

The  
**Business Development**  
Team

# Marketing Hampshire County Council's 'Choose to Use' Services



Association  
*for* Cultural  
Enterprises  
Winner of best  
new product 2009

The Chartered  
Institute of Marketing  
marketing  
excellence  
awards  
2011  
finalist  
Public sector  
Local Authority and  
Emergency services



Hampshire  
County Council

# Creative Thinking – Achieving Results

- Developing and implementing creative solutions, for generating income and increasing participation, in HCC's 'choose to use' services
- Working with site and Service Managers to shape products and services, in order to meet customers needs
- Promoting sites/Services in a targeted and cost effective way.

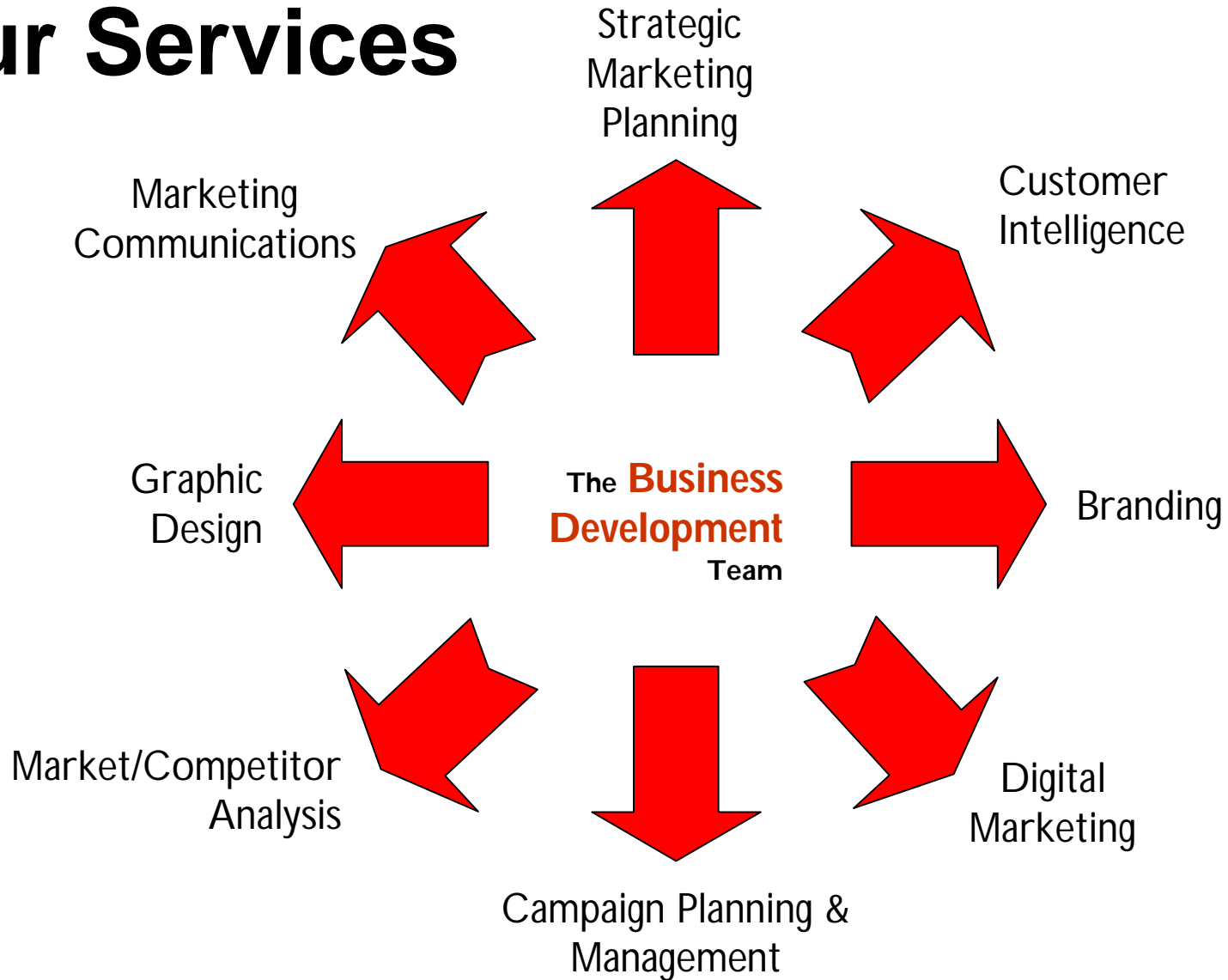
# What is Business Development?

