other businesses and create some momentum.

Facebook is by far the most popular platform with our followers, with campaigns, posts and sponsored adverts reaching over 130,000 people for different and varying campaigns. We also have followers and content making its way across the continent with “likes and shares” from Canada, Thailand and America.

9. **YouTube** – we have created a “Visit Lincs Coast” YouTube account, this account is used to promote the destination as a whole and contain vlogs and videos promotions. YouTube has the capability to capture data from subscribers which can be added to our internal database. The YouTube account includes the CAMPERCAST Podcast series, and all other video content created. This is still an area of our marketing that needs to grow and expand so some promotional work will be done during 2022 to raise the profile of the Visit Lincs Coast YouTube account.
10. **TIK-TOK** – A new **TIK-TOK** account has been created for Visit Lincs Coast, a new concept that we will upload fun and engaging content to. Experiences, attractions, events and more ensuring that the creative aspect showcases the Lincolnshire coast at its best.
11. **Ladbaby** – we have contacted the management team for **Ladbaby** and invited them to spend a few days on the Lincolnshire Coast, visiting our attractions, destinations and beaches. It may be that we will require support from DOB's in terms of accommodation and tickets/passes but this was a suggestion from a member of the board in a previous meeting. We will update you with any communication from Ladbabys management team accordingly.

Sector specific Guides

- **Fishing on the Lincolnshire Coast** we would like to create a digital and printable guide to the fishing lakes that fall within our catchment area, there are some amazing lakes with fabulous on-site facilities that we can promote, at present we feel that this sector falls short of any marketing support delivered by Visit Lincs Coast and therefore would like to create a guide that is informative and fun to read for potential angling visitors and hobby holiday makers to the coast. At present, there is nothing available which is specific to the Lincolnshire Coast and this is a large market to target in support of the fisheries that contribute to the Business Improvement District. A sector expert is currently being sourced to ensure the content of the guide is detailed and professional, and we have also contacted Robson Green (actor and host of the “Extreme Fishing” TV show) to be the face of this project and work with us to promote the fishing industry in our area.
- 12. Vlogs** - (video posts) for use on all social medias with a focus on YouTube account as this is rated as the second most utilised platform second to Google. Live videos of events, and destinations to be uploaded to social medias. This has proved to be successful in 2021, with engagement reaching tens of thousands of people across the UK.
- 13. VLC Video Library** - following on from ‘The Natural Coast’ video, work has been continuous throughout 2021 to collate footage for a variety of videos, we released two videos during the pandemic, one called “Preparing to welcome you back” and the other “On track to welcome you back” these videos were successful on all social media channels and were designed to keep followers engaged with the Lincolnshire coast as we worked our way through the Government guidance. New footage has since been collated resulting in a fabulous “Visit Lincs FUN Coast” video. This will be released shortly and play a large part in creating excitement early in the new year. This video will be used and alternated between different campaigns throughout 2022, although it does not have a specific time limit to it so can be used for a much longer period of time.
- A brand new - **“Festive Tipple & Treats – Celebrating the BRANDS OF THE LINCOLNSHIRE COAST”** video which features local businesses such as Batemans, Skegness Gin, Chuckling Cheese, Farmer Browns Ice-Cream and other tipple and treat products that are associated with the Lincolnshire Coast has just been released. This has been created to support the retail economy and has so far been very well received.
<https://www.youtube.com/watch?v=5qNCKmZIFeg>

14. **VLC Image Library** – to update the existing photo image library and create new, fresh and clear imagery to use for marketing purposes.
15. **Winter Marketing Campaign** – to work with partners and businesses to enhance visitor numbers during the winter months. Example being a workable project with all businesses and organisers and parishes, large or small to implement a collective Coastal Christmas theme across the BID area. Light displays and enhanced activities and entertainment for a better visitor experience.
16. **Night Time Economy** – Promotional work to enhance the night time economy across all destinations.
17. **Visit Lincs Coast Website** – the upgrade of the VLC website is paramount to our visitors, to have an engaging and informative website that offers a “one stop shop” of information regarding our destinations, attractions, facilities and amenities will ensure that the website is working effectively and will give each levy paying business additional marketing
18. **Data Collection** – to continue expanding the Visit Lincs Coast in-house contact database for current and future direct marketing and to utilise measurable marketing options as much as possible.
19. **Staycations** – Campaign to promote “staycations” on the Lincolnshire Coast and promote the hospitality industry. In line with the Visit England/Visit Britain ethos.
20. **Day visitor conversions** – Encourage day visitors to increase their stay for longer periods of time, weekend breaks and long weekends.
21. **Family FUN Days** to create a day trip guide to promote family days out, and day trips to the Lincolnshire Coast. Using digital and paper print marketing resources and creating a page on the Visit Lincs Coast website highlighting the attractions and destinations.

