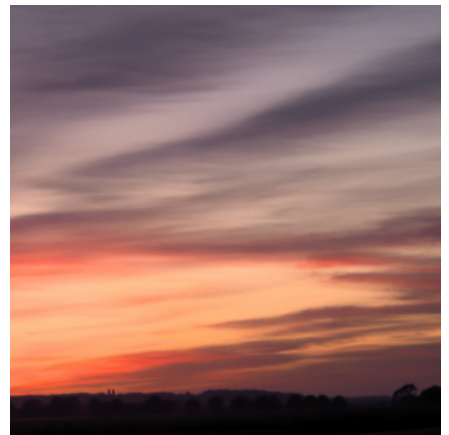
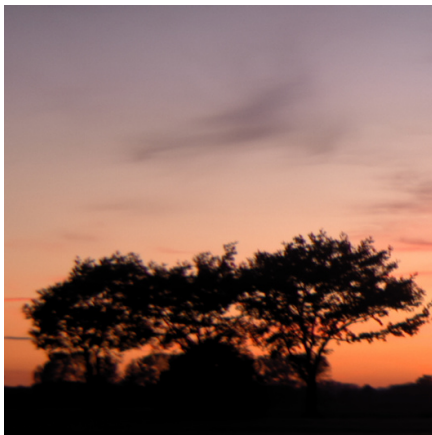


# WELCOME BACK TO KENT

2021 TOOLKIT



[WWW.VISITKENT.CO.UK/WELCOME-BACK-TO-KENT](http://WWW.VISITKENT.CO.UK/WELCOME-BACK-TO-KENT)

#WELCOMEBACKTOKENT

# WELCOME BACK TO KENT

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## About the campaign

We are delighted to offer our new consumer confidence campaign for summer 2021, Welcome back to Kent. Destinations across the country and around the world will all be competing for visitors over the coming months, so it is essential that we act fast to inspire visitors to choose Kent for a safe and welcoming staycation.

Following the lifting of COVID restrictions and a series of Visit Kent campaigns which have worked to capitalise on opportunities around the visiting friends and relatives market, Kent's major events programme, and residents' and visitors' abilities to move freely for travel and leisure, we are launching our summer consumer confidence campaign, Welcome back to Kent. This campaign will aim to position Kent as a safe and compelling getaway and will act as an inspiring invitation, and reassurance for residents and visitors alike.

This will be our chance to remind a localised (2.5 hour drive time from Kent) audience of the range of things to see and do on their doorstep, and re-engage them with the things that make Kent exceptional.

In a similar capacity to our Secret Garden of England promotion during the autumn of 2020, this campaign will provide us with the opportunity to inspire a wider domestic audience by showcasing Kent's wide range of safe and enticing destinations and attractions. In order to appeal to a broad spectrum of visitors, we will need to present Kent's varied visitor offering, therefore providing plenty of opportunities for Visit Kent partners to benefit from the activity.

At the heart of the campaign will be a selection of thematic features, along with support from a competition, influencer activity, organic digital activity, paid social, and paid search promotion.

This campaign is supported by South East Local Enterprise Partnership (SELEP) funding and KCC funding, which aims to help support the reopening of the sector safely.

All private sector partners that have paid their 2021/22 investor fee by 12th August will have enhanced opportunities to feature in the campaign activity. For more information on the Visit Kent investor fees and benefits visit:

<https://www.visitkentbusiness.co.uk/get-involved/working-with-visit-kent/>

This year's campaign launches in **August** and will run until **September**.

# THE TOOLKIT

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We have created this simple toolkit to give you some advice and guidance on promoting the campaign via your own website and digital channels while it's live. Please read through the toolkit carefully and contact us should you have any further questions.

In this toolkit you will find;

- Key partner campaigns & shared messages
- Details of Visit Kent's themed feature content
- Visit Kent's planned organic digital activity
- How you can promote our Welcome back to Kent campaign
- Additional information and links

## KEY PARTNER CAMPAIGNS & SHARED MESSAGES

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### **We're Good to Go**

To support businesses as they welcome customers back, VisitBritain has launched the 'We're Good To Go' COVID-19 industry standard and consumer mark. The mark is available to provide a 'ring of confidence' for businesses, attractions and destinations as well as reassurance to local residents and visitors that clear processes are in place and that as a business you are good to go. Through our content, will be encouraging visitors to look out for the kitemark when visiting Kent businesses. Further information about how to apply for the industry standard kitemark can be found [here](#).



### **Southeastern - Rediscover Summer**

Southeastern has launched their Rediscover Summer campaign, which aims to target families, active retirees and young urbanites and encourage them to rediscover the beauty of Kent, recreating summer memories with family and friends on days out by train. We will be supporting this message and sharing it across our content, encouraging consumers to travel off-peak for great value fares and quieter trains. Further information can be found [here](#).



