



# Maximising Marketing Channels

Naomi Waite  
Director of Marketing

# Content

- Spring Campaign Overview
- How can you ensure your media choices reach the segments effectively?
- What works on the Tourism NI content channels?
- Tourism NI Marketing Opportunities Summary

# Spring campaign overview



# SEGMENT / MARKET APPROACH

## Northern Ireland

20<sup>th</sup> January – 31<sup>st</sup> March  
Aspiring Families 20<sup>th</sup> Jan and  
Social Instagrammers (From  
10<sup>th</sup> Feb)

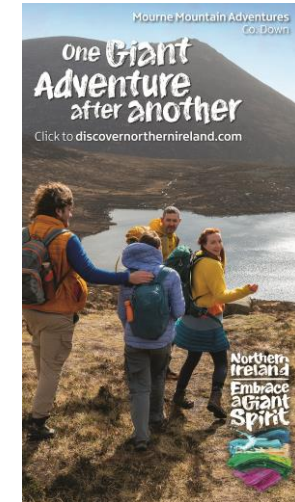
**Approach:**  
Get locals to discover  
something entirely new  
Get locals to revisit favourites  
with 'new-eyes'.  
Inspire Social Instagrammers  
through Visitor generated and  
Influencer content.



## Republic of Ireland

20<sup>th</sup> January – 31<sup>st</sup> March  
Active Maximisers  
Indulgent Relaxers

**Approach:**  
Continue to win first-time  
visitors – Education and  
building knowledge.  
  
Attract back recent visitors –  
Give them more reasons to  
visit.



# ALWAYS ON MARKETING ACTIVITY

## Always-on Digital Content



## Always-on Digital Acquisition

### Sponsored

Discover Northern Ireland  
<https://www.discovernorthernireland.com> › family

### NI Family Accommodation

**Family Accommodation In NI** — Enjoy A Break With The Family To Northern Ireland With Great Accommodation & Plenty To Do

## Ongoing PR & Earned Media

Belfast Telegraph News Opinion Business Sport Life Entertainment

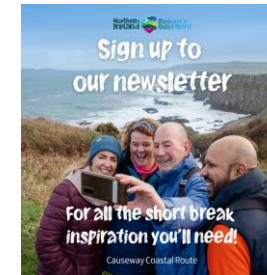
### Derry Girls star reconnects with roots to highlight NI's unique tourist attractions



Kathy enjoying the view at Grand Central Hotel, Belfast. Courtesy of Tourism Northern Ireland

Jessica Rice  
Mon 4 Nov 2024 at 15:35

## Email Acquisition and Engagement



A modern, elevated wooden cabin with large glass windows is situated in a dense forest of tall trees. The cabin is built on dark wooden stilts and has a warm, glowing interior. Two people in white bathrobes are visible through the windows. The text "Campaign Channels" is overlaid in a white, hand-drawn font across the center of the image. In the background, another similar cabin is visible through the trees. The overall atmosphere is serene and natural.

# Campaign Channels

# ROI – TARGETED LIVE TV AND CATCH-UP TV

2 million Adsmart TV impressions)



# ROI – TARGETED LIVE TV AND CATCH-UP TV

2 million Adsmart TV impressions





## ROI – TARGETED LIVE TV AND CATCH-UP TV

Travel editorial segments on Virgin Media Six O'clock Show (150,000 Daily Viewers) & Ireland AM (196,500 Daily Viewers)



RTE Player Sponsorship: Top streamed Drama Boxsets. 800,000 X 10 sec ads.



## ROI - OUTDOOR FORMATS



**Significant Outdoor presence across Greater Dublin** including Connolly Tunnell Takeover, Luas Panels and Commuter Formats. (Reach 807,000)



# ROI PRESS – PRINT AND DIGITAL

Irish Times, Irish Independent, RTE and the Irish Daily Mail group. Regional advertorials, native content articles, digital display and travel takeovers.



# ROI RADIO



Audio XI: Largest Digital Audio Supplier in ROI Market.

Live host reads on Today FM and Newstalk podcasts.



## Embrace a Belfast City escape

**Victoria Square Shopping Centre**  
Welcome to a piece of retail heaven. Victoria Square Shopping Centre is famous for the panoramic view from its rooftop glass dome, and it's under the dome that the retail buzz really gets going with over 50 famous high street names and countless food and drink options.

**A bite of Belfast**  
Belfast's bustling bars, cafes, food courts and restaurants offer something to delight every palate, and pocket. For a taste of the city's best street food, head to the lively Common Market, where you'll find it all under one roof. Enjoy a bespoke dining experience at The Ivy Brasserie Belfast, where you can savour relaxed yet sophisticated all-day dining in stunning surroundings. At James St, the spotlight is on the charcoal grill, with a kitchen renowned for its exquisite dishes crafted from local ingredients. Finally, take your taste for cocktails to new heights at The Observatory, perched 22 floors above the city in the Grand Central Hotel and sip the evening away as the sun set over Belfast.

**WS**  
WS is an award-winning science and discovery centre, located in the Odyssey complex at the gateway to Belfast's Titanic Quarter. Firing the spirit of discovery, and capturing the imagination of young and old, WS has over 250 interactive exhibits, covering everything from climate change and nature to film and TV production, optical illusions, built engineering, medical science and much, much more.

**NI Science Festival 12-23 February 2025**  
With over 250 events across 90+ venues, the NI Science Festival offers a stimulating and wide range of events focusing on the wonders of science, technology, engineering and mathematics.

**Getting to and around Northern Ireland is easy.**  
From anywhere in Ireland you're just a few hours from a giant adventure. Taking a train is quick, easy, affordable and just as reliable, or just pack the car, press play on Spotify's ultimate Northern Ireland playlist, and off you go.

