



A DESTINATION MARKETING STRATEGY FOR

MALDON DISTRICT

2017-2022

M A L D O N
D I S T R I C T

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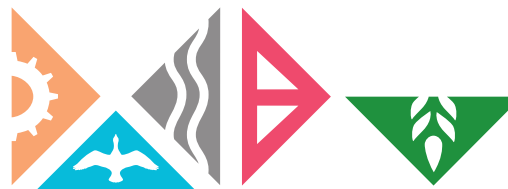


OUR GOAL

TO DEVELOP AND PROMOTE MALDON DISTRICT
AS A VISITOR DESTINATION

TO SUPPORT THE DEVELOPMENT OF LOCAL TOURISM
THROUGH INNOVATION AND PARTNERSHIP

TO ADD VALUE TO THE EXPERIENCE
OF LOCAL RESIDENTS AND VISITORS



ACHIEVING THE GOAL

WORKING IN PARTNERSHIP TO MAKE MALDON DISTRICT A BETTER PLACE TO VISIT, LIVE, WORK & ENJOY

▶ BRAND DEVELOPMENT

Working with the Maldon District 'Sense of Place' to develop a strong and recognisable visual identity. Adopting a thematic approach to promoting Maldon District's varied assets.

▶ MARKETING

Producing cost effective and high quality marketing materials that promote Maldon District as a visitor destination. Increasing the number of new and repeat visitors and spend per visit.

▶ COLLABORATION

Developing a strong partnership with local tourism operators and supporting their marketing efforts. Working with local businesses to create unique marketing initiatives that promote Maldon District.

▶ VISITOR EXPERIENCE

Improving the visitor experience through consideration of information provision, sense of arrival and amenities. Ensuring that visitor trips to Maldon District are as enjoyable and memorable as possible.



HEADLINE	ACTION / DETAIL
<p>QUALITY</p>	<p>Ensure that the Maldon District ‘Sense of Place’, which was designed to reflect the character, vibrancy and appeal of the area, is used to its best effect and is taken full advantage of throughout branding and marketing development.</p> <p>Ensure all brand and marketing work positively contributes to Maldon District’s image, reputation and profile.</p> <p>Use fresh, bright and inspirational creative and design ideas to reflect and deliver key messaging about Maldon District.</p> <p>Ensure any marketing undertaken is (accurately) perceived as appropriate and useful.</p> <p>Keep all marketing initiatives within Maldon District simple and effective.</p> <p>Ensure all marketing materials produced are consistent collectively and work individually to achieve marketing objectives.</p>
<p>BRAND DEVELOPMENT</p>	<p>Establish the Maldon District ‘Sense of Place’ as a working brand.</p> <p>Create a more formal logo, mark or seal to represent Maldon District’s ‘Sense of Place’.</p> <p>Develop clear guidelines for using the creative brand assets and the ‘Sense of Place’ toolkit already produced.</p> <p>Design and produce initial promotional materials.</p> <p>Replicate the brand feel across Social Media logos and posts.</p> <p>Ensure consistency of approach to design and production.</p>
<p>THEMATIC APPROACH</p>	<p>Focus on promoting the context of Maldon District, its unique location and the qualities of the area.</p> <p>Focus on key themes to help visitors understand Maldon District’s varied and diverse attractions.</p> <p>Develop marketing materials that communicate and resonate with the context and themes, individually and collectively.</p> <p>MALDON DISTRICT CONTEXT: Riverside, Coastal, Rural, Historic Towns & Villages.</p> <p>MALDON DISTRICT THEMES: Coastal, Tranquil, Colourful, Creative, Gastro, Quaint, Historic, Scenic, Active, Artisan, Maritime, Friendly, Rustic, Family.</p>
<p>LONGER TERM</p>	<p>Work with Maldon District’s in-house design team and / or a trusted design agency to ensure that all opportunities for future brand development and application are capitalised on.</p>

