

EXPERIENCE PROJECT

Marketing Report

Targeted Consumer Campaigns

T4.3.1

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Introduction

We started developing our approach around a targeted consumer campaign at the early stages of the project as it was crucial to develop engaging targeted marketing activities to reach our target audiences via the communication channels they use for travel inspiration. To engage the right audiences at the right time, on the right channel, and with the right message, we worked on highly targeted and interactive campaigns to encourage active engagement supported by the use of high-quality immersive, authentic photos showing a diverse range of people participating in Norfolk off-season experiences but also slogans and branding style to unify the profile of Norfolk for effective promotion and present a professional image.

1.1 Reports and data

To build a strong and effective marketing strategy, it was important to understand the different market segments relevant to off-season experiential tourism i.e people who will travel at this time of year and are seeking experiences. Our main target groups were the following:

- Young and child-free travellers
- Those over 55 of age
- Cyclists and walkers
- Members of the ethnically diverse communities and LGBTQ+ communities
- People with additional physical, sensory and cognitive requirements

EXPERIENCE carried out research to identify key attributes and preferences of our target groups to help us inform tourism product development and direct our marketing strategy. Various reports have been developed by the Norfolk EXPERIENCE team, with the exception of the report on travel trends of ethnically diverse communities which was commissioned and carried out with the help of external consultants. Specifically, there was a lack of reliable online published data available about this target audience, and commissioning the University of Northampton to carry out market-leading research on experiential travel preferences and barriers of ethnically diverse communities helped us to shape and market our products to this specific market segment. The same approach has been followed for the other identified target groups.

1.2 Head East Marketing Campaign

For our 2021-22 off-season marketing campaign, we worked closely with Celebrating Culture 21 via the Head East (HE) campaign to market some of the experiential activities developed as part of our offer.

This resulted in:

- Promotion of the EXPERIENCE activities in 3 Head East newsletters
- A feature in Archant regional What'sOn publications with over 93,000 print readers and over 3,000,000.00 online daily readers
- 7 online 'highlight' blogs
- A digital marketing campaign by Annica across Facebook / TikTok / DuckDuckgo / Instagram / Google Search / YouTube / Microsoft Ads / TripAdvisor. These included 70 paid for ads, 638 twitter shares, 1486 Facebook engagements and 11 pins on Pinterest
- A pitch to national newspapers introducing journalists to the wider project ambitions
- A social media influencer as part of Head East featured an activity promoted by EXPERIENCE. This delivered 1,535 Instagram likes and appeared on TikTok/Twitter/Facebook Analysis of Annica's and Head East campaigns are informing our EXPERIENCE marketing schedule for 2022.



Figure 2: A feature in Archant's What's On

1.3 Marketing strategy

The EXPERIENCE project developed and delivered a creative, innovative and impactful campaign to promote Norfolk as an experiential destination during the 2022/2023 off-season and more specifically to promote the **BeNorfolk website**, showcasing our new tourism offer in Norfolk. This involved working in close collaboration with a team of experienced marketing professionals and wider strategic partners to develop branding and marketing material.

The campaign was divided into three aspects: digital marketing, social media and promotional events.

The EXPERIENCE team in Norfolk worked in collaboration with local businesses to create 350 experiences and 100 itineraries which are currently showcased and promoted on the BeNorfolk website. Experiences range from guided walks and new cycling paths to arts & crafts activities and food & drink tours. Over 33% of those experiences and itineraries are accessible-friendly. It was crucial to develop an effective and impactful campaign to promote these activities and attract new visitors in our county.

The team reached out to several marketing companies in December 2021 and commissioned BoRo Experiences, a marketing company led by marketing specialist Dominic Wong. Along with Emma-Jane Nutbrown from That's the Ticket company, Dominic devised a comprehensive marketing strategy to help deliver the marketing campaign.

The marketing strategy (see Appendix 1) identified three main objectives:

- Curation of the hundreds of experiences and activities into target market focused and digestible propositions, packages or itineraries to inspire visitors to take part, including identifying tentpoles which will garner media attention and rich content.
- Development of a positioning framework in which to best draw attention and propensity to visit the experiences and activities by grouping them into digestible themes targeted at the audience segments.
- Identification of best routes-to-market of these experiences, including launch plans.

In addition, the EXPERIENCE team in Norfolk decided to focus this campaign on specific audience groups who are seeking experiential travel and are interested in/able to travel during the off-season, outside of school holidays.

The identified market segments include:

- Younger, child-free residents of urban areas longing to escape and discover new experiences, beautiful scenery and interesting towns and cities with rich cultural offerings.
- Older demographics (55+) who prefer to experience rural life and scenery without the crowds.
- Walkers and cyclists who will travel during the quieter shoulder season, stay longer and spend more in a region than other groups.
- Visitors with additional physical, cognitive or sensory access needs, including wheelchair users, visually impaired, D/deaf visitors and neurodiverse audiences.
- EXPERIENCE is also seeking to broaden the cultural diversity of tourism in Norfolk, targeting underrepresented groups such as ethnically diverse communities and LGBTQ+ communities

It is important to mention that children, schools and families are not included in the scope of this campaign.

These targets were chosen based on thorough research undertaken by the marketing consultants and the EXPERIENCE team, based on tourism data available in Norfolk and the East of England. All of this data has been taken into account when creating imagery and comms messaging for these targets.

The EXPERIENCE team and consultants worked together to come up with a tagline, to inspire visitors to find out more about BeNorfolk. 'Find your New Norfolk' was chosen to put the visitor at the heart of the story, making them the hero. Due to the amount of the experiences and itineraries developed, it was deemed necessary by our consultants to organise them into target market focused and digestible 'packages'. To do this, we organised our 6-month campaign into monthly themes such as *Outdoor Adventure, Inclusivity, History & Heritage, Sustainability, Natural Norfolk etc.* Depending on the monthly theme, we were promoting activities and itineraries as well as organised events that were relevant to that particular theme. The campaign started in October 2022 and finished in March 2023.

2.1 Social Media

One of the 3 aspects of the BeNorfolk marketing campaign was the social media promotion. The project team has been supported by Emma-Jane Nutbrown, our social media consultant with the creation of a bank of proactive social media content from October 2022 through to March 2023. Social media content promoted the vast range of experiences and activities on offer, with a link to BeNorfolk to encourage traffic to the website. The social media consultant also provided support with graphic design (including

imagery and video). Both the project team at Norfolk County Council and the social media consultant worked together to create and update the social media plan each month, updated as and when required with more reactive posts.

It is important to point out that the EXPERIENCE project did not have its own social media channels dedicated to the project. The team did not wish to create new social media platforms and start a new community of followers from scratch as it seemed that the campaign would be more successful on existing social media platforms with a strong existing community and followers. After some initial discussions with Pete Waters, Executive Director of Visit East of England, it was agreed that the EXPERIENCE team could use the Visit Norfolk social media channels for the duration of the BeNorfolk social media campaign.

Outcome:

The campaign which started in October 2022 and finished in March 2023 has been particularly successful and helped to effectively promote the experiential tourism offer in Norfolk.

- ✓ The social media plan, along with the marketing plan followed a **schedule of experiences and events based on a monthly theme**. For example, starting with inclusivity in October, we aimed to promote **accessible and inclusive activities**.



Instagram – 12 October 2022



Figure 3: Accessible and inclusive activities to promote BeNorfolk on Visit Norfolk's Facebook page.

- ✓ January was our **'Natural Norfolk' theme**, to encourage residents and visitors to find out more the **unique natural habitats across the county and connect with nature**.



Figure 4: Promotion of our 'Winged Wonderland' Itinerary on Visit Norfolk's Instagram page.

- ✓ Along with our themed activities, we also published more **seasonal contents** (e.g Halloween-related content or Christmas-themed posts).



Figure 5: Seasonal content to promote BeNorfolk website on Visit Norfolk's Twitter page.



Figure 6: Seasonal content to promote BeNorfolk website on Visit Norfolk's Instagram page

- ✓ We made good use of our **targeted photography assets** to ensure our all of our **target audiences were represented** and could identify themselves with some of our social media posts.





Figure 7, 8, 9, 10: We tried reach a diverse and broad audience on social media.

- ✓ It is worth noting that **local stories and anecdotes** were among our most successful social media posts, with many residents and visitors liking, commenting, and tagging friends and family on the posts.

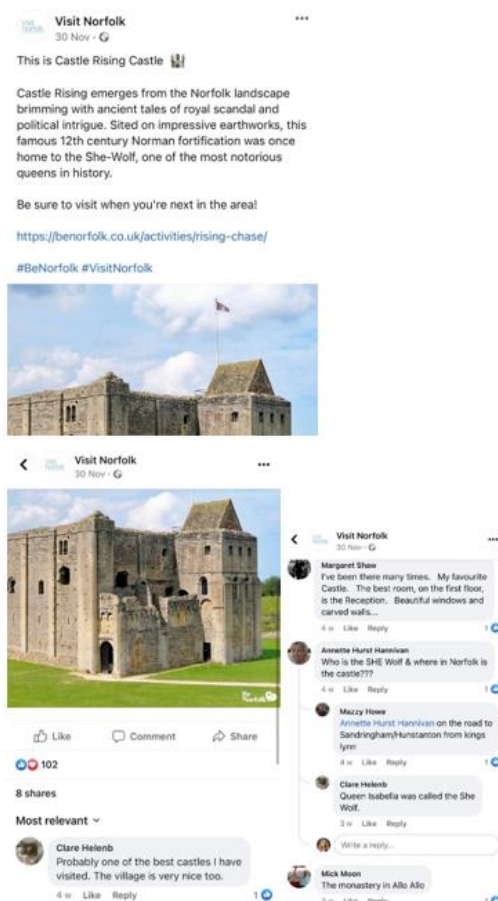


Figure 11: Promotion of BeNorfolk activity on Visit Norfolk's Facebook page.

We also launched a competition at the beginning of the social media campaign in October 2022. This was an easy and effective route to gain attention which added value to the target audience. 6 winners have been chosen at random to win a Norfolk Wonder Pack of their choice.

The use of hashtags, which make it easier to find information with a theme or specific content, enabled an increase in engagement from the public not following Visit Norfolk's pages.

At the beginning of the Be Norfolk campaign, the number of followers for Visit Norfolk's social media accounts were:

- Facebook - 19k followers
- Twitter - 37k followers
- Instagram - 2,500 followers

In contrast, as of 24th March 2023, **21,000** people were following the Visit Norfolk Facebook page (10.5% increase), **38,900** people were following the Visit Norfolk Twitter account (5.13% increase); and **3,955** people were following the Visit Norfolk Instagram page (58.2% increase).

Outcomes of BeNorfolk campaign on Visit Norfolk Instagram account for period October 2022 – March 2023	
<i>Accounts Reached</i>	15,512
<i>Instagram profile visits</i>	1,720
<i>Total new followers</i>	639

Outcomes of BeNorfolk campaign on Visit Norfolk Facebook account for period October 2022 – March 2023	
<i>Accounts Reached</i>	1,025,681
<i>Facebook page and profile visits</i>	7,426
<i>Total new likes and follows</i>	402

Outcomes of BeNorfolk campaign on Visit Norfolk Twitter account for period October 2022 – March 2023	
<i>Total impressions</i>	297,000
<i>Total new followers</i>	361

The social media campaign has been well received by the Visit Norfolk audience and followers. We are pleased to have reached over one million people on Facebook on organic content only (we have not used any paid advert to achieve this result) which is a

very positive outcome. In terms of Instagram, the BeNorfolk campaign also helped increase the number of followers by 71%.

2.2 Digital Marketing

Along with a social media campaign, we decided to incorporate a comprehensive digital marketing campaign to our overall marketing plans and strategy. To help support us with this, we commissioned a specialised digital marketing agency which has been responsible for developing and delivering a creative, innovative, and impactful digital advertising campaign.

Based on the digital marketing specialist's recommendations, we tried a combination of digital display advertising and AdWords search campaigns. For the display advertising, we followed the monthly themes used for the marketing plan, so a new advert was created and edited every month to fit a certain theme and specific targets. For example, 'Heritage and History' was the monthly theme for November. We created a series of adverts to promote specific history and heritage activities and itineraries on the BeNorfolk website.



Figure 12: One of the Display Advertising for the 'Heritage and History' theme in November 2022.



Figure 13: Another example of Display Advertising for the 'Heritage and History' theme in November 2022.

Each month from October 2022 through to January 2023, we created new display advertising based on the monthly marketing plan themes. The campaign has been particularly successful with more than **2 million impressions** and over **15,200 clicks** across **all display adverts** to the BeNorfolk website. It is worth noting that the display campaign achieved a **CTR (click through rate) of 0.68%** (compared to the industry standard which is approximately 0.05%).

