

# Social Media, Press Trips, Exhibitions – October – December 2017

Twitter – reached 7000 followers 12 December 2017

Best month for overall engagement - October

Oct 2017 · 31 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 1,860 impressions

Horrible #Halloween ideas here  
[@VisitSEEngland](#) [@drusillaspark](#)  
[@BodiamCastleNT](#)  
[@TrueCRIMEMuseum](#)  
[@1066battleabbey](#)  
[visit1066country.com/whats-on/event...](#)  
[pic.twitter.com/GK2rQK9Rsh](#)



5 7

View Tweet activity

View all Tweet activity

**Top Follower** followed by 11.5K people



**Travel Tacoma**

[@TravelTacoma](#) FOLLOWS YOU

Official Destination Marketing Organization for Tacoma + Pierce County

View profile

View followers dashboard

**Top mention** earned 147 engagements

**Bedgebury Pinetum**  
[@BedgeburyP](#) · Oct 30

Bedgebury is looking especially beautiful today! [@ForestryCommEng](#) [@VisitKent](#)  
[@Visit1066](#) #MondayMotivation  
[#Autumnwatch](#) #Autumncolours  
[pic.twitter.com/ODTWasN78R](#)

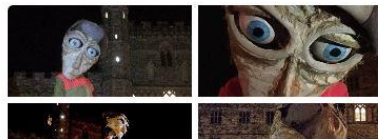


18 59

View Tweet

**Top media Tweet** earned 1,849 impressions

What a moving performance as the Winter Giant was welcomed into the friendly Battle, #Sussex community this eve. Thank you [@BattleFestival](#)  
[pic.twitter.com/qUXC4oQGRj](#)



## OCT 2017 SUMMARY

Tweets  
39

Tweet impressions  
29.1K


Profile visits  
1,017

Mentions  
187

New followers  
52


## Top Tweet – Bottle Alley, Hastings - November

**Tweet activity** ×



**Visit 1066 Country** @Visit1066  
Great to see the rejuvenation of **#Hastings** historic Bottle Alley. Check out the new lights! Located on the seafront between Warrior Square in St Leonards and Hastings pier, is open to the public as a thoroughfare.  
[@hastings\\_museum](#) [@Hastings\\_Pier](#)  
pic.twitter.com/Z6A93MI4Ev


Impressions	3,765
<b>Total engagements</b>	<b>164</b>
Media engagements	64
Likes	51
Retweets	25
Detail expands	11
Link clicks	5
Profile clicks	4
Replies	2
Hashtag clicks	2

 **Reach a bigger audience**  
Get more engagements by promoting this Tweet!

Get started


## Top Media Tweet – Winter Giant procession, Battle - October

**Tweet activity** ×



**Visit 1066 Country** @Visit1066  
What a moving performance as the Winter Giant was welcomed into the friendly Battle, **#Sussex** community this eve. Thank you [@BattleFestival](#)  
pic.twitter.com/qUXC4oQGRj

Impressions	1,948
<b>Total engagements</b>	<b>97</b>
Media engagements	62
Likes	18
Retweets	9
Detail expands	4
Profile clicks	3
Replies	1

 **Reach a bigger audience**  
Get more engagements by promoting this Tweet!

Get started

Facebook - 5540 followers

### Top organic post

**1066 Country** Visit 1066 Country  
Published by Jane Ellis [?] · December 1 at 2:14pm · [Like Page](#) ...

Here's a sneak peek of the cover of the new Visit Battle 2018 guide. From 7 December you can collect one from the Almonry porch or check it out online - look out for the link soon.  
Available more widely from January 2018, it's first outing abroad will be to the Vakantiebeurs Travel Show in Utrecht,NL, then on to Brussels in February.  
Thanks to all of our advertisers. We hope you love the guide as much as we do.



**2018 OFFICIAL GUIDE** **1066 Country**

*Visit*  
**BATTLE**  
Site of the 1066 Battle of Hastings

**EAST SUSSEX** [battle.sussex.co.uk](http://battle.sussex.co.uk)  
[visit1066country.com/battle](http://visit1066country.com/battle)

**2,444** People Reached

**135** Reactions, Comments & Shares

<b>90</b> Like	<b>34</b> On Post	<b>56</b> On Shares
<b>12</b> Love	<b>2</b> On Post	<b>10</b> On Shares
<b>11</b> Comments	<b>2</b> On Post	<b>9</b> On Shares
<b>22</b> Shares	<b>22</b> On Post	<b>0</b> On Shares

