



**ENGLAND'S COAST
SPRING / SUMMER DIGITAL
PARTNER CAMPAIGN**

**THE
COAST
IS CALLING**



WORK WITH US

The England's Coast project brings together all the key elements of a holiday on the coast into one easy-to-use resource for international and domestic visitors. With inspirational content, itineraries and a practical travel planner, consumers and trade can book directly with one of the 2,200+ businesses listed on the **England's Coast website**.

England's Coast social media channels are growing daily and have more than 88,000 followers across **Facebook EN**, **DE**, **NL**, **FR**, **ES** and **IT**, **Instagram** and **Twitter**.

Our regular consumer newsletters reach more than 3,600 individuals across UK, Netherlands and Germany and achieve an average 38% open rate.



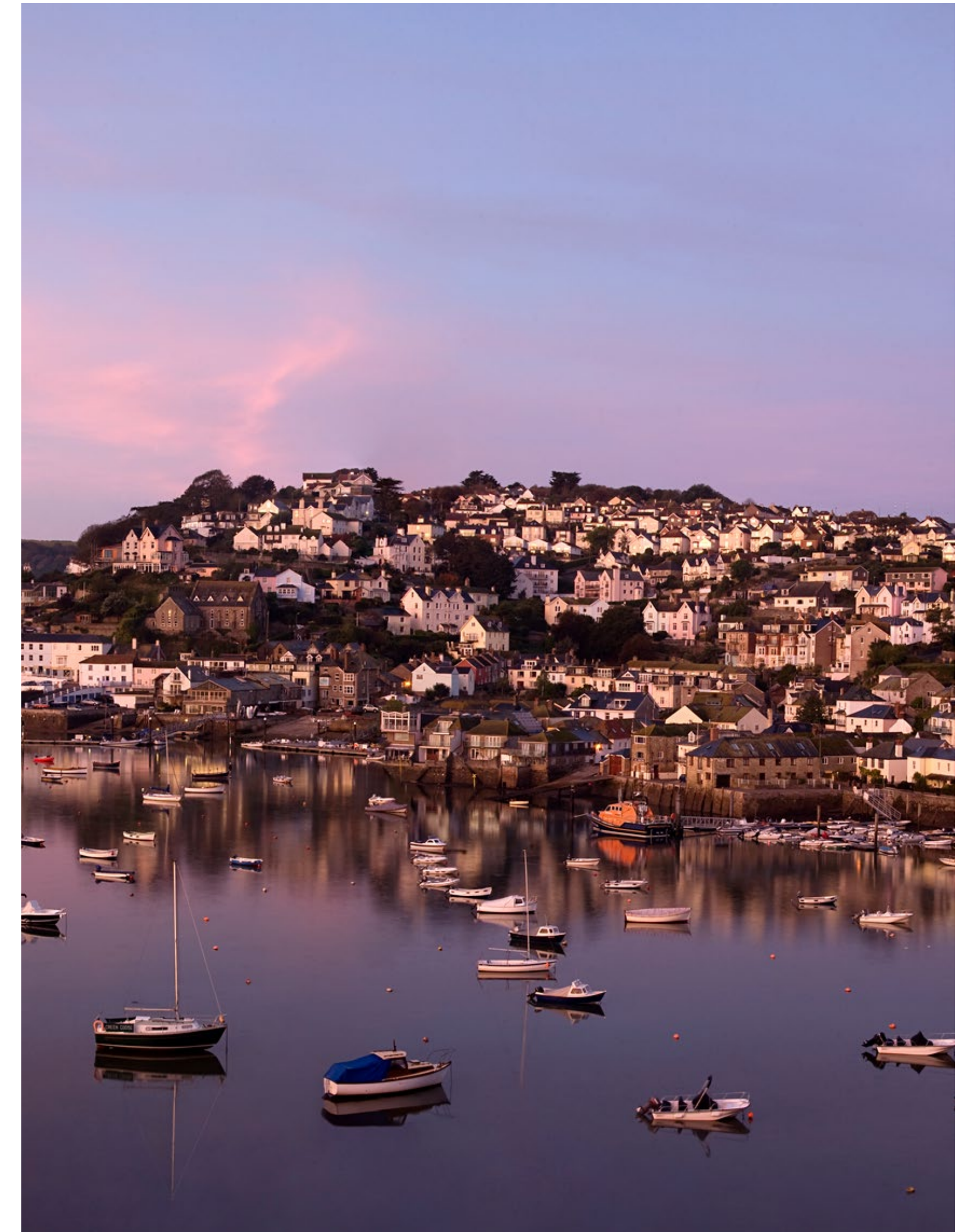
THE COAST IS CALLING - SPRING DIGITAL CAMPAIGN 2022

England's Coast's Digital campaigns achieve above industry average engagement rates across Google Ads, You Tube and Facebook campaigns.

