

# Working Together

Teamwork is the best way to get your business in front of the right people, at the right time. By partnering with VisitGuernsey, you can do exactly that.

#### Why partnering could work for you

- Take advantage of our knowledge, statistics, surveys and research
- Access our already engaged audiences across digital, social media and email
- Benefit from a relationship with UK and European tour operators and travel agents
- Benefit from our dedicated UK and European PR teams, and content, social and digital marketing expert teams

There are several opportunities for you to add to your marketing, as part of a package or on an individual basis.

Work with us and let us help you to expand your horizons.





# **Key Statistics**



**60,416** strong, GDPR compliant, email database



**123,532,829** ad impressions



**visitguernsey.com** delivers over **1.34 million** sessions to over **489,000** users



**13,711,051** social ad views (at least 75% completion rate)



**265,652** referrals to industry partners



combined social following of **65,563** 



# How we are already supporting you

We are dedicated to helping your business reach as large an audience as possible. Here are the ways we are already doing that, **free of charge**.

- A listing on visitguernsey.com, which is searchable indefinitely on the website, resulting in search increases on Google and meaning a guaranteed listing for businesses that don't have a website
- Features in our regular organic (non-sponsored) content on the visit guernsey blog and social media channels.
   See an example here

 Guidance with developing unique, memorable experiences for visitors, which are easily bookable and promoted free of charge in the special offers section of the VisitGuernsey website (visitguernsey.com/planning/offers)

If you're not already taking advantage of all these free opportunities, contact Jo to get started at jo.dyer@gov.gg







## Photography Packages

# Elevate your visual storytelling with Sarah Froome.

Elevate your content with stunning photography by Sarah Froome. These packages provide high-quality images to boost engagement and highlight your brand. Choose from flexible options, all including professionally edited images. Additional photos are available at a reduced rate, making it easier to get the perfect shot for your campaign.

RATES FOR PARTNERS:			
Package	Price	Final Images Included	Additional Images (£25 each)
1 hour shoot	£250	5 images	Available
2 hour shoot	£400	10 images	Available
Up to 3 hours	£500	15 images	Available
Up to 3 hours	£600	25 images	Available

**Note:** Additional images must be purchased within a week of the shoot to receive the reduced rate of £25 per image. Licensing included, but image exclusivity is not.









## **Marketing Packages**

# Making the most of your opportunities with VisitGuernsey

All trade partners are entitled to a bronze package, free of charge, but there are opportunities to enhance your marketing opportunities, whatever your budget, and make sure you get noticed.

#### **PACKAGES** Content **Individual** Silver Gold **Platinum Bronze Partnerships Prices** Standard Standard Standard Standard 1 x individual Individual 1 listing\* on the listing\* on the listing\* on the listing\* on the blog post month featured VisitGuernsev VisitGuernsey VisitGuernsey VisitGuernsey and share website listing website website website website (800 word limit) £250 Special offer Special offer Special offer Special offer 1 x dedicated Individual static listings on the listings on the listings on the listings on the consumer mailer Facebook post VisitGuernsey VisitGuernsey VisitGuernsey VisitGuernsey (300 word limit) starting at £100 website website website website 1 x static Individual blog 1 x static Facebook post post and share 2 x static 2 x static Facebook post Facebook posts Facebook posts (800 word limit) £550 1 month featured 2 month featured 2 month featured listing on the Individual special listing on the listing on the VisitGuernsey VisitGuernsey VisitGuernsey offer in single website website website mailer £200 1 x exclusive 2 x exclusive Dedicated special offer special offers consumer mailer featured in (300 word limit) featured in consumer £350 consumer mailers mailers Content Partnership dedicated blog and mailer and Facebook post £850 £300 £2,000 £1,000 Free (£2,100 value) (£350 value) (£900 value)

<sup>\*</sup>A standard listing includes your name, a 400 word description, location map, a website link and imagery

#### The ISLANDS of GUFRNSFY

# What is featured content?

#### Get 3x more views and website referrals

Featured content is placed at the top of relevant web pages, meaning your business appears first before other listings.

For example, a featured listing for a hotel would appear at the top of the accommodation page.

As there is obviously limited space on the website for features, the month-long spots are sold on a first come, first served basis and must be booked in advance.

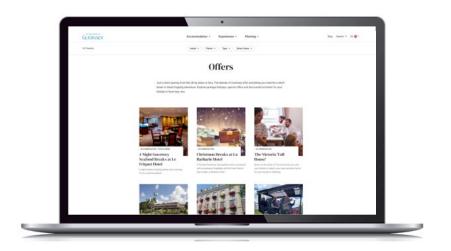
Individual 1 month featured listing is £250.

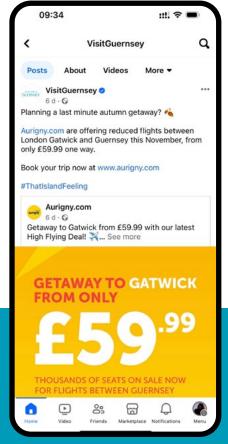
#### Increase your social reach

We have a strong, highly engaged social media following of 65,563 people who want to hear more about The Islands of Guernsey. Let us get your business in front of those potential customers.

Our social media team will work with you to craft tailored content that can promote your business and offers in the best way for our audience.

Individual static Facebook post starting at £100.





#### The ISLANDS of GUERNSEY

# Exclusive special offers featured in consumer mailers

Promote your business to our 60,416 strong, GDPR compliant, database.

The mailer is being rebranded as an exclusive club, so offers promoted in this way have an added benefit for those who have signed up.

Consumer mailers are sent out twice a month to our email database, highlighting the key events in the coming months, combined with two commercial spaces on each mailer for advertisers.

#### This includes:

- 1 An image of 600 pixels wide by 500 pixels tall (supplied as a jpeg to include a commercial message)
- 2 100 words describing your offer
- 3 A link to your website

Individual special offer in single mailer is £200.





#### The ISLANDS of GUERNSEY

# Content partnership

Our content partnership includes a dedicated blog post on our website created by our editorial team, a solus email to our 60,416 strong database promoting that blog post (with any accompanying offers you have) and supporting social media content.

#### **Blog Post**

Online content is an important part of our marketing activity, and allows advertisers to promote a service, activity, or event in greater detail than any other format. Images, videos and hyperlinks are a key benefit within this advertising format.

All blogs are shared to our social media audience, and remain live and searchable on our website.

Individual blog post and activity is £550.

#### **Solus Email**

Featuring both your blog post and any accompanying special offers, our solus emails are dedicated to promoting your business alone. The email can be sent on a date of your choosing and include links directly to your website.

One Solus Email is £350.

"Our collaboration with VisitGuernsey has been a great success, with their partnership package we effectively extended our reach through consumer mailers and social media channels. We're excited for more fruitful collaborations in the future, reaching an even broader audience."

**Hand Picked Hotels** 



#### The ISLANDS of GUFRNSFY

# Bespoke partner campaigns

We can work with you to create bespoke partner campaigns based on your offerings.

If you would like to talk to us about creating a bespoke partner campaign, then please email **jo.dyer@gov.gg** 











If you have any further questions, please contact
Jo Dyer at jo.dyer@gov.gg