

**DESTINATION MARKETING PLAN 2021**

**Perennial**

Social Media - Destination brand inspiration posts

Visitor Websites – Writing and editing content, blogs, content management, hosting, security, maintenance, domain renewals etc.

The Explorer’s Road Website – Writing and editing content for our destinations and attractions

Visitor Welcome and Signage

Comms support to Tourism Action Group – Facebook group and quarterly meetings (currently virtual)

SEO/PPC (once contract awarded)

**Ad Hoc**

PR - Writing promotional content for editorial and features; media relations

Advertising – Destination brand proposition design and artwork

Liaison with Newark VIC and Southwell TIC

**Seasonal**

March	‘Stay local’ social media Attractions content for The Explorer’s Road website relaunch Plan ‘Days out’ campaign part 1 – Easter  <b><i>COVID Roadmap: Rule of 6 Outdoors – 29 March</i></b>
April	SEO/PPC tender New photography and video

	<p>'Days out' campaign part 1 – Easter Travelodge Newark opening English Tourism Week</p> <p><b><i>COVID Roadmap: Self-catering accommodation (same household/bubble), shops, restaurants and pubs (outside), zoos, theme parks – 12 April</i></b></p>
May	<p>SEO/PPC tender New photography and video Refresh and reprint district 'maps' leaflet and national distribution 'Days out' campaign part 2 – Spring half-term Plan 'Staycation' campaign part 1 – Summer</p> <p><b><i>COVID Roadmap: Hotels, B&amp;Bs, guesthouses (same household), restaurants and pubs (indoors), outdoor entertainment, museums, theatres, cinemas – 17 May</i></b></p>
June	<p>SEO/PPC contract start Group Travel advertising refresh creative 'Staycation' campaign part 1 – Summer</p> <p><b><i>COVID Roadmap: Limits removed – 21 June</i></b></p>
July	'Staycation' campaign part 1 - Summer
August	<p>Visitor market research Heritage Open Days flyer</p>
September	<p>Heritage Open Days Visitor market research Visitor websites refreshes Plan 'Staycation' campaign part 2 – Autumn half-term</p>

October	Group Leisure & Travel Show Visitor market research 'Staycation' campaign part 2 – Autumn half-term
November	Xmas campaign New photography and video
December	Xmas campaign New photography and video