

WE ARE CORNWALL

RATE CARD

Be part of We are Cornwall
from £95 per year!

We are Cornwall is an interactive showcase that brings the county of Cornwall to life, for those that pass through and for those of us lucky enough to live here.

It's all about the website

We've worked hard to produce a visually stunning resource that provides all the information and inspiration needed for anyone planning a visit to our beautiful county. Our background and expertise within the team are second to none.

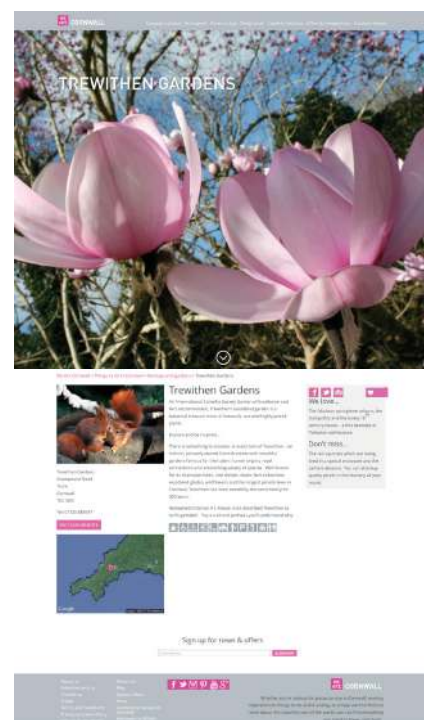
Social Media:

- On average we get around **150 new followers on Twitter** each month.
- In July 2015 we had almost **2000 profile views** and 27.5k tweet impressions.
- On average we receive around **150 new 'likes' on Facebook** each month.
- Our posts are getting great interaction with one recently achieving **5.2k reach, 342 clicks and 447 likes** (featuring the topic of: The history of the afternoon tea).
- Currently, on average we get around **5000 visits to the site per month**. We want to treble this during 2016.
- **Our most popular blog was visited 183 times** (this covered the topic of 'Exploring the Cornish locations behind Poldark'). Two blogs are written per week and often feature businesses that are on the site within them – providing additional promotion and links to their pages.
- There are currently **over 6,000 recipients** on our newsletter database, which is continuing to grow month on month.
- **Our average open rate is around 22%** (in comparison to the industry average of 12%), however we can achieve up to a **30% open rate** depending on the topics addressed.
- **Our average click through rate is around 5%** (in comparison to the industry average of 1%) and have achieved up to a **13% click through rate** with some of our most popular newsletters.

We just need you!

We have so many great places to stay, things to do, places to eat and views to enjoy, we want to shout about them from the rooftops (hypothetically speaking – more like cyberspace).

Our unique selling point is that we're a team of totally independent marketing and PR specialists who are focusing on promoting Cornwall as a year round destination – not just to visitors from across the Tamar but to people who live and work in the county, opening their eyes to the many wonderful treasures in their own rather amazing backyard.





So what can we offer?

A bespoke profile page tailored to your business. This includes up to 6 high quality images and a video. We'll also include something that 'We Love' and highlight a 'Don't Miss' suggestion too.

- Search Engine Optimisation (SEO). We'll carefully look at the content on your page and implement keywords accordingly.
- Each profile page will include all your contact details and website address – directing traffic straight to you. We can also include all your social media links, as well as list your facilities free of charge which can be used in filters on the site, i.e. dog friendly, parking etc.
- Discounts are offered for any secondary listings you may choose to add to the site – allowing you to feature your business within all applicable categories, with the bespoke content required to get you noticed. Listings will be rotated to ensure prominence.
- With a wealth of PR and marketing expertise in our team, we will run national, international and regional PR campaigns to raise awareness of the site and all those on board.
- We will implement offline as well as online advertising campaigns.
- We love social media, it's been sprinkling some magic for We are Cornwall already, but we want to do so much more. We will use social media and other online platforms to reinforce the We are Cornwall brand.
- Visitors to the site can express their appreciation of a place, attraction, eatery or product by clicking the equivalent of a 'like' button.
- Bi-weekly email campaigns will be sent to our database of visitors, highlighting what's on, promoting special offers, competitions and providing inspiration for those planning to explore the county. Businesses on the site can also be featured – resulting in a large increase in the number of visits to their page and referrals they receive to their own sites.
- You can add anything to the what's on list for FREE – uploading is simple using our online form.

Pricing

10% discount on all BACS Payments within 7 days on receipt of a completed booking form. All prices are excluding VAT.

Categories		
Hotel/Guest Accommodation /Self Catering	No of Units	
	1 - 5	£95.00
	6 - 20	£175.00
	21 - 35	£265.00
	36 - 49	£325.00
	50+	£375.00
Accommodation Agencies	All sizes	£375.00
Holiday Parks/ Campsites/ Glamping/Bunk House/ Youth Hostel	1 - 49	£175.00
	50+	£325.00
Visitor Attractions (based on footfall)	0 - 20,000	£95.00
	20,001 - 50,000	£175.00
	50,001 - 100,000	£265.00
	100,001 - 250,000	£325.00
	250,000 +	£375.00
Cafés & Restaurants	Seating 20	£175.00
	Seating 21 - 50	£265.00
	50+	£325.00
Conference Centre/ Wedding Venue		£265.00
Other		£265.00

20% 2nd category discount

Be part of the adventure – contact us today!

Contact us on **01326 567186** or email nicola@wearecornwall.com
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