



Membership information

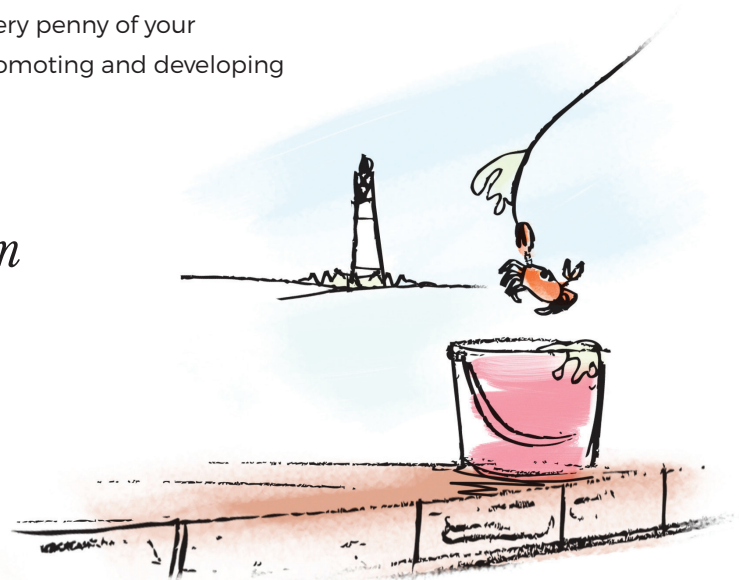
WHO WE ARE... >>

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.

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 »

Annual membership includes:



●
1 free website listing on
www.thesuffolkcoast.co.uk

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

●
**Discounted
advertising rates** on
www.thesuffolkcoast.co.uk

●
Access to The
Suffolk Coast's
**Festival and Events
Fund**

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

●
25% discount on
www.visitsuffolk.com
Enhanced Listings

●
**Free basic listing on
www.visiteastofengland.com and access
to their member benefits including:**

- Preferential rates on credit card processing and reductions in terminal costs from Lloyds TSB and 7 months FREE banking for new customers from Lloyds TSB
- **£150 voucher** to use against Larking Gowen services
- **10% discount** on hospitality insurance by Ryan Group
- **30 minute consultation** from Birketts LLP Communication



HOW IT CAN WORK FOR YOU... >>

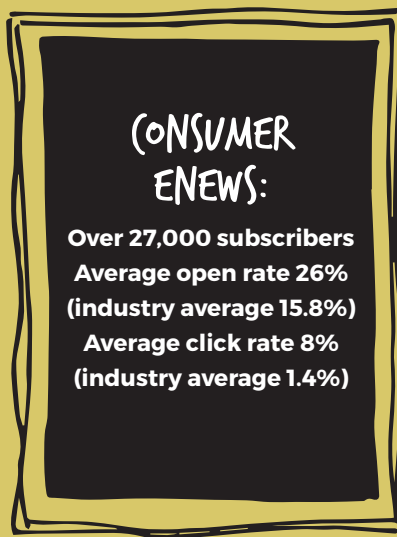
Our beautiful user friendly, mobile responsive website is our shop window – jam packed with fresh content, stunning imagery and video - driving visitors to your business! View current statistics on website traffic and engagement here: www.thesuffolkcoast.co.uk/join-us

USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS



TOP 5 LOCATIONS WHERE WEBSITE TRAFFIC COMES FROM:

London
Suffolk
Norfolk
Essex
The Midlands



CONSUMER NEWS:

Over 27,000 subscribers
Average open rate 26%
(industry average 15.8%)
Average click rate 8%
(industry average 1.4%)



GENDER:

