

YOUR MARKETING WITH US



Your
Southampton

Visit
Southampton

GO!
SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

YOUR MARKETING WITH US

As a BID member (levy payer) you are entitled to take advantage of our free and practical marketing services for your business. These opportunities will help you grow your customer base, raise brand awareness and reach new audiences.

VISIT SOUTHAMPTON (FOR CONSUMER-FACING BUSINESSES ONLY)

Run and managed by GO! Southampton, Visit Southampton is the official go-to destination website for the city. Think of it like an online tourist information centre. The website features business listings, things to see and do, travel information, inspiration as well as a comprehensive events listings page. If you are a visitor-facing business, below are some ways to get involved:



Visit Southampton business listing

Feature on our business listing directory by filling out a simple online form. Once submitted we will add your listing to the website, and link to it when we mention your business elsewhere on the website (blogs, campaigns, offers). You can also add up to five images - these should be landscape with a ratio of 3:2 and under 250KB, email them to marketing@gosouthampton.co.uk. Find the form at www.gosouthampton.co.uk/visit-southampton-form



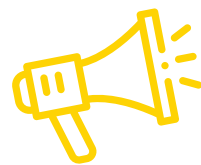
Visit Southampton events listing

We work with Data Thistle to provide comprehensive events listings via an API feed. To submit your event, go to: www.datathistle.com/visit-southampton. Once it has been submitted it will take up to 72 hours to show on our feed and will be promoted on wider platforms such as Data Thistle, hotel groups, transport operators and newspaper groups. Please submit **at least 10 days before** the start date of the event. If you have multiple events, you can work directly with Data Thistle who can pull your events from your website. Get in touch with them at events@datathistle.com to organise this.



Visit Southampton blog posts

Blogs are a great way to feature multiple businesses and connect with audiences on topics that are Southampton-focused, seasonal, and relevant. Blog topics have included vegan eats, Christmas events, two-day itineraries, and Valentines Day ideas. If you have any ideas for a blog or would like to contribute, please get in touch to discuss further.



**FREE AND
PRACTICAL
MARKETING
SERVICES**



Visit Southampton newsletter

Currently we send out a newsletter every two weeks which reaches over 12,000 subscribers. These include upcoming events, offers and local news as well as promoting Visit Southampton campaigns, blogs and businesses. If you have content relevant for this, please send around 100 words, a link and a landscape image to marketing@gosouthampton.co.uk

