



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

## *Membership information - January 2022*

### **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](http://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](http://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](http://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](http://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](http://www.thesuffolkcoast.co.uk)

Over **50% discount**  
on Visit Suffolk's Gold,  
Silver & Bronze rates email  
[info@visitsuffolk.com](mailto:info@visitsuffolk.com)

**Free basic listing** on  
[www.visiteastofengland.com](http://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](http://www.thesuffolkcoast.co.uk/join-us)*

## USEFUL WEBSITE AND SOCIAL MEDIA STATISTICS - @JANUARY 2022



### Top locations

Where website traffic comes from:

London  
Suffolk  
Essex  
Norfolk  
Cambridgeshire  
The Midlands



### CONSUMER ENEWS:

Over 29,800 subscribers  
Average open rate 26%  
Average click rate 6%

Monthly broadcasts full of  
great content promoting  
your business!



### GENDER:

58% female  
42% male



### AGE:

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



### SOCIAL MEDIA:

Facebook likes  
+20,143, followers  
+22,157

Instagram followers  
over 11,400

Twitter followers over  
8,469

### January 2021 to 2022 website statistics:

+947,844 visits up 53%  
+728,876 users up 52%


+2.2 million page views up 56%  
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.*



# 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](http://www.thesuffolkcoast.co.uk)** and drive business 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](http://www.thesuffolkcoast.co.uk/join-us)**

