



*One of the top
performing tourism
websites and social
media platforms in
the region!*

Membership Information - 2022/23

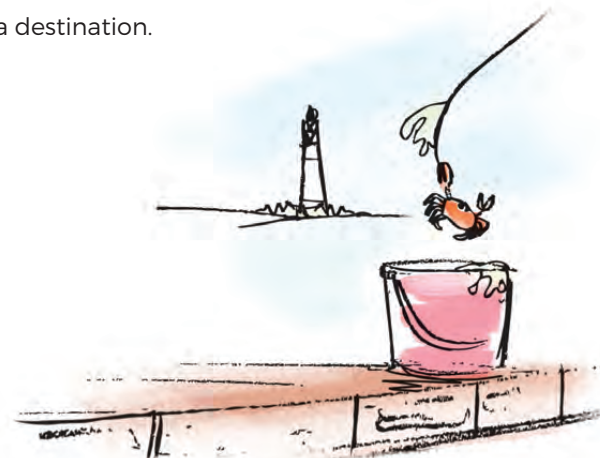
WHO WE ARE... >>

The Suffolk Coast DMO (Destination Management Organisation) is an industry-led, not for profit, membership organisation working to boost the visitor economy, develop the tourism infrastructure and support businesses along our coast.

Using 'The Suffolk Coast' brand we are able to communicate a clear, consistent message, raising the profile of the Suffolk coast, attracting visitors – focusing on improving out of season trade and working hard to get your business noticed.

www.thesuffolkcoast.co.uk is the official visitor website for the Suffolk Coast, supported by engaging social media content, PR and creative campaigns. Every business listed on **www.thesuffolkcoast.co.uk** and involved in our marketing activity contributes to the Suffolk Coast's success - with every penny of your membership fee and all advertising revenue going into promoting and developing the Suffolk Coast as a destination.

*Whether yours is a small, medium
or large organisation, we want
you to join us and help shape the
future of tourism on our coast.*



WHAT YOU GET... »



MEMBERSHIP INCLUDES:

1 free website listing on www.thesuffolkcoast.co.uk in a section of your choice

Your business included in The Suffolk Coast's **PR, content, campaign and social media activity**

Discounted advertising rates on www.thesuffolkcoast.co.uk

Exclusive access to The Suffolk Coast's **Festival and Events Marketing Support Fund**

Regular communications - updates on industry insights, research, latest news and funding opportunities

Promote your special offers & events free of charge on www.thesuffolkcoast.co.uk

As a DMO member you get a significant discount with Visit Suffolk
info@visitsuffolk.com

Free basic listing on www.visiteastofengland.com



HOW IT CAN WORK FOR YOU... >>

Our beautiful user friendly, mobile responsive website is our shop window – jam packed with fresh content, stunning imagery and video - driving visitors to your business! View current statistics on website traffic and engagement here: www.thesuffolkcoast.co.uk/join-us

USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS - 2021/22



Top locations

Where website traffic comes from:

London
Suffolk
Essex
Norfolk
Cambridgeshire
The Midlands



CONSUMER ENEWS:

Over 29,800 subscribers
Average open rate 26.7%
Average click rate 5.7%

Monthly broadcasts full of
great content promoting
your business!



GENDER:

57% female
43% male



AGE:

65+ 18%
55-64 19%
45-54 19%
35-44 17%
25-34 19%
18-24 10%



SOCIAL MEDIA:

Facebook over
+20,500 likes

Instagram over
12,200 followers

Twitter over 8,600
followers

Website Statistics 2021/2022


- Nearly one million visits!
- Over 750,000 users
- Over 2.3 million page views
- High referral rates
- Consistently high Google Ranking

MOST POPULAR PAGES:


Towns and Villages
Homepage
What's On
Things to do
Where to Stay
Special offers
Explore
Food and Drink
Shopping

YOUR FREE WEBSITE LISTING... >>


WHAT'S INCLUDED...




Your business listed in either Where to Stay / Things to Do / Food and Drink / Shopping or Weddings




Your business included in the nearest Town / Village guide




Map pin on the interactive 'Explore' map page




Four images and one video on your listing page




Contact information, address, email link, phone number and directions




External link to your website and social media pages




Summary description and unlimited main description




Add PDF documents to your listing e.g. maps, rate cards, menus etc.




