



2023 Edition

Hello there from the Visit Jamestown team,

Unfortunately due to a pandemic and other commitments in 2020 the Visit Jamestown print did not occur, we apologise for this interruption. However our team are now working on producing the 2023 edition.

This 2023 edition will be modified from the normal publication, slightly condensed but full of the most important information necessary to encourage visitors to Stop, Stay & Graze in Jamestown, and the Southern Flinders Ranges.

We now look for your support, by becoming part of the Visit Jamestown team!

Your advert in the pages of our visitor book will help drive our tourism venture as well as provide you a great advertising opportunity.

Money from tourism may not entirely impact your place of business, however this publication will support our tourism operators and local businesses increasing our local economy and keeping our smaller operators running. We encourage you to stand united with our region by supporting this 2023 venture.

Please find attached a list of advertising opportunities and a great offer from Diva Marketing Solutions to help build your Google Business Profile. Leonie Hunt has an incredible background in marketing and driving business strategies, you will be happy you contacted her.

The advertising contract sheet can be filled out and sent to info@traceydewelldesigns.com.au or just call 0427 88 11 04 for collection.

Thank you so much for supporting our tourism initiative.

Kind regards from,

Tracey Dewell & Mel Kitschke

Visit Jamestown Marketing Team

2023 PRINTED EDITION

Due for Printing September 2023

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 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:

Email: info@traceydewelldesigns.com.au
or call 0427 88 11 04 to
arrange pickup.

Booking Deadline: Friday 25th Aug

Ad Material Deadline: Friday 1st Sept

For further information call:

Tracey Dewell (graphic designer) on 0427 88 11 04

As a business, YOU NEED "ONLINE" VISIBILITY to reach a larger potential customer base.

Over 95% of people use Google to research, so listing your details in Google's Business Profile together with high-quality 360-degree indoor photography and outdoor photography is a must in today's digital world.

Diva Marketing Solutions can assist. Call Leonie Hunt on 0422 618 773 to claim and set up your profile.

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 – 2023/24

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
Quarterly Emailed Newsletter to subscribers & businesses
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 Meta Pixel tracking integrations.

Facebook connected to Instagram account – scheduled posts (suggested 5 per week) 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 through Meta Business Suite – 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 of our choosing. Imag will be supplied and added to the website for viewing online and download.

Email Newsletters will happen monthly from the subscription list through subscribers via the website that is also 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 2024 to determine if changes are required.