HEADLINE	ACTION / DETAIL
<p>MARKETING OBJECTIVES</p>	<p>Promote Maldon District as a scenic, vibrant, colourful and characterful destination, great for year-round visits.</p> <p>Increase new and repeat visitor numbers and visitor spend.</p> <p>Contribute to the prosperity of the leisure and tourism industry in Maldon District.</p> <p>Capitalise on Maldon District’s riverside, coastal and rural location with historic towns and villages.</p> <p>Design and execute all marketing in an innovative and modern style, whilst being sympathetic and adding value to the heritage, history and integrity of Maldon District.</p> <p>Ensure all marketing materials add value to their location and environment and improve the visitor experience.</p> <p>Create materials that are appealing, thought provoking, eye catching and that spark positive conversation and interest.</p> <p>Develop assets that work across print, online and experiential marketing.</p>
<p>MARKETING MATERIALS</p>	<p>Use the ‘Sense of Place’ brand assets to design and produce a range of promotional materials for Maldon District.</p> <p>To include for print: Postcards, Tabletalkers/Mini Brochures, Business Cards, Posters and Stickers.</p> <p>To include for digital: Graphics for Social Media, Digital versions of Print Materials (where relevant).</p> <p>Create graphic designs for these promotional materials that resonate with Maldon District’s culture, history and heritage whilst also portraying the area as a forward looking, innovative and creative destination.</p> <p>Use a strong typographic approach to marketing materials and their design, capitalising on the use of the themed concept. Combine this smart, eye-catching and confident typesetting with professional formatting and a full-bleed approach to photography, using strong images that help to convey the natural beauty of the rural, coastal and riverside locations and the heritage and history of the town and village locations. Utilise available photographic stock to maximum effect, using simple headlines to capture the promotional item’s messaging. Use brand colours where required to help highlight text that is not easily legible over full-bleed photographs. Use the ‘Sense of Place’ print (in line with guidelines) consistently, but creatively across all materials. Ensure white space across the print work is considered, in order to create a strong visual identity that is simple and un-cluttered.</p> <p>Produce Logos, Marks or Seals for easy application online and in print.</p> <p>Ensure all marketing materials produced are consistent in terms of approach to design and production.</p> <p>Develop a good working relationship with an external design agency who can, when relevant, work with Maldon District’s in-house design team to help generate on-message creative ideas, and offer advice and services to ensure the quality and consistency of marketing materials whilst also maintaining the integrity of the ‘Sense of Place’ and its objectives.</p> <p>Longer Term: Consider simple updates to the printed materials in terms of design and photography every 1 to 2 years, ensuring that the look and feel is retained, whilst the creative work itself is updated in keeping with the ‘Sense of Place’. Ensure any design updates are on trend, whilst still adhering to the style and feel of the ‘Sense of Place’.</p>

HEADLINE	ACTION / DETAIL
<p>PROMOTIONAL ACTIVITY</p>	<p>Print and distribute promotional materials across relevant accommodation, hospitality, food & drink, retail, gallery, leisure, activity, museum and heritage sites in Maldon District.</p> <p>Ensure the same promotional materials are displayed in all Tourist Information Centres.</p> <p>Print and distribute promotional materials across accommodation and hospitality operators within 1 hour drive of Maldon District.</p> <p>Consider which print material is most appropriate for different venues before distribution.</p> <p><i>Example: postcards for smaller venues and tabletalkers OR mini brochure for restaurants and hotels.</i></p>
<p>PRESS ADVERTISING</p>	<p>Larger Budget: Consider press advertising in local publications to target day visitors.</p> <p>Consider press advertising in national publications to target day and overnight visitors from London, the Home Counties and further afield in East Anglia and the UK.</p> <p>Ensure the design of any press advertisements matches other promotional materials produced.</p>
<p>BILLBOARD ADVERTISING</p>	<p>Larger Budget: Consider outdoor advertising on large format billboards within relevant catchment radius (c. 50 miles).</p> <p>Ensure the design of any billboard adverts matches the other promotional materials produced.</p>
<p>SOCIAL MEDIA</p>	<p>Continue to generate positive PR and visitor interest via Social Media.</p> <p>Use Graphics produced (see Marketing Materials) in conjunction with photography to convey on Social Media the range of visitor attractions Maldon District has to offer. Ensure all photography is of a high standard.</p> <p>Focus on 1. Maldon District generally, 2. specific locations in Maldon District and 3. specific venues and attractions in Maldon District.</p> <p>Curate photography to produce a range of posts around each of the key Maldon District themes.</p> <p>Encourage visitor engagement using Hashtag campaigns.</p> <p><i>Examples: #MaldonDays or #MaldonDaysOut.</i></p> <p>Consider collaboration online with residents and visitors via Social Media and Website to source great new photography for future use in terms of Social Media and marketing.</p> <p>Consider using Instagram to take advantage of its large and broad demographic.</p> <p>Larger Budget and Longer Term: Consider multimedia campaigns featuring videos or GIFs.</p> <p><i>Examples: a video campaign featuring visitors and residents talking about their favourite 'Maldon Days' or 'Maldon Days Out' OR the production of animated GIF files or videos about why visitors and residents 'Love Maldon'.</i></p>