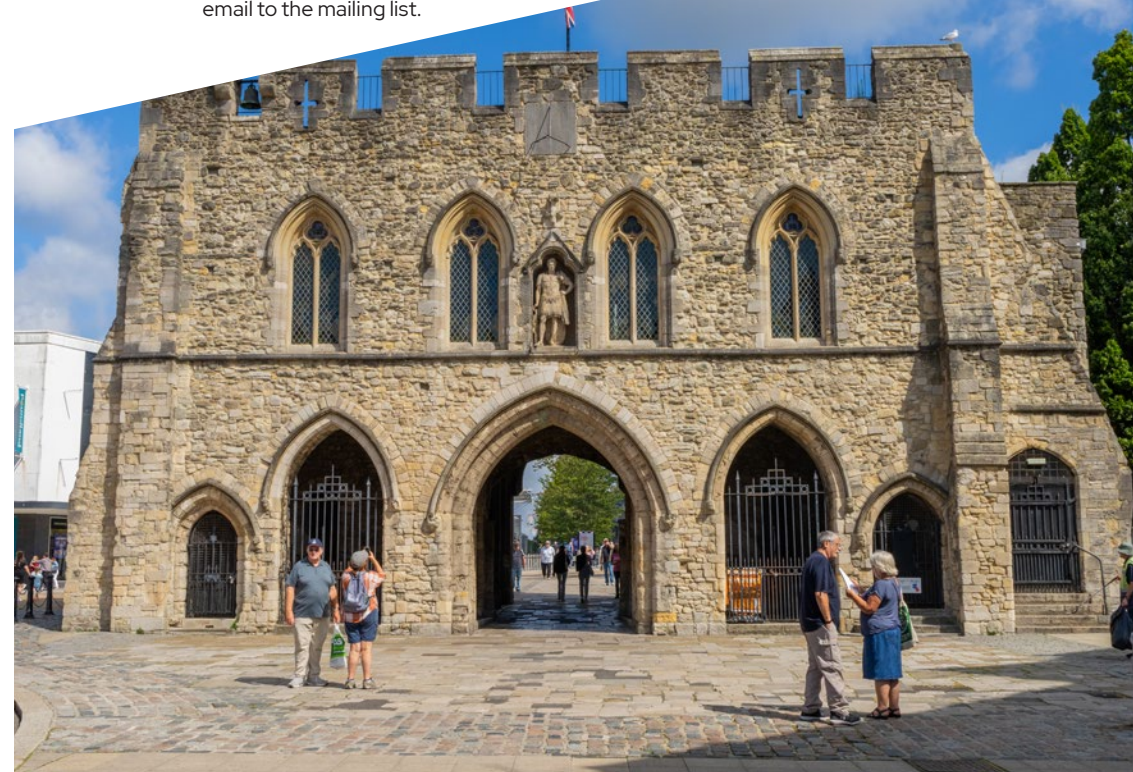


Visit Southampton campaigns

Across the year we run a number of marketing campaigns that are either seasonal, event based, or sector based. To find out about our campaigns, information is distributed via our monthly business bulletins and on our GO! Southampton social media channels. If you are not receiving these (please check your junk) let us know and we can add your email to the mailing list.



**Visit
Southampton**



SO CARD THE LOCAL DISCOUNT CARD SCHEME

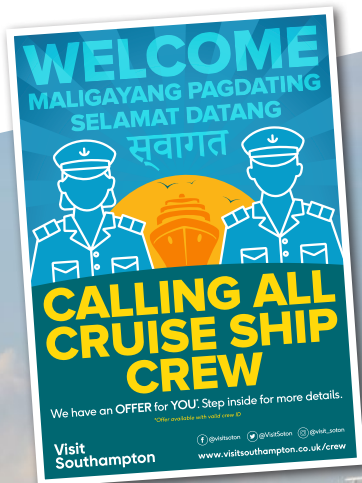


The SO Card - a no fuss, hassle-free discount card - offers businesses a free opportunity to attract new and returning customers and build brand awareness.

You can upload an offer, promotion, or experience: these could be specific to times of the day when you are quieter, for a specific product that isn't selling as well as others, or a bespoke experience such as food tasting, cocktail making or personal shopping.

Simply email marketing@gosouthampton.co.uk with your offer including title, description, T&Cs and 1-2 high quality images. Once uploaded to www.visitsouthampton.co.uk/offers we will promote on our Visit Southampton/Your Southampton channels.

We also provide you with physical SO Cards and a strut card to help promote your offer in-store.



CRUISE CREW OFFERS

As the largest cruise port in the UK, businesses have a unique opportunity to capture the attention of thousands of cruise crew calling into Southampton every year.

To encourage crew to disembark ships and explore the city, we are working with ABP Southampton to implement our **always on** Cruise Crew campaign.

This includes an interactive map for crew to find key places of interest such as free WiFi, left luggage, and daily essentials.

The campaign also includes an offers page where businesses can provide discounts exclusive to crew. To redeem, crew simply show their crew ID card to a member of staff.

Email marketing@gosouthampton.co.uk with your offer including title, description, T&Cs and 1-2 images.



SOCIAL MEDIA PROMOTION

We love to hear from our levy payers and will share your content on our social media channels. If you have...

Visit Southampton

Tourism/visitor related content

We can share on our **Visit Southampton** channels:
Instagram (8k followers)
Facebook (10k followers)

Your Southampton

Community/local content

We can share on our newly launched **Your Southampton** channels



Business related content

We can share on our **GO! Southampton** channels:
LinkedIn (2k followers)
and X (3k followers)