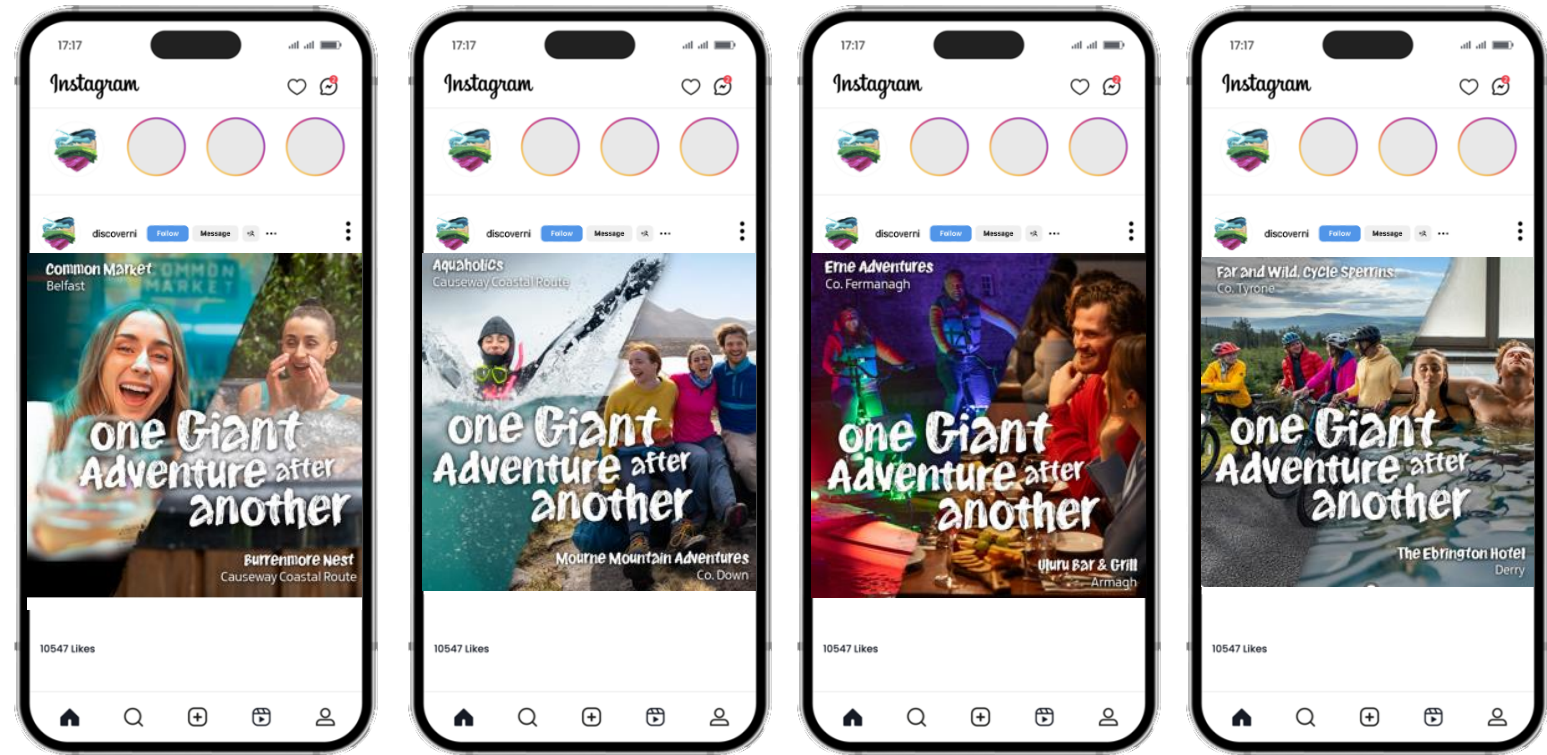
**Book your next short break now at**  
discovernorthernireland.com

Northern Ireland Embrace a Giant Spirit Belfast

# ROI DIGITAL AND SOCIAL

Over 85 million combined Impressions

Facebook and Instagram, Google Display Network and YouTube



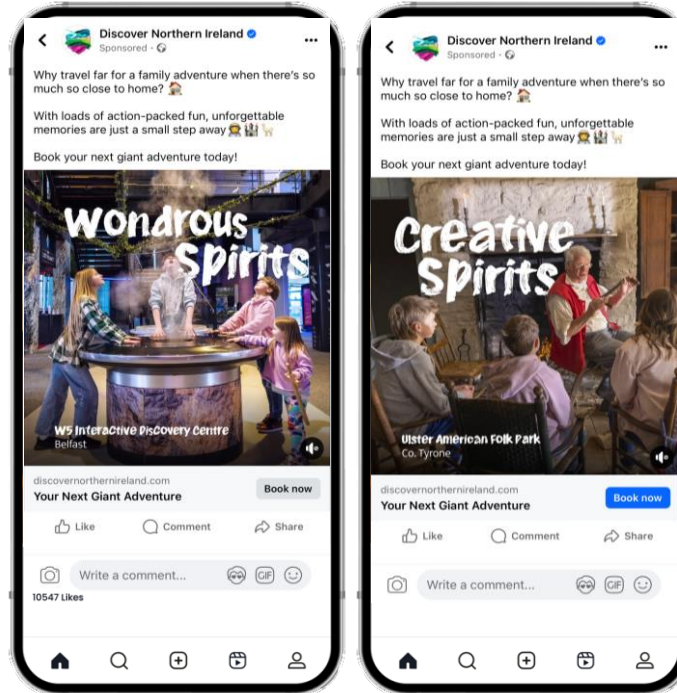
## NI MEDIA HIGHLIGHTS - TV

TV campaign  
on ITV, ITV  
Player and  
Sky Adsmart



# NI MEDIA HIGHLIGHTS

**Multi-format Outdoor campaign**  
On Backlit 48 sheets, 48 sheets, Adshel, Adshel Live and Station Live panels at Grand Central and Lanyon stations.



**Over 21 million combined Impressions**

- Facebook and Instagram
- Google Display Network
- YouTube



Video content series with leading digital publisher **Belfast Live**.



**'Spring Giant adventures' on Cool FM.**  
40 sec Spots on Q Radio  
Reach 185,600 listeners

# CONTENT POOL



How-to Media Assets Collections **Featured Collections**



Mourne Mountain Adventures, Mourne Mountains, Co. Down

choose your option



Mourne Mountain Adventures, Mourne Mountains, Co. Down

choose your option



Mourne Mountain Adventures, Mourne Mountains, Co. Down

Web Size (603.9 KB)

Spring assets available here

## [Northern Ireland's Content Pool](#)

Need Help? Contact:  
**Kathy Wilford – [k.wilford@tourismni.com](mailto:k.wilford@tourismni.com)**

How can you ensure your media choices  
effectively reach the  
segments?