Listing rotation so your business appears 1st on the overall list of businesses at regular intervals



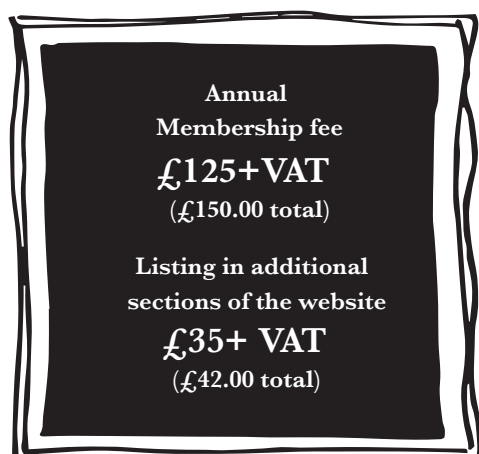
Listing featured at intervals on landing pages - Where to Stay / Things to do / Food and Drink / Weddings / Shopping



Promotion of your offers in our dedicated Special offers section



Social media links and TripAdvisor Badges



Value for money...

>> *Example, as a hotel your listing will appear in 'Where to Stay', you can also have a separate listing for your restaurant in 'Food and Drink' for £35+ VAT.*



*Discounts available
for multiple ads!
We do all the
design for you!
Full performance
reporting*

Advertising Information - 2022/23

WHY ADVERTISE WITH US ...

- The Suffolk Coast DMO is the number one tourism marketing organisation for East Suffolk and The Suffolk Coast.
- As a member of the DMO you have access to digital advertising specialists, social media specialists and marketing specialists.
- www.thesuffolkcoast.co.uk is the official tourism website for the region, and has the highest audience figures for potential visitors.
- The Suffolk Coast DMO team understands the visitor economy, and has a proven track record of success in building and engaging audiences, and delivering impactful digital campaigns.
- The DMO team are super easy to work with and provide the best value for money, with very low administration charges, ensuring as much of your money as possible is spent on actual advertising!
- We collaborate with Visit Suffolk, Visit East of England, and 12 other tourism groups across the region to deliver the best targeted campaigns, raising the profile of the destination and bringing visitors here.

Whether yours is a small, medium or large organisation, we will create impactful campaigns to achieve your marketing goals!



ADVERTISING... >>

HOW IT CAN WORK FOR YOU... >>

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USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS - 2021/2022



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Website Statistics 2021/2022

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MOST POPULAR PAGES:

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Homepage
What's On
Things to do
Where to Stay
Special offers
Food and Drink
Shopping
Weddings

ADVERTISING... >>

TAKE YOUR FAIR SHARE OF OUR AUDIENCE

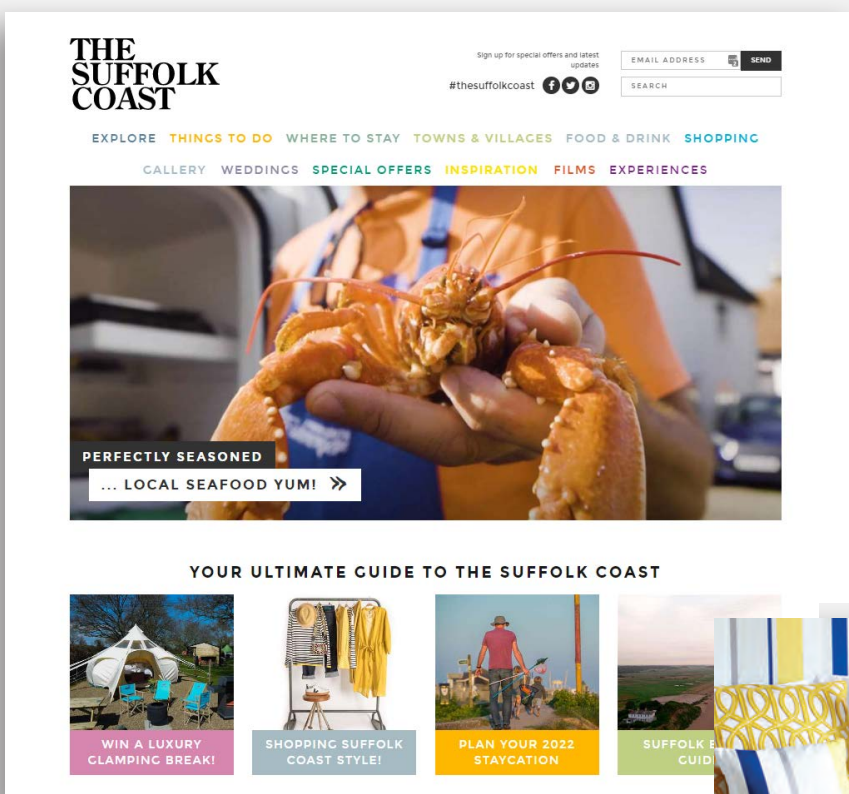
We offer prime advertising space on high traffic website pages, with direct links to your business.