Levy Business Marketing Support – bridging that gap between marketing and business support.

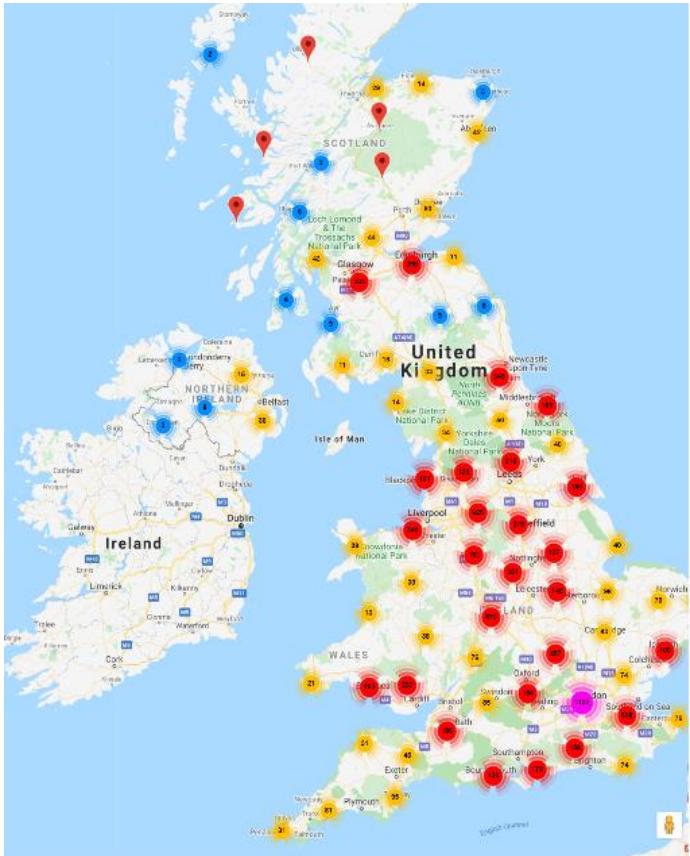
1. Provide enhanced online resources and support for businesses with the opportunity to improve their own marketing and social media presence, introducing social media training on our skills portal to encourage all businesses to have a strong online presence.
2. With a new internal database of contacts, we are now offer our leisure industry businesses a free VLC digital marketing service to promote and advertise their own events and schedules. This level of marketing assistance is designed to bridge the gap between marketing and business support that will have a direct, and positive impact on their cash sales and footfall and to enhance their own marketing activity **#promote my poster**.

Key Performance Indicators

1. Website Traffic – to monitor visitors to our website; www.visitlincscoast.co.uk and find out more about them. We will be able to track how our consumers found the website and what it is they are using the website for. We can then use this data to help anticipate what they would like to see more of. Using programmes such as google analytics enables us to measure visitor numbers, location of visitor, duration of time spent browsing, new users or returning visitors and which pages they are viewing. Choosing specific marketing resources will direct people to our website to increase numbers to report and to raise the profile of the Visit Lincs Coast website.
2. Social Media Reach and Engagement – Social media resources have a built-in tracking and analysis tool. Going forward we will utilise this data to target specific messages to people and demographics across the UK.
3. Email Marketing Performance – Mailchimp marketing, known as direct marketing. Each email campaign that we send out will be analysed through the software in which we use. We will measure a number of behaviours through this form of marketing such as delivery rate, unsubscribe rate, open rate, click through rate, conversion rate and the number of shares. We also have the option to utilise out-sourced companies to send emails on our behalf, their resources are unlimited for the target market we are aiming our campaign at, and can be expanded or drilled down to suit our requirements (no customer data collection for this option, however vast marketing coverage achievable).
4. Catalogue distribution – The distribution of the new destination guide will provide us with more key data such as email addresses, location of the visitor enquiry and trend analytics. The data collected during 2020, is being used to maximise the marketing impact for 2021/22 and will continue to do so in forthcoming years.