# MEDIA PLANNING



## ACTIVE MAXIMISERS MEDIA PROFILE

- Prefer to watch TV on Demand like RTE Player, Virgin Media Player and Sky VOD
- Prolific Social Networkers, over 60% visit Facebook or Instagram every week.
- Favour a combination of youth bias radio stations-i-Radio/Spin with digital audio platforms
- Greater exposure to OOH as active social and work life, so more opportunity for exposure to commuter OOH at transport hubs and city centre locations

5K BUDGET	10K BUDGET	20K BUDGET
<p><b>SOCIAL</b> <b>FACEBOOK &amp; INSTAGRAM</b> ORGANIC &amp; PROMOTED STRATEGY VIDEO FIRST APPROACH, COMPLEMENTED WITH CAROUSEL, AND IMAGE ADS TO DRIVE DIRECT RESPONSE.</p> <p><b>OWNED AND EARNED:</b> EMAIL, ORGANIC SOCIAL</p>	<p><b>SOCIAL</b> FACEBOOK &amp; INSTAGRAM</p> <p><b>YOUTUBE</b></p> <p><b>OWNED AND EARNED:</b> EMAIL, ORGANIC SOCIAL</p>	<p><b>SOCIAL</b> FACEBOOK &amp; INSTAGRAM</p> <p><b>GOOGLE DISPLAY NETWORK AND YOUTUBE.</b></p> <p><b>RADIO &amp; DIGITAL AUDIO</b> <i>SPIN, I-RADIO, FM104, SPOTIFY, AUDIO ONE AND AUDIOXI</i></p> <p><b>OWNED AND EARNED:</b> EMAIL, ORGANIC SOCIAL</p>

# MEDIA PLANNING



## OPEN MINDED EXPLORERS MEDIA PROFILE

- Prefer Live TV like **Virgin Media**. **70 % watch RTE1 every week**
- 30% live in a Sky household – Sky Adsmart targeting.
- 45% watch **RTE Player** every week.
- Over 66% tune into their favourite radio stations every week – 53% tune into RTE1.
- **Read Irish Times , Irish Independent** in print and online.

5K BUDGET	10K BUDGET	20K BUDGET
<p><b>SOCIAL FACEBOOK</b> ORGANIC &amp; PROMOTED STRATEGY</p> <p><b>OWNED AND EARNED:</b> EMAIL, ORGANIC SOCIAL</p>	<p><b>SOCIAL FACEBOOK</b> ORGANIC &amp; PROMOTED STRATEGY</p> <p><b>PRESS/DIGITAL PUBLISHER</b> CLASSIFIED ADS, WITH DIGITAL DISPLAY OFFERS ADS TARGETED - <b>IRISH TIMES AND IRISH INDEPENDENT, RTE GUIDE AND RTE.IE</b></p> <p><b>OWNED AND EARNED:</b> EMAIL, ORGANIC SOCIAL</p>	<p><b>SOCIAL FACEBOOK</b> ORGANIC &amp; PROMOTED STRATEGY</p> <p>SEARCH</p> <p><b>PRESS/DIGITAL PUBLISHER</b> CLASSIFIED ADS, WITH DIGITAL DISPLAY OFFERS ADS TARGETED - <b>IRISH TIMES AND IRISH INDEPENDENT, RTE GUIDE AND RTE.IE</b></p> <p><b>RADIO RTE , LYRIC, NEWSTALK, CLASSIC HITS 4 FM AND DUBLINS Q102 DIGITAL AUDIO ON RTE RADIO PLAYER</b></p> <p><b>OWNED AND EARNED:</b> EMAIL, ORGANIC SOCIAL</p>

What works on the  
Tourism NI content  
channels?

MAXIMISING CONTENT

NORTHERN IRELAND – EMBRACE A GIANT SPIRIT

**When we work together, our content is much more impactful**

Download the [Awakening our Giant Spirit Brand Book](#) and find out more about unlocking Northern Ireland's Giant Spirit.



# MAXIMISING CONTENT USING RESEARCH AND INSIGHTS

Maximise the results of your content by ensuring that it is underpinned by research and insights.

**Segment**

**Travel intentions**

**Travel behaviours**

**Market trends**

[Tourism Statistics, Research & Insights | Tourism NI](#)

## Research & Insights



ALL SECTORS

**Consumer Sentiment Analysis**

[Read more >](#)