64% female
36% male



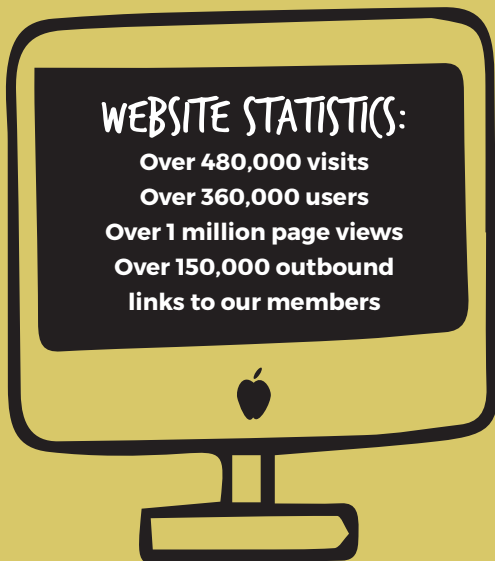
AGE:

65+ 17%
55-64 20%
45-54 23%
35-44 20%
25-34 15%
18-24 5%



SOCIAL MEDIA:

Facebook likes
over 12,400
Twitter followers
over 5,500
Instagram followers
over 1,400



WEBSITE STATISTICS:

Over 480,000 visits
Over 360,000 users
Over 1 million page views
Over 150,000 outbound
links to our members















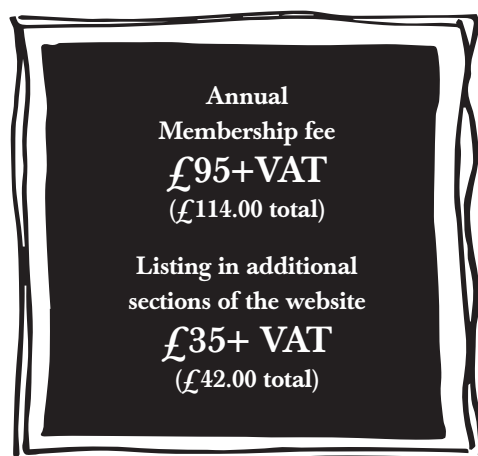
MOST POPULAR PAGES:

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

YOUR FREE WEBSITE LISTING >>

WHAT'S INCLUDED...

-  Your business listed in either 'Where to Stay'/ 'Things to Do' or 'Food and Drink'
-  Your business included in the nearest Town/ Village guide
-  Map pin on the interactive 'Explore' map page
-  Four carousel images on your listing page
-  Contact information, address, email and phone number
-  External link to your own website or Facebook page
-  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'
-  Location map
-  Add one video to your listing



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.

ADVERTISING >>

As a member of The Suffolk Coast DMO take full advantage of discounted opportunities to promote your business across www.thesuffolkcoast.co.uk. We offer prime advertising space on pages that attract high levels of traffic, including our homepage and popular landing pages. Advertise on www.thesuffolkcoast.co.uk and drive custom your way by being identified as a principle brand/business within the destination. View current statistics on website traffic and engagement here: www.thesuffolkcoast.co.uk/join-us

HOMEPAGE

The screenshot shows the homepage layout. At the top left is the logo 'THE SUFFOLK COAST'. To the right is a sign-up form for special offers and latest updates, with fields for 'EMAIL ADDRESS' and 'SEND', and a search bar. Below the logo is a navigation menu with links: 'EXPLORE', 'THINGS TO DO', 'WHERE TO STAY', 'TOWNS & VILLAGES', and 'FOOD & DRINK'. The main banner features a lighthouse on a grassy field under a dramatic, dark sky, with the text 'PERFECTLY SEASONED ... WHATEVER THE WEATHER >>'. Below the banner is the section 'YOUR ULTIMATE GUIDE TO THE SUFFOLK COAST', which contains four boxes: 'HOLIDAYS ON THE SUFFOLK COAST', 'WHAT'S ON', 'YOUR BUSINESS NAME HERE', and 'WE LO...'. A larger, detailed view of the 'YOUR BUSINESS NAME HERE' box is shown to the right.