For Spring 2022 (**running January-March 2022**) our digital campaign is focused on **The Coast is Calling** – encouraging visitors to explore our coastline in the Spring and Summer 2022 and drawing on the love of the coast and sea.

The campaign would include dedicated partner landing page, organic and paid for social media including Google ads to the your partner landing page, ads across Facebook & Instagram, partner specific instagram reel, special newsletter to EC database in January featuring partners that sign-up and inclusion in new spring video.

England's Coast consumer research indicates that 79% of consumers are considering a holiday to the coast in the next year and 45% are considering a holiday abroad; "price" and the "Covid situation and restrictions" are the most important factors influencing their holiday considerations, yet only 26% have actually booked their 2022 holiday.

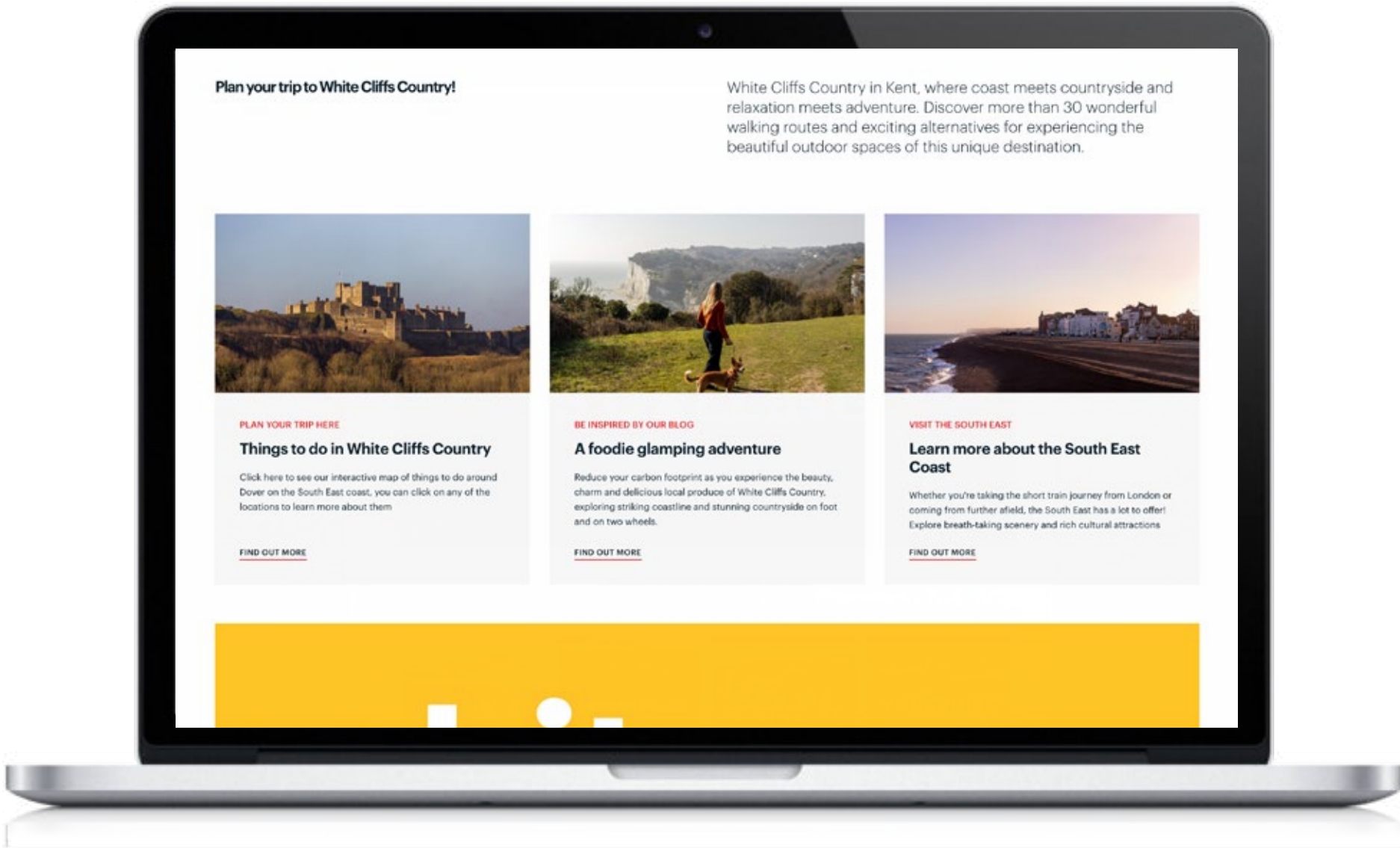


BESPOKE PARTNER LANDING PAGES

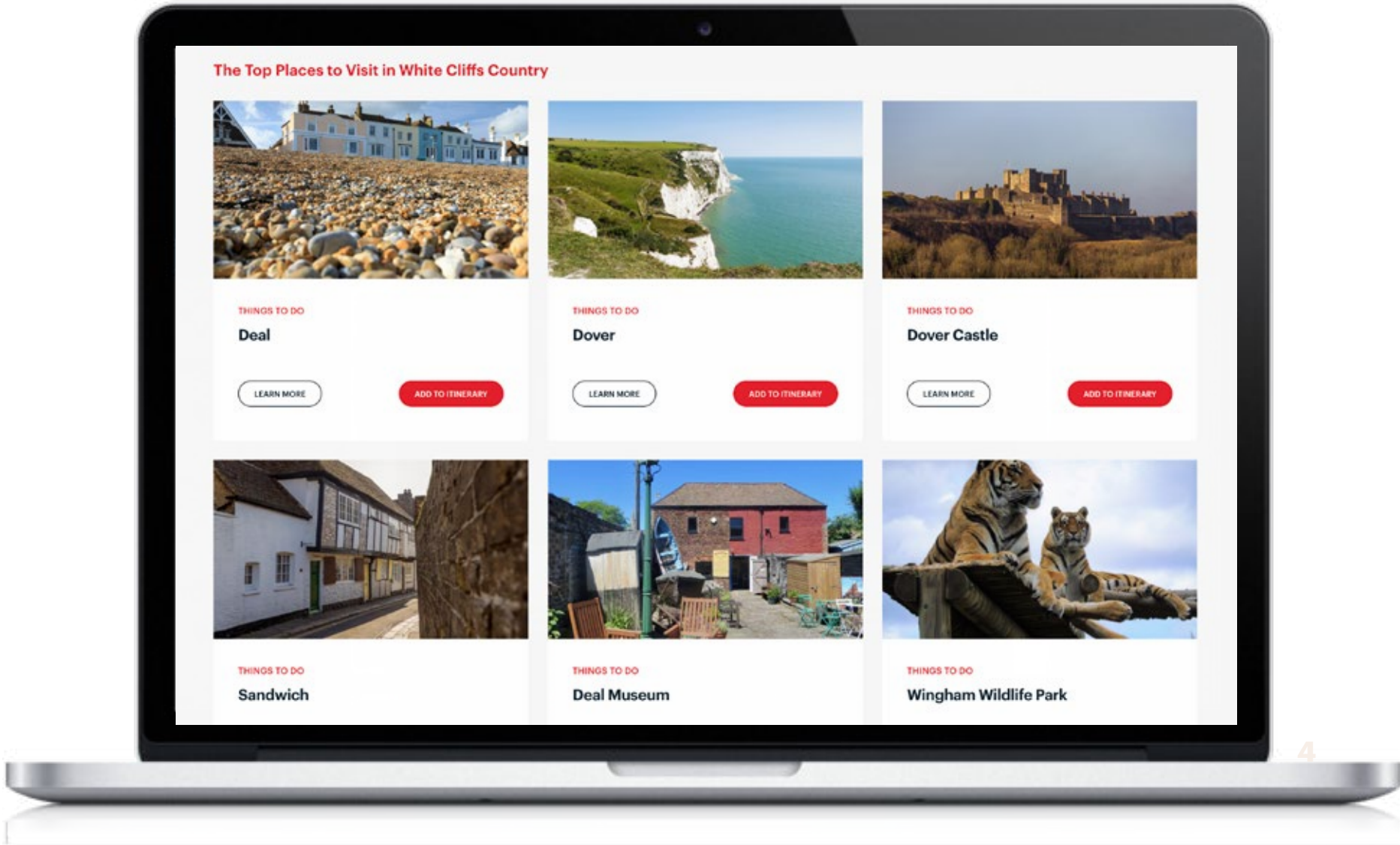
A dedicated landing page

The landing page will introduce the user to your region, with 3 CTA's at the top, usually involving a pre agreed blog post on your region. Beneath this is a space for a video promoting your region, space for text and 6 'top places to visit'. This landing page acts as a shop window to your region as users land on the page from social campiagns.