ALL SECTORS

**Tourism Industry Barometer**



ALL SECTORS

**Tourism Performance Statistics**



ALL SECTORS

**Tourism 360°**

# TOURISM NI SOCIAL MEDIA - A VALUABLE CONTENT PLATFORM



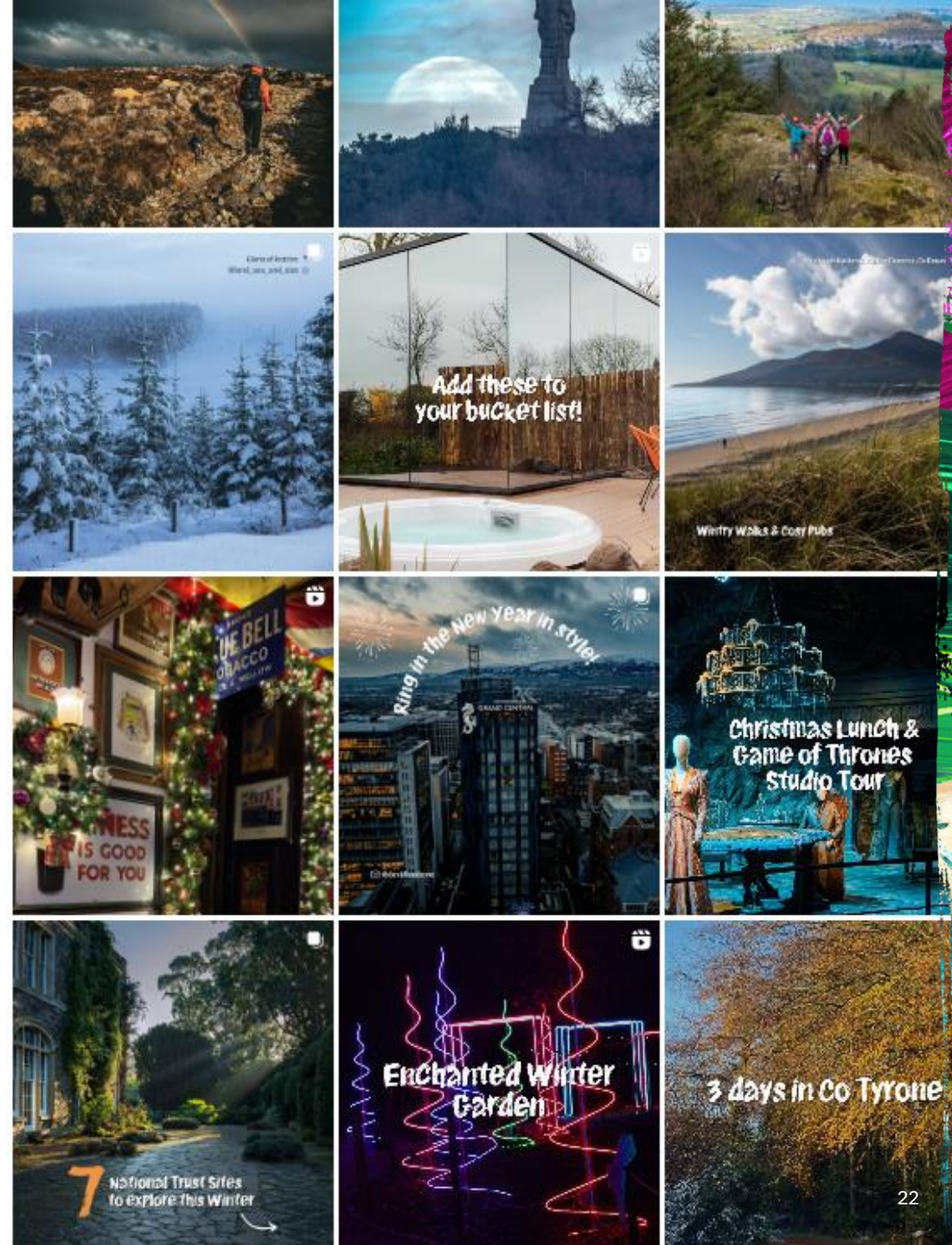
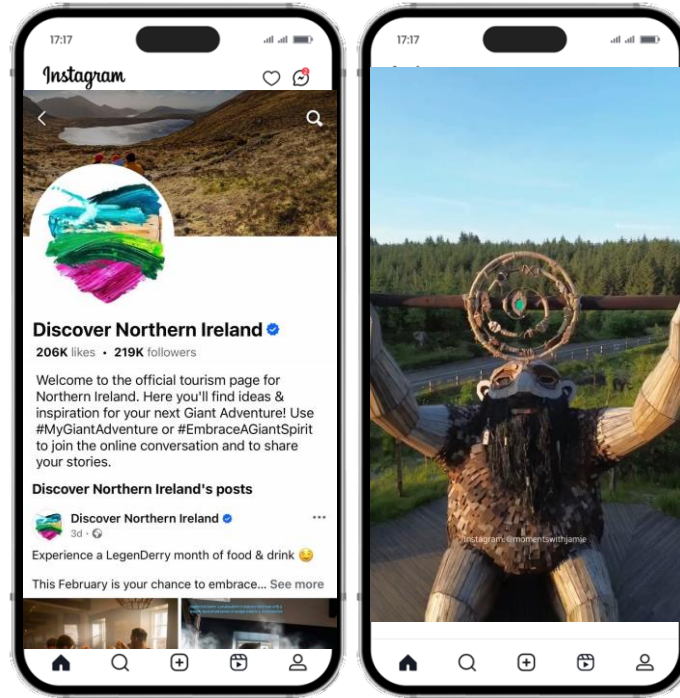
Facebook  
**219,000 followers**

**288k** organic content views  
In the last month



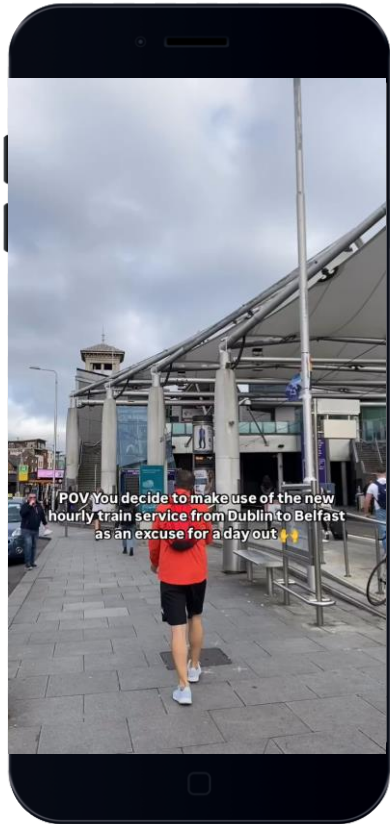
Instagram  
**99,100 followers**

**296k** organic content views  
in the last month



# TOURISM NI SOCIAL MEDIA - A VALUABLE CONTENT PLATFORM

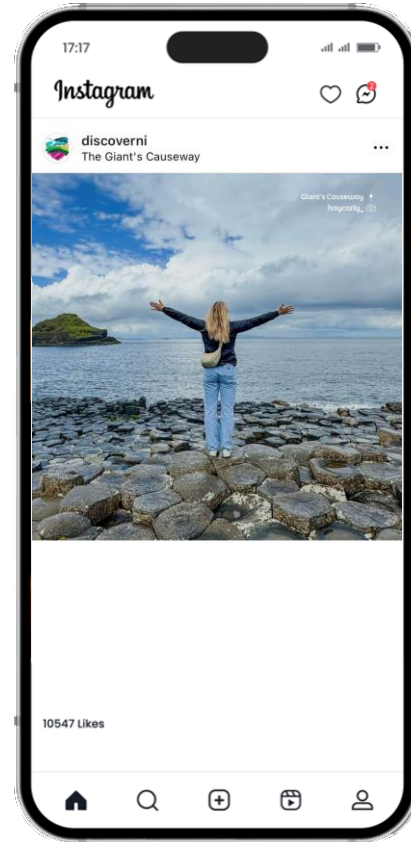
## TIMELY, RELEVANT & ADDS VALUE



### Dublin to Belfast by train

- 30 sec reel
- 440k views
- 15k engagements
- 4k saves
- 15.9% engagement rate
- 94% of views non followers
- 640 direct follows from this post

