

APPENDIX A - MARKETING REPORT – 07/07/2022

UPDATES.

- We are continuing to discuss 'messages of the week' as a team and using this to plan posts and information shared across social media platforms.
- We are producing packs for outside groups, to distribute across different locations alongside the packs going out with the councillors who have contacted the team and are strengthening these ties, taking feedback from them about event interest etc to tailor the packs appropriately to audiences.
- The Poster sites around the venues and the rotunda are being updated regularly. We are receiving posters from 3rd parties and weekly hirers which are being periodically displayed on a rotation system.
- We recently provided a gazebo on the Market Place over the weekend for one of our partnering groups so that they could promote what they do and their upcoming open day. Alongside this they took a selection of our flyers and leaflets to distribute on the stall.
- There was a recent Art Exhibition involving local schools and tagged them in on social media pages where possible. We are hoping to continue this, and they are keen to look at doing other events at The Carnegie.
- We are currently testing the new website – the new look will make it easier to find information on venues and events.
- We will be working with a new Tea Room staff member to ensure the Tea Room gets more social media content, looking at new ways to increase footfall and gain feedback from users.
- We are looking into our branding across the venues and wider areas, including making sure our logo and branding is being included as part of our advertising – with hirers including it on any posters/leaflets to make it more of a recognisable name.
- Within the venues we are looking at new poster sites and leaflet holders, making it accessible to any venue visitors to see upcoming events.
- All tickets booked through our venues have a tick box option to sign up to our newsletter and we are also asking customers to give feedback on where they heard about the event. This will give us a better idea of where to market and we will be looking at other means of asking this question to gain wider responses.
- We are planning on implementing feedback sheets in our venues for visitors, with options to add their email address to the Newsletter.
- We've taken feedback on board with regards to wider information and the Newsletter is being restructured to include other aspects of Thetford Town Council's work, more information about upcoming events as well as past events information. We are currently researching other formats and hope to launch a new version of this around August or September.

MONTHLY OBSERVATIONS

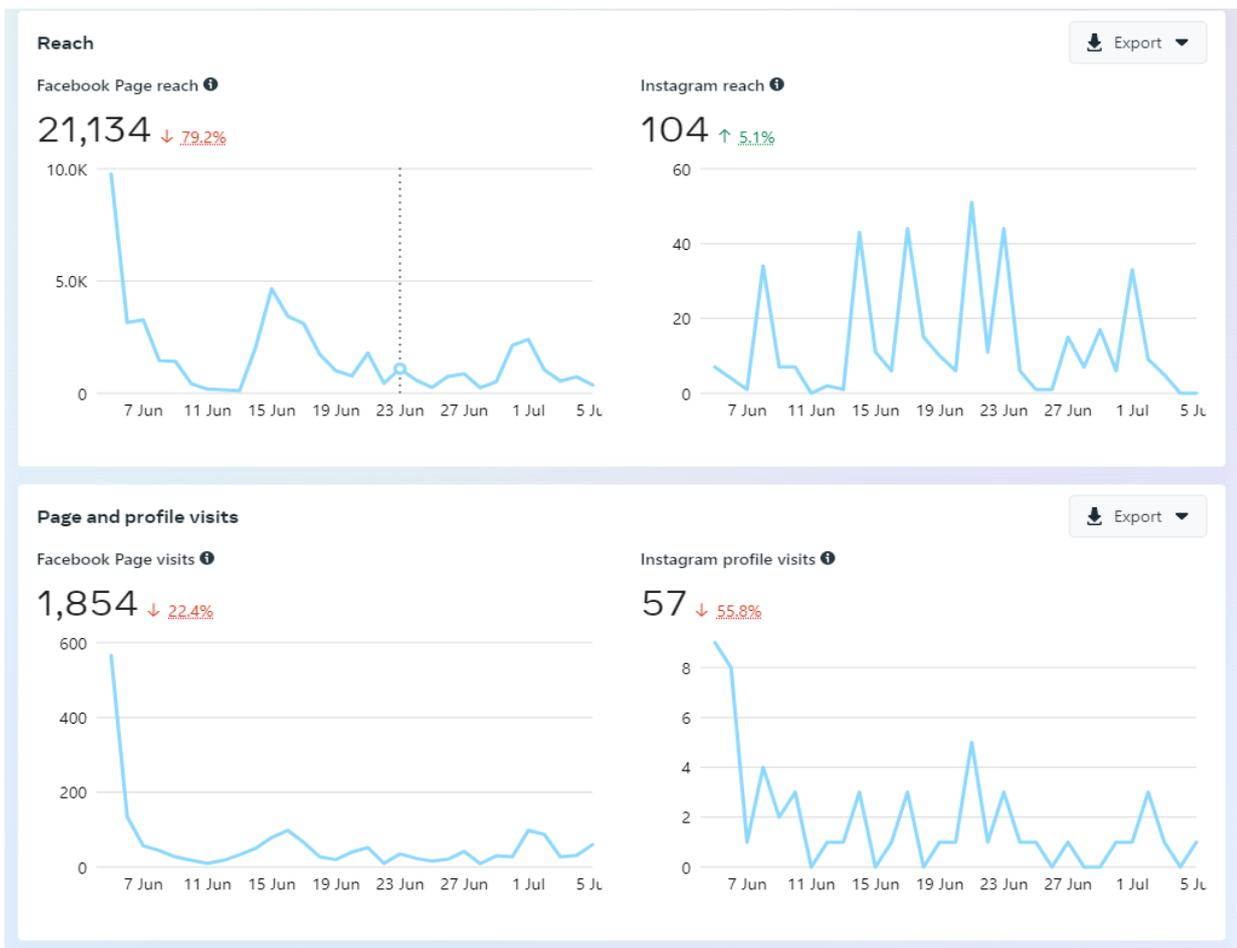
- We have continued to investigate use of QR codes across our venues for social media links and our newsletter, with it now being added to email signatures as suggested.
- This month we have had our biggest Thetford Comedy Club to date, this was a great success with good feedback from those who attended. We are working with the group running this as a regular event and using the footfall in the venue to distribute our flyers and leaflets focussing on our 3 monthly overviews.
- We have begun distribution of flyers with venue hiring details and QR codes to the newsletters along with the 3 monthly overview, these are going to be distributed to a wider area, but we are currently awaiting a delivery of stands that we can give to the shops to hold the leaflets.
- We have attended a meeting with other local theatres to map and share ideas for marketing and content sharing and hope to implement some new ideas going forward as well as continuing to build links with other venues.