[See an example here.](#)



Winter campaign example




BE PART OF OUR SPONSORED POSTS

Winter Campaign Examples



England's Coast

Sponsored · 

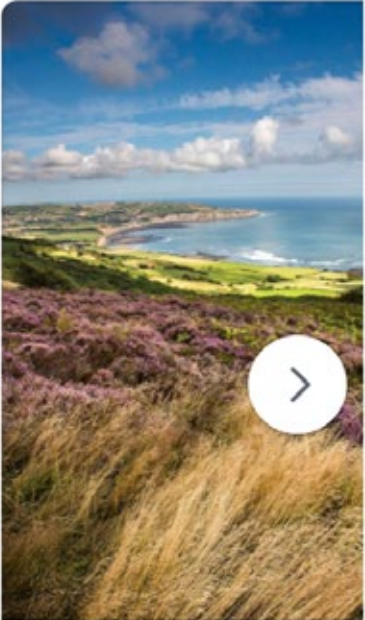
🌟 Visit England's Coast this winter, we've put together the BEST things to do in each of these regions!

👉 Start planning your next trip today <https://englandscoast.com/tcic>





Visit White Cliffs Country in Kent

Where coast meets count...



Discover the North York Moors coast

The dramatic coastline of...



You and 262 others




Comment




Share

26 comments

22 shares




England's Coast

Published by Alex Catt · 26 October at 15:52 · 

❤️ Explore the EPIC Yorkshire coast this winter, plan your next trip now! ❤️

This is the place to explore, to escape, to indulge and dream this year 🌟


👉 englandscoast.com/en/lp/things-to-do-yorkshire-coast



ENGLANDSCOAST.COM

The BEST things to on the Yorkshire coast

The Coast is Calling, visit England's Coast this year!




765


Learn More

66 comments

78 shares




England's Coast

Published by Alex Catt · 26 October at 15:52 · 


❤️ The dramatic coastline of the North York Moors National Park is a perfect choice for those who want to experience a sense of England's history in a truly dramatic landscape this winter

👉 englandscoast.com/lp/north-york-moors-coast




Check out Robin Hood's Bay

You won't regret it!



Have you been to Staithes?


A hillside gem on the Y...




497

35 comments

44 shares




Like



Comment



Share



England's Coast

Published by Alex Catt · 27 October at 10:02 · 

🌟 The Coast is Calling! Embrace England's Coast this winter, plan your trip now ❤️

Find the BEST things to do in one place


👉 <https://englandscoast.com/tcic>



ENGLANDSCOAST.COM

Plan your winter break now

Plan your next coastal staycation, a weekend away by the sea or a week L...



909

Learn More

41 comments

67 shares

England's Coast | The Coast is Calling

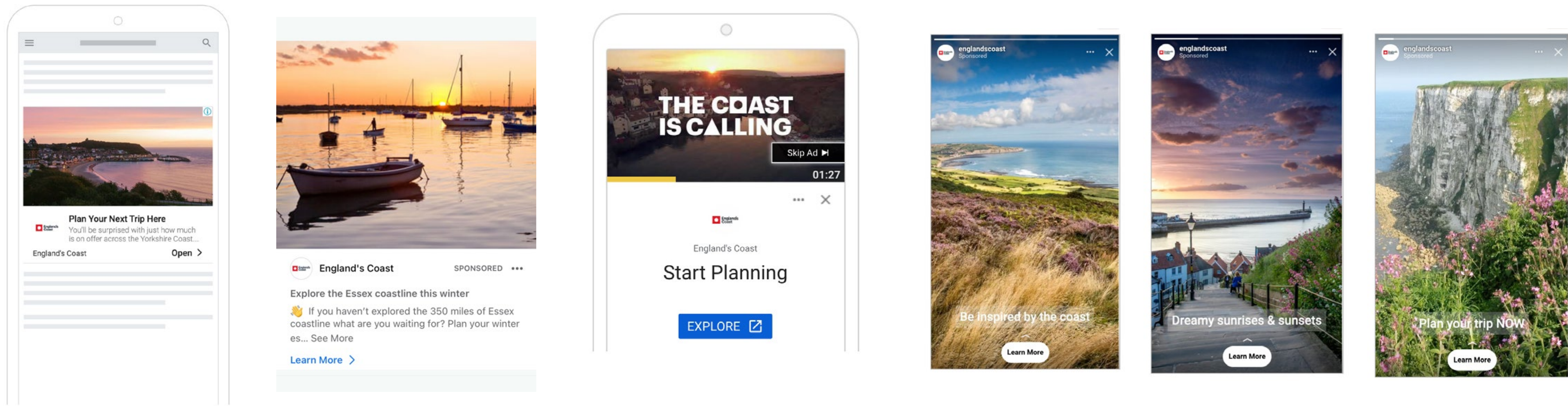
5

BE PART OF OUR SPONSORED POSTS

Be seen across Facebook, Google, Youtube and Instagram!