## VISUAL APPEAL

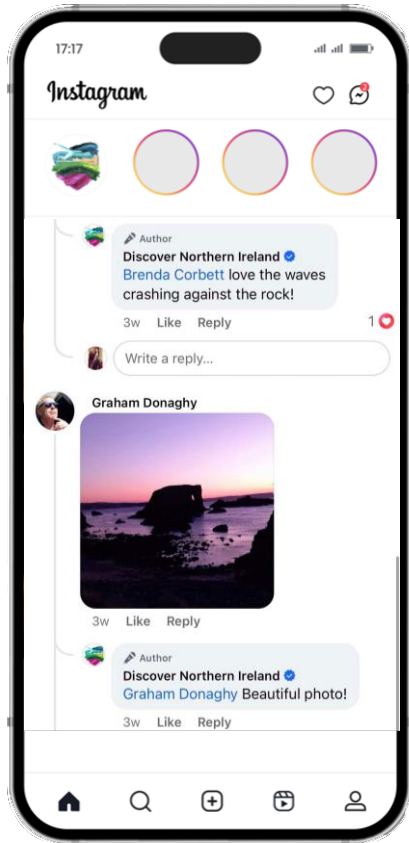


## USE TRENDING SOUNDS

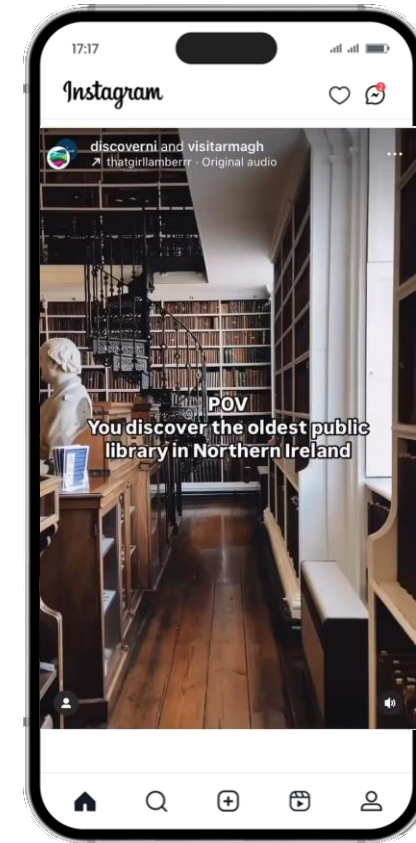


# TOURISM NI SOCIAL MEDIA - A VALUABLE CONTENT PLATFORM

## INTERACTIVITY



## COLLABORATIONS





# TOURISM NI SOCIAL MEDIA - A VALUABLE CONTENT PLATFORM



## 7 Belfast spots you might not know about

- 70 sec reel
- 163k views
- 4.3k engagements
- 4.5% engagement rate
- 80% of views non followers
- 549 direct follows from this post



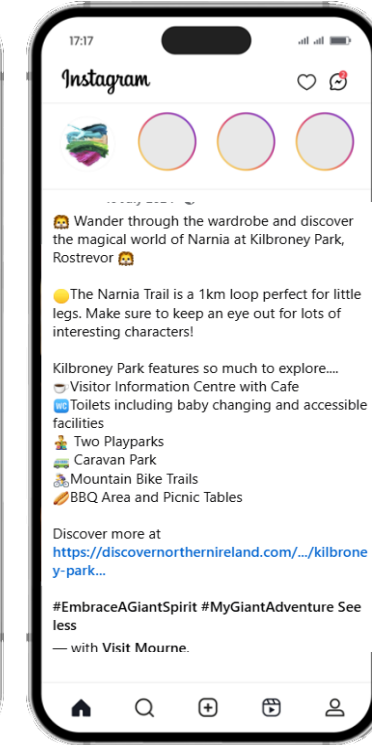
## Tayto Castle Feature

- 45 sec reel
- 101k views
- 2.2k engagements
- 2% engagement rate
- 59% of views non followers
- 166 direct follows from this post



## Kilbroney Park, Rostrevor

- Static photo post
- 78k reach
- 160 link clicks
- 215 interactions



# TOURISM NI SOCIAL MEDIA - A VALUABLE CONTENT PLATFORM

## CONTENT CALENDAR

Please share your content with Victoria by tagging

**@discoverni** or

**#embraceagiantspirit**

or contact:

Victoria Mc Murray

[v.mcmurray@tourismni.com](mailto:v.mcmurray@tourismni.com)



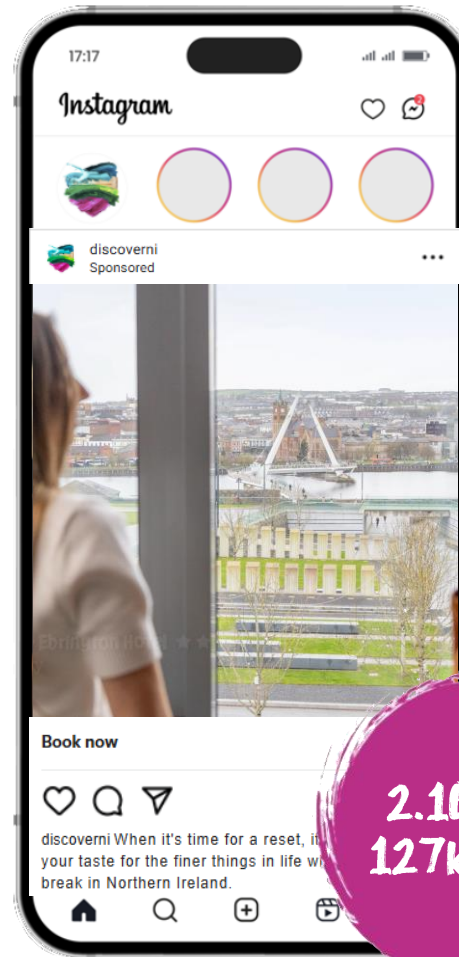
# Tourism NI Paid Social & Digital Channels