Company Website – www.visitlincscoast.co.uk

By enhancing the current website and creating a more inviting landing page has really helped website engagement, we will ensure that it has the capability to include all aspects of our core business values as well as being a substantial marketing tool, we will be in a position to use our website to signpost the majority of our marketing activities. This will ensure that all destinations, attractions and businesses that advertise on our website receive additional exposure and value for money. As a destination management organisation, using the internet effectively is a key, clear and accurate way to monitor traffic and analyse data in order to create a full cycle of marketing strategies and reports. This overarching approach will together ensure the profile of the BID is raised and sustainable going forward.



Target Audiences

Researching and understanding our prospective customers will allow us to refine our marketing messages and aim them in the right direction.

The Lincolnshire coast has something to offer for everyone, choosing digital as a key marketing player means that each campaign can be expand or drill down accordingly, depending on the season, genre, age, event, visitor attraction and/or destination that we are focusing on at that time.

From families visiting the fun coast to horse riders searching for the ultimate hobby holiday, we need to ensure that our messages reach the right people.

Target Area's

Our marketing demographic has historically focused on condensed areas across the Midlands, however recent data collected and analysed shows that our prospective consumers are located from further afield, with the Southern regions of the UK coming in at top of the VLC search list.

This data has been collected from 10,000.00 potential visitors who requested the “Visit Lincs Coast” Destination Guide from locations across the whole of the UK. The data from this report tells us that we need to speak to a wider audience, by using digital marketing methods, the strategy will be inline with the budget but will allow us to speak to as many people as possible with each campaign.

As a whole our intention is to reach out to everyone, customers old and new. Our chosen methods for marketing during 2022 will take a new, fresh, modern and collective approach to marketing.

Whilst the prominent use of the internet is a sign of the times, we are also aware that there is still a desire for hard copy marketing during certain campaigns, so we will look at these on an individual basis and ensure that we find the right balance to meet the consumer demands. Local newspapers, and printed copy will still play a part in the Visit Lincs Coast marketing strategy.

Content Initiatives

<u>TYPE OF CONTENT</u>	<u>FREQUENCY</u>	<u>GOALS/KPI'S</u>
Social Media <p>Facebook Posts Twitter Posts Instagram Posts You Tube TIK-TOK Sponsored event posts</p>	More than daily More than daily More than daily As required As required Monthly/As required in-line with events schedule	Increase following Brand Awareness Promotion of local businesses and local events Drive traffic to the website Target to specific audience Track reach and clicks to website
Website <p>Business/Event Listings Blog Posts Website content/pages</p>	Ongoing Daily/Weekly/Monthly Ongoing	Highlight the experiences and attractions available on the coast whilst showcasing local businesses and events Track overall blog visits Track website traffic on a monthly basis, check geographical location, demographic and behaviours of visitors Increase users to the website Reduce bounce rate Create a go to online destination guide Ensure, new and relevant information is displayed, with correct information and links to external websites if and where necessary.

Digital Image Content	Throughout 2022	<p>Continue to build our library and archive of images and video footage.</p> <p>Utilise great content through all media platforms to showcase the Lincolnshire coast.</p> <p>Continue to provide quality images to other marketing companies to promote the coast such as Coach Tour magazines etc.</p> <p>Create new videos</p> <p>Photographer at all events</p>
Emails by Mailchimp	<p>Newsletters</p> <p>As required Monthly</p> <p>Updates</p> <p>As required</p> <p>Whats ON/Whats NEW</p> <p>Monthly</p> <p>Events</p> <p>Weekly</p>	<p>Track reports and open rates. Target the best time for emails to be opened and automate them. At present, 7pm is the best time.</p> <p>Grow networking list year on year</p> <p>Information on newsletter's will provide businesses with opportunities to improve their own marketing presence such as using tools available to them through us, updates on the VLC Skills Portal, Gov grants and information,</p>