Business development involves evaluating a business and then realising its full potential, using such tools as:

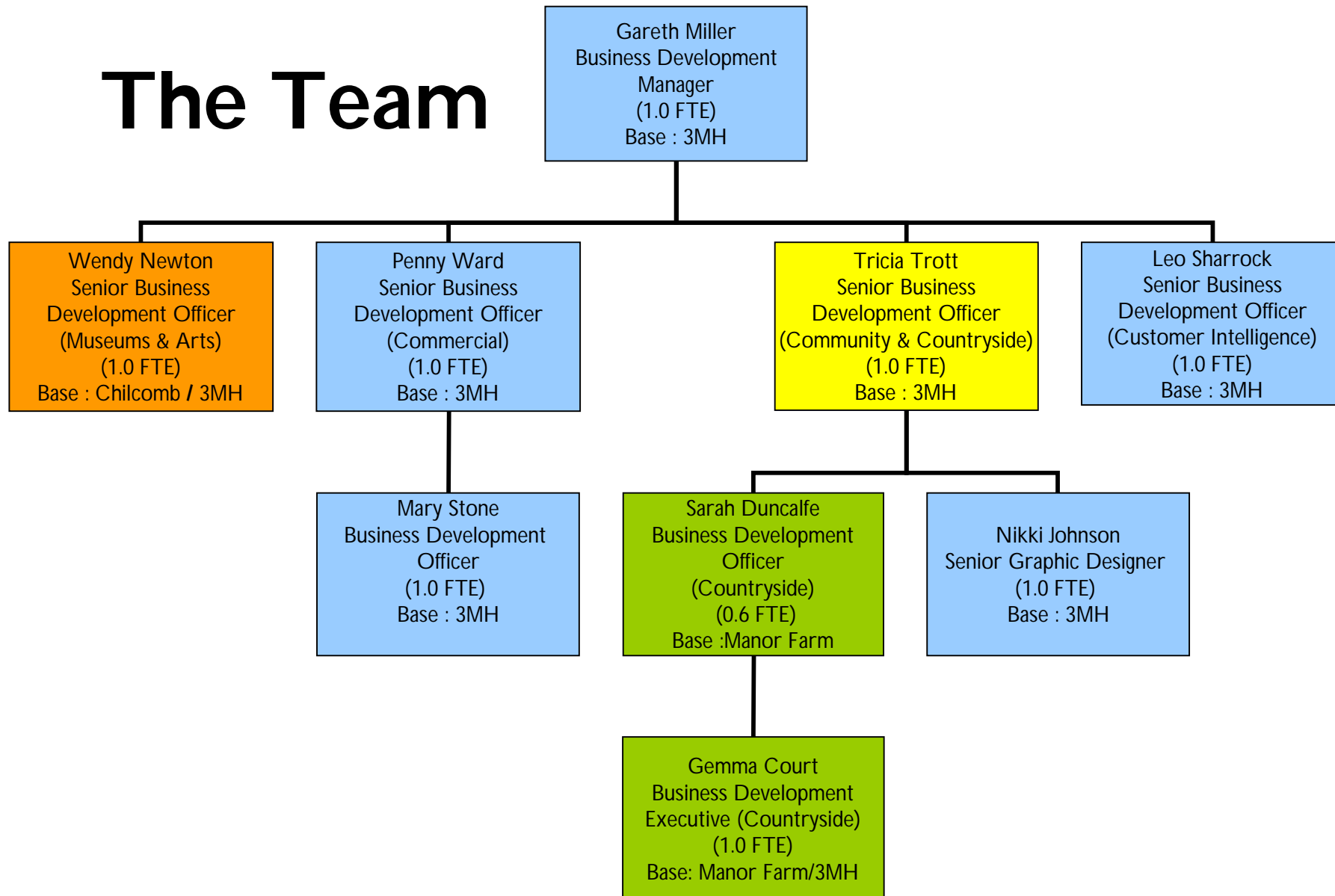
- marketing
- information management
- customer service