Simultaneously, we ran an AdWords campaign on the same period. Search campaigns are text ads on search results that let you reach people while they're searching on Google for the products and services you offer. We decided to try several search campaigns, a generic one about BeNorfolk and the great range of experiences on offer and we also tried a campaign about new cycling routes in Norfolk. For each search campaign, we identified various keywords to micro-target segments, based on location and interests such as 'adventure', 'walks near me', 'things to do in Norfolk', 'cycle routes in Norfolk' etc. To ensure we only reached our target audiences, we also ensured that BeNorfolk would not appear in the search of people who would add keywords such as 'days out with the kids', 'family' etc. We were pleased to see that the AdWords campaign has been fruitful, generating over **148,400 impressions** and over **12,870 clicks** to the BeNorfolk website between October 2022 and February 2023. **Keyword CTR (click through rate) saw some**

strong performances, with keyword ‘things to do in Norfolk’ achieving a **CTR of 16% with 2,838 clicks** (the industry standard is around 1.91%).

			Campaign Planning Be Norfolk							
Adgroup Name									Adgroup Keywords	Adgroup Negative Key
Norfolk Walks										
										Children
										Family
Headlines	char	limit		Description		char	limit	"Adventure"		Days out with the kids
Be Norfolk	10	30		Over 300 Activities And Experiences To Try This Autumn In Norfolk. Which One Will You Do		88	90	visit Norfolk		
Experience Norfolk	18	30		Find Your New Norfolk this Autumn With over 300 Activities. Choose Yours Now		76	90	Guided walks		
Endless Adventure	17	30		Explore Themed Itineraries or Create the Journey of Your Dreams		63	90	"Walks near me"		
Create Your Own Adventure	25	30		Endless Adventures, Uniques Experiences , Accessible Walks. Visit Norfolk		73	90	"Things to do in Norfolk"		
Make Unforgettable Memories	27	30						experience Norfolk		
Start Your Journey Today	24	30		Site Link						
Breathtaking Walks	18	30		Discover 200 activities - Your Journey Starts Here Explore Norfolk (Link to Itinerary page)						
One Destination	15	30		Looking for New Experiences - Expert Guides & Cultural Treasures (Link to be inspired page)						
Do Something Different	22	30		Plan your adventure today - Personalise Your Experience - Plan Your Trip (link to favourite page)						
Find Your Activities	20	30								
Adgroup Name									Adgroup Keywords	Adgroup Negative Key
Cycle Routes										
										Children
										Family
Headlines	char	limit		Description		char	limit	"Adventure"		Days out with the kids
New Cycle Route In Norfolk	26	30		Cyclists up for a challenge a brand-new 233-mile route across Norfolk		69	90	Cycle Routes in Norfolk		
Cycle Challenge In Norfolk	26	30		Complete Norfolk's long distance cyclist route over five days		61	90	Best Cycle routes near me		
Norfolk's 200 Mile Cycle Route	30	30		New long-distance cycling route launched in Norfolk. 233 mile route exploring Norfolk		86	90	Challenging bike rides		

Figure 14: We worked closely with the digital marketing specialist to identify relevant keywords to reach our target audience.

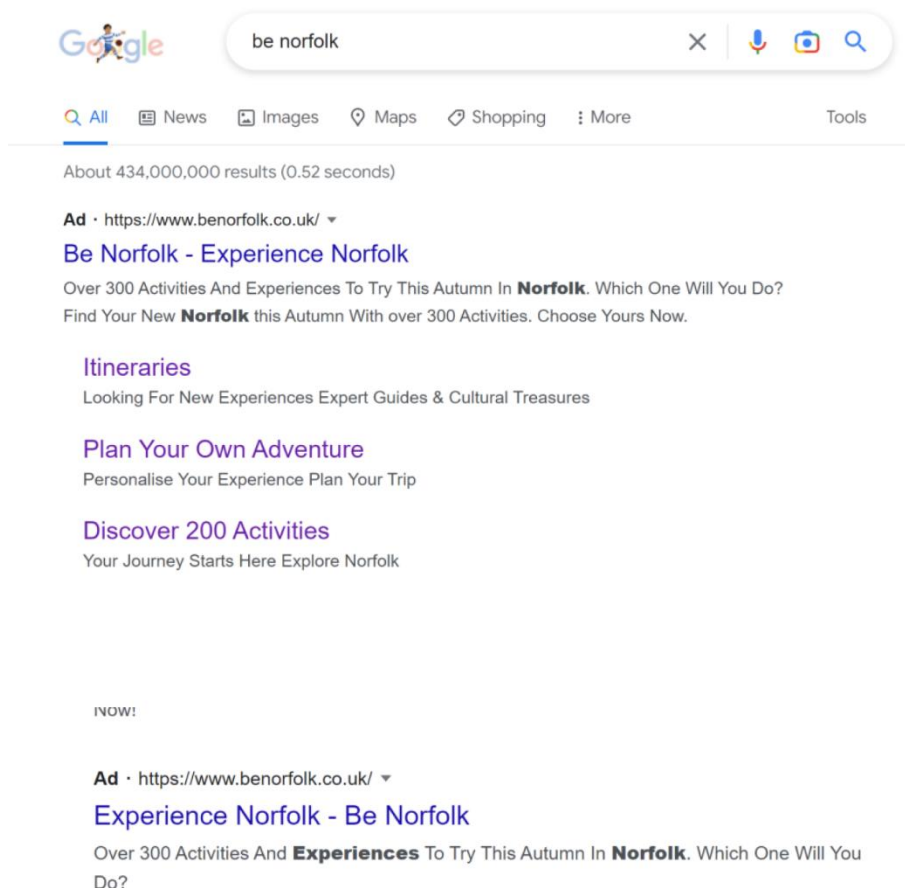


Figure 15: Example of an AdWords Search when typing 'BeNorfolk'.

The objective of both the display advertising and the AdWord search campaigns was to drive traffic to the BeNorfolk website and to promote the experiential offer available in Norfolk. Performance of both campaigns is satisfying with **an average cost per click** around **22p** and around **28,000 people** driven to the BeNorfolk website. It is also worth noting that we chose to target these, advertising only to specific geographic locations, in particular Norfolk, London, Suffolk, Essex, Cambridgeshire. Towards the end of the campaign, we also decided to extend the geographic areas to the Midlands (such as Leicester, Birmingham & Milton Keynes).

Due to the success of these campaigns, we decided to further extend the campaign with an Ad Messenger campaign which is a mobile advertising solution that increases viewability, engagement and response. We tested this solution in the East Midlands. The campaign worked very well with over **226,000 impressions**.

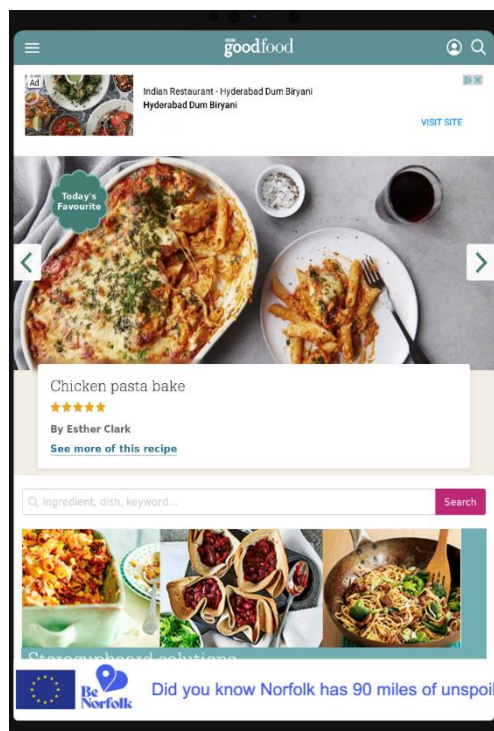


Figure 16: Example of Ad Messenger for promotion of BeNorfolk

2.3 Promotional Events

The beginning of the marketing campaign for Be Norfolk was marked by the attendance of the EXPERIENCE team to the Royal Norfolk Show in June 2022 (soft launch), receiving very positive feedback from those who attended. This two-day event attracted **85,000 visitors** to **700 trade stands**, represented 17 sectors and themed areas, thus providing hundreds of B2B and networking opportunities. The Royal Norfolk Show was an excellent platform to promote the experiential activities and itineraries developed as part of EXPERIENCE to a large, local audience.

From October 2022 through to March 2023, the team organised a series of promotional events, based on the marketing plan's monthly themes:

- One Diwali event organised in October 2022 at the Hindu Temple, Halvergate, Norfolk. The event was particularly well attended with **92 participants**.
- Two guided walks on the 'Heritage' and 'Wildlife' themes in November and December 2022 at the Halvergate Trail, Norfolk. **18 participants** attended across the two events.

- Two guided walks at Titchwell Nature Reserve in January 2023 which gathered **14 people**. We also organised a guided walk at Wild Ken Hill in January 2023, particularly well attended with **16 participants**.
- One stargazing event at Salhouse Broad in March 2023 with **34 people** attending this event.

These events were promoted on Visit Norfolk's and partners social media, as well as on the news section of the BeNorfolk website. Feedback forms were circulated to the participants after the events and we are pleased to report that the overall feedback from participants was very positive, with many participants commenting on the knowledge and expertise of the guides. Although most of the participants were local visitors from Norfolk, we also welcomed visitors from neighbouring counties such as Peterborough but also from further afield such as London or visitors from Southeast England.

2.4 Media coverage

EXPERIENCE published several articles highlighting novel trails that engage with the deep history and culture along Norfolk's coastline in the popular Norfolk Coast Guardian publication which is distributed at tourist offices and venues around Norfolk.

EXPERIENCE also supported the production of an episode of the Best of British by the Sea series (More 4) which aired in June 2022, with celebrity chef Ainsley Harriott MBE and journalist/restaurant critic Grace Dent. The objective of supporting this was to build a critical mass of interest and support for novel, local, immersive tourism for domestic viewers and showcase Norfolk as an all-year-round destination.

More recently, the EXPERIENCE team circulated a press release in September 2022 to mark the beginning of the BeNorfolk campaign. The Eastern Daily Press (EDP) covered the press release in a dedicated article.

EXPERIENCE also published an editorial on the Vanilla Magazine (December 2022-January 2023 edition), a free bi-monthly magazine stocked in local shops and boutiques such as Jarrolds in Norfolk and Marks & Spencers food halls (also available online). This was a great way for BeNorfolk to reach some of our over 55 target audience.

[Read Online](#)

Vanilla: December'22 / January'23

By Vanilla Magazine — On Dec 1, 2022



Norfolk website launched to inspire year-round experiences for residents and visitors

Are you looking for things to do in Norfolk?

BeNorfolk.co.uk is a vibrant new website which has been recently launched to inspire visitors and locals to try out more than 300 activities and experiences showcasing the best of Norfolk's nature and culture.

BeNorfolk recommends unforgettable Norfolk experiences, with a variety of free and paid for activities for you to try out, with many of them providing experiences for people with additional physical, sensory, and cognitive requirements. Caring all nature lovers, kids, and those with an interest in heritage, history and culture, you will be sure to find inspiration for new walks, cycle routes, adventure, tours and activities, no matter the weather!

The new website aims to help you choose the right experiences and activities for you, using filters such as accessibility, theme and season. Explore the BeNorfolk interactive website to find events tailored to your interests and location. You can pick from an extensive menu of options to design your own itineraries to get out and about across the county, meet new people and try something different. You can even download your bespoke itinerary to a calendar and share with friends!

Ranging from guided walks to new cycle paths, craft activities to Chipping (climbing in historical churches) or murder mystery in a train, there is something for everyone. The website is part of the 'Experience' project managed by Norfolk County Council. The project is funded by the European Union through its European Regional Development Fund and Interreg VA France (Channel) England programme. Discover the best things Norfolk has to offer. Be inspired and visit BeNorfolk.co.uk to create the journey of your dreams!

upfront



FESTIVE POP-UPS ARRIVE AT CHANTRY PLACE

In addition to being home to brands including Lisa Angel, House of Fraser, Zara and M&M, Chantry Place Norwich is welcoming some pop-ups to the centre for the festive season.

Polyfibre is outside now on Chantry Square until 27 December and offers naturally-inspired luxury, handcrafted garlands, wreaths and decorations.

Inside the centre, the Calendar Club is selling a large range of calendars, diaries, planners and books. From football-themed calendars to ones featuring adorable puppies, there is something to suit every taste and interest. Find them on the lower ground floor near HMV until 8 January.

Sense Aroma is on the lower ground floor until Christmas Eve selling a luxury range of fragrance oils and diffusers, including ultrasonic aroma diffusers and beautiful Himalayan salt lamps.

Chilli Cheese will be at Chantry Place until Christmas Eve selling delicious treats for shoppers to enjoy.

Plus, O'Snacks returns until Christmas Eve after proving a hit with shoppers this summer with its delicious range of nuts, snacks and Mediterranean-inspired treats.

Chantry Place is also now open for late night shopping on Thursdays until 8pm throughout December, and selected retailers will also be trading until 8pm in December on Friday and Saturday nights.

For more information on Chantry Place, visit www.chantryplace.co.uk or follow www.facebook.com/chantryplace on social media.

Vanilla December 2022/January 2023

BUSINESS OPPORTUNITIES AT THE TREE

The Tree is a brand new shop that gives local makers and traders a high street space in Manningtree. The premises became vacant in October and the Manningtree District Business Chamber seized the chance to add to the boutique offerings in the town.

