

LIMITED SPACES
BOOK TODAY!



National
Farm
Attractions
Network

IMPROVE YOUR DIGITAL MARKETING WORKSHOP

Tuesday 12th Nov 2019 10am—3:30pm
Mead Open Farm, Leighton Buzzard, LU7 9JH

ABOUT THE WORKSHOP

Is your digital marketing working hard enough? Do you want to prioritise your ad spend or improve your social results? If so, this interactive workshop is for you, designed specifically for visitor attractions.

Run by Agility Marketing, this seminar is aimed at three audiences; owners/managers who currently do their own marketing, junior marketeers and marketeers who feel more comfortable in the offline world than online.

You will take away top tips to manage reviews and improve your social media, as well as gained an insight into key online advertising options and seen an end-to-end Mead Open Farm campaign.

Book early as places are limited!

PROGRAMME

- 9:30am** Tea, Coffee & Refreshments
- 10:00am** Welcome
- 10:30am** Prioritising your Marketing Spend – The Strategy
- 11:15am** Mead Open Farm Campaign
- 11:30pm** Managing Reviews
- 12:15pm** Lunch & tour of Mead Open Farm
- 2:00pm** Improving your Social Media
- Brainstorming Creative Content
 - Creating a Calendar
 - Videos
 - Monitoring Results
- 2:40pm** Supporting Social with Online Advertising - Key Benchmarks
- 3:30pm** Final Q&A & Depart

MEAD OPEN FARM



As part of the day you will tour Mead Open Farm, who welcome over 200,000 visitors annually. Previous winners of the NFAN Farm Park of the Year Award, their farm attraction includes Shaggy's huge indoor PlayWorld, the brand-new café "The Grainstore Kitchen", four animal barns and a huge amount of outdoor adventure play.

AGILITY MARKETING



Agility Marketing, plan and implement both online and offline marketing for over 20 UK visitor attractions; 10 of which are farm parks. By working purely in the visitor attraction sector, they continually gain knowledge strengthen strategies, and ultimately improve marketing and business results.

PRICE

Price includes lunch and refreshments during the day.
£85pp + VAT.

WORKSHOP ADDRESS

Mead Open Farm,
Stanbridge Rd, Billington,
Leighton Buzzard, LU7 9JH

HOW TO BOOK

It's simple, book and pay online
www.farmattractions.net