HEADLINE	ACTION / DETAIL
<p>PR</p>	<p>Consider reviewing press release programme and recipients list to maximise any possible free press coverage.</p> <p>Develop professional format and design template for all tourism related press releases.</p> <p>Consider collaboration with journalists and bloggers to create editorial features and placed articles.</p> <p>Consider collaboration with local tourism businesses to invite bloggers and journalists to visit and review their experiences.</p> <p>Work to actively promote any installations or visitor sites or destinations created as part of other marketing initiatives (see Visitor Experience).</p>
<p>PROMOTIONAL SIGNAGE</p>	<p>Identify new and current locations that could be used more effectively for promotional purposes.</p> <p>Consider using relevant signs or posters to promote Maldon District (example: roundabout signs and/or public posters).</p> <p>Consider any innovative large format locations for promotional designs that add value to their surroundings and landscape and that provide a positive talking point for the location</p> <p><i>Example: large scale traditional sign-writing style designs that appear on the sides of buildings or on large format poster spaces, where available cost effectively.</i></p> <p>Consider updating the format of paid advertising opportunities within Maldon District (example: roundabout signs).</p>
<p>MERCHANDISE</p>	<p>Consider the design of new staff uniform for Tourist Information Centres.</p> <p>Larger Budget: Increase promotional sales and add more value to the customer shopping experience in Tourist Information Centres.</p> <p>Consider developing design work to produce unique merchandising ideas across a range of products.</p> <p>Consider working with local artists and manufacturers to develop a gift product range unique to Maldon District.</p>
<p>PHOTOGRAPHY</p>	<p>Develop Maldon District’s photography assets (see also Collaboration) for use in marketing and promotional activity.</p> <p>Taking a lead from the photography produced as part of the ‘Sense of Place’ work, source photos that genuinely showcase the range of Maldon District’s offering for tourists; from stunning riverside, coastal and rural locations through to vibrant and colourful towns and villages with plenty of character, history and heritage.</p> <p>Ensure all photography used as part of any marketing is excellent quality, very high resolution with strong and vibrant colour tones.</p> <p>Larger Budget: Consider commissioning new professional photography to showcase Maldon District (to be used in print and online).</p>
<p>EVENTS</p>	<p>Take advantage of any cost effective event or exhibition opportunities, and collaborate with tourism and business partners to provide excellent quality print marketing materials for events and exhibitions.</p>

HEADLINE	ACTION / DETAIL
DESIGN APPROACH	<p>Ensure that good design practice is employed throughout the design and artworking of all materials for print.</p> <p>Ensure typography, layout, colours and formats are all considered, and produced consistently across all materials, with key changes made where required by size or format limitations to ensure the 'Sense of Place' is replicated appropriately in all formats.</p>
PRINTING & MATERIALS	<p>Ensure all printing jobs are run as cost effectively as possible, whilst not compromising the quality of the end results.</p> <p>Use paper stock that resonates with 'The Sense of Place' - un-coated paper stock, as heavy weight as practical.</p> <p>Use appropriate materials for any signage, ensuring the end products are long lasting and sympathetic to their surroundings.</p>
TARGET MARKET	<p>Target new day and overnight visitors who can be reached through word of mouth, referral and recommendation from tourists having enjoyed their visit or stay.</p> <p>Target day visitors who are already staying near to Maldon District.</p> <p>Target day visitors who live within c.1 hour car drive of locations within Maldon District including East Anglia and East London residents looking for riverside, rural, coastal or country town and village days out within easy reach.</p> <p>Larger Budget: Target day and overnight visitors who live further afield, up the East Coast and out towards London and the Home Counties (see Press Advertising).</p>
MONITORING SUCCESS	<p>Develop strong relationships with tourism and leisure operators in Maldon District in order to get regular updates and feedback about the tourism market in Maldon District, thus helping to source headline data about any impact of recent marketing work.</p> <p>Larger Budget: Establish how to source key information for tracking success of marketing work.</p> <p>Assess feasibility of sourcing information about Maldon District specifically (as per 'Economic Impact of Tourism - Essex 2015').</p> <p>Key ROI data for yearly comparison to include at least: number of overnight trips, number of day trips, spend per trip.</p> <p>Consider questionnaire or survey format for visitors to feedback on their visit or stay.</p> <p>Consider questionnaire or survey format for tourism businesses to feedback on their visitor activity.</p> <p>Surveys could include simple, printed cards that visitors can fill in and leave either with the venue they visited, or with Tourist Information Centres in Maldon District. An online survey format could also be considered in order that visitors fill in a simple questionnaire online to leave feedback about their visit.</p> <p>Target outcomes (depending on format for assessing feedback) could include positive feedback from visitors, tourism operators and businesses, positive social media engagement with visitors, positive press response, positive blogger coverage, and / or positive resident response.</p>

