

1.0 ADVERTISING STREAMS USED BY THE COUNCIL

Social Media
<p>Current:</p> <ul style="list-style-type: none"> • Facebook is our primary platform for social media advertising, operations staff are responsible for putting out regular posts advertising our services however we do use other platforms such as Instagram as well.
<p>Recommendations:</p> <ul style="list-style-type: none"> • Arrange for staff to be trained on social media advertising; there are a lot of features available that can be used to improve social media advertising performance if done correctly • Diversify our advertising so that we have more of a presence on our other platforms such as Instagram • Investigate the possibility of using new platforms such as TikTok which will help attract younger users
Posters/Banners/Leaflets
<p>Current:</p> <ul style="list-style-type: none"> • We have existing Posters/Banners/Leaflets for some activities/facilities however lots of these are slightly outdated now with old email address etc. • Many of the activities we offer are currently only advertised digitally as we do not have physical promotional material for them
<p>Recommendations:</p> <ul style="list-style-type: none"> • Identify a suitable company and commission them to create up to date promotional material for all the different activities and services we can provide • Advertise a greater range of our activities so that adverts do not become too repetitive
Newspapers
<p>Current:</p> <ul style="list-style-type: none"> • Currently the Centre runs ad hoc adverts in the Advertiser & Times and the Herald, usually when we have events or promotions on
<p>Recommendations:</p> <ul style="list-style-type: none"> • Meet with account managers to discuss different opportunities for newspaper advertising throughout the year and develop a plan to ensure on activities are advertised in the most suitable places and at the best times of year. • Use Advertiser & Times to create artwork as this is included in the price of adverts

Website

Current:

- A new website for Gang Warily has recently been agreed by Council. This will provide several improvements over our existing website including improved accessibility. Once the website is live, we can then focus on making the most out of it

Recommendations:

- Continue to work on setting up the new website

Branding

Current:

- We have recently purchased branded water bottles and gym cloths that are available to buy at reception, or that can be given out as prizes for competitions/raffles etc

Recommendations

- Reception needs a major redesign, this is something I will be looking into shortly however part of this would be to include a suitable location to advertise/display our branded merchandise.

For more information contact:

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