

Communities Marketing Handbook

Introduction

The Communities Directorate delivers a wide range of community engagement activities and events across the South Holland district, as well as promoting key messages in Health & Wellbeing and Community Safety. Often these are targeted at specific audiences or groups and others are more generally targeted for all residents. This handbook provides a breakdown of marketing methods and tools. It should be noted that this is not an exhaustive list and can be added to as new ideas and projects develop.

Marketing Tools

General Physical Marketing

This is the most traditional form of marketing and is most effective for reaching the broadest audience. This includes banners, posters and leaflets. The general rule of marketing is that a person needs to see something three times before it registers so these methods should be used broadly but in conjunction with other marketing channels.

Locations for physical marketing products.

Please note that permission is often required for banners and posters on non-SHDC owned land or where the location is adjacent to Highways.

- Tourist information boards (SHC holds the key)
 - Vine street
 - Sheep market
 - Herring Lane
 - Holland Market
 - Vista car park
- Rail Banners- usual supplier sign design
 - Ayscoughfee front and gardens
 - Rails at front of SHC
 - Under mosaic at Sheep Market toilets
 - Curved wall in Pied Calf Yard (permission needed by Estate agent who owns the building)
 - Enterprise fence at twin bridges (permission needed from Enterprise each time)
 - Event location (parks etc)
 - Sports Centre- both sides (permission needed)
 - On entry/ exit to SHDC carpark
- Tall lamp post banners in town centre
 - Can have a strong impact in the Market Place but costs should be considered as Facilities hire cherry picker to install them. Need to be planned well in advance.
- Roll up banners- printed internally (Ian Oliver)
 - SHC entry

- AHM entry
- SHDC reception
- Boards in waiting area where SHDC events used to be listed. Idea to produce a banner for each service which stays in place permanently with space for an A3 poster which can be switched out depending on upcoming events
- Printed foam/ plastic boards
 - Council car parks including sports centre
 - Town centre- **need permission from LCC to put on lamp posts, this comes with specific conditions and can only be 2 weeks prior to event.**
 - Market traders will often display on stalls
 - In location i.e. parks etc
 - Springfields (A specific board available – need permission)
 - Good to use as posters for shops etc rather than paper posters
- Posters and leaflets
 - Local shops especially in localities and surrounding towns
 - With letters to town centre businesses
 - Key places
 - Sports Centres
 - Children’s Centres
 - Charities
 - Health centres
 - Children’s Nurseries
 - Primary Schools
 - Secondary School
 - Water taxi- also provide a blurb for the driver
 - AHM
 - SHC
 - Libraries
 - Pubs and cafes
 - Supermarkets
 - Starbucks/ costa
 - Hotels
 - Hospitals and GP surgeries
 - Dentist
 - Bus station
 - Taxis
- Billboards
 - Paper and digital in town
 - Outside Sainsburys
 - Digital display board SHC and AHM
 - SHDC TV in reception
- A frames
 - Communities team have lots of metal boards that can hold posters
- Empty Shop windows – Need permission from Landlords
- Leaflet distribution companies and inserts in magazines etc
- Through the door delivery in a specific locality for example in sheltered housing

General Digital Marketing & Media

As technology has developed social media has become the quickest and easiest way to reach an audience. This can exclude some demographics though and therefore use should be in conjunction with other methods and dependent on the target audience.

- Facebook
 - Sharing to groups using a work profile, make sure to write something with a post to Spalding news and views otherwise it will not display
 - Tagging relevant organisations
 - Tagging local media
 - Paid adverts
- Instagram adverts (NB: Links don't work with this)
- Digital ambassadors dependent on target audience
- SHDC website: rolling banners on the home page
- Twitter
 - Fascinating Fens will share content
 - #Lincconnect
 - #Whatsonlincs
 - The Lincolnite
 - Good for councillor engagement
 - Good for engaging with other institutions and worldwide coverage
- Next door app
 - Coms team have an account
 - Good for localised coverage
- Digital ads on local newspaper websites
- Radio
 - Lincs FM/BBC Radio Lincolnshire/Endeavor Boston Radio
- Linked In
 - Good for SHC and AHM for engagement with other venues but not so relevant for Communities/ Com Dev
- Tiktok
 - Not currently used as requires lots of regular videos
 - Would need other people to make content
 - Would be suitable for all services, could perhaps create a shared account if resources were available.
- YouTube
 - Communities team have YouTube channel but this is used as a platform to share larger videos rather than marketing

Key Publications

Print adverts in news and media publications can be costly so budget should be considered, however this can be a good way of targeting the older demographic. Publications have deadlines well in advance so forward planning is key.

