



## 2020 Edition

Hello there from the Visit Jamestown team,

We have been working tirelessly in the last month bolstering our appeal to visitors, encouraging Jamestown as a destination to Stop, Stay and Graze via Facebook. The Visit Jamestown team are now ready to go full steam ahead and create the 2020 edition of the Visit Jamestown Booklet. We will print 10,000 copies which will be distributed to SA Visitor Centre outlets state wide by mid October.

Attached to this email is the current advertising rates sheet for the 2020 edition. We know that local businesses have been doing it tough through 2019/2020, so we have opted to keep our costs as low as we can.

Our website has recently been updated, yet our business directory is currently out of date. Can we please ask that you take a short moment to check that the information on your business listing is still current and/or send through any changes to [tracey.dewell@bigpond.com](mailto:tracey.dewell@bigpond.com) and also supply 1 image that best represents your type of business as soon as you can.

All new businesses are welcome to supply information for a FREE business listing on the website.

We will need the following:

- Category of business eg. Builder or Retail etc. - required
- Photo of you business - required
- Phone number - required
- Address for map reference - optional, and if nothing supplied will be generic Jamestown
- Website - optional
- Facebook - optional
- Instagram - optional
- Small write up about your business, 1 paragraph only - optional

The website is acting as the source for all the Facebook and Instagram posts. The new directory will allow us to support businesses further by adding links on social media that navigate the user to land directly on your business information page. So it is vital that we get this up to date and keep it updated all year round.

If you would like to discuss the advertising offer rates or any other information we welcome your call to Tracey Dewell on 0427 88 11 04 or email [tracey.dewell@bigpond.com](mailto:tracey.dewell@bigpond.com).

Our Visit Jamestown team look forward to continuing our support of the Visit Jamestown project to encourage tourism, local spending and local business awareness. The booklet is highly sought after and we get continual requests for more copies which is extremely exciting. A big thank you goes to you, your business and the community for embracing this initiative.

Kind regards from,

**Tracey Dewell & Mel Kitschke**

Visit Jamestown Marketing Team

# 2020 PRINTED EDITION

Due for Printing October 2020 or Earlier

## 1. Choose your ad size... (Prices are GST exclusive)

### General Advertising

- 1/3 page inside ad 190mm wide x 90 mm high ..... \$800
- 2/9 page inside ad 126mm wide x 90 mm high ..... \$550
- 1/9 page inside ad 61.5mm wide x 90 mm high ..... \$300

### Back Page Premium Advertising

- 1/3 page ad 190 mm wide x 90 mm high ..... \$1000

### Sponsor Advertising

- Small sponsor ad 61.5 mm wide x 43.5 mm high ..... \$150

(Please see attached sheet for ad size layout)

## 2. Your Advertising Needs...

Please use existing artwork from previous Visit Jamestown Print

Please call me to discuss content/design of my advert. (at no cost)

I will provide a 300dpi hi-res pdf or jpeg file of my advert, with text converted to paths and CMYK images and content.

## 3. Your contact details...

Business Name: ..... Contact Person: .....

Postal Address: .....

Phone No.: ..... Fax No.: .....

Mobile: ..... Email Address: .....

Website: .....

Business Description: .....

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## 4. Please send this completed form to:

Post: Visit Jamestown  
PO Box 211, Jamestown SA 5491

Email: [tracey.dewell@bigpond.com](mailto:tracey.dewell@bigpond.com)

Booking Deadline: ..... Friday 11th Sept

Ad Material Deadline: ..... Friday 18th Sept

For further information call:

Tracey Dewell (graphic designer) on 0427 88 11 04

2/9th page ad  
126mm wide x 90 mm high

1/9th page ad  
61.5mm wide x 90mm high

1/3 page ad  
190mm wide x 90mm high

Sponsor ad  
61.5mm wide x 43.5mm high

Sponsor ad  
61.5mm wide x 43.5mm high

2/9th page ad  
126mm wide x 90 mm high



# STRATEGIC MARKETING PLAN – 2020/21

## Marketing Goals:

Encourage Community Spirit | Increase Local Spending  
Make Jamestown a Destination  
Increase Foot and Vehicle Traffic into Town  
Promote our Southern Flinders Ranges Region  
Increase Business Awareness | Boost Website Traffic & Ranking

## Marketing Tools:

Website | Facebook | Instagram | Booklet Publication  
Mailchimp Newsletter via website Subscription  
Google Analytics

## Marketing Integrations:

**Website** includes Latest News posts, instagram feed, facebook and instagram links, sharing hashtag suggestions. Social buttons & Newsletter subscription option for monthly newsletters via mailchimp. As well as Google Analytics tracking and Facebook Pixel tracking integrations.

**Facebook** connected to Instagram account – scheduled posts (suggested 1 per day) to occur on a regular basis promoting businesses, events, attractions, local history, and all based on the seasonal situation throughout the year.

Monitoring of facebook connections linked to the website will determine whether social media marketing is working to increase traffic.  
Paid Facebook ads will occur randomly during the year.

**Instagram** connected to facebook account – feed coming in directly from the facebook posts that include images and text links. Instagram feed to appear on the home page of <https://visitjamestown.com.au> as clickable images.

**Booklet Publication** will be distributed via a distribution service that will send out the booklets to selected SA Visitor outlets. Imag will be supplied and added to the website for viewing and download, monitoring of access to the visitor guide will be monitored via Google Analytics tracking.

**Mailchimp Newsletter** will happen monthly from the newsletter subscription list that is created from subscriptions on the website that is promoted via social media. Information relevant to what's on, spotlight on business, local news, latest Jamestown Journal and links to appropriate website pages to bolster website traffic from the emailed newsletter.

**Google Analytics** will establish if the traffic to the website has been successful using the above marketing tools and will include traffic, audience information such as demographics (age, gender etc.), device usage and locations.

## Marketing Outcome:

A Marketing Report will be created from Google Analytics and Facebook tracking which will determine whether the Marketing Tools have worked in favour through our marketing integrations over the forecast year. Community input welcome and encouraged, to help determine if increases to business spending and local attractions have occurred to support our Marketing Goals. Strategic Marketing plan to be revised in October 2021 to determine if changes are required.