Named for our town, but also because there are branches and seeds to help businesses grow, The Tree is similar in principle to a pop-up shop and full of festive gets from now until Christmas Eve, Thursday to Sunday, 10am-4pm, at 36 High Street.

With all the existing shops, galleries, cafes and bars, and the recent openings of The Scur Store, Newbottom, Property and Studio 42 art studio, The Tree will just add to this thriving tiny town with a big heart.

Anyone interested in taking space in The Tree from January, please email manningtreeout@gmail.com



SUFFOLK SINGERS INVITE YOU TO A CHRISTMAS CONCERT

Suffolk Singers is a mixed community choir of 34 members drawn from around Suffolk. They rehearse weekly in Olney Village Hall, near Woodbridge.

On Sunday, 11 December at 4pm, in St Michael's church, Martlesham, they will be holding a Christmas concert. Tickets include post-concert seasonal refreshments and cost £5, available on the door or in advance. Please visit the website www.suffolksingers.co.uk for more information. We're told it will be a fun and instructive day of singing, with a liberal helping of cake too!

A CLASSIC CHRISTMAS COMEDY MYSTERY

This year's traditional Christmas spoof, A Murder at St Mutley's is touring East Anglia from 15 December to 22 January.

It's another classic festive comedy thriller brought to you by the Suffolk-based Common Ground Theatre Company. Directors Pat Whymark and Julian Hennes are the brain behind many genre spoof Christmas shows in the East of England.

While on a visit to his cousin, Sister Immaculada Higgins, in the secluded convent of St Mutley's, renowned detective Hercule Poirot meets Bishop Humblebee, who has arrived to celebrate mass. The next day,

the bishop is nowhere to be found, and with no one to lead their careful service, the desperate sisters of St Mutley engage the services of Poirot and his intrepid sidekick Hastings to find the missing cleric. What dark secrets will they uncover in the neighbouring village of Ditcham? What is the macabre history shared by its inhabitants? What other goings-on – are going on?

To book your tickets, call 07807 341364 or visit www.commongroundtc.co.uk

Figure 17: Be Norfolk editorial on the Vanilla magazine

EXPERIENCE also collaborated with Uncover Britain, a membership website offering road trip route maps and destination travel guides for road trippers such as campervanners and motorhomers. They recently launched a Norfolk Broads & Coast Road trip and included hyperlinks to activities on the Be Norfolk website. This was a non-paid partnership aimed at promoting the BeNorfolk website (some of the Norfolk articles include links to BeNorfolk activities).

← → ↻ 🏠 uncoverbritain.com/southern-england/norfolk-broads-coast

Hunstanton




image copyright: Visit North Norfolk

The seaside town of Hunstanton (or 'Hunston' as it is known locally) was created as a purpose-built Victorian holiday resort. The leisure activities available, from fun fairs, arcades, pitch and putt, crazy golf, bowling alley and the leisure centre, make it a family favourite destination. Visitors can enjoy the Horticultural Trail to discover the lovely gardens in Hunstanton. Download the map [here](#).

Read about The Sheraton, revealed when the tide retreats and the connection with the punk band, The Stranglers [here](#).

The town's beach offers a great opportunity to walk, go rock pooling, paddle and swim. Beach huts are located along Hunstanton's North Promenade, offering sea views across The Wash. Chalets are available to hire throughout the summer season on a daily, weekly basis, check out [Chalets details](#). There is also fantastic selection of beaches in the area to explore, from Heacham and Old Hunstanton to Brancaster.


In the summer, a Tractor Train takes holiday makers up and down the seafront. Take a boat trip with [Searles Sea Tours](#) to see the seals on the Wash Monster - a World War II amphibian craft. Find the [Hunstanton Sea Life Sanctuary](#) along the promenade. Here, you can see viewing tanks, a 'touch' pool and an underwater tunnel that showcases a collection of sea creatures.

For more information about Hunstanton, download a copy of Visit West Norfolk's [Hunstanton Mini Guide](#).

Parking: non-height restricted

[Valentine Road](#), PE36 5HG, 73 spaces, [North Prom](#), PE36 6DZ, 27 spaces.

← → 🏠 benorfolk.co.uk/activities/rock-roll/


Be Norfolk 

SEARCH ACTIVITIES BE INSPIRED MY FAVOURITES READ NEWS About 🔍 ?

ROCK & ROLL

ABOUT >
LOCATION >
GALLERY >
ACCESSIBILITY >
SEASON >

🖨️ PRINT/DOWNLOAD
💾 SAVE ACTIVITY
🔗 SHARE



When the tide retreats, the sea reveals its secrets. At St Edmund's Point near Old Hunstanton, the skeleton of the Sheraton lies in its last resting place on a bed of sand and rock, worn to the bone by waves and weather. Like all ships wrecked on the Norfolk coast, this once sturdy old steam trawler has its own story.

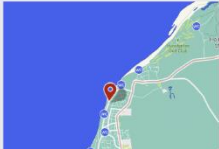
READ MORE

LOCATION

Hunstanton, PE36 5EL

LENGTH/DURATION

1 hour



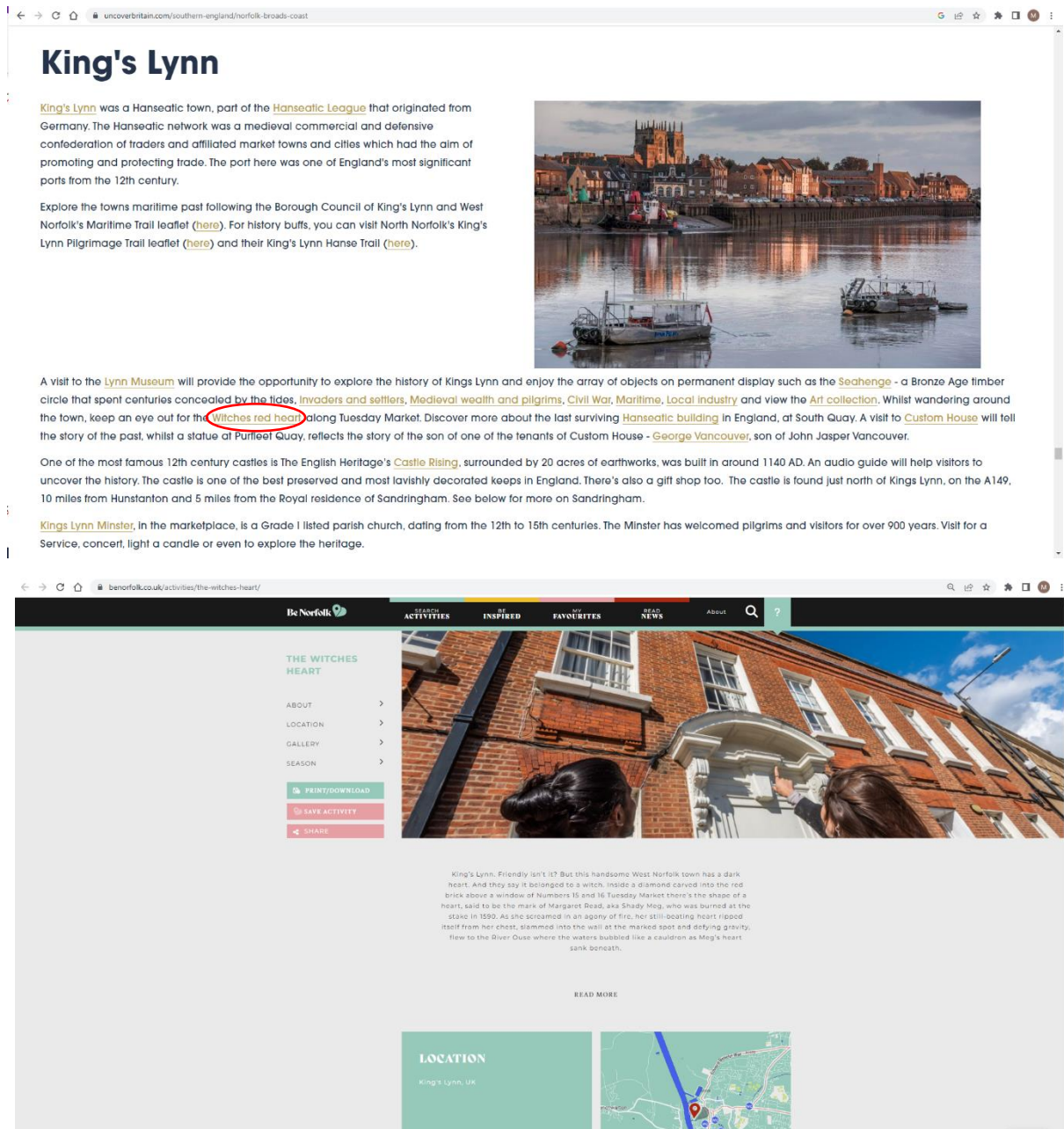


Figure 18-22: Examples of hyperlinks from the Uncover Britain website to the Be Norfolk website

Uncover Britain also brought us in touch with journalists writing for a club magazine for motorhomes and campervans called 'MotorCaravanner' which has a monthly readership of 20,000. Be Norfolk featured in an article they wrote when they visited Norfolk in January 2023. This was also an unpaid partnership.



Frances & Michael Howorth explore North and West Norfolk and discover why so many motorcaravans return there, time after time

There is more to Norfolk than just a broad expanse of navigable, lock free, rivers, lakes and man-made waterways known colloquially as the Norfolk Broads. Not only is Norfolk the driest and sunniest county in England, but it is also the fifth largest county by area. Home to more than 90 miles of unspoilt coastline, busy market towns, and seaside resorts, the county's capital city of Norwich is UNESCO's first City of Literature. Della Smith, Stephen Fry, Hugh Jackman, James Dyson and Martin Shaw have also, at some stage, called Norfolk their home.

For us, it was where we took our home when we ventured there in Voyager on a recent visit. We stayed at Mill Cottage Motorhome Pitches, a beautifully laid out and

maintained Motor Caravan Club CL run by Sharon and Charlie Hunt. As keen motor-homes of many years standing, they understand the need for safe, comfortable sites in good locations and offer just this. When they set out to create their touring site, they did so with intention of following the example of many of the more successful French Aires they have stayed in the past. They may not have a shower or toilet block on site and are unable to accommodate vehicles over 7.5m but what they do offer in bucketful's, is warm and enthusiastic hospitality and a stunning location. Situated just one mile outside the pretty seaside town of Sheringham, the site offers many nearby attractions and provides easy access to the North Norfolk coast. It made the perfect base for us as we explored North Norfolk and westwards

towards King's Lynn.

For us, the foray into the hitherto unknown territories of Norfolk and Suffolk was a first. One of our first actions, at our preplanning stage, was to approach Uncover Britain Road Trips who are part of the Wanderlust Camper company. In essence, they provide ideas and inspiration for road trips around the UK. They offered us information and ideas and gave us loads of options to choose from. They provided the framework, but did not take away our enjoyment of planning, picking and choosing. It is a one-stop membership website with various trips, maps and loads of experiences. Easy to use, it offers motorcaravanners the opportunity to try before they buy. Through Uncover Britain, we found Be Norfolk, a Norfolk County Council initiative that aims to attract visitors >>

February 2023 MOTOR CARAVANNER 45

OUT & ABOUT | NORFOLK & SUFFOLK

to Norfolk in the off-peak season.

Our first stop was the smart Victorian seaside resort of Sheringham itself. The Fishermen's lifeboat museum is home of the Henry Ramey Upcher, Sheringham's last private lifeboat built in 1894, and in service until 1935, still housed in the original boat shed from where she was launched. Next door the Peter Cake shell gallery contains an exhibition of almost 200 shell-art creations and detailed arrangements made with shells from all over the world, by one man.

Five miles to the east of our campsite is the seaside town of Cromer. It stands on a cliff top facing Holand and is a true gem of the Norfolk Coast. Today it is as delightful for visitors as it was for tourists in Victorian and Edwardian times. Construction of Cromer's famous pier began under Queen Victoria, and it was opened in 1901. Despite the military blowing a hole in it, the damage wrought by flood surges and a bulk cargo barge slicing through it, the pier is still there today – a testament to Victorian engineering. Pleasingly devoid of modern noisy amusement arcades it is home to the Pavilion Theatre – the country's only remaining traditional full season end-of-the-pier variety show. The pier also houses the

town's RNLI lifeboat, and from dawn to dusk families use the pier to go crabbing from its deck while fishermen cast long lines out into the North Sea.

Two museums enhance the town. Cromer Museum, housed in a row of fishermen's cottages, displays local history as well as geology and archaeology, while the RNLI Henry Biagg Museum charts the town's proud lifesaving heritage. Banksy, the street artist, has also made his mark on Cromer. Walk along the beach and you can still see a very small, and now, somewhat dilapidated, mural painted by him. It depicts a group of hermit crabs, holding a sign that says, "luxury rentals". His message is unclear, but he may have been suggesting that the rise in second home ownership in the area has driven up the cost of local housing.

