

# Sevenoaks Welcome Back Fund

End of campaign report



# Background on the project

Ahead of Christmas 2021, Sevenoaks District Council was looking to deliver a campaign to encourage local residents and out-of-area visitors to support retail, leisure and hospitality businesses within the district and in particular those in our town centres.

The campaign was implemented across multiple channels, but will focus on digital advertising, with communications produced and delivered to appropriate audiences.

The activity was funded by the Welcome Back Fund and built on the work conducted under the Reopening High Streets Safely Fund (RHSSF). The main aim of the campaign was to offset the turbulence experienced by the retail, leisure and hospitality sector throughout COVID-19 restrictions.

# Our activity

Our campaign took place in December 2021 and February 2022, encouraging people to support local particularly around Christmas and Valentine's Day. We ensured our campaign reflected government guidance at all times.

## Summary of activity:

- Outreach to businesses across the direct to register interest in WBF activity.
- Creation of two videos – 1 x young professionals / 1 x families.
- Creation of 24 social media graphics sized for each platform (Twitter, Facebook and Instagram).
- Strategy and deployment of paid social and PPC campaigns.
- Procurement of digital advertising across KentOnline & partner sites, including MailOnline, Evening Standard and METRO, and creation of ads.
- Advertorial content for InShape magazine.
- Design and installation of window vinyls in Sevenoaks town centre.
- Weekly catch up meetings to review progress and performance, as well as ensuring our messaging reflected the latest government advice.

# Videos

To showcase the varied appeal of the Sevenoaks district, we created two videos to support our social media campaign.

- One targeting young professionals – 146 views on YouTube / 225 views on Instagram.
- One targeting families – 134 views on YouTube / 105 views on Instagram.

These videos included key destinations from across the district including retail businesses, restaurants, pubs and heritage attractions.





# Social media graphics

To support both our paid and organic social media campaigns, we also created a selection of creative assets to showcase the wonderful businesses across the district.

These graphics were centred around the tagline of 'Show Local Some Love'. We adopted a more festive approach ahead of Christmas and also refreshed the graphics to tie into Valentine's Day in February.



# Social media | Facebook

Facebook	Dec-21		Feb-22		Increase Feb compared to Dec	
	Organic	Paid	Organic	Paid	Organic	Paid
Reach	7,138	50,948	9,898	61,662	+ 39%	+21%
Link Clicks	4	49	14	456	+ 250%	+ 831%
Likes	63	10	127	23	+ 102%	+ 130%
Comments	16	0	13	2	- 19%	-
Shares	20	0	13	4	- 35%	-
Total Engagements	244	59	376	485	+ 54%	+722%
Engagement Rate	3.42%	0.12%	3.80%	0.79%	+ 11%	+ 579%

We have compiled data for the months of December and February when the social media paid adverts were live and when we were posting organically on the Sevenoaks District Council page.

You can see from the results above that paid had a significant impact in awareness due to the high number of profiles reached. Overall engagements were very good, on both organic and paid social posts. Organic posts tend to do better with engagements as the audience you're reaching out to is a group that follows your page, whereas paid reaches brand new people.

The engagement rate for organic posts is considerably higher than the industry average of 0.13% for the platform.

Top engaged post organically – 11<sup>th</sup> February – which reached a total of 2,430 accounts, received 90 reactions, 6 shares and 14 clicks on the website.

# Social media | Instagram

Instagram	Dec-21		Feb-22		Increase Feb compared to Dec	
	Organic	Paid	Organic	Paid	Organic	Paid
Reached	1,116	39,861	2,537	34,270	+ 127%	- 14%
Link Clicks	0	21	0	129	-	+ 514%
Likes	76	17	96	23	+ 26%	+35%
Comments	1	0	3	1	+ 200%	-
Shares	0	3	8	3	-	0%
Total Engagements	77	41	107	156	+ 39%	+ 280%
Engagement Rate	6.90%	0.10%	4.22%	0.46%	- 38.84%	+ 360%

Similar to Facebook, the paid adverts saw a very high number of profiles reached, which is fantastic for awareness of the Sevenoaks district. Reached accounts on organic posts saw a 127% increase in February, compared to December. Overall engagements also saw a very healthy increase in February compared to December on both organic and paid adverts which is great to see.

