

Membership Pack 22/23

Discover Dartmouth

discover
Dartmouth

www.discoverdartmouth.com



To join us or find out more information, please contact louise@discoverdartmouth.com

Join us at Discover Dartmouth

- Being part of Discover Dartmouth gives your business direct access to over 400,000 annual website sessions, and 22,000 directly engaged consumers .
- Discover Dartmouth is run and managed by Visit South Devon CIC. We have been operating the main tourism website for Dartmouth for the last 6 years.
- Managed by a qualified team of experienced marketing professionals with years of experience in the tourism industry.
- We spread the word about Dartmouth and our businesses both nationally and internationally.
- Discover Dartmouth is the top ranking site in Google for the search 'Dartmouth'.
- Discover Dartmouth's social media posts are often also shared through our partner channels thus increasing exposure for the town to a wider audience and out of the region.
- Links to Discover Dartmouth from Visit England's Destination England projects: Mayflower 400 & Englands Coast
- Sign Up for TXGB
- Sign Up for England's Coast

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's 'What's On' section.
- Get the most out of your listing with support from our local team of experts.
- Participate in competitions with Discover Dartmouth which are promoted on the website, across social media or in our e-newsletters.
- Benefit from social media exposure, including taking over Discover Dartmouth's Instagram Stories.
- Opportunity to work with our Tourism partners including; Visit Devon, Visit South Devon, Dartmouth Mayflower and more...

2021 Discover Dartmouth Stats:

WEBSITE

500,000 Page Views
180,000 Sessions
140,000 Users

E-NEWSLETTER

3,200 Subscribers

SOCIAL MEDIA

7,500 Facebook Likes
3,100 Twitter Followers
12,000 Instagram Followers

Membership Options 2022/2023

The Discover Dartmouth Website offers 12 month website membership options at 2 levels. The table below explains the different range of features, benefits and exposure of each level.

All prices exclude VAT.

| What's Included | Member Basic £50 + VAT | Member Enhanced £175 + VAT | Member Deluxe £299 + VAT |
|--|-----------------------------|---------------------------------|-------------------------------|
| Listing in Your Business Sector Category <ul style="list-style-type: none"> • Staying • Things to do • Shopping • Food & Drink | | | |
| Listing includes phone number, address & map | | | |
| Number of images | 1 | 5 | 15 |
| Description (words) | Unlimited | Unlimited | Unlimited |
| Priority in search results | 3rd | 2nd | 1st |
| Ability to log in & 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, Pinterest) & your TripAdvisor profile | | | |
| Inclusion in the 'What's Nearby' carousel feature | | | |
| Add video to your listing | | | |
| Guest blog posts | Unlimited | Unlimited | Unlimited |

| | | | |
|--|--------------------|--------------------|--------------------|
| Dedicated blog post (written by us after a complimentary visit to your business) | | Free | Free |
| Event listings | 6 a year | Unlimited | Unlimited |
| Additional listings (additional businesses at the same address) | £69 per listing | £49 per listing | Unlimited |
| Competitions (with newsletter inclusion & optional data capture) | Free | Free | Free |
| Banner & Consumer Newsletter Features | | | |
| Category page banner ad | £40 per month | £30 per month | 6 months free |
| Category page gallery image | £50 per month | £40 per month | 6 months free |
| Homepage banner ad | £69 per month | £49 per month | £29 per month |
| Feature in consumer newsletter | £40 per newsletter | £30 per newsletter | 1 free |
| Consumer newsletter banner ad | £35 per newsletter | £25 per newsletter | £15 per newsletter |
| Social Media Activity | | | |
| Sharing and promoting your posts across the Discover Dartmouth social media channels | | Yes | Yes |
| Dedicated quarterly social media post solely about your business | | | Yes |
| Press & PR Activity | | | |
| Opportunity to host press visits | Yes | Yes | Yes |
| Inclusion in press releases and PR activity | | Yes | Yes |

All prices exclude VAT.

If you take out a website listing with Discover Dartmouth, you are eligible for a 10% discount off the combined price should you also take out a paid website listing with Visit South Devon.

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