**131** Post Clicks

<b>20</b> Photo Views	<b>0</b> Link Clicks	<b>111</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

## Facebook advertising for Christmas campaign – detail

Account Overview										
Campaigns <span>1 selected</span>										
Ad Sets for 1 Campaign										
Ads for 1 Campaign										
<span>+ Create Ad Set</span> <span>Edit</span> <span>Duplicate Ad Sets...</span> <span>Create Rule</span> <span>More</span> <span style="float: right;">Columns: Performance</span> <span>Breakdown</span> <span>Export</span>										
<input type="checkbox"/>	Ad Set Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Schedule	People Taking Action
<input checked="" type="checkbox"/>	Christmas awareness engagement	● Recently Completed	782 Post Engagements	6,251	13,187	£0.09 Per Post Engagem...	£5.00 Daily	£72.08 of £72.08	Nov 23, 2017 – Dec 7, 2017 15 days	438
▶ Results from 1 ad set			782 Post Engagem...	6,251 People	13,187 Total	£0.09 Per Post Engag...		£72.08 Total Spent		438 People

Account Overview										
Campaigns										
Ad Sets										
Ads										
<span>+ Create Ad</span> <span>Edit</span> <span>Duplicate Ads...</span> <span>Preview</span> <span>Create Rule</span> <span>More</span> <span style="float: right;">Columns: Performance</span> <span>Breakdown</span> <span>Export</span>										
<input type="checkbox"/>	Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	People Taking Action	
<input checked="" type="checkbox"/>	 Post: "" - Engagement Christmas - Image 4	● Not Delivering Ad Set Completed	331 Post Engagements	4,482	6,070	£0.10 Per Post Engagement	£31.50	8	288	
<input checked="" type="checkbox"/>	 Post: "" - Engagement Christmas - Image 1	● Not Delivering Ad Set Completed	187 Post Engagements	2,306	3,142	£0.10 Per Post Engagement	£18.51	9	163	
<input checked="" type="checkbox"/>	 Post: "" - Engagement Christmas - Image 3	● Not Delivering Ad Set Completed	94 Post Engagements	807	1,161	£0.09 Per Post Engagement	£8.22	8	88	
<input checked="" type="checkbox"/>	 Post: "" - Engagement Christmas - Image 2	● Not Delivering Ad Set Completed	97 Post Engagements	1,507	1,913	£0.08 Per Post Engagement	£7.65	8	88	
<input checked="" type="checkbox"/>	 Post: "" - Engagement Christmas - Image 5	● Not Delivering Ad Set Completed	73 Post Engagements	613	901	£0.08 Per Post Engagement	£6.20	8	64	
▶ Results from 5 ads			—	6,251 People	13,187 Total	—	£72.08 Total Spent		438 People	

November – Visit England media workshop attended and contacts made

Press trips

Published pieces

December: Reclaim magazine – vintage retro shopping Hastings/ St Leonards

## Fam trips completed

**October:** Krant Van West Vlaanderen, Belgian weekend supplement lifestyle/travel magazine

Paid for weekly paper with 400.000 readers, media value of 1 page 12.000 euros.

Focus: Robertsbridge, Burwash, Bateman's, Brightling, Kent & East Sussex Railway, Winchelsea

**November:** West Australian, Daily newspaper not Sundays, 606,000 readership, 30.4% market reach

Focus: Hastings and Rye

## In the pipeline

### March 2018

Visit Britain Nordics - bringing influencers from Scandinavia, one media per country - Sweden, Norway & Demark, plus the VB team leader. This trip is in collaboration with Kent and the group visiting 1066 Country will be focusing on the Curious Explorers. The Active buzz- seekers are going to Britain.

## Market segments & attributes

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### Curious explorers

Mainly 50+, singles, couples and empty nesters that have time and are flexible travellers. Mature and open-minded with high interest in culture, arts and history. Enjoy variety of holidays from seaside, lakes & mountains to spa & wellness to city breaks and themed group travel.



### Active buzz-seekers

Primarily 18-39 age group, dominance of singles, pre-family couples and young professionals. Youthful and adventurous mind set. Active, enjoy travelling and exploring foreign cultures.

**Exhibitions in the pipeline**

**January**      **Vakantiebeurs, Utrecht, Netherlands.**

**February**      **Salon de Vacances, Brussels, Belgium. Sussex Top Attractions event, Saint Hill Manor.**

**March**      **Sussex Top Attractions event, Michelham Priory.**