

As requested we have put together the basis of a campaign. As we never got to properly run with #morethanjustabeach, we would utilise a number of the plans and materials for this but we wouldn't recommend the printed and physical advertising through-out bristol anymore and would instead focus all the budget towards social media ads and target several locations instead.

All messaging would be wrapped with the idea of supporting local tourism town post-covid and #staycationing and promoting #booklocal.

This is the core plan:

### **PHASE 1/SOCIAL ADS:**

Three Paid Facebook Campaigns to build link clicks to the We are Weymouth website. Targeting 3-4 key locations (e.g. Bristol, Bath - Weymouth BID to confirm).

Ad 1/Active Holidays - Artwork ready

Ad 2/Romantic Holidays - Artwork ready

Ad 3/History and Heritage Holidays - Artwork ready

*Ends 2 weeks after the retargeting begins.*

### **PHASE 2/RETARGETING:**

"Win the Weekend" - Paid Social Campaign using Retargeting. This will be a Share to Win competition (to increase social exposure). Links will direct users to a new landing page which includes the My Perfect Weekend Quiz, guest blogs (for more information about each Weekend).

Win the Weekend - Users will complete a form, entering their email and selecting their favourite weekend from the My Perfect Weekend options. One winner will be selected and will receive free accommodation, activities, food and drink for their selected Perfect Weekend.

*Begins 2 weeks after Phase 1.*

### **PHASE 3/EMAIL FOLLOW UP**

5 email campaigns to the competition entrants, each segmented by their selected 'Perfect Weekend'. Email to include an enticing offer from one of the major/most relevant attractions/businesses. Excerpts from the relevant guest blog will be included. Links to a Visit England blog and a Visit Dorset blog at the bottom of email.

*Begins end of August/early September to push for late Summer weekend breaks.*

### **To Do (DS):**

- Planning/optimising social ads
- Source 5 guest bloggers who can write about their Perfect Weekend in Weymouth.
- Landing page for the Retargeting campaign.
- Design email campaign.
- Add new Travel Itineraries category to News/Blogs (category will be pulled through on Landing page).
- Write Visit England blog: 5 Perfect Weekends in Weymouth
- Write Visit Dorset blog: 10 Hidden Gems in Dorset
- Write additional posts as itineraries for WAW (A digital detox weekend, WFH: Work from Harbour, pet-friendly getaways)

### **To Do (Wey BID):**

- Confirm towns to target in Phase 1
- Confirm what can be included in the Win the Weekend prize
- Source offers to include in email campaigns