



WE  
ARE

MEDIAPACK

## Be a part of it and join as a member for 2015!

We are Cornwall isn't just a BRAND NEW website for Cornwall - it's an interactive showcase that brings our beautiful duchy to life, telling its stories and signposting some of the many wonderful places to go, see, savour and admire.

### Who are we?

Our team is passionate about all things Cornwall and that's why we're dedicated to promoting our fantastic county to locals and visitors alike. Our background and expertise is in marketing and PR but we are lucky enough to have some very talented and inspired associates working with us on design, development, video production and photography. We are Cornwall runs alongside Sue Bradbury PR, an established PR company of 15 years.

### So what are the benefits of becoming a member?

- 1 We'll create a **bespoke profile page** that's tailored to your business. The page can include up to six high quality photos and/or a video. We'll also focus on something that 'We Love' and highlight a 'Don't Miss' suggestion.
- 2 We'll look carefully at the content on each page and implement well thought out **search engine optimisation** strategies.
- 3 Each business page will include your contact details and website - **directing traffic straight to you**.
- 4 You're able to list your business in more than one category – for example a hotel that has a spa and restaurant can have separate profile pages in different categories, focusing on each part of the business.
- 5 **Listings will be rotated** – ensuring that every business has prominence on a regular basis.
- 6 We will run **national, international and regional PR campaigns** to raise awareness of We are Cornwall as the destination website of choice for Cornwall.
- 7 We will run **Pay Per Click (PPC)** campaigns and implement other digital marketing strategies to ensure that the website rapidly attracts large numbers of visits.
- 8 We will implement offline as well as online **advertising campaigns**.
- 9 We will use **social media** and other online platforms to reinforce the We are Cornwall brand.
- 10 **Filters** will be put in place so that someone searching for dog friendly, self-catering accommodation in Falmouth, for example, will be directed straight to the appropriate options.
- 11 Visitors can express their appreciation of a place, attraction, eatery or product by clicking on our equivalent of a **'like' button**.

- 12 We will send out **weekly e-newsletters** to our database of visitors, highlighting what is going on, promoting special offers and competitions and focusing on particular areas of interest/ fascinating facts



- 13 You'll be able to list upcoming events in our **What's On** section, at no additional cost. Uploading a listing is simple using our online form – no lengthy paperwork to complete!

Membership will run for a 12 month period and our introductory rate for all businesses is just £250 + VAT - less than £5 per week. For businesses that would like to be in more than one category, a second page is £100 + VAT and any subsequent pages just £75 + VAT.

Membership includes one special offer (per 12 month period) for your business, promoted on the home page of the website. Additional offers can be listed, at a cost of £50 + VAT each.

We understand that not all businesses will want a full page profile – so we're also offering a paragraph listing with photo, at a cost of £50 + VAT.

In addition to the membership packages above, promotion opportunities will be available – to include We are Cornwall vouchers.

# What businesses are we looking for?

## Places to stay

Hotels

B & B

Self-catering

Holiday Parks (including campsites & caravan parks)

## Things to do

Arts & Culture

Heritage & Gardens

Shopping & Wellbeing

Attractions & Activities

## Food & Drink

Cafes

Restaurants

Pubs & bars

Farmer's markets

## Cornish creations

Tasty treats

Arts & Crafts

Health & Beauty

Fashion & Jewellery

Look out for...Sue Bradbury's monthly feature in Cornwall Today magazine!



**Trewithen Garden**

An International Camellia Society Garden of Excellence and RHS recommended, Trewithen's woodland garden is a botanical treasure trove of Cornish rare and highly prized plants.

Explore and be inspired...

There is something to discover at every turn of Trewithen – an historic, privately-owned Cornish estate with beautiful gardens famous for their giant hatter origins, royal connections and astonishing variety of species. Well known for its champion trees, rare plants, exotic fern collections, woodland glades, wildflowers and the longest croquet lawn in Cornwall, Trewithen has been owned by the same family for 300 years.

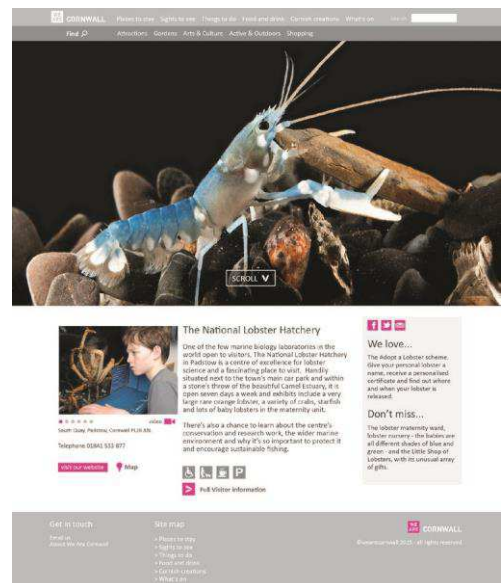
Renowned horticulturist A. E. Rowse once described Trewithen as 'superbly'. 'Pay a visit and perhaps you'll understand why.'

**We love...**

The fabulous spring-grown colours, the tranquillity and the beauty of the century house – a fine example of Victorian architecture.

**Don't miss...**

The red spruces which are being bred in a special enclosure and the camera obscura, the can also buy quality plants in the Nursery all year round.



**The National Lobster Hatchery**

One of the few marine biology laboratories in the world open to visitors, The National Lobster Hatchery in Padstow is a source of expertise for lobster science and a fascinating place to visit. Recently elevated next to the town's main car park and across a stone's throw of the beautiful Lizard Estuary, it is open seven days a week and exhibits include a very large near-range lobster, a variety of crabs, starfish and lots of baby lobsters in the nursery tank.

Here's also a chance to learn about the centre's reputation and research work, the wider marine environment and why it's so important to protect it and encourage sustainable fishing.

**We love...**

The Adopt a Lobster scheme, from the personal lobster name, receive a personalised certificate and look out where and when your lobster is released.

**Don't miss...**

The lobster industry visit, lobster nursery - the hatchery, see all different shades of blue and green - and the Little Shop of Lobsters, with its unusual array of gifts.