



DESTINATION INSPIRED

FACEBOOK & INSTAGRAM DESTINATION ADVERTISING

As the UK & Ireland's premier travel destination publisher, **Kingfisher Visitor Guides** is perfectly placed to partner with your business in designing, optimizing and reporting on, bespoke **Facebook** and **Instagram** campaigns to promote your brand, service and offer to a travel-ready audience planning to come, arriving in or already at the destination where your business operates.

Facebook & Instagram Destination Advertising for Your Business

Targeted Facebook and Instagram campaigns are increasingly important to businesses advertising to destination visitors, especially with the decline in organic reach through owned Facebook business pages.

Effectively utilising Facebook audience customisation and wide-ranging ad formats plays a pivotal role in ensuring campaign success. Our experienced Social Media team are expert in understanding client campaign objectives, helping to deliver on goals: awareness, consideration, conversion.

We work with you to identify and target travellers currently in specific destinations, or planning to journey to a certain location, as well as those users who have expressed a liking for areas of interest such as:

Restaurants • Museums • Activities or local attractions
Sporting events • Concerts • Shopping venues

Options exist to integrate retargeting into your campaigns to continue engagement with users who have previously visited your website, helping to increase the success of your Facebook and Instagram advertising campaigns.

Rates overleaf >

FACEBOOK & INSTAGRAM RATES



Facebook & Instagram – £125 + vat

- Copywriting and creative design
- Audience research
- Campaign implementation & management
- End of campaign reporting
- 7-day campaign

Facebook & Instagram + Retargeting – £195 + vat

Facebook/Instagram Video – £225 + vat

- Includes bespoke video creation

To work together on delivering your message contact:

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The UK & Ireland travel destination experts