HEADLINE	ACTION / DETAIL
COLLABORATION OBJECTIVES	<p>Work in partnership with tourism and leisure operators, businesses, developers and residents in Maldon District to promote the area as a visitor destination and to add value to the visitor and resident experience where possible.</p>
PROMOTION	<p>Work in partnership with local accommodation, hospitality, food & drink, retail, gallery, leisure, activity, museum and heritage sites to distribute printed Maldon District marketing materials (see Marketing).</p> <p>Consider the creation of a Promotional Pack.</p> <p>This should include Maldon District logos for tourism businesses to use on their own printed material and websites; window stickers featuring the logo to display in shop windows; and print ready artwork for postcard and poster printing in order that local tourism businesses can take advantage of high quality print materials promoting the area.</p> <p>Consider working in partnership to offer marketing advice and expertise to local businesses involved in the tourism industry.</p>
SHOPFRONT	<p>Larger Budget: Consider working in partnership with businesses in key locations in order to add as much value to the appearance and presentation of Maldon District as possible, thus appealing to visitors and strengthening the visitor experience.</p> <p><i>Example: work with local businesses to offer advice on signage and shopfronts.</i></p> <p>Consider guidelines for new and existing businesses in terms of shop frontage and signs.</p>
HOARDING	<p>Larger Budget: Work in partnership with developers and town planning officials to maximise the possibilities of promotional hoarding, quality signage and other possible initiatives to improve visitor and resident experience at development locations, during development and once development is completed.</p> <p><i>Examples: Causeway Regeneration Area, Maldon Central and the Leisure Quarter.</i></p> <p>Ensure any hoarding, signage or other installations are undertaken in line with the ‘Sense of Place’ and other marketing materials.</p> <p>These large format projects should be approached in an original and innovative way in order to attract the maximum positive PR and interest.</p>
RESIDENTS & VISITORS	<p>Collaborate with residents and visitors to generate a large library of Maldon District photography that could be used in future marketing and promotional materials. Promote this proposed collaboration online and via Social Media.</p> <p>Ensure the quality of any photography actually used.</p>
EVENTS	<p>Larger Budget: Consider developing more events across Maldon District.</p> <p><i>Examples: Events that work with the Maldon District themes (Gastro, Active, Heritage, Maritime) OR Christmas Markets.</i></p>