# VISIT KENT'S FEATURE CONTENT SCHEDULE

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A main benefit for investor partners (those who have paid their 2021/22 fee) is enhanced exposure across our themed feature content. This will be divided into ten separate flagship themes, with each feature including suggestions on attractions, accommodation and places for food and drink. The blog content will be linked to directly from the campaign landing page, and further promoted by organic social activity, and homepage banners on Visit Kent for the duration of this campaign. Please feel free to copy the links to these pages once live and share them through your own social media channels to drive traffic and increase exposure.

The flagship content themes are as follows:

## [School holidays](#)

Family friendly days out, summer activities and events for the kids to enjoy during the school holidays.

## [Coffee shops and brunch spots](#)

Our followers love Kentish produce, so we're sharing some of the best places to stop for a delicious brunch, coffee and/or lunch, before exploring the local area.

## [The summer Instagram bucket list](#)

We'll be sharing those must-see locations that are made for Instagram in Kent.

## [A summer of celebration](#)

After a year of cancelled celebrations, we're sharing ways to make up for lost time in Kent.

## [Around the world in Kent](#)

While we can't travel too far this year, there's plenty of opportunities to see some incredible wildlife and sights from around the world right here in Kent.

## [New ways to experience Kent](#)

We're sharing the inside scoop on Kent's brand new experiences and visitor offers.

## [Midweek days out and special offers](#)

We're encouraging people to visit our locations throughout the week with mid-week special offers and events that can only be experienced Monday-Friday.

## [8 Insta itineraries to inspire your summer](#)

Following our series of Experience influencer trips, we're sharing the inside scoop on what our influencers discovered on a staycation in Kent.

## [Date night](#)

We're sharing those special date night ideas, from locations to watch the sunset, to cocktail spots and romantic places to visit.

## [Autumn staycations](#)

While our campaign will be targeted at those planning for summer breaks, we will also be using messaging to target those looking for inspiration for an autumn break.

# VISIT KENT'S PLANNED ORGANIC DIGITAL ACTIVITY

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We will ensure that our flagship content is central to all of our organic social media activity, sharing these regularly across our platforms.

We will be using the hashtag **#WelcomebacktoKent** throughout the campaign, when using our campaign content across our digital channels. Please feel free to follow this hashtag so that you are kept up to date with the content we're putting out across our channels, and please also use this as part of your own organic social media.

Below is some further detail on how the campaign will be promoted across each of our digital channels, and what you can expect during the course of the campaign.

## Homepage

The Welcome back to Kent main campaign landing page will be linked to from a homepage banner on our website throughout August and into early September. Our website homepage will also feature dedicated banners linking through to each of the above mentioned campaign features, as well as a further range of inspirational and informative content.

## Facebook

Aside from the paid social that will be running during the campaign, our social media channels will be consistently published with organic content. Facebook in particular will feature posts which link to the thematic content and campaign landing page. These posts will be consistent with the campaign's look, feel, and tone of voice.

## Twitter

We will also be sharing our content through organic Twitter posts wherever possible, linking to the campaign landing page to drive traffic. We will be using the hashtag **#WelcomebacktoKent** to accompany any related posts/content throughout the summer, where relevant.

## Instagram

Alongside the paid promotion that will be running across our Instagram channel, we will also be creating a number of thematic Instagram stories which will feature inspirational imagery and key messages, and a link to the main campaign page. We'll then be making each of these stories a 'highlight' on our Instagram page which means they will stay there as a permanent fixture even after the campaign has finished.

# How you can promote the Welcome back to Kent campaign

The Welcome back to Kent campaign's central objective is to position Kent as **the** place to visit this Summer and Autumn, whilst highlighting our safe and secure messaging. We encourage you all to spread the word about the campaign, and share not only our thematic content, but the social posts and features across your own channels, and in your own communications where possible.



## Here are some tips:

- Always use #WelcomebacktoKent and #VisitKent.
- Tag @VisitKent
- Spread the word on social media, and talk to your followers, the media or other attractions about Welcome back to Kent to build the excitement
- Add details of the campaign to your website
- Encourage your staff to share the campaign on their own social media channels to reach more people and create a real buzz around the campaign. We are our destination's biggest ambassadors. Post it on your intranet/noticeboards/share it at staff meetings etc.
- Promote our feature and social content by sharing our digital activity on your own channels