But we did not visit Cromer to see the Banksy or indeed the museum! We came to lunch at one

of England's finest fish and chip restaurants. Number One Cromer is owned by Michelin starred chef, Galton Blackiston, who also owns the nearby Marston Hall. It was named by The Times as one of six best places to eat by the sea. We ate in the more formal restaurant called Upstairs at Number One and enjoyed lunch created by new Head Chef, Matty Adcock, renowned locally for producing innovative dishes using locally sourced produce.

South of Cromer, and to the north of Aylsham, lies the village of Barningham with its traditional green surrounded by houses and St Botolph, a large church with an impressive 15th century tower. Stroll from there through the village in search of its infamous snake pit. Locals believe Richard Cromwell, the son of infamous Lord Protector Oliver, had a 14ft pit dug into which were put ten venomous snakes. He said that any man who had doubts about the morals of his wife had the right to throw her into the pit. If she escaped unhurt it proved her innocence. More reliable historical sources can be found in the nearby pub. Located inside the Barningham Crown are two historical maps of the Barningham Estate dated 1707 and 1747. Also on display is a Bible donated by Reverend Edward H.

“
The Pavilion Theatre hosts the country's only remaining traditional full season end-of-the-pier variety show.
”



46 MOTOR CARAVANNER February 2023

Figure 23: Article on the 'MotorCaravanner' magazine featuring Be Norfolk

EXPERIENCE also had the opportunity to feature in the Enable Magazine (March-April 2023 edition). This included an article on the digital and print versions of the magazine along with a banner ad visible for two months on their website. Enable is the UK's leading disability and lifestyle title, bringing specialist content to 200,000 readers. This free bi-monthly magazine is stocked in dedicated pick-up points across the UK (also available online). It enabled us to reach people with disability and additional requirements which is one of our target audiences.

Finally, it is worth noting that through the training delivery within regional networks developed by EXPERIENCE in WPT1, other local authorities in Norfolk were inspired to develop their own targeted consumer campaigns. EXPERIENCE was able to help King's Lynn & West Norfolk Borough Council understand the expectations of their target demographic to develop and market sustainable, off-season tourism products tailored to this audience.

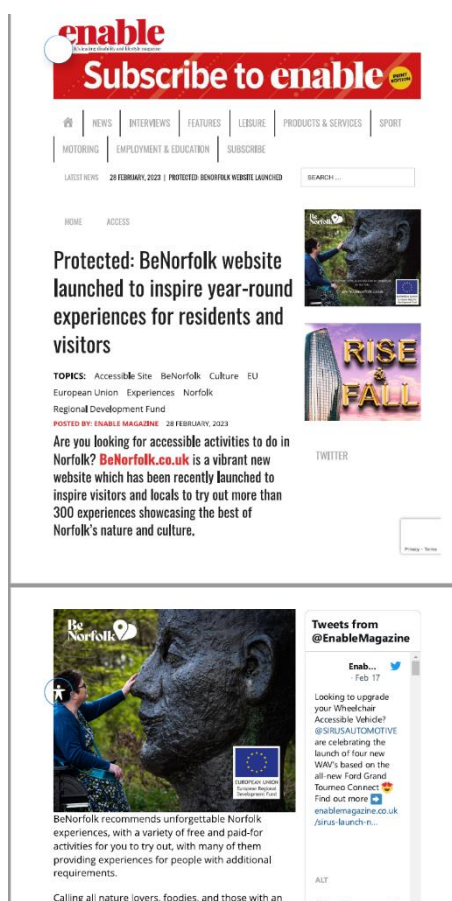


Figure 24: Extract of the BeNorfolk editorial in the Enable Magazine, March/April 2023 edition.



EUROPEAN UNION
European Regional
Development Fund



Norfolk County Council

Marketing Strategy and Plan for the EXPERIENCE Project in Norfolk

First draft 25th January 2022
Second draft 2nd February 2022
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1. Background

EXPERIENCE is an ambitious, €23.3 million 3-year project led by NCC which aims to deliver innovative and sustainable growth via a new tourism strategy. The project will extend the tourism season by attracting off-season visitors (October to March) and will be delivered across six pilot regions in the UK and France; Norfolk, Kent, Cornwall, Brittany, Pas-de-Calais, and Compiègne.

The project focuses on supporting and promoting experiential travel, which is a growing tourism trend. Modern travellers are looking for unusual, interactive experiences and authentic insight into daily life different to their own.

The region is brimming with culture, wildlife, unique natural and built heritage, tradition, history and gastronomy which form an ideal basis for the development of world-class experiential tourism products. New tourism products will feel genuine, unique and immersive to attract visitors in the off-season.

EXPERIENCE hopes to generate more than 20 million new visitors across the six pilot regions by the end of the project, creating lasting and sustainable economic, environmental and social benefit by increasing the skilled workforce, year-round income and jobs, business stability and using local products and suppliers. (www.tourismexperience.org)

EXPERIENCE will promote Norfolk as an experiential destination and will generate innovative growth, build regional pride and enhance a strong sense of place.

Within Norfolk the project will develop and market:

- 300 new tourism activities and 100 new travel itineraries
- experiential off-season events
- experiential off-season infrastructure developments such as the Norfolk Way Art Trail and Bure Valley Path.
- an inspirational magazine-style online platform to promote experiential tourism which visitors can use to curate their own Norfolk experiences

The consultants were contracted to devise, develop and deliver a creative, innovative and impactful campaign which promotes Norfolk as an experiential destination.

This document is split into two sections.

1. The first section looks at the overarching strategy, including positioning and frameworks to exploit the project for maximum awareness.
2. The second section contains recommended actionable marketing activities to access the target markets. The given budget for this section is £20k. In-kind and internal resource (for example databases) are additional value.

2. Marketing Strategy

The EXPERIENCE project has a huge ambition to create over 300 experiences and activities of varying size and duration. The effort and manpower to develop these will be extraordinary, not to mention the logistics to execute them all. The diversity of these experiences is wide-reaching – from a 250-mile walking and cycling Art Trail right through to a guided walk – and can be overwhelming for the target markets.

This marketing strategy seeks to curate these experiences into bite-sized propositions and find the gems which will garner most publicity and excitement amongst the target markets.

2.1 Marketing Objectives

- Curation of the hundreds of experiences and activities into target market focused and digestible propositions, packages or itineraries to inspire visitors to take part, including identifying tentpoles which will garner media attention and rich content.
- Development of a positioning framework in which to best draw attention and propensity to visit the experiences and activities by grouping them into digestible themes targeted at the audience segments.
- Identification of best routes-to-market of these experiences, including launch plans.

2.2 Target Audience

EXPERIENCE is targeting those audience groups which are seeking experiential travel and are interested in/able to travel during the off-season, outside of school holidays.

Identified market segments include:

1. Younger, child-free residents of urban areas longing to escape and discover new experiences, beautiful scenery and interesting towns and cities with rich cultural offerings.
2. Older demographics (55+) who prefer to experience rural life and scenery without the crowds.
3. Walkers and cyclists who will travel during the quieter shoulder season, stay longer and spend more in a region than other groups.
4. Visitors with additional physical, cognitive or sensory access needs, including wheelchair users, visually impaired, D/deaf visitors and neurodiverse audiences.
5. EXPERIENCE is also seeking to broaden the cultural diversity of tourism in Norfolk, targeting underrepresented groups such as ethnic minorities and LGBTQ+ communities.

General messaging and targeting towards children, schools and families are excluded from the scope of the project.

The EXPERIENCE project team do not have further breakdown of universes or demographics for these target markets. However, it is prudent to have an indication of the make-up of these audiences for marketing purposes. Note: these numbers do not include neighbouring counties, London or overseas visitors, nor do they delve into travel behaviours.

2.2.1 Younger, child-free residents

The ONS has data on households with no children or no dependent children (possibly empty nesters). The figures do not breakdown by urban area nor age groups but give an indication of the number of households in the area:

	Norfolk	East of England
Cohabiting couple: all children non-dependent	1,948	12,568
Cohabiting couple: no children	21,491	13,1722
Lone parent: all children non-dependent	10,648	76,941
Married or same-sex civil partnership: all children non-dependent	19,619	141,766
Married or same-sex civil partnership: no children	55,857	327,750
Total Non-Children Households	141,188	690,747

For comparison, the number of households within Norfolk with dependent children is 94k and 713k in East of England.

Source: Norfolk Insight

2.2.2 Older demographics

Age demographics of Norfolk and the East of England, benchmarked to England as a whole. The total population of Norfolk is 914,000, with 6.3m in the East of England.

	Norfolk	East of England	England
Persons aged 0-14	16%	18%	18%
Persons aged 15-54	46%	49%	51%
Persons aged 55+	38%	33%	31%
Total 55+ people	348,612	2,040,506	

East of England demographics compare virtually the same as the whole of England. However, in Norfolk, the demographics skew much older.

By targeting 55+ in Norfolk (349k) and East of England (2m) gives us an estimated universe of 2.3m over 55s.

Source: Norfolk Insight

2.2.3 Walkers and cyclists

The proportion of adults who do any walking or cycling, for any purpose, by frequency using data from 2019-2020 shows that Norfolk residents are more active than England as a whole, walking or cycling at least five times per week.

<i>Walking or cycling</i>	Norfolk	East of England	England
Once per month	77%	77%	76%
Once per week	71%	71%	69%
Three times per week	47%	48%	46%
Five times per week	37%	36%	35%

Breaking these figures down separately into cycling and walking for leisure, Norfolk and the East of England overindex versus England as a whole. For cycling, this is most notable in the 'once per month' category, which possibly shows a keenness for special trips.

<i>Cycling for leisure</i>	Norfolk	East of England	England
Once per month	16%	16%	13%
Once per week	11%	10%	8%
Three times per week	3%	3%	3%
Five times per week	2%	2%	1%

Walking on the other hand, has a stronger overindex on many walks, showing more frequent, possibly shorter (less planning) trips.

<i>Walking for leisure</i>	Norfolk	East of England	England
Once per month	69%	68%	66%
Once per week	60%	58%	55%
Three times per week	34%	31%	29%
Five times per week	26%	23%	21%

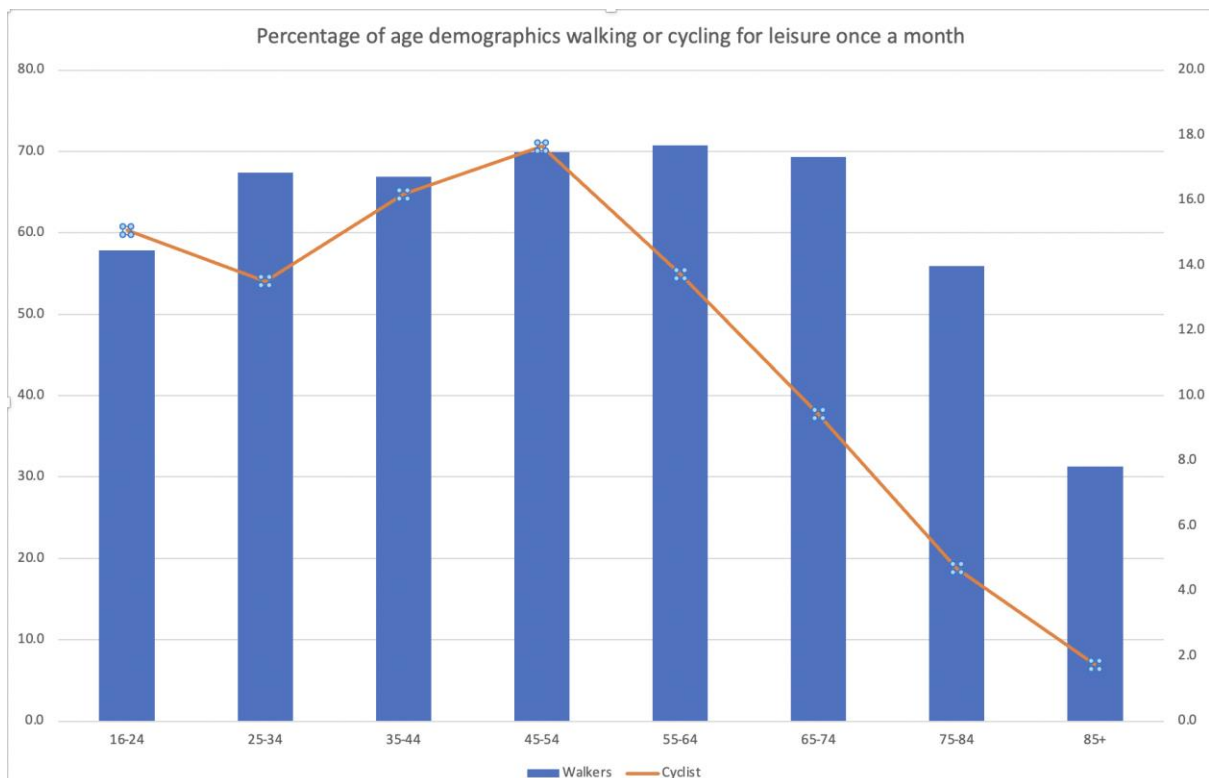
The demographics of walkers and cyclists for leisure show a distinct difference between men and women and age ranges. Note, these are for England as a whole because sample sizes become too small by region.