HEADLINE	ACTION / DETAIL
<p>VISITOR EXPERIENCE OBJECTIVES</p>	<p>Strengthen and add value to the Visitor and Tourist Experience across the region, making it as positive and memorable as possible .</p> <p>Increase visitor awareness of varied attractions throughout Maldon District.</p> <p>Attract new visitors and repeat visitors, day and overnight visitors, aiming to increase their spend per visit.</p> <p>Define visits to Maldon District more clearly for visitors, adding value to their experience and increasing likelihood of recommendation.</p>
<p>BEFORE A VISIT</p>	<p>Consider the visitor’s experience before they arrive in Maldon District.</p> <p>Continue to use www.visitmaldondistrict.co.uk to promote the area and its attractions.</p> <p>Increase number of online business listings for all relevant accommodation, hospitality, food & drink, retail, gallery, leisure, activity, museum and heritage sites in Maldon District.</p>
<p>THEMED EXPERIENCES</p>	<p>Larger Budget: Develop the concept of grouping attractions in multiple locations (as currently featured online) in order to produce leaflets and additional online guides about specifically themed experiences or trails.</p> <p><i>Example: ‘Coastal Guide’, including a range of coastal attractions, walks, bike rides and amenities or ‘Historic Guide’ including heritage attractions and museums in Maldon District OR ‘Gastro Guide’ outlining some of the key food and drink experiences in Maldon District.</i></p> <p>Make these guides available online to help visitors plan their visit or stay depending on their interests, and display these guides in Tourist Information Centres and at other relevant tourism businesses to help promote a wide range of attractions.</p> <p>Ensure the design and production of these themed leaflets is consistent with other marketing materials, and that they have an ‘editorial’ tone and design style, which reflects the quality of Maldon District as a destination and appeals to a wide demographic.</p>
<p>TOURIST GUIDE</p>	<p>Larger Budget: Use the themed guides and current walking maps and leaflets to develop and produce an overall Maldon District Tourist Guide. Ensure the new guide looks bright, fresh and smart and reflects the Maldon District ‘Sense of Place’. Make available to visitors in print and online (distribute widely to all relevant accommodation, hospitality, food & drink, retail, gallery, leisure, activity, museum and heritage sites and to all Tourist Information Centres in and around Maldon District).</p> <p>Consider selling advertising and features in the Tourist Guide to local businesses.</p> <p>Consider making this Tourist Guide an annual publication and including specific events, features and editorial.</p>

HEADLINE	ACTION / DETAIL
<p>DESTINATION</p>	<p>Consider low cost ad hoc destination sign posting.</p> <p><i>Examples: lamp post wrapping and bollard covers featuring themed 'Coastal', 'Discover' or 'Scenic' messaging.</i></p> <p>Larger Budget: Consider new destination and route signage between key locations, helping visitors to explore and discover Maldon District more easily on foot and by bicycle and to promote the diversity of attractions available.</p> <p><i>Example: Route signage and information provision between Maldon Central, The Causeway and the new Coastal Path.</i></p> <p>Develop recreational signage to define and strengthen visitor experience on foot or bicycle, also to help visitors plan their trip and activities.</p> <p><i>Example: 'Tea Rooms 500 metres ⇌' or 'Museums & Galleries ⇌' or 'The Saltmarsh Coast ⇌'.</i></p> <p>All signage should be bright, colourful and vibrant; using plenty of white space to help create signs that have a contemporary and professional feel, whilst also relating to the 'Sense of Place' and being sympathetic to their environment.</p>
<p>ARRIVAL</p>	<p>Larger Budget:</p> <p>Strengthen sense of arrival and welcome at key locations and attractions across Maldon District, including those for new developments.</p> <p>Consider all routes into Maldon District, and into key villages and towns within Maldon District.</p> <p>Ensure all arrival/location signage looks consistent with the 'Sense of Place' and other marketing materials produced.</p> <p>Create smart, professional and modern signage, designed to last and to add value to the cultural character of locations within Maldon District. Arrival signage should be sympathetic to its natural environment and appropriate to each location. Signage should be designed to make sure visitors feel a strong 'sense of arrival' and 'welcome' which will increase the likelihood of recommendation and improved perception of the destination.</p> <p>On arrival signage, where possible, provide information on other nearby attractions in order to add value to the visitor experience.</p> <p><i>Example: Riverside Park.</i></p>
<p>INFORMATION PROVISION</p>	<p>Larger Budget:</p> <p>Continue the work to develop more sites for Interpretation Boards and Visitor Information Points.</p> <p>Ensure any Interpretation Boards or Visitor Information Points work with the 'Sense of Place' and look consistent with other marketing materials, whilst being sympathetic and adding value to their location and environment.</p> <p>Consider the Visitor Experience when planning Interpretation Boards and when producing content or written copy for large format signs.</p> <p>Create information boards, signs and hubs that are innovative in design, interesting in content and add to the overall visitor experience.</p> <p><i>Example: in conjunction with planned visitor centre.</i></p>

