

VISIT KENT

# Amplify your marketing to share your message

We offer a range of cost-effective solutions to help you reach the audience and share your message.

2023-2024

# QUALITY SOLUTIONS FROM A WINNING TEAM

Tap into the **expertise** of the Visit Kent team, working with us to test out **new and exciting channels or audiences**.

Our marketing opportunities provide a **cost-effective way to solve a number of problems** and can help you achieve the following objectives:

To promote an event

To promote a new product

Gain exposure to a new audience

Generate content for your own channels

To acquire opt in data



## Upselling and reaching new audiences

Important, additional spend is likely to reduce so **upselling and creating loyalty with customers** will be a priority.

We can support businesses to **target a variety of different audiences** and reach beyond existing networks and channels.



## Maximise value through economies of scale

By pooling resources, we can address challenges together, communicating a strong destination message in a joined-up way. We can **maximise reach** delivering greater ROI for ever-stretched marketing budgets, and access platforms or partnerships that may not be available individually.

# £1500

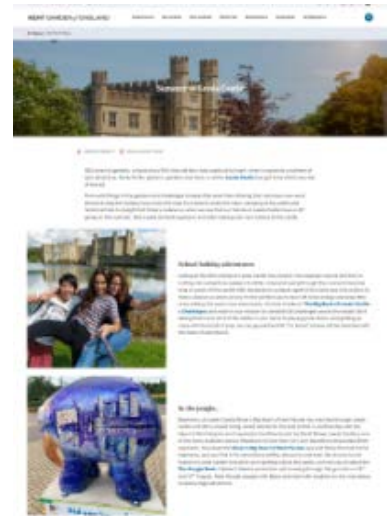
# DIGITAL AMPLIFICATION PACKAGE



We offer partners the chance to showcase events, campaigns and updates through bespoke, dedicated guest content on the Visit Kent channels. Shared across the Visit Kent consumer channels, these dedicated features benefit from a wide exposure to the highly engaged Visit Kent audience.

One digital amplification package includes:

- Dedicated feature on the Visit Kent website
- Homepage banner on the Visit Kent website
- Inclusion in a Visit Kent e-newsletter to 35k
- 5+ social media posts, incl. an IG story



## Overview

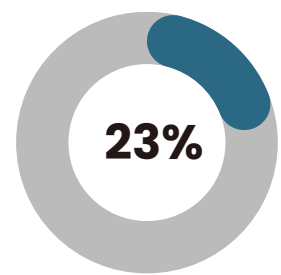
Each piece of feature content benefits from being shared across our social media channels, generating extra exposure and engagement from a wide audience. Our high engagement rate on Instagram makes the stories we post on this channel to promote our features particularly valuable. Not only this, but the features themselves benefit from a high dwell time of nearly three minutes, on average, making the Visit Kent features the most viewed and engaging area of the website.

