



Membership information - July 2021

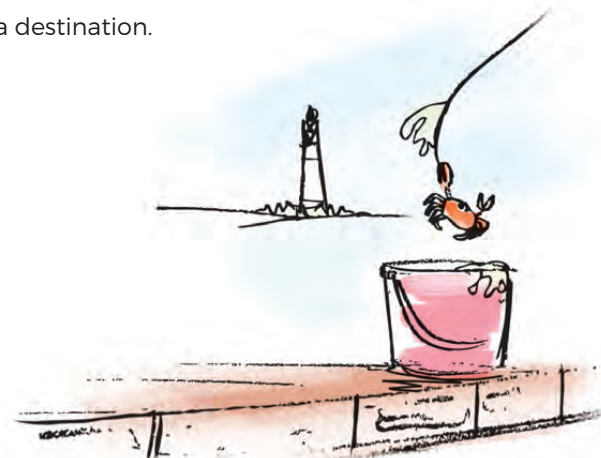
WHO WE ARE... >>

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

Over **50% discount** on Visit Suffolk's Gold, Silver & Bronze rates email 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 - JULY 2021



TOP 5 LOCATIONS

WHERE WEBSITE TRAFFIC COMES FROM:

- London
- Suffolk
- Essex
- Norfolk
- Cambridgeshire

CONSUMER ENEWS:
Over 29,000 subscribers
Average open rate 26%
Average click rate 6%

Monthly broadcasts full of great content promoting your business!



GENDER:

- 57% female
- 43% male



AGE:

- 65+ 20%
- 55-64 19%
- 45-54 18%
- 35-44 16%
- 25-34 20%
- 18-24 8%



SOCIAL MEDIA:

- Facebook likes over 19,440
- Twitter followers over 8,178
- Instagram followers over 9,882

July 2020 to 2021 WEBSITE STATISTICS:

- +809,000 visits up 55%
- +617,176 users up 49%
- +1.9 million page views up 74%
- High referral rates
- Consistently high Google ranking

MOST POPULAR PAGES:

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

YOUR FREE WEBSITE LISTING... >>

WHAT'S INCLUDED...



Your business listed in either Where to Stay / Things to Do / Food and Drink 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 own website or 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



Promotion of your special offers in our dedicated section



Social media links and TripAdvisor Badges



Annual
Membership fee
£110+VAT
(£132.00 total)

Listing in additional
sections of the website
£35+ VAT
(£42.00 total)



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 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

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, Offers, 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.

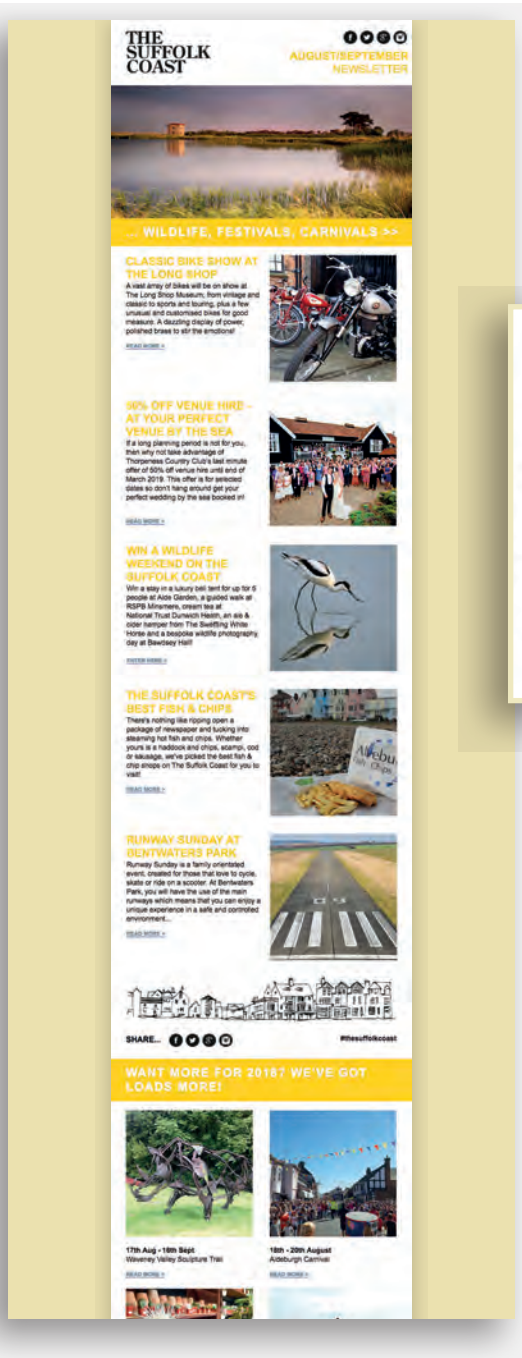


1 x banner advertisement with
an external link to your website
= £175 + VAT per month

ADVERTISING... ➤

MONTHLY CONSUMER eNEWS

We currently have over 29,000 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

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 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, enews, with GDPR compliant data sharing = £225 + VAT



JOIN ONLINE TODAY... >>

www.thesuffolkcoast.co.uk/join-us

email: annie@thesuffolkcoast.co.uk

visit: www.thesuffolkcoast.co.uk



[/thesuffolkcoast](https://twitter.com/thesuffolkcoast)



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