



Marketing Toolkit

Tools and tips to market your Uttlesford business to visitors



Welcome



2022

Uttlesford District Council has created the Discover Uttlesford Marketing Toolkit to help you promote your business to visitors during spring and summer 2022.

The toolkit contains important information about the Discover Uttlesford marketing campaign, together with some handy marketing tools and tips.



HM Government



European Union

European Regional
Development Fund



DISCOVER
UTTLESFORD

In case you were wondering this is Discover Uttlesford

- Discover Uttlesford is an exciting marketing initiative from Uttlesford District Council ('UDC').
- The Discover Uttlesford marketing campaign runs throughout spring and summer 2022.
- It is designed to encourage recreational visitors to spend time and money in our district's independent retail, hospitality and leisure venues.
- The marketing campaign is funded by UDC together with HM Government and the European Regional Development Fund.
- Any Uttlesford-based business can take part in the Discover Uttlesford marketing campaign. There is no cost to participate.

What's in it for you and your Uttlesford business?

In a word - opportunities! Our aim is that Discover Uttlesford will bring new footfall into our towns. New visitors to Uttlesford = new opportunities for Uttlesford businesses.

In order that you can capitalise on these new opportunities, we've teamed up with award-winning local marketing and PR agency sarahBee marketing ltd. (www.sarahbeemarketing.com) to produce this toolkit.

The Discover Uttlesford Marketing Toolkit features a whole host of marketing ideas and assets. All designed exclusively for Uttlesford businesses and all free of charge.

Go on, fill your boots.....

Discover Uttlesford website

An engaging platform to showcase your business on www.discoveruttlesford.co.uk

Discover Uttlesford Marketing Toolkit

click on what you need and enjoy.....

Stock photos

Access to an exclusive set of stock photographic images (views of Uttlesford)

Free business support

An opportunity to join a free business support programme named Group2Grow (offering virtual group and one to one coaching sessions)

Access to 'The BUZZ'

Top marketing tips on topics like PR, social media, print advertising, marketing plans, merchandising and branding

Social media

Facebook, Instagram and Twitter accounts (with brilliant content and hashtags for you to like and share)

PR calendar

National and local events (to give you ideas for promotions and social media content)


Nice to know

Useful information about the Discover Uttlesford marketing campaign (branding, vision and plans)

Boost your social media with these hashtags

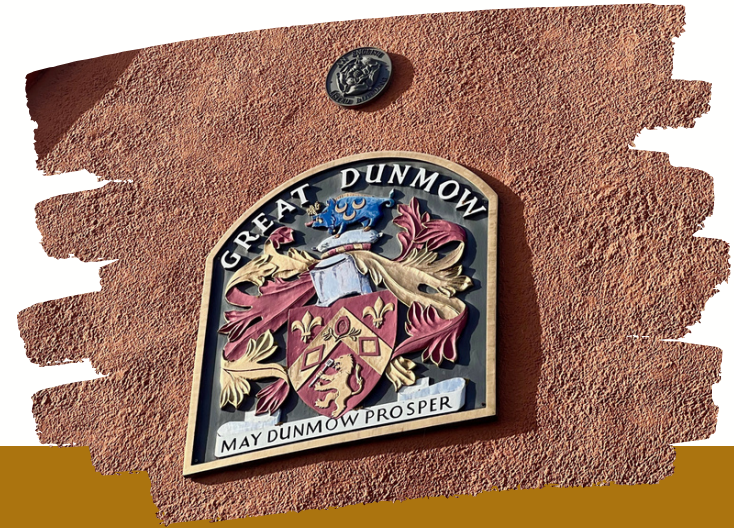
Social media is a great way to promote the Discover Uttlesford marketing campaign. Follow us on Facebook, and Instagram (@discoveruttlesford) and Twitter (@DUttlesford) and please like and share our content. The more people we reach, the more successful Discover Uttlesford will be.

We've even created these hashtags to inspire your own social media posts:



#DiscoverUttlesford	#DiscoverUttlesfordIndependentShops	#DiscoverUttlesfordLeisure
#IDiscoveredUttlesford	#DiscoverUttlesfordFashion	#DiscoverUttlesfordSport
#WeDiscoveredUttlesford	#DiscoverUttlesfordStyle	#DiscoverUttlesfordWalks
#DiscoverUttlesfordPostcard	#DiscoverUttlesfordGifts	#DiscoverUttlesfordRoutes
#DiscoverGreatDunmow		#DiscoverUttlesfordHistory
#DiscoverSaffronWalden		#DiscoverUttlesfordCommunity
#DiscoverThaxted		#DiscoverUttlesfordFriendlyFaces
#DiscoverStanstedMountfitchet	#DiscoverUttlesfordFlags	#DiscoverUttlesfordDogs
	#DiscoverUttlesfordSpaces	
#DiscoverUttlesfordFood	#DiscoverUttlesfordMusic	#UttlesfordFoodieHeaven
#DiscoverUttlesfordChefs	#DiscoverUttlesfordCulture	#I'mOfftoUttlesford
#DiscoverUttlesfordCreamTeas	#DiscoverUttlesfordArchitecture	

Nice to know



If you're into marketing, then you might find this interesting and useful. It gives you some background on our strategy for the Discover Uttlesford marketing campaign.