- We have also made our hire prices clearer with it being published on social media pages (pinned), and added to our newsletter and it will be listed on the website to encourage more enquiries.
- We have recently hosted an afternoon Tea event for a support group in the Guildhall, they thoroughly enjoyed the event and are looking at working with us on a regular basis, sharing our leaflets and posters to a wider range of businesses across Thetford but also across the surrounding Breckland area.
- The Guildhall Schools Project have had lots of great feedback this month – we have had posts shared by the schools tagging the venues in on their thank you posts and they are keen to share more of the great things they do across social media.
- We have teamed up with Norwich Theatres with their touring show ‘Time and Tide’ coming to the Carnegie which is something that is being marketed through both our platforms and their own and will hopefully highlight the venue to a wider base of customers from outside of the town.
- We have also begun posting on social media about the different groups we have using the venue, not just those that hire it for theatre or entertainment night events to highlight the availability for community groups and conferencing. This will hopefully drive more daytime use of the venue.

SOCIAL MEDIA DATA

- The number of followers we have is still increasing steadily across all social media platforms. The expected drop for Facebook reach after our viral post last month has happened however our reach is still averaging around the 20,000 mark for Thetford Town Council FB Page and 37,000 on our Carnegie and Guildhall page.
- We are looking at the data and working with the tools on Meta business which links our Facebook and Instagram sites to see when our followers are most active and also which content is most interacted with to help better plan our content and try to drive forward more views and interaction on the page.
- We are still working with hirers and users of the centre tagging them in on posts and having them tag our pages in their posts, which shares to both our followers and theirs and gives us more reach and in turn should help to boost the engagement. We are also adding tags to any pages on our 3 month overview as that will reach multiple pages and advertise not just their event but other events we have.
- The Guildhall Tea Room Facebook Page reach is lower of around 1,370 however this page will hopefully see an increase over the next few weeks, with some planned campaigns. The Instagram however has seen a steady increase in followers since its creation and we will continue to promote this.
- We are also looking into ways to boost interaction with the Tea Room pages with campaigns like vote for the best cake polls/how to make a scone etc. Going forward we will be looking at setting aside time each week to meet with the person manning the tea room to get more content out.
- We are continuing to use QR codes which link to social media pages on advertising and around our venues, these links are also going to be clearly displayed on our website, within the newsletters as well as around the centres.
- We are also looking at ways to encouraging people at events to “Check in” on social media, so their followers can see that they have attended events at our venues

