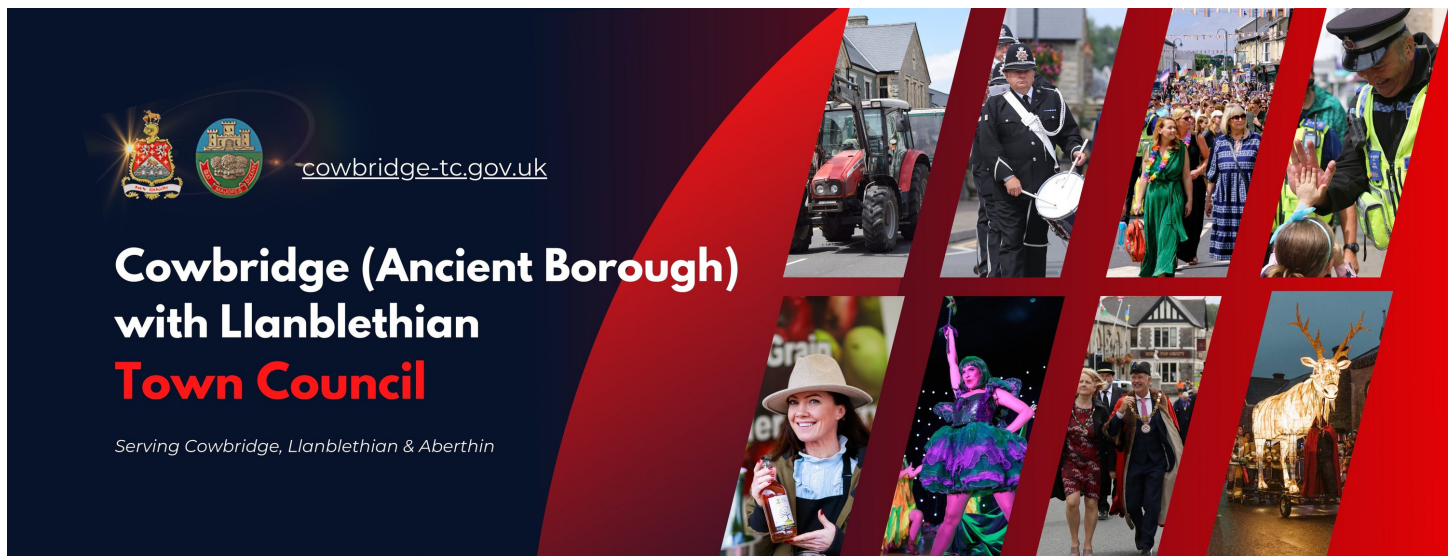




Marketing Plan to Increase Bookings for Cowbridge Town Hall

1. Executive Summary

Cowbridge Town Hall, a historic venue with versatile facilities, seeks to increase its bookings for events such as weddings, corporate meetings, and community gatherings. This marketing plan outlines strategies to enhance visibility, attract diverse clientele, and improve occupancy rates. Central to this plan is the Cowbridge Community Engagement Guide, which will feature detailed booking information and be distributed throughout the town.

2. Objectives

- Enhance awareness of Cowbridge Town Hall as a premier event venue.
- Promote the Town Hall's unique historical and architectural appeal.
- Engage with the local community to foster loyalty and repeat bookings.

3. Target Audience

- **Local Businesses:** For corporate events, meetings, and seminars.
- **Residents of Cowbridge:** For private events such as weddings, anniversaries, and birthdays.
- **Community Groups and Organisations:** For regular meetings, workshops, and social events.
- **Event Planners and Agencies:** To include the Town Hall in their venue offerings.

4. Marketing Strategies

a. Content Marketing and Public Relations

- **Community Engagement Guide:** Feature comprehensive booking information, including pricing, capacity, available services, and contact details. Distribute the guide to local businesses, residents, and community centres.

- **Blog and Social Media Content:** Create engaging content highlighting successful events, historical facts, and behind-the-scenes tours. Share on the Town Hall's website and social media platforms.

b. Digital Marketing

- **Social Media Advertising:** Run targeted ads on Facebook, Instagram, and LinkedIn to reach potential clients based on their interests and location.

c. Direct Marketing

- **Printed Materials:** Distribute the Cowbridge Community Engagement Guide along with flyers and brochures in high-traffic areas such as local cafes, libraries, and community centres.

d. Promotional Offers

- **Discounts for Early Bookings:** Offer discounts for events booked several months in advance.
- **Referral Programme:** Implement a referral programme where existing clients can earn discounts or incentives for referring new clients.
- **Seasonal Promotions:** Introduce special rates during off-peak seasons to encourage more bookings throughout the year.

5. Monitoring and Evaluation

- **Key Performance Indicators (KPIs):** Track the number of bookings, website traffic, social media engagement, and client feedback.
- **Regular Reviews:** Conduct quarterly reviews of the marketing plan's effectiveness and adjust based on performance data and market feedback.

By following this comprehensive marketing plan, Cowbridge Town Hall will be well-positioned to increase its bookings, enhance its reputation, and serve as a cherished venue for a variety of events in the community.