



# MARKETING GUIDE

## BLOGS

A key page on our website is our blogs page. We would love to feature different businesses across the town to share stories and experiences. If you would like to share a blog with us to put on In Colchester, email it now to [selina@ourcolchester.co.uk](mailto:selina@ourcolchester.co.uk)

## OFFERS

Our website, [incolchester.co.uk](http://incolchester.co.uk), can promote your offers. Our page is dedicated to sharing offers from town centre business only. To get your businesses offers on our website, please send the following details to

[selina@ourcolchester.co.uk](mailto:selina@ourcolchester.co.uk).

- The dates your offer is running
- A description of the offer
- An image

## SOCIAL MEDIA

We want to share updates about your business on our social media. With growing platforms, we can reach a wide audience and target them with updates about Colchester town centre! From weekly updates or once a month, the more content we have, the more we can share!

## EVENTS

No matter the size or context of the event, we want to promote it! From networking events to new product launches, let's get them on the website! Like our offers page, just send the details over to [selina@ourcolchester.co.uk](mailto:selina@ourcolchester.co.uk).

- The dates and times of the event
- A description of the event
- An image
- A link to ticket page (if you have one)

Please get in touch if you have any questions about business promotions with the BID or a different idea you would like to share with us. In Colchester is a subbrand of Our Colchester, designed to be consumer-facing and promote the town centre.