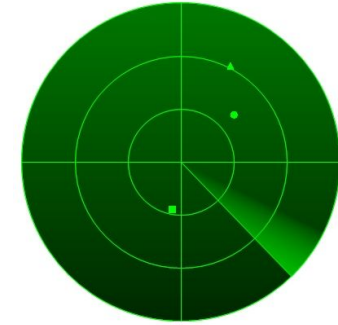
# Our Services



# The Team



# Strategic Planning



- 360 degree view of how a site or Service operates
- Recommendations on how it can be developed to generate more income and/or increase participation
- This includes analysing and planning the following : -
  - Market analysis
  - Customer intelligence
  - Market research
  - Competitor analysis
  - Potential expansion areas
    - geographic and demographic
  - Pricing policies
  - Core proposition and USP
  - SWOT analysis
  - PESTLE analysis
  - Product development
  - Promotional strategy
  - Marketing communications

# Customer Intelligence

- Helping HCC Services to understand their customers better to deliver services that meet the needs of their target market groups
- Customer profiling and mapping
- Mosaic Commercial iteration
- Assisting the bid submission process for external funding from organisations, such as the Heritage Lottery Fund.



# Creative Solutions

- Brand/identity development
  - More than just a logo
- Graphic Design
  - For print
  - For digital
- Copywriting
  - Brochure
  - Web
  - Advertising
- Photography/Video



# Offline Promotion

- Campaign planning and management
- Media buying
- Advertising
- Direct mail
- Sales promotion
- Experiential marketing
- Distribution
- Photography/Video production



# Digital Marketing

- Email marketing
- Social media
- Search engine optimisation
- Online advertising
- Website development
- Email
- Mobile (apps)
- E-commerce (Hantsweb Shop)
- [Showcase](#)



# Our eMailing List

- An extremely cost effective promotional tool
- 116,000 members
- Over a million emails sent in 2011/12
- Reports to measure effectiveness
- 90% of 'Showcase' recipients stated that an article in the email had triggered a visit to one of the HCC venues promoted within it.



## Campaign Report: Manor Farm is Open Every Day!



**Subject**  
 Manor Farm is open every day!  
**From address**  
 Games at Hampshire County Council  
 (HampshireCountyCouncil@cmp.dotmailer)  
**Address books**  
 GM - Countryside and Family Activities  
**Date sent**  
 05 Apr 2012 9:27  
**Campaign type**  
 Standard



99.86% Delivered  
 27.71% Unique opens  
 4.97% Link clicks  
 0% Purchases

Delivery	Total	Total %
Emails sent	6,599	-
Emails delivered	6,590	99.86%
Engagement	Total	Total %
Unique opens	1,813	27.51%
Views & forwards	2,742	-
Estimated forwards	153	-
Forwards to a friend	0	-
Social network views	0	-
Non openers	4,777	-
Interaction	Total	Total %
Unique user click through	129	4.99%
Link clicks	511	-
Click to open rate	-	18.15%
Page Views	0	-
ROI	0	-
Replies	14	0.21%
Removes	Total	Total %
Hard bounces	4	0.06%
Soft bounces	5	0.08%
Unsubscribe requests	4	0.06%
ISP Complaints	1	0.02%

