

# Marketing Initiatives: Employment Sites








**Invest**  
in north somerset

[www.innorthsomerset.co.uk](http://www.innorthsomerset.co.uk)



This booklet has been developed to help landowners, developers and their agents with the proactive marketing and promotion of employment sites across North Somerset, either where a marketing strategy is required (via S106 Agreement etc), or entered into on a voluntary basis with the Economic Development (ED) Service.

**A marketing strategy typically contains details of:**

-  Branding and key marketing messages
-  Target market (and where relevant target sectors)
-  Process for monitoring interest and progress of enquiries
-  Details of continuous working with the ED Service including marketing meetings (at which we can discuss and consider items from the list below)
-  Marketing initiatives/tools considered necessary for attracting potential occupiers (see list below):

<b>General</b>	<ul style="list-style-type: none"> <li>• Joint meetings with developers/agents/businesses/ED Service to discuss joint working and other joint marketing initiatives</li> <li>• Details of agent marketing activities planned or being undertaken</li> <li>• Other PR/marketing activities and tools e.g. QR codes</li> <li>• Use of 'business' logo/brand: <a href="http://www.innorthsomerset.co.uk/brand">www.innorthsomerset.co.uk/brand</a></li> <li>• Weston Toolkit (where relevant) for key messages: <a href="http://www.innorthsomerset.co.uk/westontoolkit">www.innorthsomerset.co.uk/westontoolkit</a></li> </ul>
<b>Brochure</b>	<ul style="list-style-type: none"> <li>• Site brochure containing information on:             <ul style="list-style-type: none"> <li>- location</li> <li>- overall scheme details</li> <li>- pre-let/sale opportunities</li> <li>- phases (where relevant)</li> <li>- agency contacts</li> <li>- size/flexibility of units/sites</li> <li>- images/aerial photography</li> <li>- target sectors</li> <li>- the 'business innorthsomerset' logo in the marketing particulars: <a href="http://www.innorthsomerset.co.uk/brand">www.innorthsomerset.co.uk/brand</a></li> <li>- other relevant scheme details</li> </ul> </li> </ul>

<b>Boards</b>	<ul style="list-style-type: none"> <li>• Main site board(s)</li> <li>• 'business innorthsomerset' (or invest in) logo included (where possible) see toolkit: <a href="http://www.innorthsomerset.co.uk/brand">www.innorthsomerset.co.uk/brand</a></li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Where a site specific website is available this may include: <ul style="list-style-type: none"> <li>- Site profile, information on surrounding areas, local data/ information, PDF of site brochure, updates on key milestones/ phases and take up/occupier information.</li> <li>- Ability to register interest online (to help follow up leads)</li> <li>- Link to the <a href="http://www.innorthsomerset.co.uk">www.innorthsomerset.co.uk</a> website (for local information) via a hyperlinked 'business' in north somerset logo</li> <li>- Option to include site profile/website link on the innorthsomerset website and ED Service can tweet updates</li> </ul> </li> </ul>
<b>Other web advertising</b>	<ul style="list-style-type: none"> <li>• Agents websites</li> <li>• Twitter</li> <li>• Business case studies on <a href="http://www.innorthsomerset.co.uk">www.innorthsomerset.co.uk</a></li> <li>• West of England commercial property database – link via innorthsomerset website</li> </ul>
<b>Press releases</b>	<ul style="list-style-type: none"> <li>• Key events/progress to be reported to the press via the ED Service for: <ul style="list-style-type: none"> <li>- articles in the team's monthly business e-newsletter (Business Matters)</li> <li>- press releases on the 'news section' of the <a href="http://www.innorthsomerset.co.uk">www.innorthsomerset.co.uk</a> website</li> <li>- Tweets via innorthsomerset Twitter account</li> </ul> </li> </ul>
<b>Database collection and mail shot</b>	<ul style="list-style-type: none"> <li>• Target sectors</li> <li>• National, regional, local mail shots</li> <li>• ED Service for circulation to enquiries</li> </ul>
<b>Advertising</b>	<ul style="list-style-type: none"> <li>• Awareness generated through press releases, property press adverts and via agents updates</li> <li>• Updates to be sent to the ED Service for use in promotional materials, news articles, e-newsletters, general circulation etc</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Launch of site/individual phases/key developments</li> <li>• First occupier, first unit completed, ongoing site updates</li> <li>• ED Service can circulate details at business events</li> </ul>
<b>Joint marketing meetings with ED Service</b>	<ul style="list-style-type: none"> <li>• Quarterly marketing meetings with the ED Service – updates on marketing activity (current and new), interest in site, hits on <a href="http://www.innorthsomerset.co.uk">www.innorthsomerset.co.uk</a> etc</li> </ul>



If you own, or are responsible for promoting, an employment site in North Somerset and would like to discuss how we can work more closely with you to help promote it, please contact our Economic Development Service by e-mailing [business@n-someset.gov.uk](mailto:business@n-someset.gov.uk) or by calling 01934 426 266.



Helpful advice and support for businesses, developers and commercial agents can also be found by visiting our business focused website [www.innorthsomerset.co.uk](http://www.innorthsomerset.co.uk)