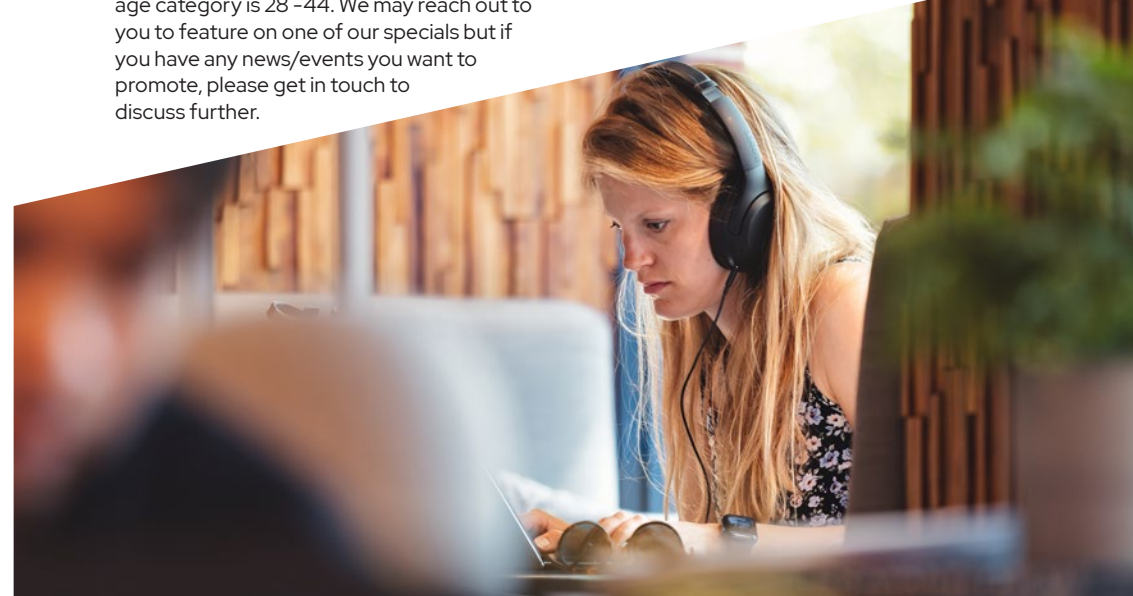
Please send us high quality images (landscape for Facebook and portrait/square for Instagram and stories) or videos, along with your copy.

Please note, we schedule posts at least a week in advance and are unable to guarantee that we will be able to share any last-minute posts.

THE SO SO SHOW PODCAST

GO! Southampton works with The So So Show Podcast on a number of special episodes throughout the year. The podcast receives over 7,900 listeners every two weeks.

59% of listeners are women and the strongest age category is 28 -44. We may reach out to you to feature on one of our specials but if you have any news/events you want to promote, please get in touch to discuss further.





PHOTOGRAPHY SERVICE

We offer a free half-day professional photography shoot to help you market your business online. This service is ideal for consumer-facing businesses and those who do not have any previous professional photography.

Time/date and the types of images you receive is up to you and can be discussed with the photographer beforehand.

If you are interested, please get in touch at marketing@gosouthampton.co.uk



BUSINESS NEWSLETTERS

If you have any news, promotions, events or services that you would like to tell other BID member businesses about, we can share your content in our monthly business bulletins.

These are sent to over 630 businesses and over 1,000 contacts.

Please send us copy, landscape images and a call to action and URL link.



BLAKEBOROUGH PR – PRESS TRIPS

Together with Blakeborough PR, we work on building Southampton's profile as a visitor destination by writing press releases, responding to media calls and securing press trips throughout the year.

If you would like to host a journalist or influencer by offering complimentary food, drinks, event tickets or services in return for coverage, please get in touch with us at marketing@gosouthampton.co.uk



MARKETING ADVICE AND PARTNERSHIP WORKING

The marketing team is available to talk through best practices and advise on how to market your business effectively. The team can link you up and share your news with any relevant partners or stakeholders. Think of us as your marketing agony aunt! Simply get in touch and we'll work through all your burning marketing questions and help bring your promotional ideas to life.

If you would like to discuss in-person, how we can support your business through our free services, please contact Marketing Manager, Flo Bevis at flo.bevis@gosouthampton.co.uk



SUPPORT YOUR BUSINESS THROUGH OUR FREE SERVICES





Flo Bevis
Marketing Manager






Christina Schembri
Marketing Executive



To see all our services and benefits available to you go to
www.gosouthampton.co.uk/benefits

 02380 003637  info@gosouthampton.co.uk

 GO! Southampton  @Go_Southampton  www.gosouthampton.co.uk

GO! Southampton • Business Improvement District • Network Eagle Lab, Portland Terrace, Southampton SO14 7SJ
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