### Links

Url	Keyword	Clicks	% clicks	Unique opens	% clicks
/countryside/manorfarm/manor-farm-2.html	Manor farm	100	19.57%	82	16.05%



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# Websites and Mobile Apps

- Improving the design and content of our visitor attraction websites to convert more web visits to physical visits.
  - Hillier Gardens, Milestones, Manor Farm, Staunton, Great Hall – more to follow...
- Improving 'findability' on search engines
  - Meta data, keywords, etc
- Developing smartphone applications
  - Culture-all iPhone app
  - Libraries iPhone app



### Sir Harold Hillier Gardens – a garden paradise for every occasion



Surround yourself with beauty through every season

#### Seasonal plant highlights



See our stunning spring flowering displays along [Spring Walk](#) and don't miss our seasonal [Plant Highlights](#).

#### Centenary Border...



Planting has started! Meet the team and follow our exciting progress as we replant our newly extended 250m long [Centenary Border](#).

#### Become a Member



With [Membership of the Gardens](#) you will receive an exciting package of benefits to be enjoyed all year round.

#### Advertisement



[Advertising on this website](#)

#### What's on highlights

##### [Inspired By Nature Art Exhibition](#)

Until Bank Hol Mon 7 May

##### [Camellia Talk Cancellation](#)

We regret that our plant talk on 21 April has had to be cancelled. Our [Spring Flower Display](#) at Jermyn's House will still be held on 21 & 22 April (free with normal admission)

##### [Wedding Open Weekend](#)

Sat 28 & Sun 29 Apr 10am-4pm

##### [Sunday Roasts at Jermyn's House](#)

Sunday lunchtimes all year round

[See all events and book online](#)

#### Don't miss...

##### [Spring Celebration of Camellias and Magnolias](#)



Special themed events during March and April

[www.hants.gov.uk/hilliergardens](http://www.hants.gov.uk/hilliergardens)



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# Social Media

- Monitoring of HCC 'cultural attractions' social media presence
  - 'Retweeting' positive comments
  - Responding to negative comments
- Management of the Culture-all Twitter stream and Facebook 'fan-page'
- Management of the Library Service's Twitter stream.

# Generating Direct Income



**ROSE  
THEATRE  
KINGSTON**

*the Nutfield*  
southampton 023 8067 1771



- We work with a number of high profile, external clients on a paid project basis
- The income we generate helps to offset our own costs and allows us to deliver a more comprehensive service to our HCC 'customers'
- The knowledge we gain from working with these organisations is brought back and used to benefit our own sites and services.



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# Culture-all Passport

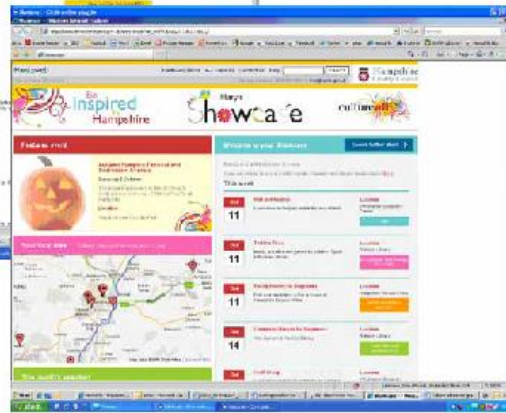
- Bringing together the Council's cultural offering under one clear identity
- Conceived, designed, development, managed and promoted by the Business Development Team
- **Income of £150,000 (net) in 2011/12**
- A Customer Relationship Management system that is managed centrally by CCBS Business Support
- Sales both at the venues and through the HCC on-line shop
- An approach that has established a community which sits at the heart of all Culture-all Passport promotions and has helped create a product that both Hampshire County Council and its customers can trust.



