

## **Marketing Campaign update June 2015**

### **Coming Events**

Full information on the Dornoch Walking Festival is now available at <http://www.visitdornoch.com/do-more/dornoch-walking-festival-2015/>. Please add this link to your own websites and facebook pages and help us bring more people to Dornoch to enjoy a great family event and boost our businesses!

The Dornoch Whisky Festival is being planned and the programme almost complete. Full details will be on visitdornoch.com very soon so please look out for those, share the link and help us spread the word.

### **Video Marketing Intern**

We are lucky to have Leah McEwen here for the summer. Leah will be taking photographs and video footage for us to use in our marketing activities. Time permitting, Leah may be able to help our Business Group members by taking photos of businesses and properties. If you would find that helpful, please contact Lucy, our Marketing Development Officer who will make arrangements. If Leah contacts you to ask for help with her work, please do all you can. We will all benefit from her efforts.

### **The campaign and the website**

DACIC's purpose in this marketing campaign is to increase the number of people who are aware of Dornoch as a holiday destination and who are likely to visit. We are doing this via a whole range of targeted online activity as well as through our events and other promotional means. Doing something of this scale, and in competition with holiday destinations in Scotland, the UK and worldwide is obviously a huge challenge and not something which will be achieved in a matter of weeks. Our current campaign will run for 12 months so we are still in the early stages but are achieving our targets in terms of much increased web traffic, improved Google and You Tube rankings and engagement with the website.

Our monthly online competition is a good indicator of how our site is gaining strength and visibility. Our first completion ran from mid March till the end of April and there were 90 entries. In May there were more than 900 entries and in the first 3 weeks of June, 2,700 entries.

The website itself is a shop window for all Dornoch has to offer. We are adding to it and improving it daily. Visitors looking to book accommodation can see, at a glance, the range on offer. They can then click through to business' own websites for further information and to book. Please note that visitdornoch.com does not send notification when a visitor has been referred to your site. To see if your own site is attracting interest, you need to look at your own site's data where you should see which sites visitors have come from.

The quality of images and information on your own site are key. People want to see prices and availability at a glance and they want clear internal shots of a property as they will compare one business against another. Currently some properties are more attractively and effectively presented than others and this may well have an effect on bookings.

A clever thing our website does is collect email addresses from people who have said they would like to be kept in touch with Dornoch news. There are now more than 12,000 of these and we will soon be sending our first newsletter to keep them abreast of all that is happening here.

### **Visit Scotland measures of success**

At the end of the first 3 month's of campaign activity, Visit Scotland asked us to have achieved page 1 ranking on Google for 15-20 key Dornoch holiday and accommodation related search terms. This has been achieved and exceeded with us achieving more than 20 P1 rankings on Google and on You Tube.

The second key measure at this stage was to achieve 30% increase in website traffic compared to the same period last year, within 3 months. That was achieved in 2 ½ months.

### **Help the campaign**

Please add a link to your website to [www.visitdornoch.com](http://www.visitdornoch.com). This will help us increase search engine ranking so is very important.