

DISCOVER DAWLISH WARREN SOCIAL MEDIA CAMPAIGN



WHAT IS DISCOVER DAWLISH WARREN?

In 2023 Visit South Devon CIC gained the marketing assets of the Dawlish Warren Tourism Association. We've transformed these assets into a social media campaign called **Discover Dawlish Warren** to tie in with the current branding on signs in the area. We aim to help promote and support the wonderful businesses in Dawlish Warren, including accommodation providers, attractions, eateries and retailers.

This campaign will be running solely on social media through the Discover Dawlish Warren Facebook account, which was previously called Dawlish Warren Beach and a newly established Instagram account.



PART OF THE VISIT SOUTH DEVON FAMILY

WHY SHOULD I JOIN THE CAMPAIGN?

As of December 2023 Discover Dawlish Warren has over 15,000 followers on Facebook, with a monthly reach of 233K. Our followers are very active and will often engage with our posts to share their stories and memories of Dawlish Warren.



We're offering businesses of Dawlish Warren the chance to buy into this campaign and in return they will receive:

- Promotion on social media.
- The chance to submit competition prizes for Visit South Devon in return for data capture for your newsletters and databases.
- Opportunity to attend our Discover Dawlish Warren drop in sessions throughout the year.

HOW MUCH DOES IT COST TO JOIN?

We've designed this campaign to be cost affective for all businesses regardless of size, with the previous costings of the Dawlish Warren Tourism Association in mind.

Pre-existing & new members of Visit South Devon: **£50 + VAT per year.**

Non-members of Visit South Devon: **£70 + VAT per year.**



For more information or to join please contact
jo@visitsouthdevon.co.uk