## HOMEPAGE



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

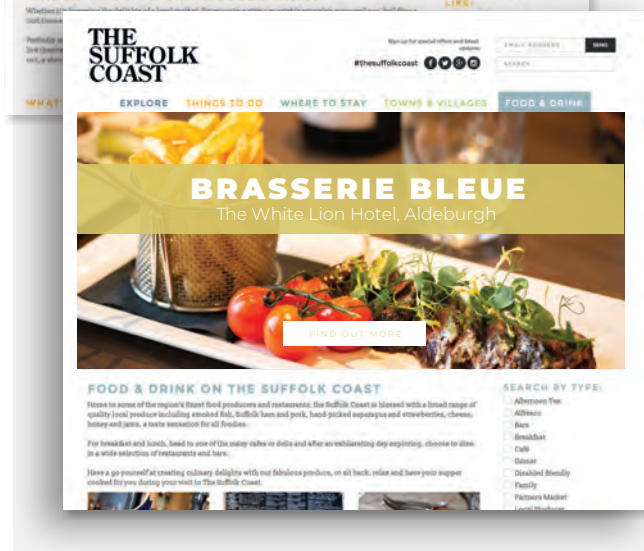


# ADVERTISING... ➤

## 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 attract great traffic and link directly to your website.*

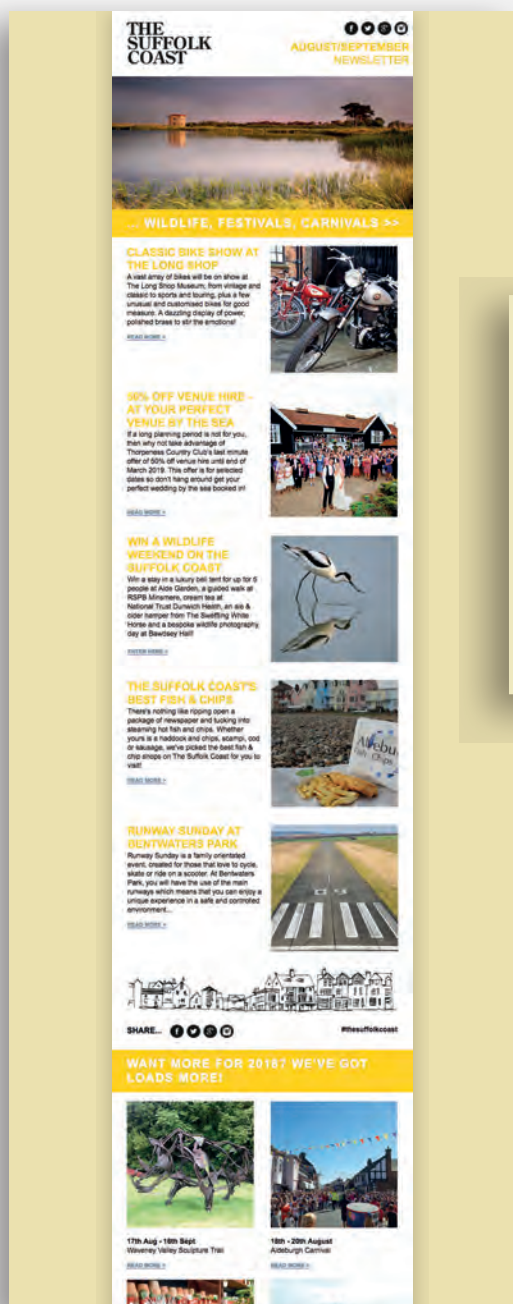


1 x banner advertisement with  
an external link to your website  
= £175 + VAT per month

# ADVERTISING... ➤

## MONTHLY CONSUMER eNEWS

We currently have over 29,800 subscribers to our monthly enews, with an average open rate of 26% and click through rate of 6%.



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

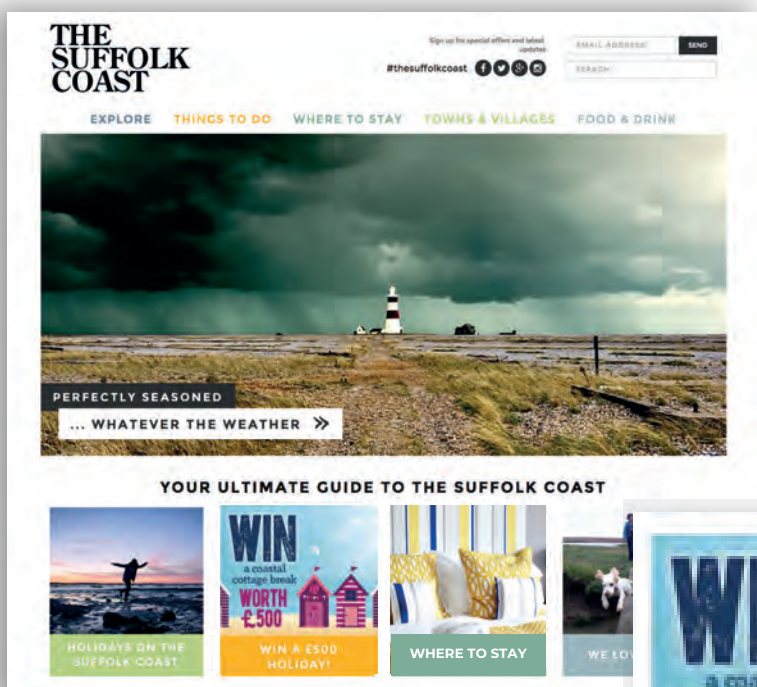
Get in touch with us today to find out how *The Suffolk Coast DMO*  
can work even harder for your business! Email [annie@thesuffolkcoast.co.uk](mailto:annie@thesuffolkcoast.co.uk)



# 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 26K over a 6 week period
- A dedicated page on [www.thesuffolkcoast.co.uk](http://www.thesuffolkcoast.co.uk) promoted from the homepage
- Receive hundreds of GDPR compliant consumer data opt-ins for your business
- A dedicated e-news 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,  
e-news, with GDPR compliant data sharing  
= £225 +VAT

# JOIN ONLINE TODAY... >>

[www.thesuffolkcoast.co.uk/join-us](http://www.thesuffolkcoast.co.uk/join-us)

email: [annie@thesuffolkcoast.co.uk](mailto:annie@thesuffolkcoast.co.uk)

visit: [www.thesuffolkcoast.co.uk](http://www.thesuffolkcoast.co.uk)



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