Cultureall logo



Website example



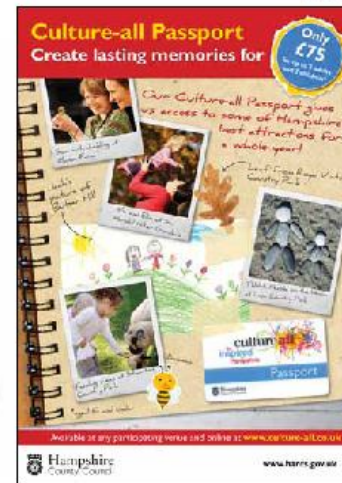
Tax disc holder



Passport card



A4 poster



A4 poster



Roller banner

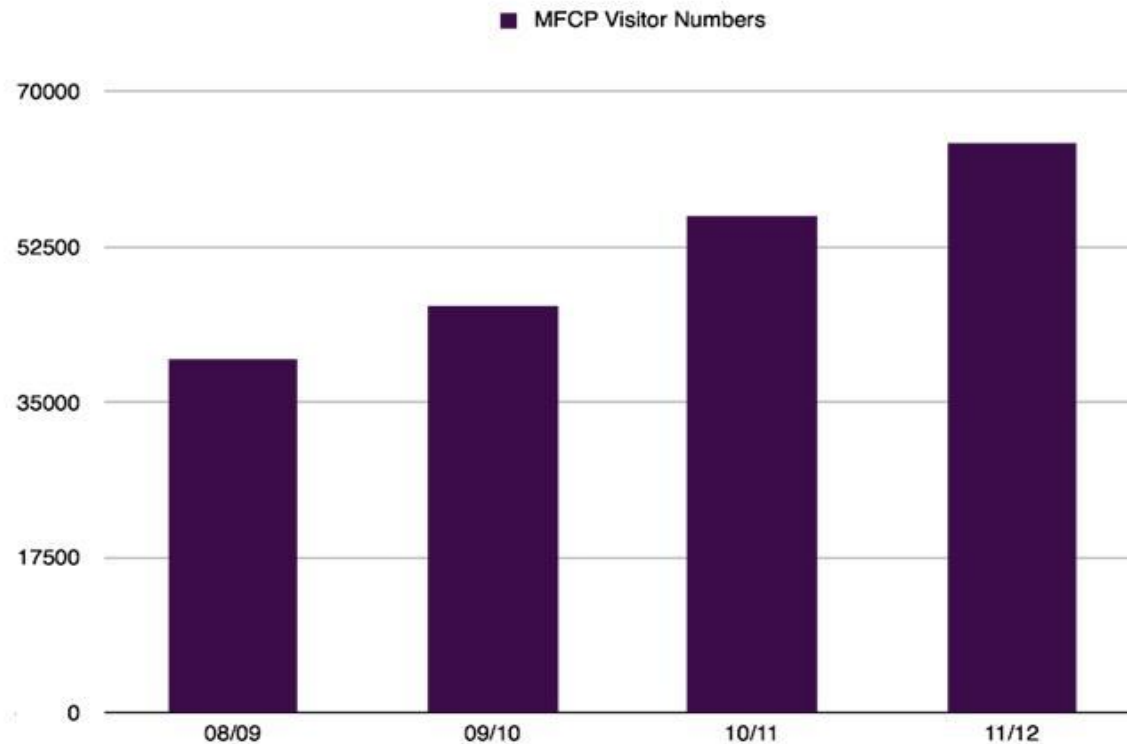


# Case Study – Manor Farm

- Customer Intelligence (who visits and why)
- Rebrand
  - Aimed to attract more families with young children
- Hampshire Top Attractions
- Wartime Farm
- Email Marketing
- Product Development