Advertise on www.thesuffolkcoast.co.uk and drive business your way by being identified as a principle brand/business within the destination.

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HOMEPAGE BOX ADVERTISEMENTS



We will tailor make packages to suit your needs, design & create your advertisements, give you a full performance report and offer great discounts when you book 3 or more ads!

Please note: The number of landing page banners, homepage box ads and enews slots are limited – book now to avoid disappointment!



1 box advertisement in the 'Ultimate Guide' section with an external link to your website = £125 + VAT for 4 weeks

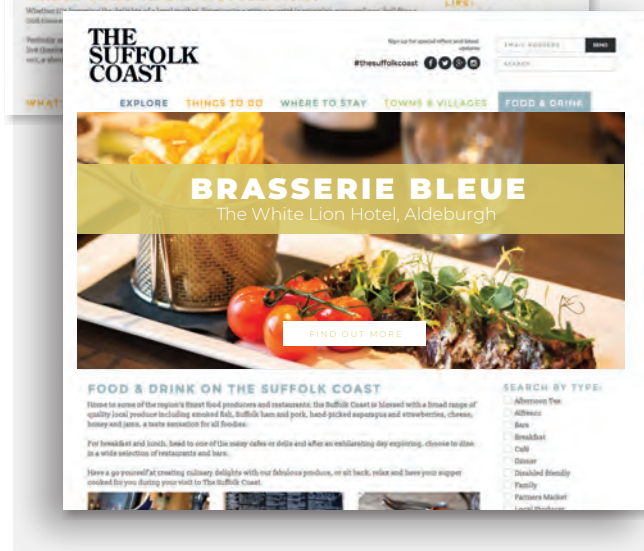


ADVERTISING... ➤

LANDING PAGE BANNERS

Where to Stay, Things to Do, Food and Drink, Weddings, Special Offers, Shopping & Towns and Villages

Large carousel banners across the top of our landing pages lend themselves naturally to advertising your business, they achieve high engagement and link directly to your website or social media.



1 x banner advertisement with
an external link to your website
= £175 + VAT per month

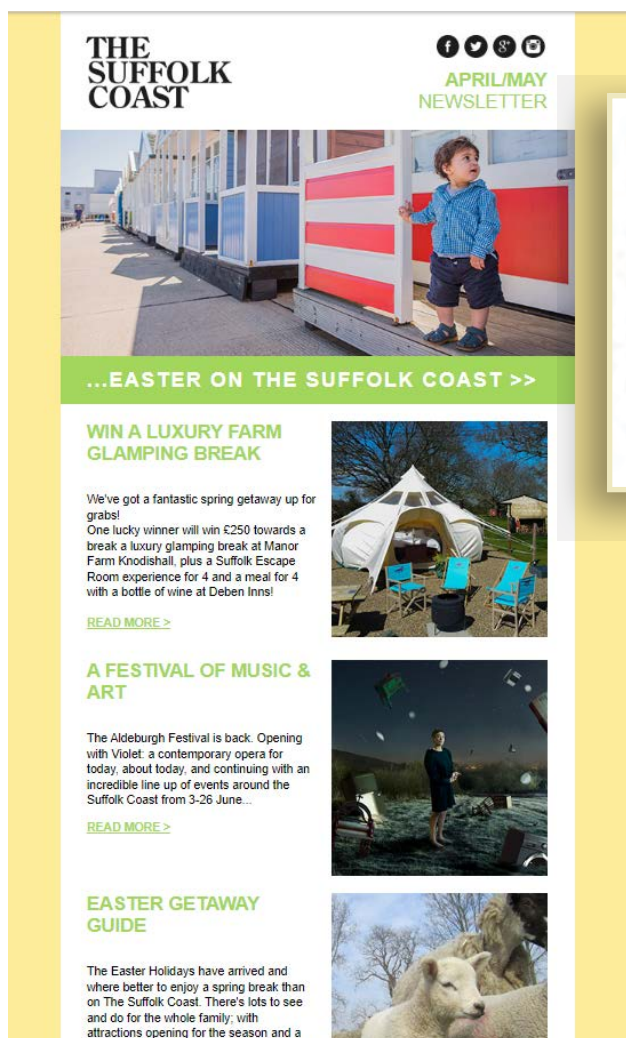
ADVERTISING... ➤

MONTHLY CONSUMER eNEWS

We currently have over 29,800 subscribers to our monthly enews, with an average open rate of 26.7% and click through rate of 5.7%, both above industry averages.



1 x content slot in the monthly enews
with an external link to your website
= £175 + VAT



ADVERTISE YOUR BUSINESS HERE

If a long planning period is not for you, then why not take advantage of Thorpeness Country Club's last minute offer of 50% off venue hire until end of March 2019. This offer is for selected dates so don't hang around get your perfect wedding by the sea booked in!