## Our Channels

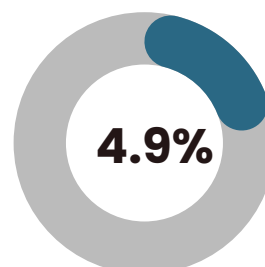
Average dwell time on features



Share of Visit Kent page views



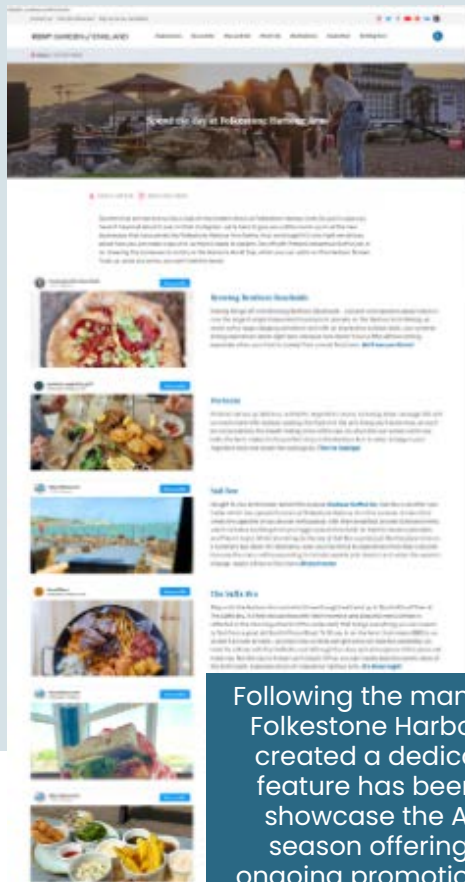
Instagram engagement rate



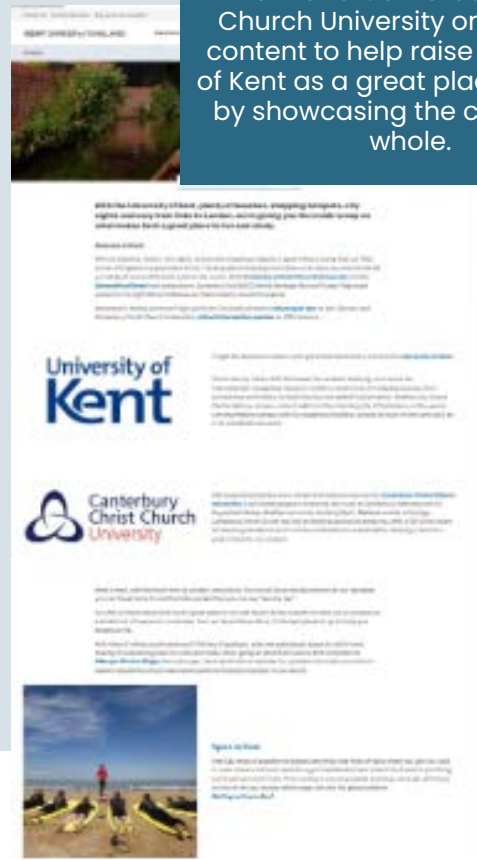
**FEATURES ARE THE MOST VIEWED AREA OF THE WEBSITE**

# PREVIOUS CONTENT PARTNERSHIPS

We worked with the University of Kent and Canterbury Christ Church University on a suite of content to help raise awareness of Kent as a great place to study by showcasing the county as a whole.



Following the many new openings at Folkestone Harbour Arm, Visit Kent created a dedicated feature. This feature has been created to help showcase the Arm's on and off-season offering and support its ongoing promotion as a year-round destination.



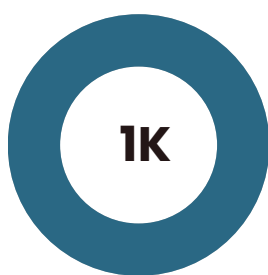
## KEY STATS

### Folkestone Harbour Arm

Average dwell time



Page views

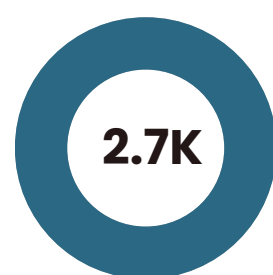


### Studying in Kent

Average dwell time



Page views



# Dedicated newsletter £1000

## Inclusion from £400



# E-NEWSLETTERS

Our e-newsletter database has been carefully curated, building a highly engaged audience. As an alternative method of exposure to this audience, or as part of the Digital Amplification Package highlighted above, partners may also opt to purchase a solus e-newsletter or have their own section within a suitable thematic e-newsletter.

An e-newsletter bolt-on would include:

- Section within a suitable e-newsletter, or dedicated e-newsletter, dependent on package purchased
- E-newsletter copy written and created by Visit Kent team
- Direct link to partner website page of choice
- Final report of key metrics



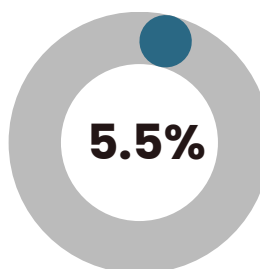
## Overview

Depending on budget, an e-newsletter inclusion or dedicated e-newsletter is a great opportunity to gain exposure to the Visit Kent audience.

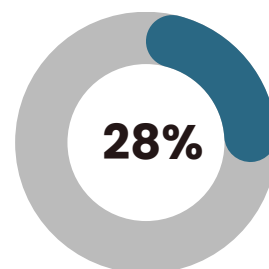
While the industry standard for travel, hospitality and leisure is a 20.2% average open rate, and 1.2% average click through rate, the Visit Kent average rates far surpass this, demonstrating its influence and value.