OUR VISION

To become Essex's most popular destination for recreational visitors age 55+ for spring/summer 2022

BRAND PROMISE

Uttlesford is:

- A place that promises to delight
- A place that you will want to discover and re-discover
- A place that you will want to tell your friends about



DISCOVER
UTTLESFORD

Help us share the messages of Discover Uttlesford

Our marketing campaign promotes these key messages:

- Uttlesford is a 'hidden gem'
- Uttlesford is accessible to visit
- Uttlesford is one of the best places to live in the UK
- Uttlesford is well served with independent retail, hospitality and leisure

and if you want to replicate our branding, then here's what you need to know:

- The Discover Uttlesford font is Athelas Regular
- The pantone and RGB references for our colour palette are:

171 116 15 #ab740f

201 99 23 #c96317

163 81 42 #a3512a

What's in store for spring/summer 2022?



2022

The Discover Uttlesford marketing campaign includes lots of attention grabbing promotions, all designed to make people want to visit Uttlesford.

Here's just a taster.....

- An engaging website www.discoveruttlesford.co.uk
- Professionally filmed video footage of Uttlesford locations and venues
- Social media promotions on Facebook, Instagram, Twitter and YouTube
- A photography and postcard competition
- Print and digital advertising
- A PR campaign to regional media
- Animations and infographics
- 'Celebrity' influencer endorsement



Dates for your diary to plan your promotions

Get planning your social media activity and promotions around these dates:

21 Feb – 6 March – Fairtrade Fortnight
7 March – 12 March – British Pie Week
8 March – International Women’s Day
10 March – 12 March – Crufts
11 March – 19 March – British Science Week
14 March – 19 March – National Butchers’ Week
14 March – Commonwealth Day
17 March – St Patrick’s Day
18 March – Global Recycling Day
18 March – Comic Relief/Red Nose Day
20 March – Spring begins
20 March – International Day of Happiness
21 March – World Poetry Day
25 March – Wear a Hat Day
27 March – Mothers’ Day
21 March – 1 April – The Big Walk and Wheel
1 April – April Fools’ Day
April – National Pet Month
15 April – Good Friday
17 April – Easter Sunday
18 April – Easter Monday
21 April – HM The Queen’s birthday
23 April – St George’s Day
23 April – National Skipping Day
26 April – The London Marathon
26 April – Drive It Day (vintage cars)
May – National Walking Month
May – Local and Community History Month

1 May – Great Dunmow Soapbox Race
2 May – May bank holiday
7 May – 15 May – National Doughnut Week
9 May – 14 May – Food Allergy Awareness Week
10 May – 15 May – National Mental Health Awareness Week
10 May – 15 May – National Vegetarian Week
13 May – World Cocktail Day
16 May – National Children’s Day
17 May – Dementia Action Week
22 May – 30 May – English Tourism Week
23 May – 30 May – English Wine Week
24 May – 5 June – British Tomato Fortnight
29 May – International Biscuit Day
29 May – Oak Apple Day
30 May – 4 June – Bike Week
June – Pride Month
2 June – 5 June – the Big Lunch
2 June – Coronation Day
3 June – Platinum Jubilee Bank Holiday
4 June – National Fish & Chip Day
5 June – 11 June – National Gardening Week
7 June – 12 June – Carers Week
10 June – 12 June – Thaxted Morris Men
13 June – Cupcake Day for Dementia
15 June – National Beer Day
19 June – Fathers’ Day
19 June – 26 June – National Picnic Week
21 June – Start of Summer
9 July – Dunmow Flicht Trials



DISCOVER
UTTLESFORD

10 steps to get on board with Discover Uttlesford

1. **Get digital:** list your business for free on www.discoveruttlesford.co.uk
2. **Get social:** engage with our **social media** accounts
3. **Get hashtagging:** use our brilliant **hashtags** for social media success
4. **Get planning:** use the **calendar of national and local events** to plan your promotions for spring and summer 2022
5. **Get visual:** make use of our **free stock photographic images** (views of Uttlesford)
6. **Get support:** check out the **free business support** programme Group2Grow
7. **Get top tips:** use great ideas from 'The BUZZ' to promote your business
8. **Get merchandising:** make sure your **displays** are looking sharp
9. **Get on your high horse:** tell everyone how **brilliant** Uttlesford is
10. **Get ready:** start experiencing the **benefits** of the Discover Uttlesford campaign

Need to
know more?



discover@uttlesford.gov.uk



www.discoveruttlesford.co.uk



[@discoveruttlesford](https://www.instagram.com/discoveruttlesford)



[@DUttlesford](https://twitter.com/DUttlesford)



[Discover Uttlesford](https://www.youtube.com/DiscoverUttlesford)