[READ MORE >](#)



DISCOUNTS ON MULTIPLE ADVERTISEMENTS:

Discounts on multiple advertisements: Book any combination of banner ads, enews slots, homepage ads or competitions and we'll apply the following discounts:

10% discount for 3+ slots

15% discount for 4+ slots

20% discount for 6+ slots

Get in touch with us today &

find out how The Suffolk Coast DMO can work even harder for your business!

Email annie@thesuffolkcoast.co.uk

ADVERTISING... >>

ATTRACT MORE VISITORS WITH BESPOKE CAMPAIGNS

- *Run bespoke campaigns with The Suffolk Coast DMO & we will use the most effective platforms for your budget, including our website and social media, Google and Facebook Ad Campaigns, and enews takeovers.*
- *Every campaign is niche and developed to help achieve your marketing goals.*
- *The bigger your budget the louder your voice!*
- *Get in touch to discuss your individual needs and let us do the work!*

BESPOKE CAMPAIGNS DELIVERED WITHOUT THE BIG AGENCY FEES? YES PLEASE!

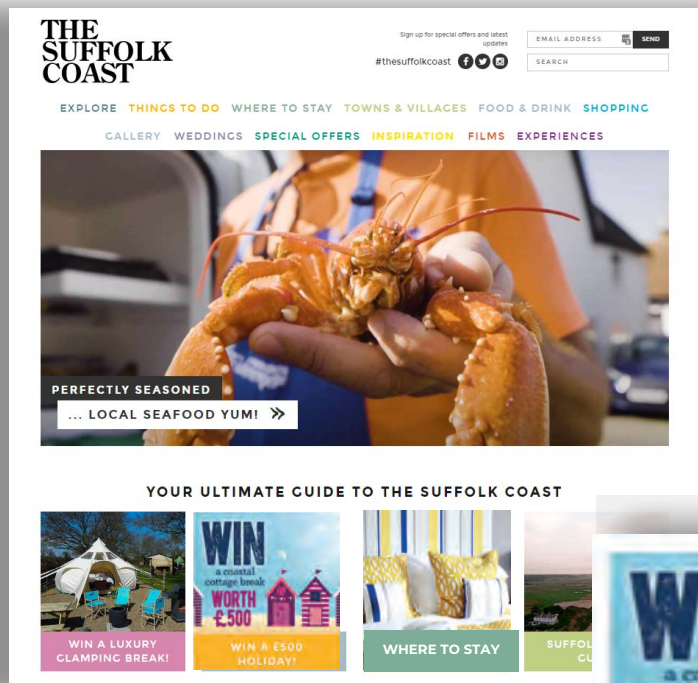
Bespoke campaign promotional tools	£3,500	£5,000	£10,000
Enews takeover broadcast to full subscriber list of +29,800	1	2	3
Additional blog page added to www.thesuffolkcoast.co.uk featuring your best assets.	1	1	2
Social media posts directing traffic to the featured blog page.	✓	✓	✓
Display advertising on www.thesuffolkcoast.co.uk in the best sections for your campaign goals	£680	£1,260	£2,360
Google display campaign targeting your specific audience	£1,000	£1,500	£3,150
Social media display campaign targeting your specific audience	£800	£1,000	£2,000
Competition on www.thesuffolkcoast.co.uk with social media promotion and GDPR data sharing	✗	✓	✓
Google Display Ad campaign promoting the competition	✗	✗	✓
Anticipated audience reach*	*868,000	*1,635,000	*3,280,000

*Online advertising works on the basis of an auction and the cost can vary dramatically if there is more competition for the same audience profile. The audience figure is an estimation based on previous campaign performances.

ADVERTISING... >>

COMPETITIONS

The Suffolk Coast can promote your business to thousands of new leads and grow your database along the way. You provide the prize and we'll do the rest!



Benefits to you:

- Extensive promotion across a social audience of 40K over an 8 week period
- A dedicated page on www.thesuffolkcoast.co.uk promoted from the homepage
- Receive hundreds of GDPR compliant consumer data opt-ins for your business
- A dedicated enews slot to our consumer database of 28K
- Reciprocal sharing across social media platforms
- Use of your video, imagery & branding

1 x competition featured on homepage,
promoted across social media platforms,
enews, with GDPR compliant data sharing
= £225 + VAT



JOIN ONLINE TODAY... >>

www.thesuffolkcoast.co.uk/join-us

email: annie@thesuffolkcoast.co.uk



/thesuffolkcoast



/TheSuffolkCoast



/the_suffolk_coast

