

Discover what we're... Doing in Dornoch

DACIC's Marketing Campaign Update

Our campaign launched in mid March with its twin objectives of raising awareness of the area and of bringing more people here in the shoulder months. The campaign will run for 12 months and the impact and benefits will be felt most in the coming months though we hope that there will also be a short term boost.

Online Activity

Most of our promotion is online via a variety of means; Search Engine Optimisation via video, banner ads, adwords and advertising via a range of online media. We've run a series of short terms tests across all methods and can now compare results so that in future we target those means which have produced the best return on investment.

You Tube

After Google, and owned by Google, You Tube is the world's largest search engine. We have established a Discover Dornoch You Tube channel where our Dornoch video runs. It has currently had 11,845 views. We urgently need more help in taking video footage so we can make more videos and continue this very effective promotion. If you know anyone who enjoys working in video please let us know.

Coming Events

To attract people here in the autumn we have 2 events in planning: the Dornoch Walking Festival 25th – 27th September and a Whisky Festival on November 27th -29th. Press releases and full information for you will be at www.dornoch.org.uk/dacic-business-group.asp. Please check there from June 7th for the Walking Festival programme and then, please, use your own facebook pages, websites and any other means to help us promote these events and bring people here. Full information on the Whisky Festival will follow soon. Public information will be on www.visitdornoch.com.

www.visitdornoch.com

We are making steady progress in driving more traffic to the website. In March and April we had a number of different methods running so we would have an instant boost. Through May we've been testing different methods one by one so we have accurate measurements for comparison.

Most traffic to the site is from UK sources as our advertising focus is UK with the USA coming second.

Old visitdornoch website		New visitdornoch website	
month	visits	month	visits
February 2014	14,232	February 2015	14,585
March 2014	12,473	March 2015	16,609
April 2014	12,340	April 2015	21,117