# HOW TOURISM NI MAXIMISE RESULTS FROM PAID SOCIAL

MAXIMISE VIDEO

CRAFTED CONTENT

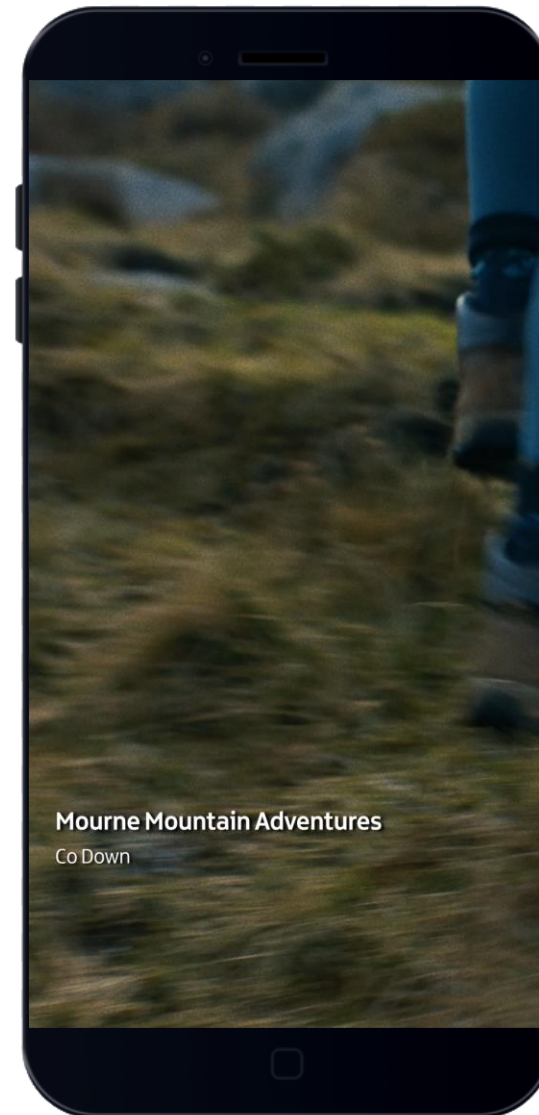
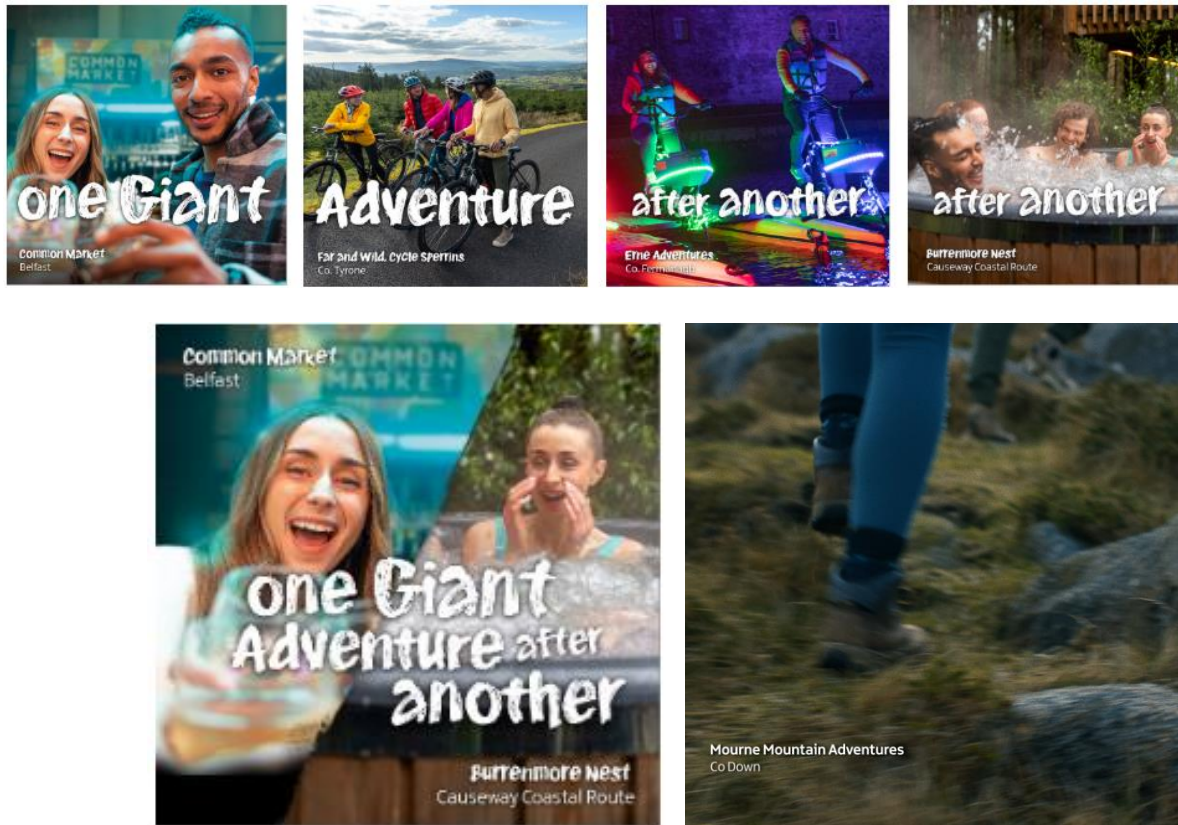


