



BLUE SAIL▶

DIGITAL MARKETING FOR DESTINATIONS

Today's destination marketers need to make sense of the many new digital routes to market - from microsites, blogs and e-zines to mobile technology and social networking. And then mix them with more traditional methods.

It's a challenge to sort out these new and emerging opportunities, decide where the best returns are, how (and if) to integrate online and offline communications, and where to invest limited marketing budgets.

We can help.

Blue Sail has teamed up with Dot Tourism to offer a new service specially designed for destinations, to help you look at what you are doing in digital marketing and advise on where the opportunities are.

Blue Sail is a destination consultancy which helps the people who plan, manage and market destinations. **Dot Tourism** provides digital branding and online marketing services to the travel and tourism sector.

We understand markets, destinations and marketing.

Together we provide help and advice to make sense of the digital opportunity for your destination, so that you can make the right choices with your marketing spend.



Amanda Shepherd and Lorna Easton are the Blue Sail directors working on digital marketing. And Dominic Sawyer, director of Dot Tourism, brings the specialist know-how.



We are offering destination marketers two specialist digital marketing services:

- ▶ **Digital Marketing Audit** – a fixed cost, fixed package to help you look at where you are and what you need to do to improve your digital marketing
- ▶ **Digital Marketing Planning** – a tailored service for your specific needs.

Digital Marketing Audit

Our Digital Marketing Audit is an appraisal of your current digital marketing, with recommendations on how you can improve and develop it.

There are 4 stages:

- ▶ The Briefing
- ▶ The Audit
- ▶ The Report
- ▶ The Workshop

The Briefing is...a meeting with you and your team for you to tell us what you are doing (and why), what you want from digital marketing and your aspirations and concerns. We'll provide you with a list of questions in advance to cover the ground we need to know.

The Audit is...where we look critically (but constructively) at your digital marketing. Our audit includes an appraisal of online advertising; email marketing, use of social networking, website usability and search optimisation. And we look at how this fits with your marketing strategy, customer profile and your offline activities.

The Report is...a jargon-free, clear and concise analysis, covering the improvements, gaps and opportunities.

The Workshop is ...an event we run for you and your marketing team to present, debate and explore the implications of our report for your activity. On the day we'll work with you to produce an agenda for action for you to implement.

The cost of our Digital Marketing Audit is £9,850 + vat. It will take a month from start to finish.

Digital Marketing Planning

Our bespoke service is tailored exactly to your needs helping you with:

- ▶ Integration of offline and online communications
- ▶ Digital branding
- ▶ Online segmentation
- ▶ Channels to reach your priority online segments
- ▶ Search marketing
- ▶ Online PR
- ▶ Interactive advertising
- ▶ Email marketing
- ▶ Viral marketing
- ▶ Social networking
- ▶ Website usability
- ▶ Costing and budgeting

We will work with you to produce a digital marketing plan that fits your marketing strategy and your marketing budgets.

What Next?

Get in touch for a no-obligation discussion to see if what we offer would be right for you.

Contact Lorna Easton at lorna.easton@bluesail.com 01981 540934

More about Blue Sail and Dot Tourism

Our clients include:

- ▶ VisitBritain
- ▶ One NorthEast
- ▶ England's North Country
- ▶ Cumbria Tourism
- ▶ Visit Peak District & Derbyshire
- ▶ Monaco Tourist Authority
- ▶ Capital Region USA

"It was a pleasure working with the Blue Sail team. Their approach is professional, highly organised and creative. They really understood our requirements and met the brief perfectly. I look forward to working with Blue Sail again in the future."

Lael Scheckter, Visit London

"We have commissioned Dot Tourism for several tourism e-campaigns and website marketing projects since 2001. We are always extremely pleased with their efficient, friendly service and their in depth experience and knowledge of the travel & tourism sectors. They take special care to understand what is required, finding imaginative and well designed solutions and most importantly, always respecting our very tight deadlines!"

Séverine Baey, Overseas Campaign Co-ordinator, Tourism South East

For more info, have a look at our websites www.bluesail.com and www.dottourism.com and sign up to our industry-leading blog www.dottourism.com/blog/.