

## **Ashlar House marketing plan 2023**

March 2023



### **Background**

Gooderham PR was brought in to support the marketing and communications of Ashlar House at the end of November 2022.

The overall goal was to raise awareness of Ashlar House as a premium Bury St Edmunds-based venue and therefore increase bookings and general promotion.

The short-term goal was to rebuild a social media presence at Ashlar House (focusing on the original Facebook and Instagram accounts) before adding more marketing and comms tasks (see below).

### **Tasks**

#### **Ongoing:**

- Social media management (Instagram, Facebook and Linked In). Regular posting (two per week), commenting on and sharing other relevant posts.
- Photography. Attending events and taking photos which can be shared across the social media accounts and to update the website. Plus improve overall photobank of imagery (with more summer shots, for example).
- New mini-leaflets. Produce four-page, A5 leaflets, covering weddings, conferences and celebration of life events.
- Case studies and testimonials. Collate these and add to social media and website content. Brings Ashlar House to life.

**Completed:**

- Set up Linked In account and start using that particular platform for more B2B messaging and content.

**To do:**

- Website audit. Go through each page of the current Ashlar House website and suggest/make changes to ensure the content is as fresh and up-to-date as possible.
- Add pages to the website (where appropriate and when directed to do so). Eg. Celebration of Life website page.
- Website photography. Refresh the existing website with new imagery.

**Budget**

It was agreed to fund six hours a month (at £40 per hour). So a total budget of £240 a month was agreed.

**Initial results**

- 350% more accounts reached between December 2022 and March 2023 on Instagram including reaching more than 500 people who weren't following the account (therefor increasing brand awareness).
- An increased Facebook reach of 10,595 (the number of accounts that saw any content from your page or about your page) in the last three months.