		<p>and all relative “Whats ON” information in the area.</p> <p>To use the large VLC database to advertise businesses, attractions and events.</p>
Radio – INSTREAM	<p>March to September</p> <p>Scheduled running up to the events on the coast.</p>	<p>Target marketing across the UK, incorporating new areas such as Cambridgeshire, Bedfordshire, Midlands and N/London regions.</p> <p>Advertise Events - Call to action – divert listeners to our website for more information.</p> <p>To maximise coverage of listeners, 4 weekly coverage, with increased blasts nearer to the start of the event.</p>
Radio – Adverts for Events		
Watch & Win	Mid 2022	<p>Watch video, input contact details for a chance to win a prize –</p> <p>Data collection</p> <p>Engagement for videos</p> <p>Fun</p> <p>Interactive</p> <p>Engaging</p>

Low-cost campaigns	<p>Mailchimp and localised advertising</p> <p>Working with the local press to raise the profile of the BID with editorial support for environmental projects.</p>	<p>Working in partnership with ELDC and LCC to push forward with collaborative campaigns</p> <p>Social media sponsored posts, campaign coverage is vast per £ and can be tailored to suit and target certain areas and demographics.</p> <p>TIK-TOK FACEBOOK INSTAGRAM TWITTER YOU-TUBE</p> <p>MAILCHIMP</p>
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Print Material

Destination Guide (35,000.00 hard copies tbc)

January 2022

Publish a destination guide for Lincolnshire Coast which can be distributed on a local, regional and at a national level.

Leaflets

As required

Data collection

National press to advertise events etc

As required

Use coastal ambassadors to distribute businesses promotional materials supporting the areas assets in the traditional and out of seasons months.

Fishing Guide

New in 2022

Family Days Out

March – October (plus seasonal)

Promote specific themes and destinations, hobby holidays, and sector specific marketing and promotions.

Night Time Economy

As required

Hobby Holidays

Jan – December

Promote seasonal changes, ensuring that the natural coast is featured in advertorials and marketing.

Seasonal changes

Oct – March

Event posters.

Event Posters & Signage

All events

Keep all themed VLC Branded banners, signage and barrier covers etc visible at all events and marketing opportunities.

Banners

All events

VLC Branded Materials

All events

FUNDING OPPORTUNITIES <p>Visit England/Britain LEP LEADER Local Government initiatives LRF</p>	As they arise	<p>Identify potential funding opportunities to help strengthen the tourism sector on the Lincolnshire Coast and develop new marketing opportunities.</p> <p>Create sponsorship options for VLC events to support the event, create more marketing revenue and promote the sponsoring business.</p>
Digital Visitor Satisfaction Surveys	New in 2022	<p>Gather information on the type of visitor, how far they have travelled and what they like and dislike about the coast.</p> <p>Using research companies to analyse changes in visitor behaviour to develop and improve on our own marketing strategies, understand visitor expectations and relay this information to businesses to encourage best practice.</p>

<u>STRENGTHS</u>	<u>WEAKNESSES</u>	<u>OPPORTUNITIES</u>	<u>THREATS</u>
<ul style="list-style-type: none"> ● Good value for money visitor experience ● Stunning coastline and beaches ● Wildlife and Nature reserves ● Sense of space ● Vibrant, fun and bustling resort ● Nostalgia for older generations ● New developments ● Plans in place for many more VLC Events. 	<ul style="list-style-type: none"> ● Lack of all year round events and attractions ● Lack of employment out of seasons ● Insufficient quality accommodation and attractions ● Decrease in standard of environment ● Lack of professionally trained staff ● COVID Recovery ● Loss of trading businesses ● General lack of consumer confidence ● Lack of moral 	<ul style="list-style-type: none"> ● Fund out of season events and experiences ● Extend the season ● Digital Market to reach wider audience ● Continue to build on and enhance brand image for the Lincolnshire Coast ● Coordinate own signature events ● Enhance the environment ● Training opportunities for employers ● Sector Specific marketing ● Sound & Vision marketing 	<ul style="list-style-type: none"> ● Negative PR on coastal resorts ● Brexit ● Lack of funding from local authority ● Area not promoted on national/international level ● Competition from other seaside resorts ● Travel corridors re-opening