HEADLINE	ACTION / DETAIL
<p>INSTALLATIONS</p>	<p>Larger Budget:</p> <p>In-house design team to consider working with a design agency or artists to create new, small scale visitor destinations through creative design and installation.</p> <p><i>Example: capitalising on the riverside, coastal, rural, town or village locations through the design and creation of innovative public seating at key locations with a great view.</i></p> <p>Source inspiration for any installation ideas or designs from the Maldon District ‘Sense of Place’ and each individual location. Ensure that any designs considered are totally sympathetic to their natural environment and that they add value and character to their location, effectively creating new destinations for visitors and residents.</p> <p><i>Example: using any available public wall space to display striking and original designs based on the ‘Sense of Place’ combined with a slight street-art or traditional sign-writing style.</i></p> <p>Use these installations and larger format design opportunities to add to the cultural feel of their location, and also generate interest from a visitor, resident and PR perspective.</p> <p>Consider lighting projects which add interest to locations for visitors who may enjoy evening trips.</p> <p>When considering the manufacture of any installations, consider how to work with (local where possible) suppliers who are able to deliver a sustainable, environmentally friendly and high quality product at a sensible price. Time should be taken to source the best suppliers to ensure any installations are innovative and original.</p>
<p>NEW DESTINATIONS</p>	<p>Larger Budget:</p> <p>Consider ways to attract visitors for new and diverse attractions.</p> <p><i>Examples: Pop Up Shops or Restaurants in vacant premises OR Street Art (using ‘Sense of Place’ approach to design).</i></p> <p>Consider ways of attracting new investors and businesses to the area, focusing in particular on new tourism focused businesses that offer great visitor experiences and that contribute to the prosperity of Maldon District generally.</p> <p><i>Example: encouraging food and drink businesses that appeal to visitor priorities and spending habits. Growth in this sector would add value to the visitor experience and fits in with with current regeneration and development plans in Maldon.</i></p>
<p>ONE-OFF PROMOTIONS</p>	<p>Larger Budget:</p> <p>Consider launching a voucher, loyalty card, discount scheme or similar. Provide details using printed or downloadable options. Scheme to be run in conjunction with tourist and leisure businesses in Maldon District.</p> <p>Consider this promotional activity in terms of Monitoring Success (see Marketing).</p>

HEADLINE	ACTION / DETAIL
RESEARCH	<p>Larger Budget:</p> <p>Consider undertaking initiatives to gain data from visitors about their experiences in Maldon District. Learn as much as possible about how visitors perceive their visits, with highlights and areas for improvement included in questions.</p> <p>Consider undertaking initiatives to gain data from local tourism and leisure operators about their experiences running a business in Maldon District. Learn as much as possible about how they perceive their customers' visits, with highlights and areas for improvement included in questions.</p> <p><i>Examples: feedback card or online survey.</i></p> <p>Use this information as part of Monitoring Success (see Marketing).</p>

TIMEFRAME	ACTION / DETAIL
YEARS 1 - 3	<p>Focus on Brand Development and promotion of key Maldon District themes.</p> <p>Undertake production and printing of promotional and Marketing Materials.</p> <p>Undertake Promotional Activity to distribute these materials.</p> <p>Consider developing and produce Promotional Pack to support tourism businesses.</p> <p>Consider developing Information Provision across Maldon District.</p> <p>Consider developing Destination and Arrival signage to work with Information Provision.</p> <p>Consider developing Promotional Signage.</p> <p>Consider sourcing new Photography.</p> <p>Consider developing Themed Experiences and corresponding printed guides for the District (already started with Walking Guides).</p> <p>Consider developing larger format Tourist Guide to showcase Maldon District.</p> <p>Consider the production of Hoarding for relevant developments across Maldon District.</p> <p>Consider strengthening PR and Social Media presence for Maldon District.</p> <p>Consider Collaboration and Installation projects.</p>
YEAR 3 - 4	<p>Continue the work from Year 1 - 3.</p> <p>Develop printed Marketing Materials (update Photography and refresh designs).</p> <p>Consider Press Advertising or Billboard Advertising.</p> <p>Consider larger scale Collaborations and Installations.</p>
YEAR 4 - 5	<p>Continue the work from Year 1 - 4.</p> <p>Consider larger scale Merchandise, Professional Videos, Events, Loyalty Cards and/or Research.</p>