1 – Thetford Town Council insights last 28 days

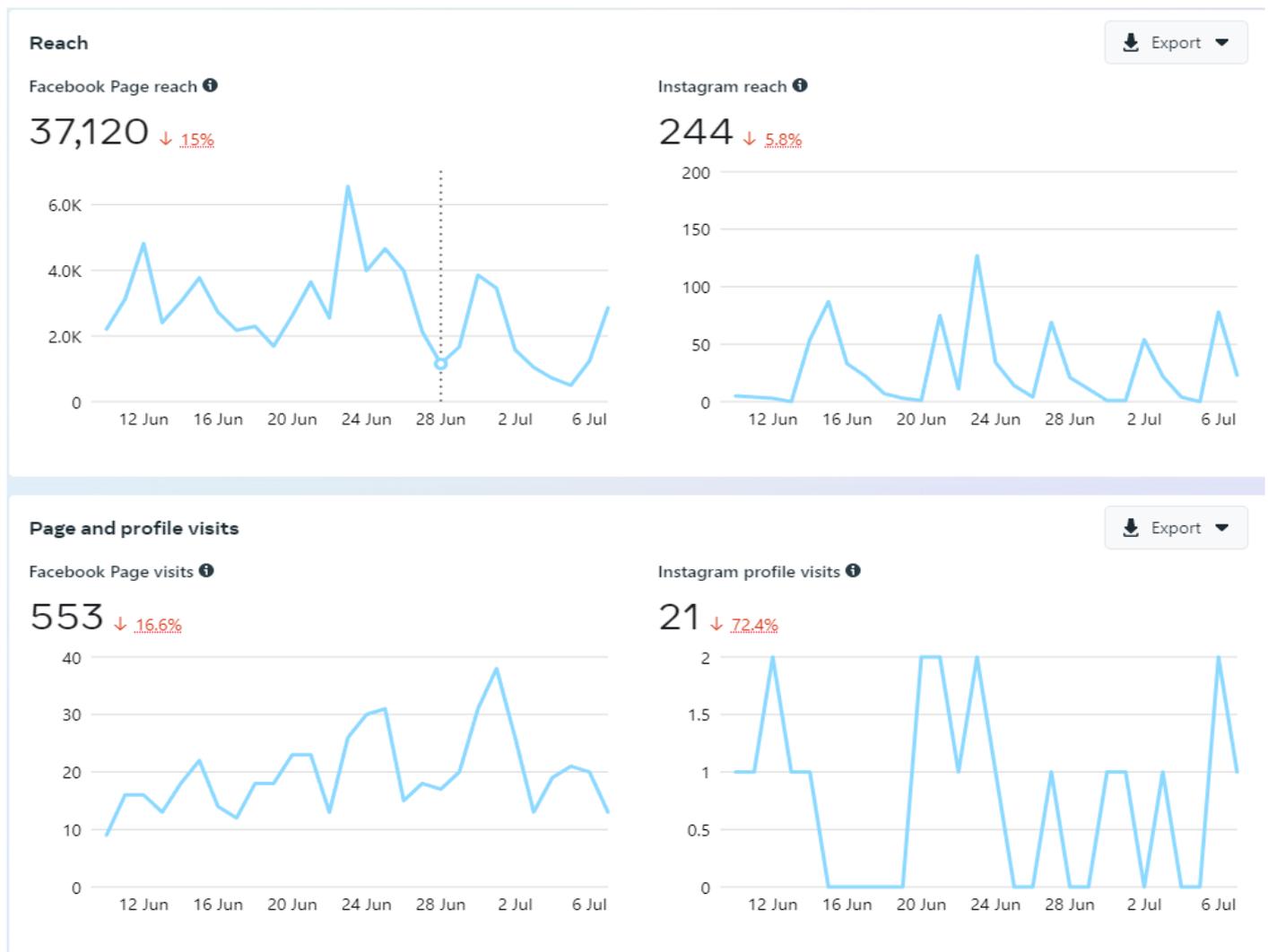


27 new followers Facebook – Bringing the total to 2,292

98 Followers on Instagram – (+29 in the last month) building steadily.

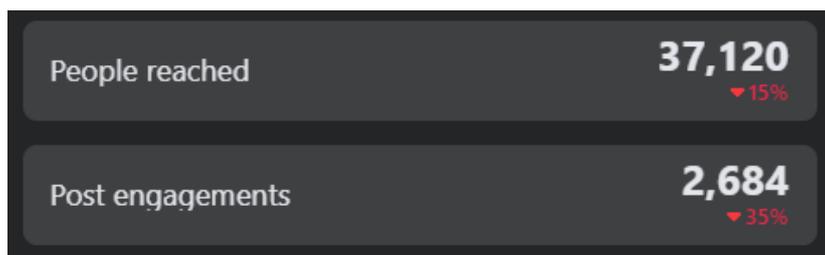
 **Post engagement** 5,023

2 - The Carnegie and Guildhall Complex insights last 28 days



14 New Facebook page followers – Bringing the total to 1,700

7 New Instagram followers – Total of - 461



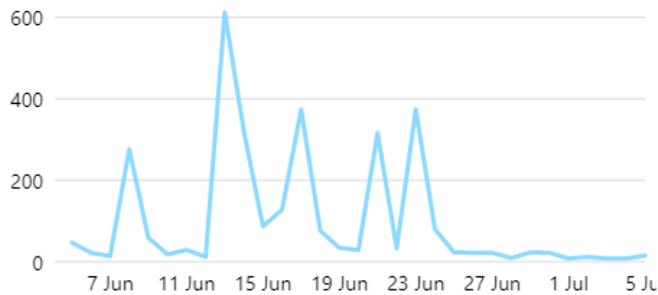
Times of views across the week – Carnegie and Guildhall.