# Manor Farm Visitor Numbers

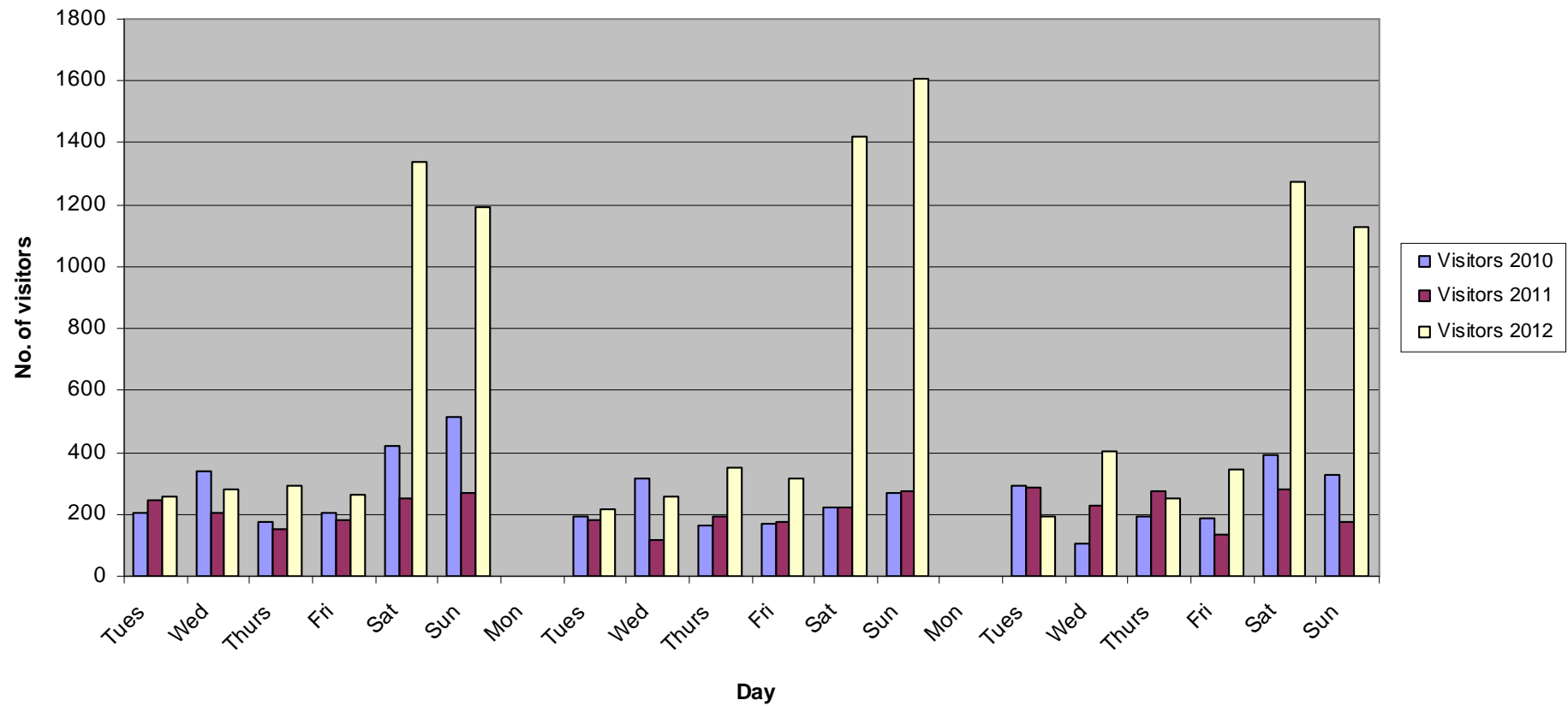


# LEGO Mania at Milestones

- Milestones was facing a shortfall in its budget and needed an injection of visitors and income
- The Business Development Team worked with Museums Service management to develop a way of boosting income before the end of the financial year
- We advised on target market segments, how to develop the event, what products to sell in the shop and devised and implemented the promotional strategy
- We are now working with Milestones on a long term strategy to increase income and visit numbers.



## Lego Visitors weeks 1 to 3



# Any Questions?



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# Contact

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