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 2 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 = £50 + VAT for 2 weeks

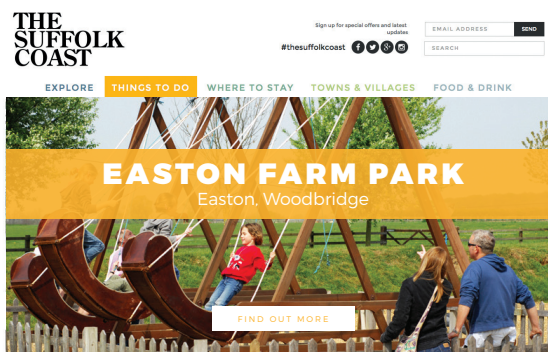
A detailed view of a business advertisement box. It features a background image of a bed with white linens and yellow and blue patterned pillows. At the bottom, there is a green footer with the text 'YOUR BUSINESS NAME HERE' in white capital letters.

ADVERTISING ➤

LANDING PAGE BANNERS

Where to Stay, Things to Do, Food and Drink, Towns and Villages.

Large carousel banners across the top of our landing pages lend themselves naturally to advertising your business, they attract great traffic and link directly to your website.



1 x banner advertisement with an external link to your website
= £100 + VAT per month

ADVERTISING >>

MONTHLY CONSUMER eNEWS

We currently have over 27,000 subscribers to our monthly enews, with an average open rate of 26% and click through rate of 8%.

The screenshot shows the layout of the 'THE SUFFOLK COAST' Spring Newsletter. At the top, it says 'THE SUFFOLK COAST' and 'SPRING NEWSLETTER'. Below this is a large image of a coastal landscape with a building in the distance, captioned 'PERFECTLY SEASONED'. A green bar below the image contains the text '... SPRING TIME TITLE TO GO HERE >>'. The main content consists of four article teasers, each with a title, a short paragraph, and a 'READ MORE >' link. The titles are: 'THE GEM IN THE WAVENEY VALLEY', '26TH NOV - 15TH FEB NORTH SEA HITS THE NATIONAL GALLERY', 'THE GEM IN THE WAVENEY VALLEY', and 'THE GEM IN THE WAVENEY VALLEY'. At the bottom, there is a 'SHARE...' section with social media icons and the hashtag '#thesuffolkcoast'. Below that is a green bar with the text 'WANT MORE FOR 2015? WE'VE GOT LOADS MORE!'. The footer contains two small articles with dates and titles, and a small disclaimer at the very bottom.



1 x content slot in the monthly eNews with an external link to your website = £150 + VAT

This screenshot shows an advertisement slot within the newsletter. It features a green header with the text 'ADVERTISE YOUR BUSINESS HERE'. Below the header is a paragraph of text: 'The Brudenell epitomises the perfect seaside hotel; beach chic, friendly and informal service, award-winning food and our tranquil beachfront setting all blend effortlessly with indulgence and relaxation.' To the right of the text is a photograph of a large, white, multi-story building on a beach. Below the advertisement is another article teaser with the title 'THE GEM IN THE WAVENEY VALLEY' and the start of the text 'The market town of Beccles has'.

DISCOUNTS ON MULTIPLE ADVERTISEMENTS:

Monthly enews slots - £150 per month

10% discount for 2+ slots = £270 (£300)

20% discount for 4+ slots = £480 (£600)

30% discount for 6+ slots = £630 (£900)

Banner Advertisements - £100 each per month

10% discount for 2+ banners = £180 (£200)

20% discount for 4+ banners = £320 (£400)

30% discount for 6+ banners = £420 (£600)

Get in touch with us today to find out how The Suffolk Coast DMO can work even harder for your business! Email annie@thesuffolkcoast.co.uk

JOIN ONLINE TODAY
www.thesuffolkcoast.co.uk/join-us

CONTACT US

tel: **01394 410506**

email: **annie@thesuffolkcoast.co.uk**

visit: **www.thesuffolkcoast.co.uk**



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