

## Maximising your partnership with VisitBrighton

It's always a good idea to check and see if you are making the most of your partnership with us. Below are some pointers.

### Is your page listing up-to-date?

Your partner page is your shop window to online visitors. Please ensure it is up-to-date with relevant text, current photos and links to your social media channels. Are the opening times correct? Are your accessibility details up-to-date? If you have more than one page in a different section, it's a good idea to change the text and tailor it to the audience you're targeting. It also helps with SEO. **PLEASE NOTE:** all images on the website need to be landscape with the dimensions 1224 pixels (width) x 713 pixels (height).

Send any updates to [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com).

### Include a link to [www.visitbrighton.com](http://www.visitbrighton.com) on your own website

There are a couple of reasons for this. Firstly, having reciprocal links are favoured by search engines and are therefore essential for improving your SEO ranking. Secondly, you will be providing your guests/visitors with a quick and easy way to access up-to-date information on the area without having to update your own content on what there is to see and do. We are also happy to supply you with a copy of our logo to include on your website if you are a current partner.

### Add your Events to our What's On section

The what's on section of our website is one of the most visited sections with approximately 64,000 page views a month. Add your event for free by following this link - [Add a new event listing | Data Thistle](#) You will need to register for an account with Data Thistle who manage our listings, but it's quick and easy to do. Some FAQs can be found here - [Listings FAQs | Data Thistle](#). Data Thistle also manage listings on other websites, so your event will also appear on those.

### Social media

We have a very healthy and engaged following on our social media channels, with over 130,000 followers across all of our platforms. We pack in as much as possible about our individual partners, but to also maximise your presence, please always tag us in your own posts and use #VisitBrighton. This way our followers are likely to come across your content and we can also share your posts where appropriate.

## **Did you want to write a guest blog post?**

Our blog on the website sees approximately 6,000 views each month. You are welcome to provide content for the blog (agreed with us) or we can do a 'Let's Meet .....' where we can send you a list of questions to answer about you/your business to publish. An example can be [found here](#) It's a great way to raise your profile.

## **Do you have a special offer for other VisitBrighton partners (local businesses in the Visitor Economy)?**

Each week the 'Friday Treats' email is sent to 400+ contacts from our Partner Businesses. Not only can you and your colleagues take advantage of these offers yourself, but you can also add your own offers/discounts (for free). Please note that we do try and make the offers exclusive to VisitBrighton partners, rather than just publishing a discount you are offering anyway across the board.

**TIP:** the best discounts are ones that are of greater value over a shorter period rather than a longer-term minimal discount. Therefore, if you have some empty seats/rooms/tickets/spaces you want fill short-term and don't mind offering at a discount, why not offer them to your fellow tourism/hospitality workers.

## **Can you provide an offer for conference delegates coming to Brighton & Hove?**

Our Conference Team work hard in promoting Brighton & Hove as a destination for conferences and events and as a way of welcoming these delegates to the city, we put together a list of special offers for them to take advantage of whilst they are here. Not only is this a great (and free!) opportunity for you to promote your establishment directly to the business tourism sector, but we know from feedback that organisers really appreciate a collaborative city welcome for their delegates and encourages them to bring their conference/event back in future years. Please email over your offer with any limitations, but make it as simple as possible (max 40 words) to [delegates@visitbrighton.com](mailto:delegates@visitbrighton.com)

## **Keep us updated with your news and offers**

We publish a [Marketing calendar](#) which gives you an overview of what content we're looking for and when (usually seasonal). We use the information you provide to form the basis of our regular media briefings which go to regional, national and international press. We also use this information for the inspirational content on the website, our social channels and for any last minute press requests. The more we know about your news, events and offers, the more chance there is of being included.

Some of our partners have received great press coverage as a result of featuring in our media briefings so it is worth keeping us updated. Please email [media@visitbrighton.com](mailto:media@visitbrighton.com)

## **Competitions on social media**

Are you able to get involved with our regular competitions which we promote on social media? If you are looking to boost your social media presence and can provide a great prize, get in touch as our Instagram competitions really are a great way of increasing your profile and encouraging engagement. Please email [media@visitbrighton.com](mailto:media@visitbrighton.com)

## **Attend one of our networking events**

We hold two Partner Networking Events each year – Spring and Christmas. They are a great opportunity to come and have a catch up with the VisitBrighton Team, as well as network with other local businesses in the visitor economy.

## **Read the weekly e-newsletter**

We send out an e-newsletter every Friday which keeps you updated on local, regional and national industry news. It's also our way of reminding you about content call outs, keeping you updated on what the VisitBrighton Team have been working on and also telling you about what we have coming up. If you do not already receive this newsletter and want to, please email us on [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)

## **Additional Advertising**

We have a range of additional digital advertising opportunities if you are looking to promote a new product/service or wish to boost your presence at certain times of the year. Options include promotional tiles, gallery images and banner adverts on the website, as well as inclusions in our consumer newsletter. They are a great way of securing even more exposure for your business in general or if you have something specific to promote. Please get in touch to discuss options on [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)

## **Access to image library and other tools**

As a VisitBrighton Partner, you have access to a copyright-free gallery of images to use in your own marketing. This is a great way of including some great, professional destination images on your website at no cost to you. Click here for more information - [Brighton Press \(visitbrighton.com\)](#)

## **Did you know we are part of a UNESCO Biosphere Reserve?**

[The Living Coast](#) have some great resources on how you can make the most of being part of a Biosphere, as well as promoting the natural and cultural heritage of the area to your visitors. Click here for more details - [Business resources - The Living Coast](#)

## **Keep in touch**

Ultimately, we are here to help you so if you have any questions at all or you wish to discuss anything with us, please get in touch on [partnership@visitbrighton.com](mailto:partnership@visitbrighton.com)