

MEMBERSHIP PACK

2024



VISIT



BUDLEIGH
SALTERTON



Introduction



Visit Budleigh Salterton is part of the Coast and Country initiative funded by East Devon District Council Innovation and Resilience Fund.

This tourism project encompasses five partner towns –Honiton, Ottery St Mary, Seaton, Sidmouth and Budleigh Salterton – working together to share knowledge and experiences, encourage visitors, and promote these connected destinations from the coast to the countryside.

The website is part of the Visit Devon family and is hosted through Sidmouth Town Council as part of Visit Sidmouth. The services are managed by Ignyte, an agency who have the proven expertise to help your business reach users nationally and internationally. As part of your membership package, Ignyte provides an Account Manager to give you regular updates on how your pages/profiles are performing, and to advise on how to get the best from your membership package.



Love Budleigh is hosted and managed by Budleigh Information Centre, which is run by unpaid volunteers who provide a warm welcome to visitors to the town, providing information about places to stay, where to eat, shop, and visit. The Centre also provides information for the residents and wider local community all year round.

The team at Budleigh Information Centre strives to bring the community together by organising local events and offering information and support through their connections with local providers and services. Their local knowledge ensures the Love Budleigh website is kept up to date with the latest information so it can be used as a reference to anyone wanting to know more about Budleigh Salterton and what it has to offer.

This is a unique opportunity to promote your business on both websites for one price, each offering a slightly different demographic to help your advert reach a wide and varied audience.

www.visitbudleighsalterton.co.uk

www.lovebudleigh.co.uk

Membership Benefits



- Promotion on the Visit Budleigh Salterton and Love Budleigh websites with 260,000 users per annum.
- 189,000 pageviews in 2023, expected to grow to over 350,000 in 2024
- Social media promotion to over 4,000 followers
- Visit Budleigh Salterton will benefit from cross-links and joint marketing, nationally and internationally as a partner of Visit Sidmouth and Visit Devon.
- A dedicated Account Manager to guide and assist businesses to maximise on membership benefits.
- Regular website and listing stats supplied to members every 8 weeks.
- Database expansion with data collection via social competitions
- Press and PR visits
- Target specific audiences eg accessible/green/dog friendly
- Be a part of Visit Budleigh Salterton consumer newsletters sent out to the database every month.
- Option to feature in the Love Budleigh newsletters produced by Budleigh Information Centre.
- Add your products to the East Devon Shop to offer another route for sales.
- Payment plans to ease cash flow.

www.visitbudleighsalterton.co.uk

www.lovebudleigh.co.uk

BRONZE

£150 +VAT
per year

- 5 Photos
- Facilities, gradings and description
- Telephone number and address
- Website and Email link
- Location Map and Directions
- 3rd in priority search
- Inclusion in interactive map
- Show availability online



- 5 Photos
- Short Description
- Telephone number
- Website and email link
- Free priority advertising at the Budleigh Information Centre for your event*



*Terms & conditions apply, please contact Love Budleigh for more information



SILVER

£285

+VAT
per year

- 10 Photos
- Facilities, gradings and description
- Telephone number and address
- Website and Email link
- Location Map and Directions
- 2nd in priority search
- Links to social media and receive tags and shares
- Promotion of special offers
- Appear in What's nearby section
- Inclusion in interactive map
- Show availability online



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- 10 Photos
 - Short Description
 - Telephone number
 - Link to your website and email
 - Link to your social media
 - Facilities list
 - Free priority advertising at the Budleigh Information Centre for your event*



*Terms & conditions apply, please contact Love Budleigh for more information



GOLD

£465

+VAT
per year

- 15 Photos
- Facilities, gradings and description
- Telephone number and address
- Website and Email link
- Location Map and Directions
- 1st in priority search
- Links to social media and receive tags and shares
- Promotion of special offers
- Appear in the What's nearby section
- YouTube and pdf downloads
- Appear in the highlights section
- Appear in newsletters
- Appear on the homepage
- Inclusion in the interactive map



- 15 Photos
- Short Description
- Telephone number
- Link to your website and email
- Link to your social media
- Facilities list
- Feature area - add more text and links to promote your services, special offers, discounts, and events
- Free priority advertising at the Budleigh Information Centre for your event*



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PLATINUM

£800 +VAT
per year

- 20 Photos
- Facilities, gradings, and description
- Telephone number and address
- Website and Email link
- Location Map and Directions
- 1st in priority search
- Links to social media and receive tags and shares
- Promotion of special offers
- Appear in the What's nearby section
- YouTube and pdf downloads
- Appear in the highlights section
- Appear in newsletters
- Appear on the homepage
- Inclusion in the interactive map
- Display advert on the homepage
- Additional tailored pages for extra categories



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- 20 Photos
 - Short Description
 - Telephone number
 - Link to your website and email
 - Link to your social media
 - Facilities list
 - Feature area - add more text and links to promote your services, special offers, discounts, and events
 - Free priority advertising at the Budleigh Information Centre for your event*



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CONTACT US ON
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