

Report to: Blackpool, Fylde and Wyre Economic Prosperity Board
Report Author: Nick Gerrard, Growth and Prosperity Programme Director, Blackpool Council
Date of Meeting: 10th September 2019

Blackpool: The Place for Business – Inward Investment Marketing Strategy Update

1.0 Purpose of the report:

- 1.1 To provide an update on progress of the 12 month awareness and communications campaign

2.0 Recommendation(s):

- 2.1 Members are asked to note the contents of the report and the specifically the role that they can individually play in supporting the campaign to raise the profile and awareness on the offer and opportunities that the Fylde Coast presents

3.0 Background Information

n/a

a) Blackpool: The Place for Business – Inward Investment Marketing Strategy Update

The Growth and Prosperity Team continues to act as the primary day to day contact, providing co-ordination and management of the inward investment marketing strategy and communications campaign which is being implemented by an external creative agency collaboration Clarity/Diva.

Since the launch in May, the digital campaign is successfully building momentum and awareness of Blackpool as a key location for business investment. The first few months of the campaign have focused on developing brand awareness and building engagement. This is the key objective for 2019 and will help to nurture a loyal, engaged and relevant business community which can subsequently be segmented and targeted with a lead generation strategy.

From the start, the marketing strategy has been focused on growing a highly-targeted following. This was informed by the target audience research conducted by Clarity in advance of the campaign, and previously by the perception study carried out by Mickledore.

May focused on the launch campaign, building online audiences and testing some key messages. June was dedicated to developing the content in tune with an initial analysis and further investment in social media advertising. July used further analysis to grow the following and engagement online.

So far there has been a consistent growth pattern for brand awareness which shows that marketing is increasing its reach. This has been evidenced by increasing website visitors and a growing community

on social media platforms. There is also a growing number of impressions on both Twitter and LinkedIn which means that posts are being seen by more people.

Similarly, engagement levels have improved on the website, with increased page view duration. This has also been evident on Twitter, with a growing number of link clicks and engagements. In order to increase the performance on the LinkedIn page, a greater volume of content will be posted.

Scheduled for September is a key blog piece by Victrex, a world leader in polymer solutions based on Hillhouse EZ, which is significant in targeting the advanced materials sector and showcasing an international company located in Wyre, highlighting cross-authority collaboration and the business excellence that can be found across the Fylde coast. The team is also working with Hillhouse EZ to share drone photography that has been commissioned for Hillhouse and will feature across all EZ and businessinblackpool.com websites when completed.

Goals over the next 2 months will be to continue to grow the campaign's following and nurture audiences with engagement. This will be supported by more social media ads and a greater volume of blog and video content on the website. In addition to this, we will a PR campaign in tandem with key industry events will be rolled out.

b) Support needed

Support for the campaign is essential from all Fylde Coast interests and members of the Economic Prosperity Board are asked to keep up this momentum by continuing to keep liking, sharing and commenting our posts and our company pages at:

https://twitter.com/Blackpool_Biz

<https://www.linkedin.com/in/the-team-at-businessinblackpool-5674b1186/>

<https://www.linkedin.com/company/blackpool-the-place-for-business/>

It is also important to appreciate the great supporting facts and figures in the Business Location Guide that can be downloaded free at www.businessinblackpool.com