## Our Channels

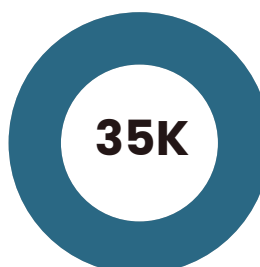
Average click through rate



Average open rate



E-newsletter subscribers



**THE VISIT KENT  
DATABASE IS HIGHLY  
ENGAGED**

# Fully managed delivery £1500

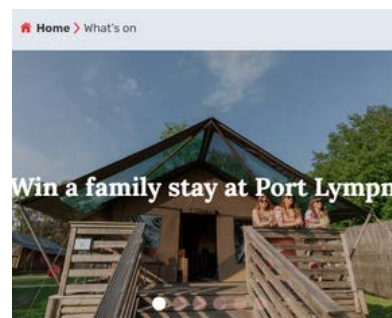


# COMPETITIONS

Visit Kent partners may gain additional exposure through a dedicated competition. Partners have the option to be the sole prize within the competition, or Visit Kent can source additional supporting prizes to create a larger package, depending on the partner's needs. This activity provides many benefits including opt in data for partners to support with further engagement.

One competition package includes:

- Dedicated competition landing page
- Exposure across all consumer social media
- Dedicated Visit Kent e-newsletter to 33k+
- Paid social media activity
- GDPR compliant opt in data



Port Lympne Hotel & Reserve are offering an adventure of a lifetime to one lucky winner this year, with an overnight stay in their Bear Lodge, a safari experience, a spectacled bear encounter, and much more. Discover the wonder and beauty of the Kentish countryside and the amazing things there are to see and do here.

Port Lympne Hotel & Reserve is Kent's biggest wildlife park, with over 600 acres of stunning savannah right on your doorstep for you and the family to explore. Spend the night at The Bear Lodge, overlooking the spectacled bear habitat, and offering a night of luxurious glamping with firepit for marshmallow toasting, comfortable beds under canvas tents, and glorious views. With mouth-watering selections at the restaurant, and refreshing drinks at the bar, you're well

# PORT LYMPNE COMPETITION

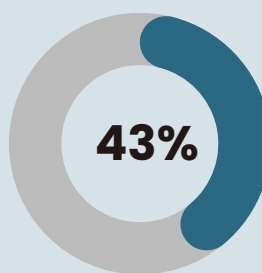
Entries



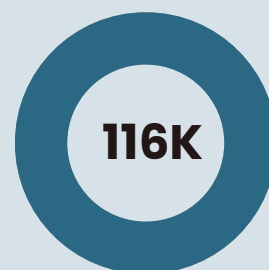
Page views



Opt in rate



Impressions



Full delivery only £2000 plus influencer costs



# INFLUENCER ACTIVITY

Working with content creators and influencers is a great way to reach an engaged audience with an authentic message. Visit Kent has excellent relationships with a wide range of different creators with good levels of reach and engagement, specialisms in particular channels, and different audience demographics.

Visit Kent offer a full end to end solution.

- Influencer research and proposals
- Complete trip co-ordination
- Full briefing and itinerary preparation
- Content buy-out negotiation
- Contract management



The most gorgeous festive break in Canterbury! 🎄 Under one hour by train from Central London, the city is filled with pretty streets, a great Christmas market, lots of independent shops and more. My top pick if you're looking for an easy day trip or getaway over the next month!! ✨❤  
@visitcanterbury  
@visitkent

## CANTERBURY INFLUENCER TRIP WITH WANDERLUST CHLOE

Impressions



Engagement



Posts created



Followers



# GET IN TOUCH WITH THE TEAM

Hollie.DuPreez@visitkent.co.uk  
Alanna.Kite@visitkent.co.uk  
Louisa.Mungall@visitkent.co.uk



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## OUR PACKAGES

### Digital Amplification Package

Perfect for:  
Raising awareness

£1500

### E-newsletters

Perfect for:  
Direct messaging

£1000

### Competitions

Perfect for:  
Capturing opt-in data

£1500

### Influencer activity

Perfect for:  
Reaching new audiences

£2000

**All prices are exclusive of VAT**