	Walking for leisure				Cycling for leisure			
	Once per month	Once per week	Three times per week	Five times per week	Once per month	Once per week	Three times per week	Five times per week
Male	64	54	28	20	18	12	4	2
Female	67	57	31	22	9	5	2	1

It's clear that the dominant demographic for cycling is males whilst walking is more prevalent amongst women. Therein lies an opportunity to target more women into cycling through the project experiences.

When splitting this further into age demographics, there is a clear shift in age with cycling. Over 55s are much less likely to be cycling compared to walkers (with 45-54 year olds most active), which increase over 55 years of age.

This should be noted when creating imagery and comms messaging for this market.



Source: gov.uk

2.2.4 Visitors with additional needs

In the 2011 census people whose day-to-day activities are limited by their health or disability was just over 1 in 5. In Norfolk 33% of the population aged 16-64 are disabled according to UK law or have a work-limiting disability compared to 29% in England, this is estimated to be 130,000 people in Norfolk.

People with Learning disabilities have poorer mental health, education and employment as well as a lower life expectancy and a higher risk of early death compared to the general population, for example men with learning disabilities die on average 14 years younger than men in the general population and women 17 years younger. The prevalence of learning disabilities in Norfolk is higher than England and the East of England.

According to the Annual Population Survey in 2019/20 Norfolk had a greater percentage of people with high anxiety (24%) and roughly the same percentage of people with high happiness (74%) as England in the same time period. The estimated prevalence of common mental disorders in people over 16 years old in 2017 was approximately 16% compared with 17% in England over the same time period. Estimates predict this to be approximately 98,100 people aged 18 to 64 in Norfolk in 2020 rising to 101,450 in 2040

Source: Norfolk Insight

2.2.5 Ethnic Minority Communities

In the year 2020 the Norfolk working aged population was estimated to be 97% White, 0.5% Black, 1% Indian/Pakistani/Bangladeshi and 1.5% Other Ethnic identities. This compares to England with proportions on average of 86% White, 3% Black, 6% Indian/Pakistani/Bangladeshi and 5% Other Ethnic Identities in the same age demographic and over the same time period. In Norfolk the district with the highest percentage of other ethnicities is Norwich.

2.2.6 LGBTQ+ community

According to a 2018 dataset from the ONS 96.1% of the East of England identifies as straight, 1.1% as gay or lesbian, 1.1% bisexual and the remainder “Other” or “Don’t know or refuse”. This compares to the UK’s statistics of 94.6% straight, 1.4% gay or lesbian and 0.9% bisexual.

According to this 2017 article from BBC News, [Why are there so few gay people in the east of England?](#), it is due to the older skewing demographics of the region.

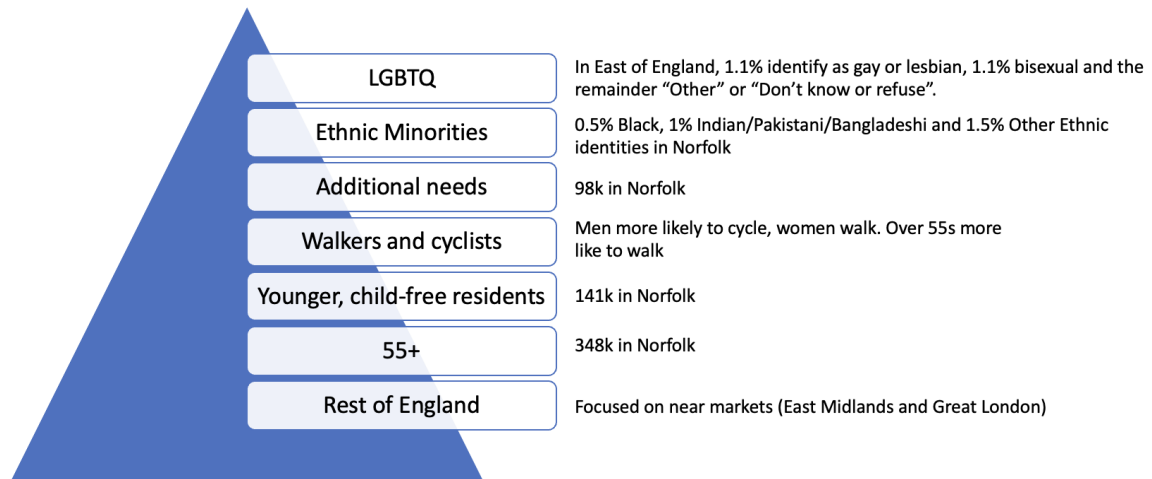
Source: Norfolk Insight

2.2.7 Rest of England

Unsurprisingly, people from neighbouring counties are more likely to visit Norfolk than those further away. According to a 2019 Visit Norfolk report, 76% of people resident in the East Midlands, followed by Greater London (59%) and South East England (57%), visited Norfolk. These represent a larger number of potential visitors – albeit more sporadic and

difficult to convert to visit compared to residents on the doorstep – but should be considered for targeted digital advertising and press.

The image below attempts to show graphically the number of potential visitors in each segment based on the information available.



2.3 SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> ● Huge array of rich experiences and activities, appealing to the target markets and repeat visits ● Rich content for marketing channels ● Big, newsworthy activities included (such as the 250-mile route and artworks) ● Network of partners and businesses ● Channel 4 documentary already in progress – will receive national coverage ● Trade channels already open ● Web platform only recently briefed so will be amiable to the marketing direction. ● Permission to takeover VisitNorfolk's existing social media channels 	<p>Weaknesses</p> <ul style="list-style-type: none"> ● Very large, complex project with multiple stakeholders, partners and work streams ● Huge array of experiences may be overwhelming ● Marketing budget – video likely to be forfeited ● Relatively small target markets for the ambitious number forecasts ● Missing a huge audience with children/schools ● No owned social media channels, instead relying on partners
<p>Opportunities</p> <ul style="list-style-type: none"> ● Repeat visits and longer drivetime audiences ● Showcase the county for longevity – reaching more sustained audiences ● Headline-grabbing experiences, leading to attention-grabbing content ● Thinking outside the box to create a truly Norfolk experience ● Embrace the weather messaging 	<p>Threats</p> <ul style="list-style-type: none"> ● Rising inflation may mean spend reduces ● Fierce competition for leisure time from all sides (domestic and overseas) ● Most activities are weather-dependent which could be off-putting

2.4 Marketing Proposition

The competition for the visitor economy is fierce. Whilst every region within the UK and beyond is focused on increasing visits and revenue to recover from the pandemic, the fight for each visitor exists within the region too. VisitBritain's Visits to Visitor Attractions list 156 participating venues in the East of England and 31 within Norfolk. And these exclude other time-based leisure interests, such as cinemas, theatres, spa hotels and campsites.

The EXPERIENCE project must differentiate from its competitors, identifying what is truly unique about the project compared to anything else. This has to go beyond the beaches, landscapes and open skies that Norfolk has previously fallen back on with a specific call-to-action.

The University of East Anglia employs an empowering and inspiring strapline of "do something different" with the explicit aim of enhancing the student's time at university. On their website, they say: "Whether you want to try out a new activity, explore somewhere new, or take a break from your studies, there is a Do Something Different activity that will work for you." Thereafter is a smorgasbord of activities which students can participate in – from wellbeing dog walking, art clubs and guided walks. Furthermore, these are categorised in the following:

- Active
- Creative
- Explore
- Skills
- Wellbeing

This is an interesting reflection and case study of the EXPERIENCE project and learnings can be applied as inspiration.

2.4.1 Brand Values and Tone of Voice

The ethos of the project should exude everything that is done – from the experiences themselves to the marketing. The following are words (akin to brand values) which should be kept at the forefront of the mind when considering executions (whether that is the Mise-en-scène of photography through to the copy used to describe and explain).

Epic	Everything about Norfolk and this project is epic. From the 250-mile cycle path through to the huge open skies providing the canvas.
Quality	Professionally-run and expertly guided and executed
Memorable	Lasting memories that want you to come back again and again
Participatory	Warm, friendly and inclusive. Everyone is welcome to come and have a go regardless of your ability

2.4.2 Proposition and tagline

With the multitude of experiences on offer with the EXPERIENCE project, there is something to cater for a range of tastes and interests. Part of the fun will be looking through the different things on offer to find the activity which tickles the tastebuds and inspires the visitor to find out more. The marketing can play on this and the proposition can empower, ignite and inspire curiosity.

Find Your New Norfolk

This proposition puts the visitor at the heart of the story, making them the hero. This is opposed to making it about Norfolk (such as “North Norfolk, Naturally”) which excludes the visitor in the ethos of the marketing. Norfolk (and the project) is the conduit to help visitors satisfy their psychological and self-esteem needs.

Additions to this tagline, perhaps in the main body copy, can be applied for the variety of experiences on offer and focused on the target market (trying to pinpoint their emotional wants and needs), for example:

Find your new...

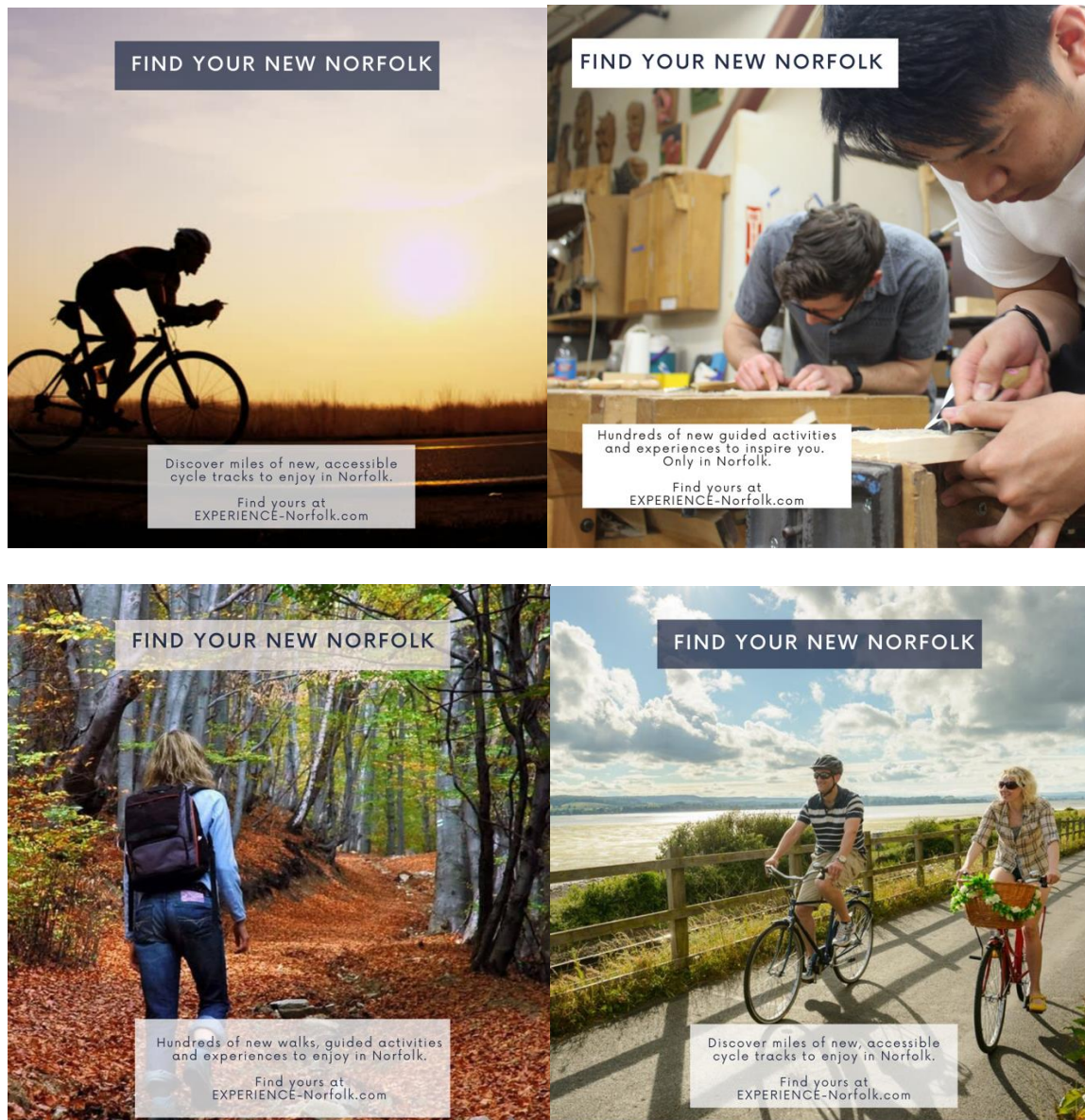
Life	Interest
... inspiration	... Hobby
... friends	... track
... lease of life	... path
... freedom	... walk
... lightbulb moment	... local
... you	... stories
...Norfolk	

This proposition will permutate all aspects of the marketing plan, from photography, messaging and copy. For example, website copy or boilerplate copy may read:

With hundreds of new experiences and activities to choose from, Norfolk is the epic place to be to find your new you. Whether you want to try out an activity for the first time, explore somewhere new with our guided experts or enjoy our brand-new cycle paths, EXPERIENCE Norfolk has a range of free and paid experiences for you to join.