BUDGET	SPEND
<p>BUDGET OF UP TO £10K</p>	<p>Print promotional materials. Rough pricing guide, for digital printing: Business Cards - 10,000 - c. £250 + vat Four Fold Mini-Brochure or Paperfold Mini-Brochure - 10,000 - c. £500 + vat Postcards - 10,000 - c. £250 + vat Stickers - 2,000 - c. £850 + vat Folders - A4 or A5 - 500 - c. £350 - £550 + vat</p> <p>Signage materials (quotes to be confirmed by signage company per specification).</p>
<p>BUDGET OF UP TO £10K +</p> <div data-bbox="174 1161 752 1366" style="border: 1px solid black; padding: 5px; margin-top: 20px;"> <p>NOTE: With any increase in budget, priority should be given to marketing projects that add maximum permanent value to Maldon District, whilst also working towards achieving marketing strategy objectives.</p> </div>	<p>Signage materials (quotes to be confirmed by signage company per specification).</p> <p>Tourist Guide or similar. Rough pricing guide, for digital printing: 24 page A5 saddle stitched brochure - 10,000 - c. £5,000 + vat plus Design and artwork production - c. £2,500 - £5,000 + vat</p> <p>Hoarding. To be costed individually.</p> <p>Installations. To be costed individually.</p> <p>Press advertising - in regional publications. Rough pricing guide: Essex Life - Quarter page c. £547 + vat or Half page c. £862 + vat or Full page c. £1464 + vat Jimmy's Farm Magazine - tbc Colchester Zoo - Quarter page c. £300 + vat or Half page c. £600 + vat or Full page c. £1200 + vat</p> <p>Merchandise. To be costed individually.</p> <p>Professional Photography. Rough pricing guide: £500 - £1200 + vat per day plus expenses</p> <p>Videos or multi-media graphics. Rough guide for production: GIF files or animated videos - c. £250 - £1,500 + vat Video production - c. £3,000 - £10,000 + vat</p> <p>Billboard advertising - within a 1 hour drive, at key locations. Rough pricing indication: 6 Sheet advert near Colchester train station c. £300 - £500 per week 6 Sheet advert in Chelmsford, near grammar school, c. £200 - 300 per week</p> <p>Events. To be costed individually.</p> <p>Loyalty Card, Voucher or Discount Scheme. To be costed individually.</p> <p>Research. To be costed individually.</p>

SOURCE	HEADLINE
<p>MALDON & HEYBRIDGE CENTRAL AREA MASTERPLAN 2016</p>	<p>The aims of the Masterplan’s proposed development and regeneration work include adding value to the character, vitality and cultural importance of Maldon and contributing to its increased prosperity. This Marketing Strategy aims to portray this character and vibrancy through the production of bright and creative promotional materials and the generation of innovative and creative marketing ideas.</p>
	<p>Regeneration of key areas (Maldon Central, The Causeway, Leisure Quarter, Garden Suburb housing developments etc) is central to the Masterplan. This Marketing Strategy is designed to develop a format for signage and visitor information to work alongside these new developments, helping Maldon develop a clear visual identity.</p>
	<p>Making use of all Maldon’s assets is another key theme throughout the Masterplan. This Marketing Strategy proposes the promotion of these assets (including waterways, heritage, green spaces, coastline etc) throughout all marketing initiatives, and the use of themes to help portray the range of local attractions.</p>
	<p>Protecting the environment and the local history is also important in the Masterplan, as is blending this heritage with the new. This Marketing Strategy proposes the careful design and production of any materials to ensure that they look fresh, modern and aspirational whilst also being sympathetic to their environment, adding genuine value to their location and to resident and visitor experiences alike.</p>
	<p>Details are included in the Masterplan about how to capitalise on increased visitors to the new Coastal Path in 2017/2018. It is noted that gateways to the Town Centre should be better signposted, and route signage (particularly on foot) between key areas and destinations should be improved. This Marketing Strategy proposes new designs and formats for signage across Maldon District and in particular between key locations and attractions. New signage and information boards or points should have a positive practical use for visitors and residents and should also be designed and produced in order to add value to the cultural character of the area.</p>