During phase one of our Autumn Winter campaign partner adverts had a total impressions of 1.3m with 13.5k clicks over 3 weeks.

Winter Campaign Examples



NEWSLETTER CONTENT

Be featured in a partner specific newsletter

Timing: January 2022

Distribution: 3.6k domestic consumers*

Typical open rate: 38%

This newsletter will feature each paying partner with links directed to your dedicated EC landing page (see page 4)

*Please note this is current number of subscribers, our current winter campaign includes competitions with data capture which is expected to increase this database by c.2k consumers.

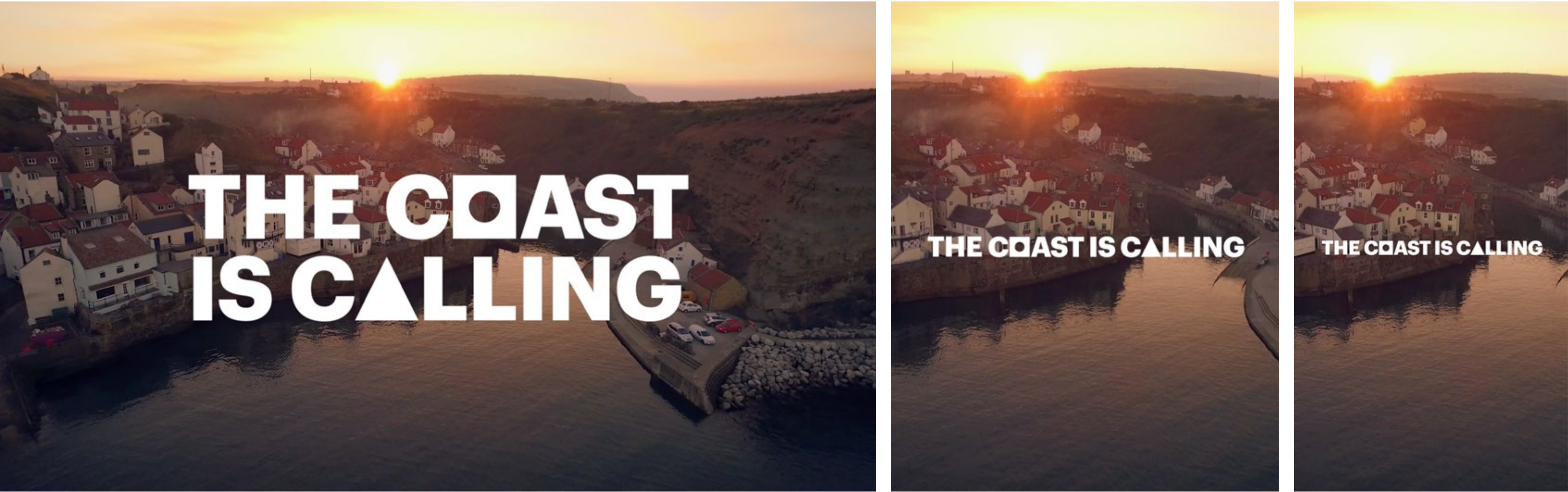


BE FEATURED IN A NEW SPRING VIDEO

Be a part of our Spring campaign video, optimised for different formats

A new England's Coast spring video will be created using existing EC and partner footage. Featuring paid partners it will feature on the England's Coast website, **Coast is Calling landing page**, England's Coast social channels and be used in the YouTube ad campaign.

See all our videos on the **England's Coast You Tube Channel**.



Winter Campaign Examples

ENGLAND'S COAST SPRING/ SUMMER DIGITAL CAMPAIGN

Live: January to March 2022

Partner cost of £2,500+VAT

Includes dedicated partner landing page, Google ads to your partner landing page, organic and paid for social media including ads across Facebook & Instagram, partner specific instagram reel, special newsletter to EC database in January featuring partners that sign-up and inclusion in new spring video.

Contact **Samantha Richardson** to sign-up or for further details.



THE
COAST
IS CALLING

CONTACT

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Academy Director

National Coastal Tourism Academy