

Marketing Campaign update July 2015

Autumn Festivals

The Dornoch Walking Festival is planned for September 25 - 27. All information is available on the website and we now have leaflets so please let Leah know if you'd like some. Please help us spread the word and get as many people involved as possible.

So far the Festival has been promoted by banner ads on premium sites like Tripadvisor, on the Visit Dornoch facebook page, via email to walking groups across the country, on events listing sites and in a full page feature in the Press & Journal Saturday magazine on July 25th. Leaflets and posters will be distributed around the North of Scotland in the coming weeks. Please help by promoting the Festival on your facebook page, twitter or any other means.

The Whisky Festival is now on the website and is being promoted via banner ads and on whisky blog sites. Further promotion will follow but again, please help by mentioning it on your own sites and facebook pages.

Website

Our Search Engine optimisation work is ongoing and we can see the benefits in web traffic with 20,904 for July this year (as of July 25th) as against 12,037 in July 2014. Of these we know the overwhelming majority are from the UK with the USA a very remote second and China third. The greatest proportion of the UK visitors come from London followed by the Scottish cities.

You will see that more sections have been added to the site and we now have a regularly updated Late Availability section. We hope to add a Special Offer section later in August.

The website collects data on its visitors which we've used for an advertising campaign featuring accommodation and late availability which has gone directly to over 12,500 people who have already visited our site and therefore have real interest in Dornoch.

Lucy has prepared and sent out a newsletter to people who had entered our on line competition and it has also featured late availability.

Video Marketing Intern

Leah McEwen has been taking photographs and video footage for us to use in our marketing activities and will continue to do that in the coming weeks. If you have any suggestions of events or activities which Leah could film, please contact her via Lucy.

Help the campaign

Please add a link to your website to www.visitdornoch.com. This will help us increase search engine ranking so is very important.

And, do, please help promote the autumn festivals by distributing leaflets and posters and sharing information by facebook, your own website and any other means possible.