

Agenda item 8

For information - Marketing & Communications Update

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Summary

This report provides an update on marketing and communications activities including web, social media, press, posters and signage

Marketing Strategy

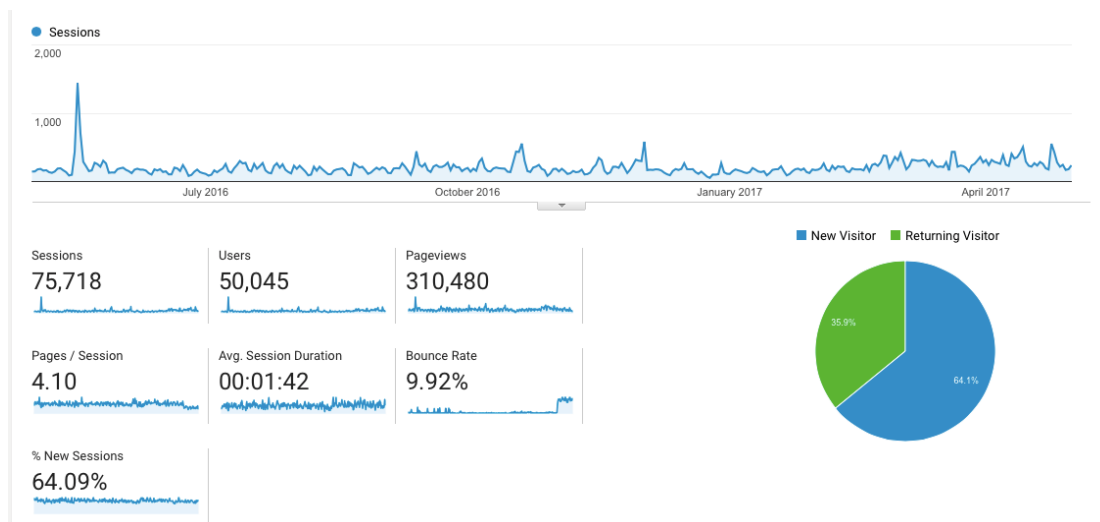
The Marketing Strategy was adopted in April 2016, (attached as Appendix 6). Implementation has included bringing in house & ramping up of social media activity linked to the Frome Community website, the dissolution of Discover Frome social channels other than the website, an entire rebrand in line with the opening of the Town Hall and a re-skin of the website.

Websites – overview

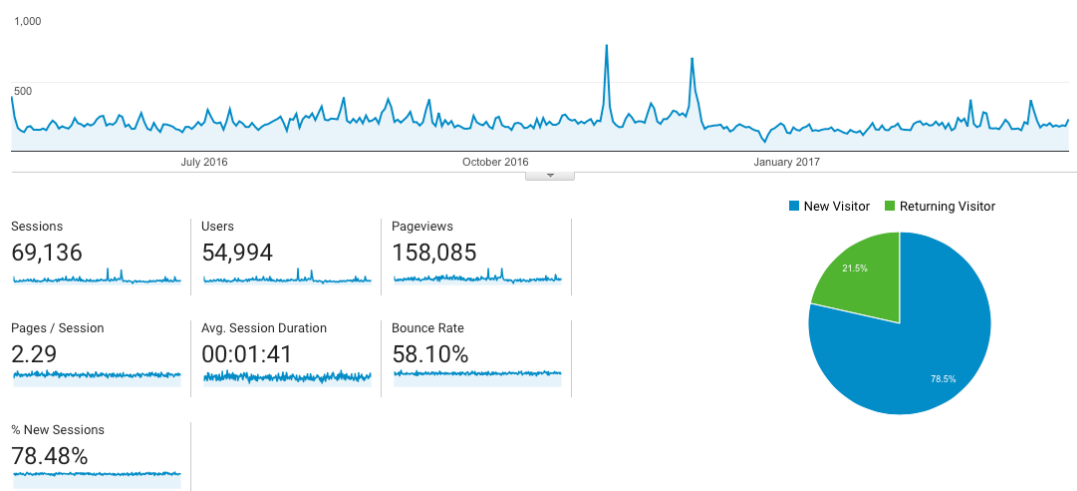
Screen grabs are shown below to illustrate activity. These will be reproduced in a larger format at the meeting.

You can see from the graph below that over the course of the year, our visitor numbers to Frome Community are slightly increased with approximately 6250 visitors a month, that's over 75,000 visitors this year.

Frome Community Website



Discover Frome



Location of website audience

City	Sessions	% Sessions
1. Frome	11,876	17.82%
2. London	10,459	15.69%
3. Bristol	10,171	15.26%
4. Trowbridge	5,614	8.42%
5. Bath	1,998	3.00%
6. (not set)	1,938	2.91%
7. Taunton	957	1.44%
8. Melksham	933	1.40%
9. Weston-super-Mare	930	1.40%
10. Shepton Mallet	794	1.19%

The location of visitors also suggests that we have a slight miss match of target audience for whilst nearly 18 % of visitors live in Frome, 16 % live in London. This requires further unpicking but would suggest that the direction between the two council websites has gone awry.

What all this data means is that the Frome Community website is holding its own in terms of number of visitors but that they don't necessarily find what they are looking for immediately when they get there. There is a need to re-think navigation and search engine. Re-organisation and robust tagging is required. The Discover Frome website needs an entire rethink as it is neither reaching the intended audience nor is keeping visitors when they arrive. The intention is to work on these things when additional staff resources i.e. the Marketing Assistant and Intern when in place.

Social media referrals are doing well, accounting now for almost 20% of visits to the Frome Community website. We also discovered that people are googling Chris Stringer probably more than he would like!

Arguably the most important strand of the Strategy is to improve external communications with the existing community to promote civic pride and active and engaged community. The website has an enormous impact but must also be viewed in terms of content and in relation to other channels.

Other communication activity

We have pressed ahead with several actions focused on town residents and businesses to ensure that communication that flows from FTC reflects the quality and breadth of our work. These include:

- increased output of press releases and throughput to the website and social media;
- using images to greater effect across all media;
- ensuring that Council initiatives are well promoted by using the brand to resonate with the public e.g. using the template posters to connect Council lead events to the public;
- promoting sign up both online and physically to broaden the audience for the new look Town Clerk's update;
- the introduction of a monthly Business Update;
- a new look for the now monthly Community Update;
- an expanded reach for the Parks & Open Spaces update list;
- the introduction of live streaming of Council and committee meetings.

These actions are in their infancy but are well-trodden paths to engagement and good practice and the plan is to report back in September with some research data to establish positive effect.

Town Hall promotion

We want to get residents, community groups and organisations and businesses seeing this building as an integral cornerstone of Frome's infrastructure, a place to meet, do business, get married. This is not so intangible – we have set the tone with an informal yet well-presented launch and are pursuing an array of actions to focus and improve occupation rates. These include a small number of in house events, the commissioning of a set of new images and the 360 Virtual tour which will be live by June 7th.



There are areas of focus of the Marketing Strategy that are only just starting to be planned: Discover Frome, wayfinding, and the out of town audience. But that is a little teaser for the next Council Matters Committee...