

# discover Dartmouth MEMBERSHIP PACK 2020



## Why Join Discover Dartmouth

- NEW site for Discover Dartmouth with a fresh look, more image lead as well as dramatically decreased membership prices and simplified packages.
- Discover Dartmouth is delighted to now offer FREE basic listings to all tourism businesses in Dartmouth.
- Businesses have the opportunity to upgrade their free listing to an enhanced or deluxe option to increase visibility and gain more promotional features.
- To help reboot the tourism economy in the town we're also offering 25% off upgraded listings until the 31st of December 2020.
- Discover Dartmouth is run and managed by Visit South Devon CIC. We have been operating the main tourism website for Dartmouth for the last 4 years.
- Qualified team of marketing professionals with years of experience in the tourism industry promoting destinations across the whole of Devon.
- Discover Dartmouth is the top ranking site in Google for the search 'Dartmouth'.
- As part of the Visit South Devon family, Discover Dartmouth's social media posts are often shared through Visit South Devon's channels thus increasing exposure for the town to a wider audience and out of the region.

All enhanced and deluxe members can;

- Provide guest blog posts, which are also promoted across social media.
- Submit an unlimited number of events to the Discover Dartmouth and Visit South Devon's 'What's On' section.
- Participate in competitions with Discover Dartmouth which are promoted on the website, across social media or in e-newsletters.
- Benefit from social media exposure, including taking over Discover Dartmouth's Instagram Stories.
- Plus many more benefits.

## Website & Social Media Statistics

**465,000** page views (2019)  
**155,000** users (2019)  
**200,000** sessions (2019)  
**3000** Twitter Followers  
**6,900** Facebook Likes  
**7,600** Instagram Followers  
Consumer E-newsletter Database: **3,500**

## Membership Options 2020



The Discover Dartmouth Website offers 12 month website membership options at 3 levels. The table below explains the different range of features, benefits and exposure of each level.

<b>Basic</b> FREE	<b>Enhanced</b> <del>£125</del> <b>£93.75</b>	<b>Deluxe</b> <del>£250</del> <b>£187.50</b>
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	Basic FREE	Enhanced <del>£125</del> <b>£93.75</b>	Deluxe <del>£250</del> <b>£187.50</b>
Listing including phone number, address & map	✓	✓	✓
Number of images	1	5	15
Description (words)	100	unlimited	unlimited
Priority in search results	3rd	2nd	1st
Ability to log in and edit your listing		✓	✓
'Book Now' button		✓	✓
Website link, email link & opening times		✓	✓
Facilities, awards & pricing		✓	✓
Special offers on website		✓	✓
Links to social media accounts (Twitter, Facebook & Instagram) and TripAdvisor profile		✓	✓
'What's Nearby' carousel feature		✓	✓
Video			✓
Additional listings (additional businesses at the same address)	£100	£75	unlimited
Event listings	6 a year	unlimited	unlimited
Guest blog posts	£50 per post	1 a year	unlimited
<b>BANNER &amp; CONSUMER NEWSLETTER ADVERTS</b>			
Banner advert on category section	£150 per quarter	£100 per quarter	✓ 6 months
Gallery image on appropriate sub-category page	£100 per quarter	£75 per quarter	✓ 6 months
Banner advert on homepage	£400 per quarter	£300 per quarter	£200 per quarter
Feature in consumer newsletter (3500) subscribers	£50	£30	1 included
<b>SOCIAL MEDIA ACTIVITY</b>			
Sharing and promoting your social media posts through the Discover Dartmouth accounts		✓	✓
Dedicated quarterly social media post solely about your business			✓
<b>PRESS &amp; PR ACTIVITY</b>			
Opportunity to host press visits	✓	✓	✓
Inclusion in our press releases and PR activity		✓	✓

If you take out a website listing with Discover Dartmouth and Visit South Devon you are eligible for a 10% discount off the combined.