TAKEN ON A PHONE



# HOW TNI MAXIMISE RESULTS FROM PAID SOCIAL

**Range of Assets** (increase ad placements & visibility)



# HOW TOURISM NI MAXIMISE RESULTS FROM PAID SOCIAL

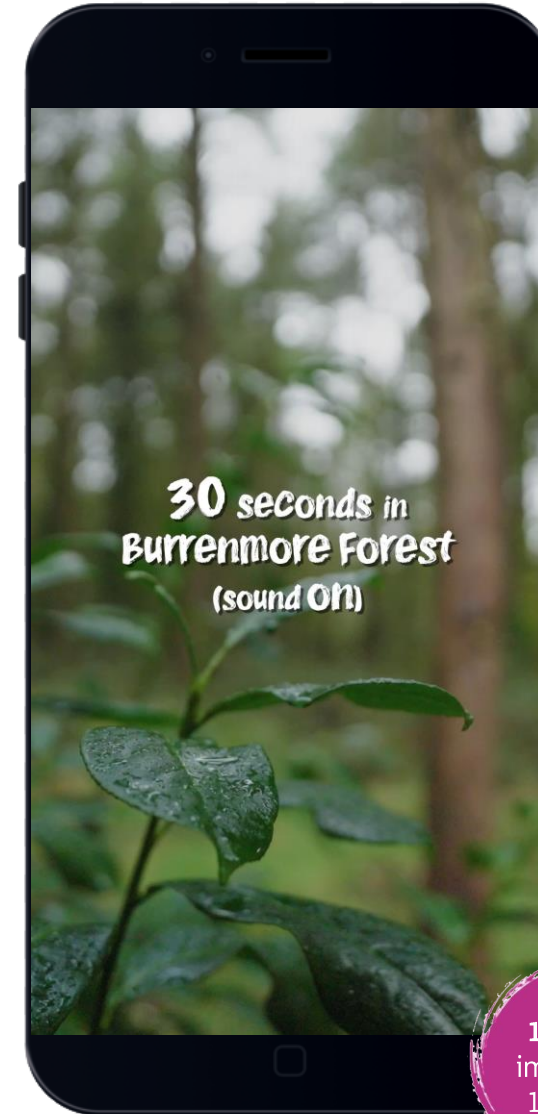
Always on Content Strategy



177k impressions  
2.13% CTR



596k impressions  
1.27% CTR



1.7 million impressions  
1.01% CTR

# HOW TOURISM NI MAXIMISE RESULTS FROM PAID SOCIAL

## Remarketing

- **Highlight** Offers

Discover Northern Ireland  
Sponsored · 🌐

Embrace the magic of autumn with unmissable promotions on some of our most popular places to stay, things to do and experiences to enjoy.

Book your next short break now.

Offer Title	Price (per room)	Hotel/Location
Stay & Dine	£205	Bishop's Gate Hotel
One night Autumn escape	£161	Westville Hotel
One night stay & dine	£174	Armagh City Hotel
Bread making	£60	Tracey's Farmhouse...
overnight retreat	£113	The Bushmills Inn
Fall into Autumn	£129	(Location not specified)

Reached over 381k users

# WHY TOURISM NI USES INFLUENCERS TO CREATE CONTENT

## Creative Content

The influencers are content creators; writers, photographers, videographers etc.

## Widen Organic Reach

## Itinerary focused

## Authenticity/relatability

## Amplification





# WHY TOURISM NI USES INFLUENCERS TO CREATE CONTENT

## Amplifying Influencer **Content**

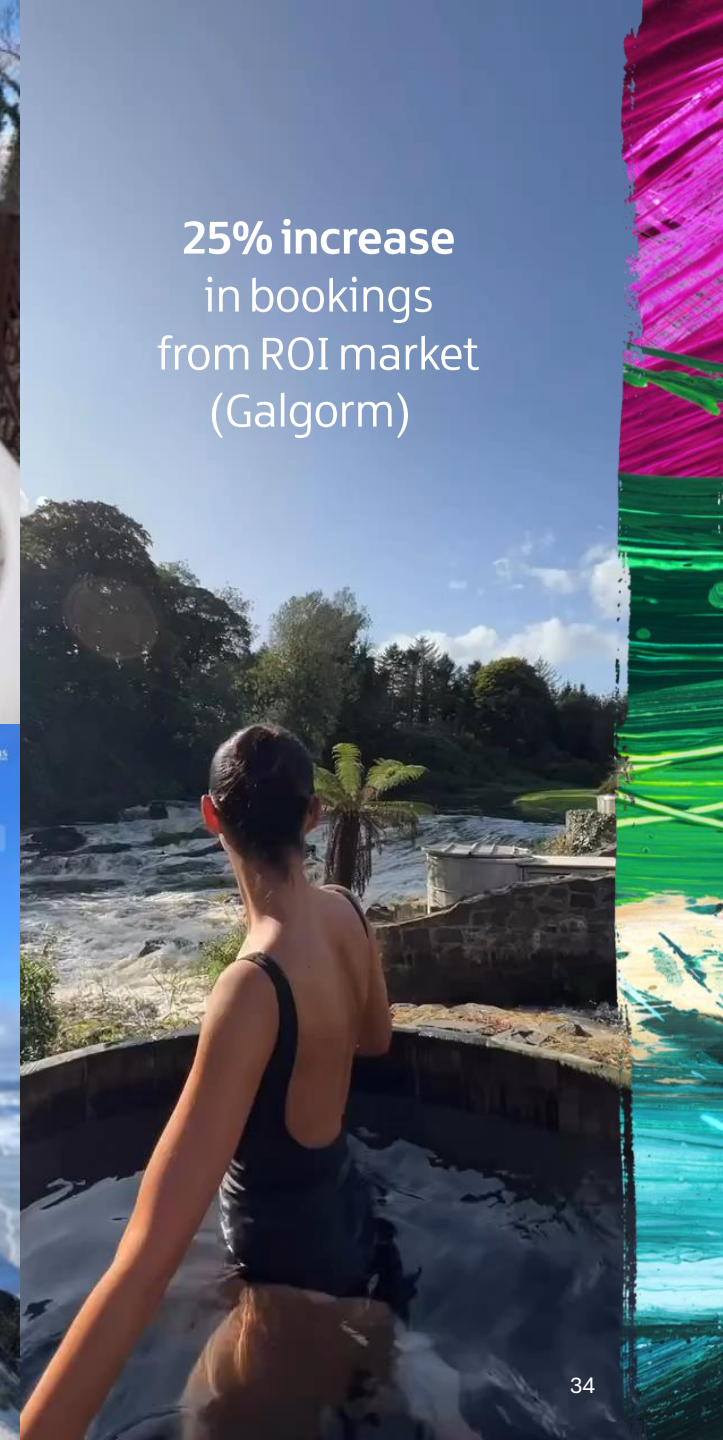
- **380k impressions**
- **£0.02** cost per 15 seconds watched
- Over **18k users** watched half of the video