## Sample Posts:

- Our famous festivals are in full swing, our castles have lowered the drawbridges, and our hotels and holiday cottages have opened their doors. Yes, Kent is ready and waiting, and we're looking forward to welcoming you back! #WelcomebacktoKent @VisitKent
- Whether you're looking for that summer escape, or are planning your autumn break, our days out, overnight stays and events offer the perfect stress-free staycation, so you can rest assured you'll finally have the holiday you've been longing for. #WelcomebacktoKent @VisitKent
- And breathe... Rest assured in #Kent, you can still make those long lasting memories this season, while remaining safe and smiling! #WelcomebacktoKent @VisitKent
- With coast surrounding us, miles of countryside, cultural hotspots and easy transport links, Kent has everything from family friendly days out, to romantic retreats and multi-generational celebrations. #WelcomebacktoKent @VisitKent

# Samples of social media activity

Below are a couple of examples of how we plan to promote the Welcome back to Kent campaign across our own digital channels. We hope these provide some further inspiration when promoting our activity on your own channels.

 **Visit Kent** VisitKent · Aug 4

Love is in the air...from the perfect place to pop the question (shhhhh....), to dinner and drinks in gorgeous locations, allow our date night plans to add a little romance to your weekend. [bit.ly/2W4x4xD](https://bit.ly/2W4x4xD) #WelcomebacktoKent




  

 **Visit Kent** VisitKent · Aug 5

Six long weeks to entertain the kids... sound scary? 🤩 Fear not! Our guide to surviving (and thriving!) on the school holidays in Kent is right here 👍 [bit.ly/2WFIld](https://bit.ly/2WFIld) #WelcomebacktoKent







  

 **Visit Kent** added 3 new photos. Aug 5

Those awkward Tuesdays or random Thursdays that are sometimes hard to fill - midweek days out can be tricky. However, with a number of deals on offer and places that will be quiet and ready to explore, they've never looked more appealing: <https://bit.ly/3zjTTvn> #WelcomebacktoKent

[Show Less](#)



 Like  Comment  Share

 **Visit Kent** VisitKent · Aug 7

Whether you're searching for 🌲 adventure in the treetops ✨ a magical escape to the castle 🏄‍♀️ surfing on sandy beaches 🏠 or your very own Great British Bake Off afternoon... We've got the summer holidays sorted right here in Kent: [bit.ly/2WFIld](https://bit.ly/2WFIld) #WelcomebacktoKent



# Website copy sample

Below is some suggested copy for linking to the Welcome back to Kent campaign from your own website. Feel free to adapt and use this copy to promote your own products and upcoming activity for the summer.



## Welcome back to Kent

Kent's famous festivals are in full swing, the castles have lowered the drawbridges, the beaches are flying the blue flag, and hotels and holiday cottages have opened their doors. Yes, Kent is ready and waiting, and we're looking forward to welcoming you back!

Whether you're looking for that summer escape, or are planning your autumn break, Kent's days out, overnight stays and events offer the perfect stress-free staycation, so you can rest assured you'll finally have the holiday you've been longing for.

With coast surrounding us, miles of countryside, cultural hotspots and easy transport links, Visit Kent is sharing everything from family friendly days out, to romantic retreats and multi-generational celebrations.

For the ultimate inspiration, take a look at [Visit Kent's guide](#) to planning your very own staycation in Kent.

Our top suggestions for enjoying a summer break in Kent...



# Additional information and links



## Got any questions?

We will be in touch with you regularly throughout the campaign's duration (with updates), so please look out for updates as part of our ongoing B2B communications. Should you have any further questions please don't hesitate to get in touch at any stage.

[enquiries@visitkent.co.uk](mailto:enquiries@visitkent.co.uk)

### NEWSLETTERS

We will be sending out a number of inspirational consumer newsletters to our engaged database throughout this campaign, sharing inspirational and informative content related to Welcome back to Kent. If you're not already signed up to our consumer database, you can do so here:

<https://www.visitkent.co.uk/contact-us/join-our-newsletter/>.

### COMPETITION

As part of our wider campaign activity, we will also be creating a consumer competition, with prize packages in order to drive further engagement. The competition will be promoted through paid social activity and will launch towards the end of the school holidays to help maintain awareness and engagement beyond the summer months.

### INFLUENCER ACTIVITY

We will also be engaging with a number of influencers and inviting them to experience Kent for themselves. Each influencer will be asked to share content on their channels in order to further spread the message that Kent is an excellent and safe destination for short breaks.

### INFLUENCER VIDEO

In readiness for autumn we will work with an influencer on a video which showcases ways to experience Kent in a safe, responsible and confident way. This video will be supported with additional paid promotion.

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[www.visitkent.co.uk](http://www.visitkent.co.uk)

—  
**31.7k**

*Instagram followers*

—  
**49.7k**

*Twitter followers*

—  
**28.3k**

*Facebook followers*



**KENT**  
GARDEN of ENGLAND

[visitkent.co.uk](http://visitkent.co.uk)