

MARKETING SUCCESS REPORT

15th April - 31st May 2024

SOCIAL MEDIA

 **388**
FACEBOOK FOLLOWERS
(As of 31st May, previously 273)

118
NEW FOLLOWERS!

 **274**
INSTAGRAM FOLLOWERS
(As of 31st May, Previously 0)

MOST POPULAR FACEBOOK POST
(Annual Parish Meeting Photos)



3,989 POST REACH

AUDIENCE STATS

24.4% AGE
18-24 1.3%
75.6% 25-34 8.7%
35-44 23.2%
45-54 25.2%

LOCATION OF FOLLOWERS

Halesworth, UK	188
Beccles, UK	18
Bungay, UK	13
Southwold, UK	8
Lowestoft, UK	6
Saxmundham, UK	5
Woodbridge, UK	5
London, UK	4
Harleston, UK	3
Norwich, UK	3

MOST POPULAR INSTAGRAM POST
(Half Term article - Paid Ad)



1,355
ACCOUNTS REACHED

MOST POPULAR INSTAGRAM REEL
(East Suffolk Morris Men dancing in Thoroughfare)



153
PLAYS
Average watch time:
9 Seconds!

MAILCHIMP



128
CONTACTS
8 New Subscribers -
added manually

4
CAMPAIGNS SENT
APM, Bollard & HiB info, Digital
Springboard & Half Term

53.8%
OPEN RATE
Average Mailchimp open rate
is 21.3%

10
CLICKS
Through to
the website

WEBSITE

3.2k
WEBSITE VISITORS
between 14th April - 31st May

Month-after-Month Growth of Users
May 1st-31st vs April 1st-30th
Users 2.3K

+27.7%

MOST VIEWED BUSINESSES:

- 1) Tululahs Fish & Chips (118 views)
- 2) Bacchus Beyond (103)
- 3) Denson's Jewellers (96)
- 4) H.R.G Services (92)
- 5) Istanbul Kebab House (83)

6
NEW BUSINESS LISTINGS

17
EVENTS ADDED

TOP 5 PAGES VISITED:

- 1) Home page (1,069 visits)
- 2) Shops & Services Directory (430)
- 3) Food & Drink - Cafes, Restaurants etc (370)
- 4) Shopping (316)
- 5) Things to do (191)

TRAFFIC SOURCE

- 1) Google (2079)
- 2) Direct - link/QR code (473)
- 3) Bing (148)
- 4) Facebook (118)
- 5) CaptiveElephant - Thoroughfare Free Wifi (113)

MARKETING SUCCESS REPORT

15th April - 31st May 2024

CONNECTIONS MADE

Meetings attended;

- Marketing Workshop (ESC)
- Heritage Event Meeting
- Halesworth Business Connections
- Jo & Jo (ESC)
- ESTA AGM
- Digital Springboard
- Lindsay - Xtrahead Web Developer

Made contact with;

- Halesworth Museum
- Halesworth to Southwold Narrow Gauge Railway
- Friends of Halesworth Library
- Lisa Hyde (U3A)
- Jess Brown (Event Organiser)
- Hetty Allen & Pauline Milstead (Scarecrows)
- Suffolk Coast DMO

BUDGET

Starting Budget:

£5,000

Spend so far:

£163.20 -

The Suffolk Coast DMO Annual Membership Fee

Remaining Budget:

£4,836.80

PLAN FOR JUNE

- Implement a Marketing Strategy for the Wayfinding Signs (scheduled installation start date 8th July)
- Work with the Young Artists on marketing the Bollard Project (attending workshop 19th June)
- Promote Digital Springboard online workshops created for Halesworth businesses, collab with Business Connections Group (27th June/2nd July)
- Promote Guided walks with Lisa Hyde U3A (12th July & 2nd August)
- Design 'Festival Goers Guide to Halesworth' leaflet (Latitude: 25th - 28th July)
- Implement the PPC campaign for the website once I have completed free Google Ad words workshop from MENTA
- Work with The Tourism Group on updating/printing/creating a new generic leaflet for Halesworth using new map
- Work with Suffolk Coast on how to get the best out of our listing & update Halesworth info on their site
- Work with Jess Brown & the Heritage group on marketing the 7th September Event
- Work with Hetty Allen & Pauline Milstead on marketing Scarecrow Festival (19th Oct - 2nd Nov) agreed to use our branding & allow me to tweak scarecrow logo
- Source photography/videography for town website/socials/marketing materials
- Continue to promote and connect with Halesworth business owners
- Send out regular mailchimp communications to Mailing List
- Investigate idea of beer mats/coasters with branding
- * Think more about outdoor cinema event - August/September
- Think about 2025 events - Heritage Plant Fair & Railway 200