From October 2022 to March 2023, take part in activities and experiences designed to find your new inspiration.

Below are visual examples of how this proposition might come to life when targeting specific audiences (using the line in a consuming-facing way).



Illustrative purposes only

The messaging structure of these examples are:

- Headline – which appeals to the target market, using the proposition.
- Inspiring/action image including the target market, creating a sense of wonder or story.
- Additional information box to include the breadth of experiences, keywords linked to the activity (as well as project buzzwords – eco, accessible) and Norfolk.
- Call to action to the website platform

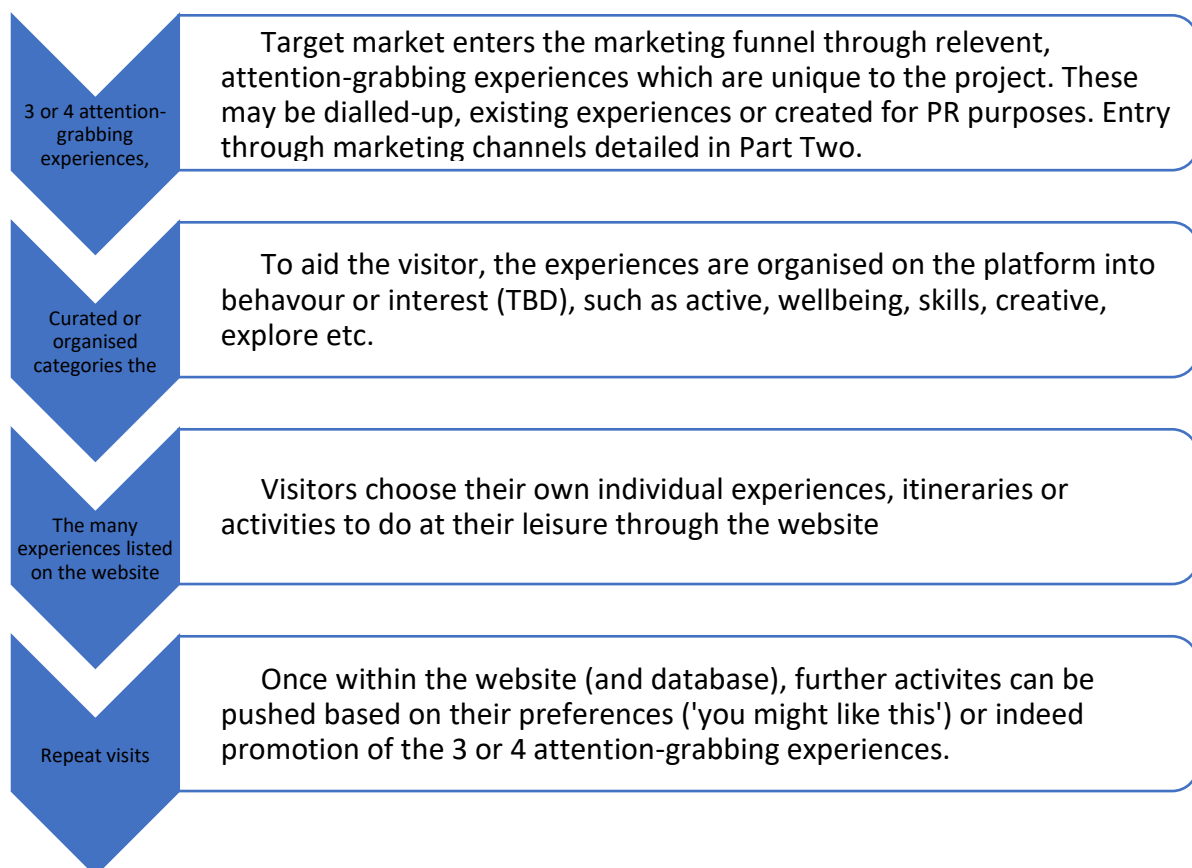
2.5 Framework aligned to the Proposition

The EXPERIENCE project team have been working hard to design and produce the 300 experiences and activities needed for this ambitious project. Broadly, the activities are organised into the following, overarching themes:

- Arts & Culture
- Food & Drink
- Heritage & History
- Nature & Wildlife
- Norfolk Specials
- Walking & Cycling

Each of these experiences vary in duration, specialism, location, whether it is free or paid (or both) and expertise. Some are guided walks, some are long-term infrastructure projects and some are one-off events. In order to appeal to the target markets and create an urgency of “I MUST try that”, we need to dial up some of the key experiences into headlining grabbing communications. This could be hero experiences on the website, exceptionally unique to the project tentpole activities and/or press-worthy attention-grabbers.

To curate the experiences to be marketable propositions, the following entry framework is suggested.



2.5.1 Attention-grabbing Experiences

The purpose of the attention-grabbing experiences is to pique interest. This cannot be generic which can be anywhere (such as a beach or windmill shot). The scope of this must be “I must go and do/see that because I’ve never seen that before!” which will provide plenty of media interest and which can be ‘above the fold’ of the website homepage.

- A one-off PR-worthy moment which is a reason to visit NOW which embodies the EXPERIENCE Project. The Love Light Festival is an example of this or perhaps a one-night-only Forest Restaurant (with a famous chef cooking which will create press interest).
- A photogenic experience which is only in Norfolk. The Poppies at Tower of London is an example of this as is the [Anthony Gormley statues in Liverpool](#). The Norfolk Way Art Trail will present good opportunities for imagery
- A very unique experience which happens either for a short time or for the duration of the project (operated by a suitable partner). [Eco-bbq boats](#) or a [Spa on a Barge](#) (Sparge?) on the Broads or this [electric group biking](#) experience are examples of this.

A brainstorming session will be arranged to see if we can magnify existing experiences or whether a bespoke solution is needed. Part of the marketing budget could be used to bolster the PR coverage (such as inviting a celebrity chef as an enticement for media).

2.5.2 Curated categories

The design of the website platform will need to help visitors to decode and navigate the 300+ experiences being designed by organising them into an efficient system. The website could be overwhelming which will lead to switching off. It is an imperative pillar of the marketing strategy for website visitors to easily and succinctly find activities suited to their wants and needs.

Examples of classifications to aid the visitor include:

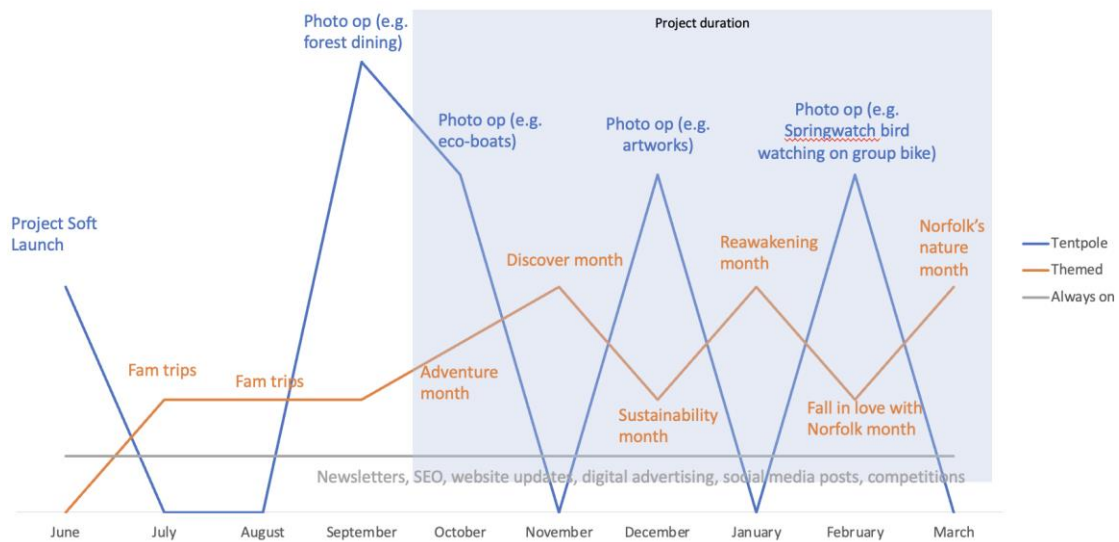
- Location of experiences
- Duration
- Interests
- Effort versus reward
- Accessibility
- Free, paid or a combination
- Custom itineraries to aid overwhelm
- Helpful suggestions and ideas based on their interests
- Outdoor/indoor
- Equipment needed

Furthermore, to aid the marketing, themed categories will be used to provide content and media talking points throughout the project duration – creating new reasons-to-visit. Once these themed experiences have been curated, they then need to be strategically placed to garner as much awareness as possible in the marketing timeline.

2.6 Timelines and on-going activity

Before and during the project duration, the marketing must keep interest high by continually promoting the unique and different experiences and activities. The strategy for this process is outlined below, using three different frameworks: always on, themed experiences and tentpole activities. The beats of the marketing drum are designed to keep interest high by showcasing, and inspiring, different parts of the project.

Examples are given as to executional messages.



2.6.1 Tentpole activities

Tentpole activities are the project's key reasons-to-visit. Unique to Norfolk (or the project), unusual and press worthy, these will grab the attention, provide excellent content and entice people to find out more. Essentially, these are things which will be front and centre of the website and encourage people to scroll down or want to share.

An example of a tentpole activity may include someone with mass appeal or media friendliness that aligns with the target market (such as a celebrity or influencer), for which we can use the marketing budget to pay for. For example, if the Enchanted Forest Dining Experience is the most impactful, we could partner with a celebrity chef to front the experience – which would garner press activity, content for social media and digital channels and provide competition excitement. The experience could continue (even ad-hoc) without the chef if it works economically for a partner.

The first tentpole activity, suggested for June, would be a press release and photo to get the awareness going. The Queen's Jubilee four-day bank holiday occurs on 2nd to 5th June and it would be prudent to avoid these dates due to the amount of noise in the marketplace. Bike Week is scheduled for 6th to 12th June which would be a great tie in with the new 250 mile cycle path – particularly if Cycling UK is interested to partner on a release.

In September, the first major tentpole activity (such as the above example – National Cooking Day is on 25th September) would launch just before the project starts, to really kick-start the project. Thereafter, three more tentpole activities are scheduled, dovetailed with other strategic messages, at key times of the year. There is also a major cycling and walking festival planned for September in Norfolk

Brainstorming to decide what this event is needs to happen urgently.

2.6.2 Themed activities

These activities are curated by the project team to help visitors navigate the high number of experiences on offer by grouping them into themes or itineraries. These ‘packages’ provide interesting and talkable reasons to visit the project. Included in this area are fam trips – curated for press, bloggers and/influencers to encourage them to explore and communicate on the project’s behalf. These dovetail into the bigger ‘tentpole’ activities.

The following are examples of themes or packages. The next step in this process is to curate the existing experiences into these themes with those stakeholders intimate with the 300+ activities.

- September/October: Adventure month. Showcasing the new cycle trails in Norfolk, guided walks and loops. This package is first because the activities can actually be done anytime during the project’s duration and is a great PR story.
- November: Discover Your New Norfolk month. Tapping into the history and heritage and nature, this package is designed for people to explore more of what Norfolk has to offer.
- December: Sustainability month. Tying into Christmas, this package inspires people to buy sustainable gifts or better still make their own to create a unique and personal gift for Christmas. The EXP wide Sustainability Pledge may be played into this – sustainable tourism choices.
- January: Reawakening month. Getting exercise and back in control of your mind to kick 2023 off, highlighting the guided walks, fitness activities and getting out into nature.
- February: Fall in Love with Norfolk month. This package showcases the more romantic parts of Norfolk, food and drink and Norfolk Specials. This could include for example Norfolk Art.
- March: Norfolk’s Nature month. As the days get lighter, this project encourages people to get into the Great Outdoors – whether cycling, walking or guided experiences – looking specifically at Norfolk’s natural environment.

2.6.3 Always-on activities

These activities are also running in the background and provide continual awareness through differing, targeted marketing channels. These activities will be outlined more in the second part of this document, so in summary:

- Continual update of the platform, including adding imagery, itineraries and new experiences
- E-newsletters to databases (whether that is the project's own data capture, or through partners).
- SEO – both backlink SEO and improving keywords on the platform itself
- Digital advertising driving traffic to the website – using targeted search terms based on the themed experiences, tentpole or generic keyword terms.
- Social media posts highlighting the chosen experiences
- Competitions to keep awareness high and drive interest

Once the structure and messaging are agreed and approved (the “what”), the next stage is to bring them to market using a variety of different marketing channels (the “how” and the “when”) which are outlined in the next section of this report.

3. Marketing Plan

The following section of this document looks at the tactical elements of the plan, identifying and justifying the best routes to market (“how”) and the best timing to implement these (“when”). The range and depth of recommendations used by the project team is dependent on the resource available over the course of the project to execute.