- Simply Spalding (Boston and Holbeach)
- The Little Black Book/ Visit Spalding Tourist Guide
- Guardian and Free Press
- Voice
- County News
- Parish Council Newsletters
- South Holland Advertiser
- Term times

Targeted Marketing

For some projects and activities there is a target audience in mind and so marketing should be targeted accordingly. This section looks at some target groups and ways that marketing can ensure they are reached.

Reaching Young People

- Digital
 - o Instagram
 - o Ticktock / Snapchat
 - o Twitter
 - o Relatable representative required
- Groups to contact
 - o Holbeach Youth Club
 - o Sports groups
 - o Schools
 - o Spalding College
 - o NACRO Education
- Physical marketing
 - o High traffic areas
 - Ayscoughfee
 - Holbeach Park entry point nearest the school
 - Food outlets- milkshake madness, Waffleopolis, KFC/ Applegreen, Greggs, Costa, Candy bar, MacDonalds
 - Wetherspoons, Bentleys, Tulip Queen
 - Springfields
 - Fun Farm (younger)
 - Nail salons/ beauty rooms
 - Sunbeds
 - Gyms
 - Vape shops

Reaching Disabled People

- Digital all channels aforementioned
- Groups/services:

- o Going forward social group
 - o Mental health support groups: Renew SSJ, Minds Good Mood Cafes, Tonic Health groups, Community Mind Matters, Little Miracles
 - o Local services: County care
 - o Social prescribers
 - o Sheltered housing
 - o Neighbourhood teams
 - o Lincolnshire sensory services
 - o Carers first
 - o Gosberton House School, Priory School, Garth School
- Physical- ensure artwork is produced in accordance with accessibility guidelines

Reaching Eastern Europeans and Other Cultural Groups

- Digital
 - o Specific Facebook groups
- Groups/services:
 - o White eagle group, Boxes of Hope, Spalding Lithuanian Group
- Physical
 - o European style supermarkets and bakeries
 - o Sunbeds

Reaching Older People

- Digital:
 - o Facebook
 - o SHDC Website
- Groups/services:
 - o Sheltered housing groups
 - o Ever young club
 - o Tracey Vowels fitness classes
 - o Bowling club
 - o Photographic society
 - o Men's shed
 - o U3A groups
 - o Tonic Health
 - o Here4U
- Physical
 - o Florists
 - o GP surgeries
 - o Post Office
 - o Market
 - o Hills café, Sunshine café, Costa
 - o Banks
 - o News agency and WH Smith
 - o Supermarkets
 - o Hairdressers
 - o Ayscoughfee and Café

- o Wetherspoons, Bentleys, Greggs
- o South Holland Centre
- o Castle dry and wet side (especially on aquafit day)
- o Library

Reaching Adults with Disposable Income

- Digital: All aforementioned channels
- Groups/services:
 - o All exercise classes
 - o Sports Clubs
 - o
- Physical
 - o Golf course
 - o Betting shops
 - o Gyms
 - o Restaurants and bars
 - o Spas and Beauty Salons
 - o Car Wash
 - o Hairdressers
 - o Dog parks
 - o Banks
 - o Pubs and bars
 - o Springfields
 - o Escape rooms
 - o Clothes shops
 - o Vape shops
 - o Dog groomers
 - o Travel Agents

New Ideas and Opportunities

- Digital ambassadors
- New digital billboard on West Elloe
- Advertising at Springfields
- Promotional videos
- Digital billboards at SHC and in Ayscoughfee
- Bin Lorry Signage

Resources and costs

- Cost per leaflet- unknown
- Cost per postage- unknown
- Cost per poster- depends on size unknown
- Lamp post signs- Cost of printing plus Cherry Picker hire and Facilities staff overtime
- Rail Banners- £29 for 650x2000 £75 for 1200x3000

- Cost for correx lamp post signs- usually purchased from Discount displays depends on size and number purchased
- Board outside Sainsburys
- Leaflet distribution companies
- County News
- Term Times

Other considerations

- Privacy Notices / GDPR
- Commercial Activity considerations
- Highways and planning
- Quantify return on investment