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Modern marketing for a heritage attraction



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Our visitor demographic

Online 45yrs - 55yrs age group

75% access via a mobile / tablet device

Footfall is 87% adult / 13% children

20K (600 daily) peak / 6.6K (200 daily) shoulder

Seasonal visitor variation occurs

Over 16,000 Facebook followers

Over 2,500 Instagram followers

Engaged and active online audience



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Community focused

Visitors approximately 250,000 pa (400,000)

Our marketing promotes the area (Panoptic)

We encourage joint working from businesses

We promote Lynton & Lynmouth equally

We will share your social posts!

Defibrillator fund / toilets pledge / L&L Leaflets / EAT Exmoor leaflets / CRD / Halloween / LVC

TV / Radio and print media for the area

We buy local & contract local services



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Events

- Local Hero's opening day
- Cliff Railway Day, Steampunk weekend (May 11th)
- Cliff & Lyn Days, Dogs Day, Halloween
- Promote community events, Lyn Valley Classic
- Welcome community & business involvement!
- Events designed to raise exposure for L&L
- Events promote us as a family attraction
- Heritage & engineering in modern relaxed way



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Social media

- Outward relaxed approachable friendly attitude
- Link with other organizations, hashtags
- We chat, we engage, we respond to questions
- We promote Lynton & Lynmouth & Exmoor
- We respond to reviews, positive or negative
- We monitor, and control the online content
- Vigilant of security & hacking attempts
- We don't sell



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We no longer print leaflets

We used to print & distribute >350,000 leaflets

Digital marketing strategy & sustainability

Reactive to seasonal or pricing changes

Increase advertising for shoulder months

We turn off advertising in peak months

Saved over 50% on print & distribution cost

We can monitor activity, understand what works



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Our future marketing

Community based marketing / local events

Instagram focused, supports our demographic

Promoting us as a low-cost family day out

Promoting Lynton & Lynmouth & things to do

Make it easy for TV and media, media info pack

Green Tourism / N D Biosphere / Visit Exmoor /
National Parks / Rural Enterprise Exmoor
Caremoor for Exmoor / Exmoor Champion



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