3.1 Marketing Resource

At the time of writing there is no dedicated marketing resource for the project.

Responsibilities have been split between functional areas:

- Communications manager (Juliette Harkin) is responsible for PR and comms
- Travel Trade (Deborah Brookes) is responsible for third party travel and tourism partners
- The consultants are responsible for developing initial campaign material, branding and imagery which includes social media content and guidelines for digital advertising.
- The marketing plan has identified the need for significant digital advertising so an agency (or internal resource) will need to be procured to carry out this work over the duration of the project.
- An agency is being contracted for the website
- All other marketing functions are coordinated and executed through the project leads (Patricia Day and Maria Theodoraki)

As a result, the marketing may be dissipated. The below activities attempt to show responsibility and how they can be achieved through the resource available.

3.2 PR

Public Relations will form an exceptionally important role with the budget available. As PR forms an in-house function, there will hopefully be large economies of scale, particularly in terms of contacts, strategy and management and, of course, resource.

3.2.1 Key Tasks of PR

The tasks of the PR resource (Juliette Harkin) will be to prioritise and manage as many as the following activities:

- Create, publicise and manage PR events. Central to the strategy is a ‘launch’ event in September and thereafter generate hooks and coverage for tentpole stunts and themed activities. This not only includes writing press releases and organising photo ops but also identifying ways to engage relevant media, which may include:
 - Local media and Council press teams
 - National media (including travel, press and Destination Management Organisations – such as East of England and VisitEngland)

- International and travel trade media (including VisitBritain)
- Bespoke special interest groups (such as cycling associations, ethnic minorities, LGBTQ organisations)
- Partners and organisations involved with the project (such as those offering experiences).
- Coordinate internal comms activity for stakeholders to deliver news stories and keep them abreast of what is happening during the project.
- Facilitate a schedule of fam trips for journalists, bloggers, tour and group travel operators and related agencies, working with DMOs and travel bloggers and influencers.
- Pull together high-quality images and video with a system for image management and distribution for use in media.
- Together with social media, obtain celebrity endorsements and influencers to spread the message to relevant audiences (would be even better to find someone local to Norfolk).
- Respond and liaise with incoming media enquiries.
- Ensure the project is featured in relevant listings or create Facebook events on the Visit Norfolk page, honing in on the key tentpole activity rollout.
- Potentially seek broadcast opportunities as a filming location.

As the project is of a fixed timeframe, the guidance below helps clarify what is needed to be done when.

3.2.2 Soft launch – March to June

Travel trade organisations need time to be able to fit the project into their itineraries, generate requisite trust and confidence to be able sell trips in plenty of time. Together with Deb Brookes, it is recommended to soft launch the project in time for a major trade show in March. This has the added benefit of creating new news that the trade show can support and thus increase awareness. For this B2B release, the recommendation is a simple press release, high level explanation of the project, target markets and real examples of activities together with relevant photography (more details pertaining to the travel trade in section below). This then gives Deb Brookes the tools to be able to sell in the project, organising fam trips, on-going communications and bookings whilst the consumer-facing marketing solidifies.

In June, it is recommended that the project soft launches to the consumer. This is three months out of the project start which will help seed the project in the minds of the consumer. By this time, the website will be functional and basic, curated content will be available. For this B2C release, the recommendation is a press release, photography from testing events and details of the themed packages available. The reason for this is not to overwhelm the consumer into thinking they have to wade through 300+ experiences, but the project is there to help them find their new Norfolk, and to start getting into their minds for when the project officially launches.

Once the project has soft launched and in the consumer public realm, there will then be opportunities to talk to local or specialist media, perhaps on an exclusive basis, to delve further into the project – such as Q&As with spokespeople, local businesses taking part and fam trips.

The scope of these two soft launches should fit in the realm of existing, internal resource.

3.2.3 Launch event

Before the project officially launches, it is recommended to create a launch event which showcases the essence of the project with a suitable experience or activity. The key objective of this is to raise awareness of the project and create demand. This is not an event to please councillors or say thank you and every resource should be laser-focused on the key objective. In order for this objective to be successful, it has to be an event in which media will attend, meaning it has to have a hook, appeal and newsworthy content for media to attend. This will also help the project in terms of creating its own content (for example using press cuttings to give credence to the project experiences and its partners).

This should be in September in order for potential consumers to start actively thinking about participating in the experiences. The exact timing depends on the activity, which could be tied into a relevant event of national interest.

Let's take the previous example of an Enchanted Forest Dining Experience:

- Launched on 25th September – National Cooking Day
- Celebrity chef prepares a locally-produced meal, using fresh, local ingredients (tying into other experiences if possible – such as mushroom foraging).
- A local restaurant business provides their existing infrastructure in-kind – kitchen, furniture, staff etc
- Press, influencers and bloggers are invited to attend
- Interviews are available from the chef, the business and a project spokesperson
- The business can decide whether to carry on the experience through the project, at financial risk/reward to themselves
- The project provide budget to help execute the event – for example paying for the celebrity chef, extra décor (such as twinkly lights), food and potential other set-up costs.

This example is a 'gold' standard PR event and would take up to £10k of the marketing budget. There is a risk here of putting 50% of the marketing budget behind this event. Unforeseen events may take attention away, such as weather or significant news agenda items. Therefore lesser events should be brainstormed at cheaper expenditure and it would be prudent to fully explore what experiences are being created that would create a big enough hook to entice media.

3.3 Travel Trade

Intermediaries such as tour operators, wholesalers, travel agents and online retailers play a significant role in attracting visitors, both international and domestic. The travel trade can help open up new markets, attract more visitors to the destination and encourage them to spend more time exploring what's on offer by effectively packaging up the offer and creating value by doing all the heavy lifting of organisation (for example sourcing and booking hotels, transport and meals).

While consumers are increasingly organising and planning their own trips directly, the travel trade remains effective in reaching larger numbers of potential travellers in a number of markets, essentially being an extension to the marketing budget. Establishing effective relationships with key operators and agencies, and engaging a mix of distribution partners, can help find an effective route to market and reach the target consumers. To be clear, online travel agents (OTAs) are not recommended for this project because a booking function (and therefore a hefty commission) is a prerequisite.

The project has a resource (Deb Brookes) who can be utilised to spread the word of the project. Her existing relationships with the trade, built up over time, are important to easily and efficiently market to them, whilst the project gives new, and exciting, reasons to talk to them.

The travel trade tend to work with much longer timelines than B2C channels, often longer than six months out. It is recommended therefore to start to speak to the trade by mid-March (which is when the trade are most active with shows and exhibitions). This will take the form of a scaled-down 'launch', containing a targeted press release, sample itineraries and activities and an illustrative PDF with key logistical information, designed by the consultants.

The pre-mentioned soft launch, press activity and opportunities for fam trips will support trade efforts in generating credible noise around the project, giving fuel for conversations and conversion. Using copy, photographs, news and materials will be useful tools when attending trade shows, speaking to partners and liaising with B2B travel trade. The opportunity of fam trips should be interwoven into B2C activity to kill two birds with one stone.

It is recommended to allocate a small amount of the budget of £750 to help support the trade with targeted collateral and attendance at relevant trade shows. The consultants will support both the trade and PR resource with trade press contacts.

3.4 Social Media

Social media craves a never-ending supply of good quality content. The whole team (not just the marketing team) should be aware of opportunities that could be used to publicise and promote the project. This of course fits with the project team and experience leads to identify marketing content to whet the appetite (such as marketing tools like time lapses,

images, videos, interviews or on-the-ground elements such as a marriage proposal, spotting a rare bird or a wonderful sunset).

3.4.1 The pillars of social media

There are three key pillars that the project should use as a basis for its social media strategy.

- Listen – set up listening tools and processes to hear what people are saying about the project and look to capitalise. The central Project team should be reviewing social media and partner posts regularly to ascertain sentiment. The hashtag will help find these posts.
- Content – the consultants will create a bank of proactive social media content, each month, for the upcoming month. They will produce relevant content that reflects the project's brand values and range and depth of experiences and activities on offer, always using the hashtag. They will also provide a bank of relevant hashtags (up to 30) per recommended post provided. There is a tendency to only broadcast or use as a sales channel to push experiences. The accepted ratio of sales vs content posts is 20%/80%. The consultants will recommend a plan for this execution, each month throughout the duration of the paid contract, allowing for approx 4 posts a week across the selected social media platforms (see below) which can be distributed to relevant partners as and when. Within each monthly content plan, the consultants will provide:
 - Evaluation of the upcoming month, including relevant media platforms/ activities/ experiences/ themes etc.
 - Message consistency across all channels
 - 1 month of created content, 16 posts, with graphic design included (imagery and video)
 - End of month report, including analytics to understand popular vs the least popular posts for understanding of which kind of posts perform the best for optimum results long term.
- Engage – reactive engagement to enquiries, reviews and comments needs to be measured responses when people take the time to talk about the project. Proactive engagement will also form part of the social media plan, whereby the project will actively try to engage with their audience, with the hope of attracting more followers. An example of proactive engagement may be a "Ask a guide" session. More people are likely to see posts and comments if there is engagement. The consultants shall advise guidelines as to how to respond or talk to people on social media, which can be passed on to the host's social media teams. However, the relationships and agreements with the host will be with the project team, unless otherwise requested.
- Partners - the consultants will liaise with the partners/DMOs regarding regular posting of the provided content each month, advising upon the schedule and encouraging they too post the content provided.

The proactive content will be scheduled by the consultants (i.e. pre-planned for automated posting) each month, so it is important what has been scheduled is made accessible to key

stakeholders in case something happens and insensitive content is automatically sent out – leading to a PR nightmare. The monthly content plan will be sent for suggested amends/ approval with ample time for scheduling each month.

3.4.2 Owned vs borrow social channels

The recommendation of the consultants is for the project to have its own social media channels – limited to one or two platforms that would have the most bang for the buck. The reason for this is:

- Control over what is being said and when it is posted
- All imagery and copy will be on-brand to the project
- Collation of followers to continually market too
- Central place for participants to view information, or be inspired as to what experiences to do
- Central place for participants to post, comment and share their own experiences
- Legacy and long-term data capture
- Responsible resource dedicated to ensure the project continues to keep interest
- Allows retargeting of people that visited the website with display advertising

It is understood that a decision has been made that the project will not have its own social media channel. Whilst the positive of this will be no need for a resource to keep the social media account active, the project should be aware of the limitations:

Owned channels	Other channels
Control over what is being said, to whom and when it is posted	Posts will be in the hands of third parties, whose own demands and pressures will supersede the projects'. Furthermore, their followers may not be the right audience that we are targeting (for example families)
All imagery and copy will be on-brand to the project	Image and copy may need to be adapt, or changed, to fit into the host's branding. There may be limitations as to what can be posted and said and branding and tone of voice will seem off-kilter in a different brand's environment.
Collation of followers to continually market too	No audience of the project's own. All interested participants will be lost or given to the host
Central place for participants to view information, or be inspired as to what experiences to do	Information will be dissipated and a huge pressure on the website to be found
Central place for participants to post, comment and share their own experiences	Information will be dissipated and hard to find for learnings and evaluation. Furthermore, influencers and bloggers will be unable to 'tag' the social media channels

	– a key tool to join the dots of media activity with the experience.
Legacy and long-term data capture	Participants will be lost and no possibility for future targeting
Responsible resource dedicated to ensuring the project continues to keep interest.	Project is 100% reliant on someone else's proactivity and willingness to post on the project's behalf
Retargeting ads with imagery	Retargeting will only appear on Pay-per-click channels

3.4.3 Use of Visit Norfolk's social channels

Pete Waters, at Visit Norfolk, has agreed to allow the project to use the Visit Norfolk social media channels for this project. This is great news as a temporary central hub to concentrate activity towards and the project can control the messaging, timing and engagement. At the time of writing, their stats are:

- Facebook - 19k followers
- Twitter - 37k followers
- Instagram - 2,500 followers

If Visit Norfolk agree (or there is alternative account that can be used), an additional channel advised to start during the project is:

- LinkedIn

LinkedIn is a great place for networking and building awareness on the activities and everything Norfolk has to offer, to engage with other relevant travel and tourism businesses. By posting the content provided on LinkedIn also, and participating in industry discussions, the project can market to potential visitors and partners.

3.4.4 Use of Hashtags

A hashtag is a label used on social media sites that makes it easier to find information with a theme or specific content. Hashtags encourage social media users to explore content that catches their eye. Having a specific hashtag will make it easier for the project team to listen, track, comment on and share the image, as well as keep the post within the project's proposition. The recommendation is to include **#FindYourNewNorfolk** in every post.

There is of course a huge opportunity to place social media content within the experiences and activities themselves to prompt and encourage visitors to post on their social media channels. Having hashtag signage which people can hold for photos (e.g. a placard with **#FindyourNew** at each experience) or asking the experiences to proactively encourage posting can mean visitors are more likely to do the marketing for the project's behalf.

