

The Dornoch Area Community Interest Company - Marketing Plan 2017

Executive Summary

Aims:

- To increase awareness of Dornoch as a destination
- To increase “heads on beds” particularly in the shoulder months
- To encourage longer stays and higher spend
- To encourage visitors to share their experiences

We will increase awareness of Dornoch as a destination by:

- Regular posts on the visitdornoch.com website with good SEO content that is then automatically shared across the network built by Purple Frog
- Regular Social Media posts, with return links to visitdornoch.com
- Increased use of videos across all channels
- Running 6 competitions a year about Dornoch (answers in the website) with a bottle of whisky as the prize. This has so far generated a mailing list of 3000 who have requested to receive the monthly newsletter
- Working with partners such as Royal Dornoch Golf Club, North Coast 500 and Venture North

We will increase “heads on beds” particularly in the shoulder months by:

- Promoting events and activities e.g. Dornoch Whisky Festival (October), New Year Celebrations, Fibre Fest (March), Classic Car Tour (May), Sutherland Show (July), Dornoch Highland Gathering (August), Dornoch Festival Week (August)
- Promoting Late Availability deals
- Having a range of accommodation on visitdornoch.com that is well presented and allows visitors to easily compare facilities and price with options to check availability and book on-line.
- Promote accommodation in the Visitor Centre

We will encourage longer stays and higher spend by:

- Developing the daycation market by promoting events such as monthly community markets, celebrating food & drink outlets in the area and highlighting the fantastic range of independent shops
- Welcoming cruise liner coach tours with our Dornoch Ambassadors directing visitors to eateries, shops & attractions
- Welcoming visitors to the Visitor Centre and providing information on local attractions, monthly what's on listing, eateries, shops, activities and day trips
- Use of our Mobile App - allowing visitors to download & pre-plan and then be guided round the town and alerted to special offers.

We will encourage visitors to share their experiences by

- Having a feedback page on the website with regular requests via Social Media
- Engagement, comments, photos, videos and reviews on Social Media
- Advising visitors of visitscotland.com/community

Measurements:

- Monthly website sessions - overall, from organic search, from social media, pages per session, session duration and bounce rate.
- Compare with same month in previous year(s)
- Monthly website targets - overall sessions 6000, session duration 3 mins, pages per session 2.5, bounce rate 40%
- Monthly visitors in the Visitor Centre (2016 total was 26,971 up 33% on 2015)
- Annual bed nights from accommodation providers
- % variation on annual turnover from all business group members
- Annual review of business confidence
- Likes, shares and engagement on Social Media - benchmark against other destinations

Resources

- Income from Business Group levy and other website advertising
- Staff
 - Digital marketing 12 hours per week throughout the year
 - Assistant in the Visitor Centre 4 hours/day April to September
 - Dornoch Ambassador 5 hours per day on 69 cruise liner tour days
- Signage
 - 2 x A9 signs
 - 4 x Map Signs in Car Parks, with map dispensers for printed maps
 - Town centre pedestrian signs - 13 Finger posts with 85 fingers
 - Walk signage to Embo - 9 Finger posts with 22 fingers
 - A949 Sign with removable event panels
- Printing
 - Walk leaflet
 - Cycle leaflet
 - Whisky Trail (North Coast 500)
 - Fishing Heritage Trail (North Coast 500)
 - New for 2017
 - Celebrating Food & Drink
 - Donald Ross Trail
 - Pictish Trail
 - Event Leaflets
 - Dornoch Whisky Festival
 - New Year Celebrations
 - For 2018 Landmark Press Distribution
 - Single Dornoch leaflet with year's events & attractions in Inverness & Loch Ness outlets
 - Dornoch page in Northern Highlands bedroom folders
- Trained Business Group
 - WorldHost destination (supporting businesses through the renewal cycle)