Engagement rate was high for organic posts in both December and February. The engagement rate was lower for the paid campaign, but we saw a 360% increase in February compared to December.

Top engaged post organically – 9<sup>th</sup> February which reached a total of 301 accounts, received 18 reactions, 1 comment and 2 shares.

# Social media | Twitter

Instagram	Dec-21	Feb-22	Increase Feb compared to Dec
	Organic	Organic	Organic
Impressions	4,118	5,841	+41.84%
Likes	30	38	+ 26.67%
Retweets	13	23	+ 76.92%
Replies	0	2	-
Link clicks	10	2	- 80%
Total Engagements	110	109	- 0.91%
Engagement Rate	2.67%	1.87%	- 29.96%

We didn't run any paid campaigns on Twitter, but did share organic content, which performed well for the duration of the campaign. Impressions, likes and retweets all saw healthy increases in February, compared with December.

While the engagement rate decreased in February, compared with December, across both months the engagement rate is significantly higher than the industry average of 0.6%, which is extremely positive. Link clicks also dipped in February, but that was largely because we were no longer directing people to the landing page.

Top engaged post organically – 14<sup>th</sup> December generated 1,148 impressions, 8 likes and 2 retweets.

# Pay per click (PPC) performance

We have broken the campaign out into targeted audiences, the table on the left are those who live in London and Kent (excluding Sevenoaks District) and the table on the right hand side are those who live in the Sevenoaks district only.

As you can see the Kent/London audience campaign performed better in terms of impression, clicks and cost per click.

A healthy cost per click is under £0.30 and as you can see ads shown to people in the area of Sevenoaks were quite expensive, where as those living in Kent and London saw cheaper cost per click.

CTR was healthy across both audience groups, the average CTR on these types of ads is 2%, which means all months apart from December for Kent/London audience were above the industry average.

PPC - Kent/London	Dec-21	Feb-22
Impressions	15,300	12,500
Clicks	260	507
CPC	£0.27	£0.17
CTR	1.70%	4.07%

PPC - Sevenoaks	Dec-21	Feb-22
Impressions	1,840	2,350
Clicks	77	202
CPC	£1.00	£0.40
CTR	4.19%	8.61%

# Digital advertising

Standard digital format advertising across KentOnline & partner sites, including MailOnline, Evening Standard and METRO.

We booked 440,000 page impressions across two ad sets – one for a local audience and one for wider Kent/London audience.

- Page impressions served: 1,027,770 (more than double what we paid for)
- Total clicks: 586
- CTR: 0.057% (national average is 0.04%)



*Ads included Leaderboard, Mobile, MPU and Skyscraper formats.*



# InShape Magazine

We produced a full-page advertorial for the winter edition of InShape Magazine, which included content and design.

InShape magazine is Sevenoaks District Council's quarterly magazine which is delivered direct to homes and businesses.

## Show Local Some Love This Christmas

Whether it's visiting Sevenoaks' lively pubs for a festive celebration, picking up a unique Christmas gift in Edenbridge's historic high street, getting all your essentials at Swanley's bustling market or dining in one of Westerham's independent eateries, the district is packed with things to do this December. Our town centres offer a festive experience like nowhere else.

We are lucky to have such an amazing selection of hard-working businesses across our district and our town centres are a vital part of our community.

It is important for residents and visitors to feel safe in our high streets this winter. We encourage everyone to help protect themselves and others by wearing face coverings in crowded places, washing or sanitising hands frequently and taking regular lateral flow tests.

What better gift than to show them some love this Christmas?

**The campaign is part of activity delivered with the Welcome Back Fund.**

### Festive Inspiration



Stock up on Christmas dinner essentials at T. Allman's Butchers in Edenbridge



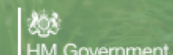
Choose from a selection of stylish ladieswear and accessories at Grace Sevenoaks



Enjoy craft beers and artisan gins on a winter evening at The Cotton Mill, Swanley



Treat yourself or a loved one to a festive wreath or bouquet from Posy and Wild, Westerham



@sevenoaksdc

@sevenoaksdistrictcouncil

@SDC\_newsdesk



# Window vinyls

We designed and installed winter-themed window vinyls for a building in the Sevenoaks town centre, to encourage people to support local.



*Above you can see example visuals of the window vinyls.*

**Thank you**