3 - The Guildhall Tea Room insights last 28 days

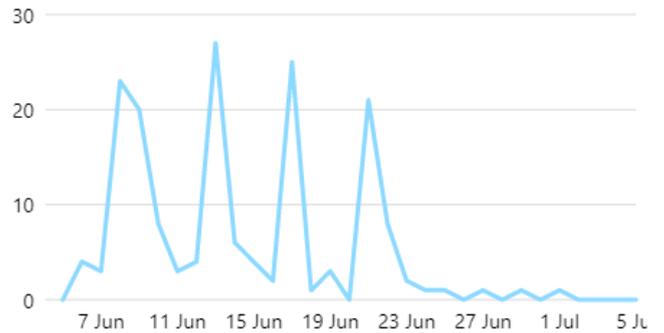
Facebook Page reach ⓘ

1,372 ↓ 81.8%



Instagram reach ⓘ

78 ↑ 387.5%

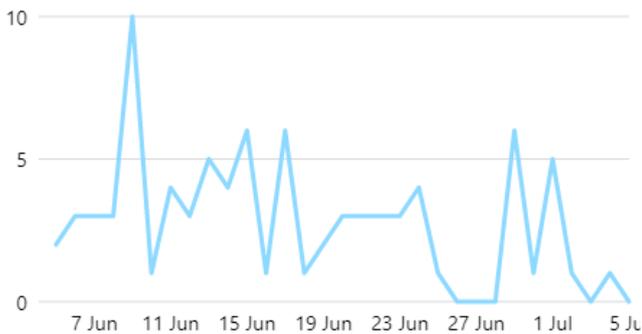


Page and profile visits

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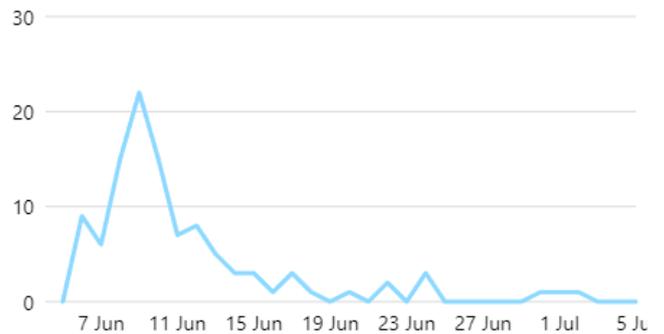
Facebook Page visits ⓘ

85 ↓ 70.6%



Instagram profile visits ⓘ

107 ↑ 494.4%



6 New Facebook Followers - Total of - 1,464

61 followers on Instagram. (+50 in the last month.)

Post engagement

115