It is recommended that the project buys and supplies these hashtag signs on behalf of the experiences and have obtained a quote for an indicative figure for budgeting:

Half an A3 paper x 50, 3mm foamex	£150 plus VAT and delivery
Half an A2 paper x 50, 3mm foamex	£215 plus VAT and delivery

For budgeting purposes, say £250.

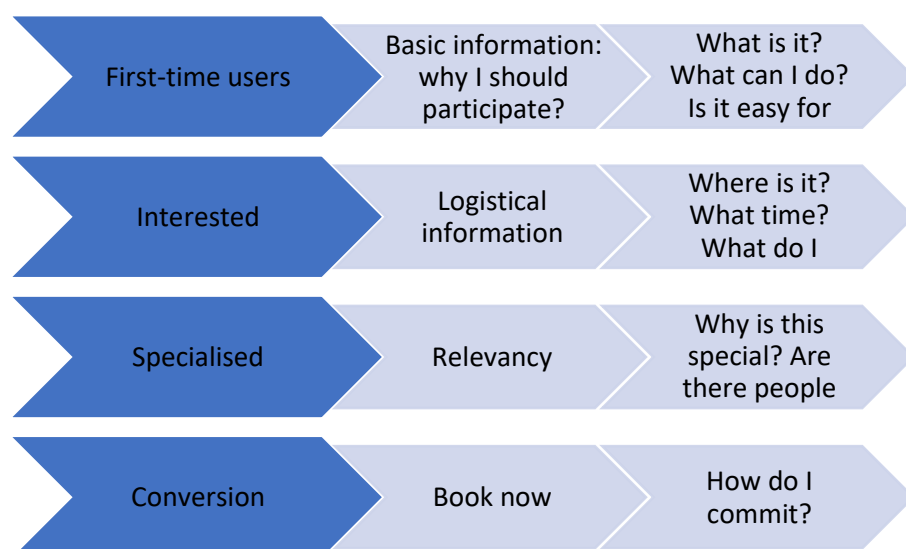
The consultants will produce a social media guideline document with examples of content and a visuals toolkit to create and curate social media content over the lifetime of the project. The goal of this is that anyone in the team can pick it up and know what the expectations are for social media posting.

3.5 Website

The website is a must-have in the digital age and a procurement process is underway to contract a supplier to provide a platform for the project. The importance of the website is even more acute without owned social media channels, given it is the only digital footprint to exist for the project.

Obviously, the website should exude the brand values and make it clear from the outset the compelling proposition of why a visitor should visit Norfolk and participate in the experiences. It should be clear, clean and easy-to-navigate, particularly 'above-the-fold'. There is a tendency to have a wealth of information and copy with links on the homepage. It is recommended to have the tentpole, attention-grabbing wow moments above-the-fold in beautiful imagery to tempt visitors to scroll down or click for more information. Next should be curated categories (such as walking, wellbeing etc) or itineraries followed by a selection of individual experiences.

The hierarchy of messages should pertain to the user journey of the visitor, and understand what information is required when.



Everything else is supplementary information that can be put into the footer. Each of the areas needs very careful thought and information that can lead potential visitors through the user journey to a conversion.

For the stages of the launch campaign (March, June and September), different versions of the website should be ready to go live.

- March - very basic information to give an online destination for interested trade partners with contact information.
- June – Tasters of experiences, packages and itineraries with coming soon messages, combined with data capture
- September – full website finished

The consultants shall work with the procured website agency to ensure it meets the needs of the project and marketing strategy.

3.6 SEO

The website will act as a shop window for all the experiences and activities, making it easy to use and easy to navigate. Importantly, getting people to the website will be a tough undertaking. Search Engine Optimisation (SEO) should be undertaken by the procured agency in order for the website to organically rank high.

There are two main areas of SEO.

3.6.1 – on-site SEO

On-site SEO refers to everything that can be done on the website, of which the project is in complete control of. This includes making sure the proper and relevant keywords are woven into the website both what the readers can see (within high quality, informative copy) and behind-the-scenes technical areas (such as relevant headings and meta-descriptions). For example, including keyword in the title, URL, first paragraph, and at least one sub-heading in the page is a good idea for each area of the experience (such as cyclists). Indeed, much of this optimization is focused on the user, as that's who it is attracting, so it's really important to get it right.

3.6.2 – off-site SEO

One of the most important parts of SEO is link building. This is a huge part of SEO, and it's also one of the most difficult. Getting links to your site helps bring in visitors, and it shows Google that other people around the internet value your content, and that your site is authoritative. Whilst we know that credible social media links will not be available through owned channels, it is therefore imperative that we utilise the project's partners to provide backlinks. Websites such as Norfolk County Council, Cycling UK and VisitNorfolk will be

exceptionally important so agreement, copy and imagery needs to be secured as soon as the website is scheduled to go live.

Building positive relationships with bloggers, journalists, social media personalities and the people behind websites similar to the projects' are all positive off-page SEO practices.

SEO will be a joint effort between the project team, consultants and website agency.

3.7 Digital Spend

Digital advertising is becoming an increasingly important advertising channel, already surpassing traditional forms of media. In the UK in 2019, digital made up 66% of all media spend and by the time the project starts, it will make up nearly three-quarters.

Total Media Ad Spending Share in the UK, by Media, 2019-2024						
<i>% of total</i>						
	2019	2020	2021	2022	2023	2024
Digital	66.1%	71.7%	71.5%	72.9%	74.3%	75.6%
—Mobile	47.6%	53.3%	54.6%	57.2%	59.6%	61.4%
TV*	18.3%	15.6%	15.8%	14.9%	14.1%	13.3%
Print	7.3%	5.8%	5.5%	4.9%	4.5%	4.2%
—Newspapers**	5.2%	4.1%	3.9%	3.5%	3.2%	3.0%
—Magazines**	2.2%	1.6%	1.6%	1.4%	1.3%	1.2%
Out-of-home	5.7%	4.8%	5.1%	5.3%	5.3%	5.3%
Radio***	2.5%	2.0%	2.1%	2.0%	1.8%	1.7%
<i>Note: numbers may not add up to 100% due to rounding; *excludes digital; **print only; ***excludes off-air radio and digital</i>						
<i>Source: eMarketer, June 2020</i>						
T10862 www.eMarketer.com						

The advantages of digital marketing are well documented so to summarise:

- Short-term, quick win route to market
- Ultra-targeted advertising for each of the target markets based specifically on their interests, demographics and location, thus avoiding wastage.
- Tracking and measurements – which adverts are converting and which are not, tweaking to improve efficiency.
- Retargeting those that have clicked or expressed an interest or visited the website
- Tailored communications for each cohort – for the cycling audiences, images of cycling and specific copy can be served through to those that visited the website.

Digital advertising spend will be split between the targeted the identified audiences outlined in section 2.4 as well as highlighting macro and micro experiences:

- Residents within Norfolk, East of England and East Midlands (upweighting in Lincolnshire)
- Testing in Greater London (upweighting in Northern and Eastern boroughs) and rest of England*

- Ethnic minorities and LGBTQ audiences
- Over 55s and child-free (using negative keywords such as families, kids, children)
- Niche audiences linked to specific activities (birdwatching, cycling etc.)
- Themed or packaged activities (e.g. wellbeing, active)
- Opportunistic keywords depending on topical events (including Channel 4 documentary).

*VisitNorfolk and Visit East of England use an agency based in Norwich called Fountain Partnership. They have a rich bank of data and learnings which could be utilised to help efficiently target non-Norfolk areas so the project is starting on the right foot and not wasting money.

3.7.1 Paid Search

Paid search advertising is one of the most popular forms of PPC advertising in which brands pay (using an auction-based model) to have their ads displayed above and below organic search engine results when users search certain keywords within a search engine. They consist of three components designed to entice someone to click through:

1. Attention-grabbing headline
2. A relevant URL to click through
3. Copy description

Measurement of Paid Search is usually through conversion (booking). However, with no booking feature, the project can only rely on click-through rates for evaluation.

Paid search will take up much of the remaining marketing budget. It is recommended to use £6,500 over the course of the project, starting from the launch in September, or if any demand arises that may be beneficial to capture potential visitors (for example the Channel 4 programme being filmed in Norfolk and airing in May 2022). Initially, this budget will be broken down into distinct segments to focus on target audiences (from broad search terms outside of Norfolk to specific terms targeting special interests) and dovetailing into the marketing timeline. Over time, these keywords will be optimised based on click through rates so that high performing keywords will have more budget allocated and poor performing will be removed, so efficiently spending the budget.

A digital agency will need to be procured to manage this account. Visit East of England use an agency called Fountain Partnership. Perhaps there will be economies of scale – both in budget and learnings – to maximise the budget. Agency fees are included in the budget.

3.7.2 Display ads

Display ads, compared to paid search ‘pull’ ads, are ‘pushed’ based on various parameters, such as interest, location and demographics. Display ads are more visual, and rely on a central image or video.

Conversion rates are generally less than paid search because with paid search ads are served based on what the user is physically looking for (hence 'pull'). Display ads are shown even though the user didn't actually want to see that product. For example, if a person continually searches for cycling routes, our ad will pop whether or not they were looking to visit Norfolk.

However, because Display ads utilise visual imagery, it is recommended to put budget towards this route as a way of enticing users that have a propensity to visit the project. £2,500 has been allocated and this will constantly be monitored to ensure effectiveness. The consultants will create the content for the display ads and will create a guidelines document for an internal resource to execute

3.8 Photography and video and image bank

Visual content will be so important to the project not only in communicating the experience and activities but also being relevant to the target audiences. The context of how this content will be used is just as important – in owned channel environments, press kits and on third party sites – for the photographer in creating the right mise-en-scene. Where possible, moving content should be created, either through slideshow type static imagery or actual video content, which needs to be briefed to the photographer. Section 2.5 of this report illustrates the key components of the central image, containing epic, quality, memorable and participatory elements, but importantly featuring the target market for relevancy. Model costs are expensive so to reduce costs it is recommended to use as many favours as possible, for example staff, friends and family of the project or business.

The consultants will liaise with the photographer in briefing.

Content will be continually added to, so it is prudent to create an image bank which different stakeholders could easily access for their own use, such as trade, press, website, display and third parties.

3.9 Niche targeting (databases, associations, clubs, bloggers, influencers)

The project has an ambition of creating 300 experiences and activities over the course of the timeline. Naturally, some of these experiences will be aimed specifically at a niche group of people, whether that is birdwatchers, cyclists, walkers or crafters. Therein lies an opportunity to build a relationship with organisations (amateur or professional) to utilise their already established networks, databases and followers.

Once the activities have been confirmed and uploaded to the website, a list of associations, organisations, clubs, bloggers and influencers need to be created with which to outreach to. Content can be provided (copy, imagery and details, as well as the all-important link to the website for SEO) so that they can publicise the event on their own channels.

Some of these organisations will want a value add to make it extra special for their members and to tip the balance as to 'what's in it for me'. So, consideration as to what extra can be added for valuable contacts. This doesn't need to be paid for or costly (and ultimately up to

the person or business running it) but something different or special that is rarely afforded to 'normal' customers, such as opening 30 minutes early.

The project team's networks should adequately satisfy the important and obvious groups but it would be worth the team spending a bit of time thinking outside the box as to other groups with large followers and spending some time and resource connecting with them. For example, there may be a litter picking group that would want to get involved in a new day out.

3.10 Partner databases and newsletters

Linked to section 3.9 is utilising partner databases to send e-shots and be included in newsletters. Partners close to the project will undoubtedly be keen to support, such as the county council, Cycling UK, Creative Giants and Visit East of England. As these channels are not owned by the project, there will need to be some negotiation to secure placement, and this of course should be done sooner rather than later. Using the project timeline will help identify when and which partner databases to be used. The project team should lead on this important part of the plan.

Note however GDPR compliance: solus e-shots will generally not be allowed which means project content will form part of a larger newsletter.

The power of databases will come from other partners, who rely on an influx of visitors or need for content to showcase the area. Examples of partners that might be worth contacting are:

- Greater Anglia Trains
- Norwich Airport
- Local retail stores or shopping centres.
- Hotels

3.11 Competitions

An easy and effective route to gain attention is through the use of competitions. Creating a competition is fairly straightforward, and handled by the project team – as long as a prize is worthwhile, has value to the target audience and can be provided by a willing business. Placing the competition is somewhat trickier and could be used as leverage in any of the above partnership models to gain access to their databases/followers. Note that data of the entrants will belong to the partner and not to the project. This isn't necessarily a negative thing because the primary focus for the project is to gain awareness, whilst partners will want to add to their database.

Competitions should be placed around the time of the September launch to make as much noise as possible before the project starts.

3.12 Budget recommendation

The plan has recommended where the tight marketing budget should be spent to maximise awareness across the target audiences. This is summarised below.

Foamex boards for hashtag x 50	£250
Travel Trade support	£750
PPC Advertising including agency fees	£6,500
Display Advertising including agency fees	£2,500
PR event	£10,000
TOTAL	£20,000

There may be in-kind or other budget pots that could be utilised unbeknownst to the consultants so these will be added value or bonus budget. Website and photography costs are assumed to be budgeted elsewhere.