SOURCE	HEADLINE
<p>MALDON DISTRICT ECONOMIC PROSPERITY STRATEGY 2013 - 2029</p>	<p>Supporting business and creating jobs in the private sector is key to the Maldon District Economic Prosperity Strategy. This Marketing Strategy sets out a plan for promoting the area, increasing visitor numbers, collaborating with local businesses and for adding value to the visitor experience overall. An increase in day trips and overnight stays would help to contribute to the demand from current tourism related businesses and could create opportunities for increased jobs in the area.</p>
	<p>Key industries for focus in the Economic Prosperity Strategy include Leisure, Food, Accommodation, Retail and Attractions. This Marketing Strategy aims to promote all these businesses and to generate increased visitor numbers and spend per visit. Smart and aspirational looking print and promotion work can transform how a visitor perceives their experience, and this is an area of great opportunity for Maldon District.</p>
	<p>Encouraging visitors to stay for longer is another goal of the Economic Prosperity Strategy. This Marketing Strategy outlines ways to communicate the breadth and range of activities and attractions available in the area, with a view to encouraging visitors to either return or stay for longer. This Marketing Strategy also includes some ideas for advertising further afield to promote longer stays in the area.</p>
<p>ECONOMIC IMPACT OF TOURISM 2015 RESULTS</p>	<p>Shopping, food and attractions seem to be a key element of visitor expenditure in these Results, and this Marketing Strategy proposes promotional work to help visitors understand more about the range of retail and hospitality spots in the region, whilst also promoting other attractions and activities.</p>
<p>MALDON DISTRICT TOURISM STRATEGY RESEARCH 2009</p>	<p>This research indicates a relatively high demographic of 'Style Hounds' and 'Cosmopolitans' visiting the region, and this should be capitalised on. This demographic are looking for unique experiences and activities coupled with good quality food and drink experiences, and these are all themes picked up in this Marketing Strategy and proposed promotional material.</p>

SOURCE	HEADLINE
<p>VISIT ESSEX (DRAFT) MARKETING PLAN & STRATEGIC ROADMAP 2016 - 2018</p>	<p>Target audiences for Visit Essex marketing campaigns include local (Essex) residents, London residents, families, groups and event organisers. This Marketing Strategy aims to target these same demographic groups through design approach, key messaging and practical use and distribution of materials.</p>
	<p>The marketing objectives of Visit Essex include encouraging short breaks to Essex, challenging the perception of the region, raising the area's profile and appealing to a younger audience. The designs and promotional ideas included in this Marketing strategy are geared towards aligned objectives, helping to communicate the District's appeal more clearly and to encourage new visitors that stay in the District for longer.</p>
	<p>The Visit Essex marketing campaign themes aim to appeal to a broad demographic, and this Marketing Strategy takes a similarly themed approach, helping to communicate the wide and varied range of attractions and activities visitors can experience.</p>
	<p>Holland and the USA are key international targets for Visit Essex, and the marketing materials produced as part of this Marketing Strategy are design to promote fresh and vibrant, simple and strong messages that appeal to these markets and can help Visit Essex to generate increased interest internationally.</p>
	<p>The Visit Essex PR strategy outlines promotional events and the print and promotional work produced as part of this Marketing Strategy should be excellent resources to share with Visit Essex for this kind of promotional collaboration.</p>

HEADLINE	DETAIL
<p>USING THIS STRATEGY</p>	<p>This strategy is a working, constantly evolving document that outlines potential marketing opportunities that may exist for Maldon District’s tourism team. It is not a comprehensive list of marketing activities due to be undertaken over the next five years; but provides a strong starting point for the strategic medium term development of Maldon District’s tourism marketing proposition.</p> <p>Each marketing opportunity outlined in this strategy should be considered by the tourism team, the in-house design team and other relevant parties with a view to assessing the feasibility, benefits and cost implications of each possible initiative. Across the five year timeframe - marketing trends, pricing, budgets, visitor preferences and feedback may have an implication on both the creative design and the practical considerations in relation to each initiative at a specific point in time.</p> <p>This strategy should guide and inspire Maldon District’s detailed marketing plans, help to ensure the high quality and consistency of all marketing materials produced and form the basis of regular, organised and successful tourism marketing.</p>

MALDON
DISTRICT

MARKETING STRATEGY
PREPARED FOR MALDON DISTRICT
2017