# TOURISM NI 2024 INFLUENCER PERFORMANCE HIGHLIGHTS

## TNI worked with 37 Influencers in 2024

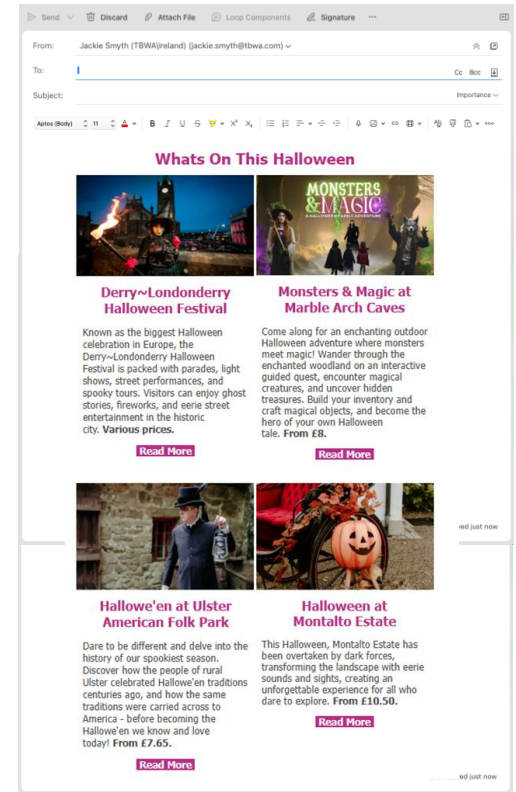
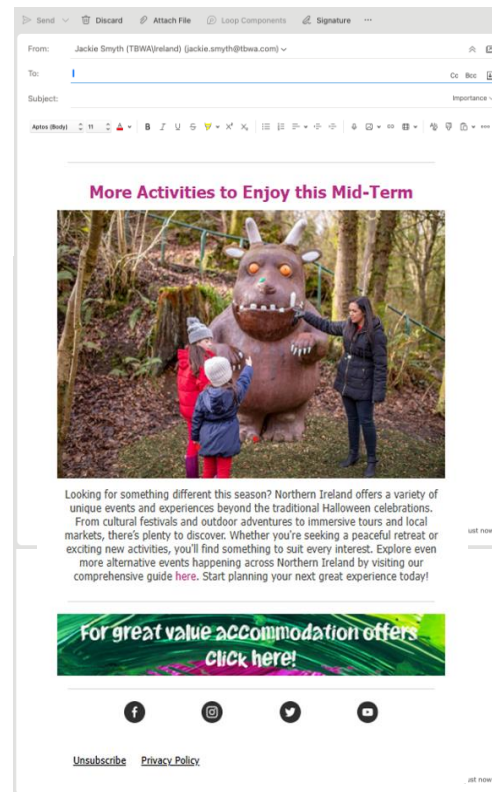
- 423k reach on Instagram reels
- 2.9k sticker taps on stories
- 605k plays on Instagram reels
- 15.5k engagements (likes, comments, saves)
- 2024 – 1.2 million impressions on stories



25% increase  
in bookings  
from ROI market  
(Galgorm)

# EMAIL MARKETING: TOP TIPS

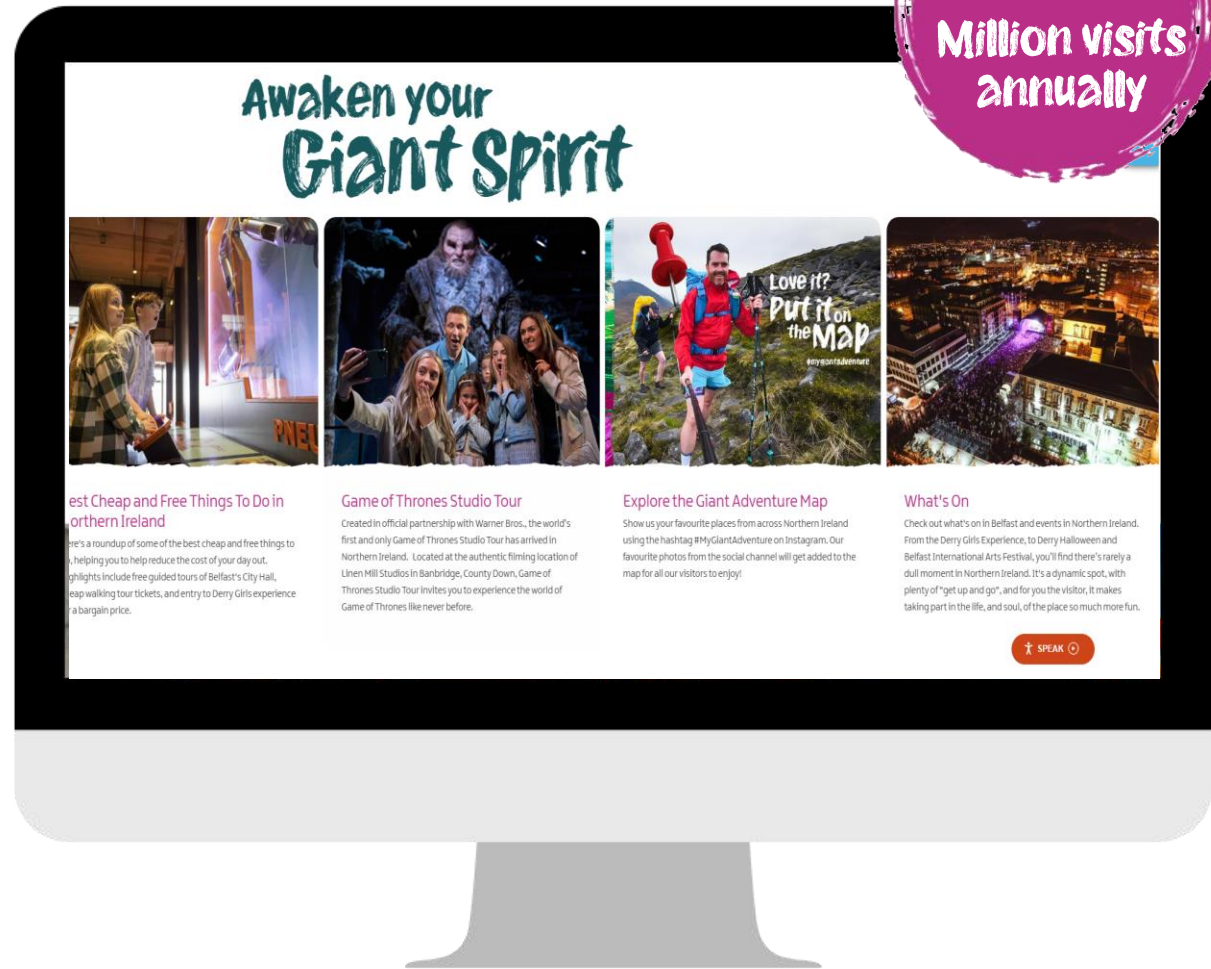
- **Build and Grow Your Database**
- **Audience Segmentation & Personalisation**
- **Leverage Data & Analytics**
- **Quality over Quantity**



Any attraction, experience or certified accommodation that wishes to be promoted by Tourism NI must have a free Discover Northern Ireland website listing.

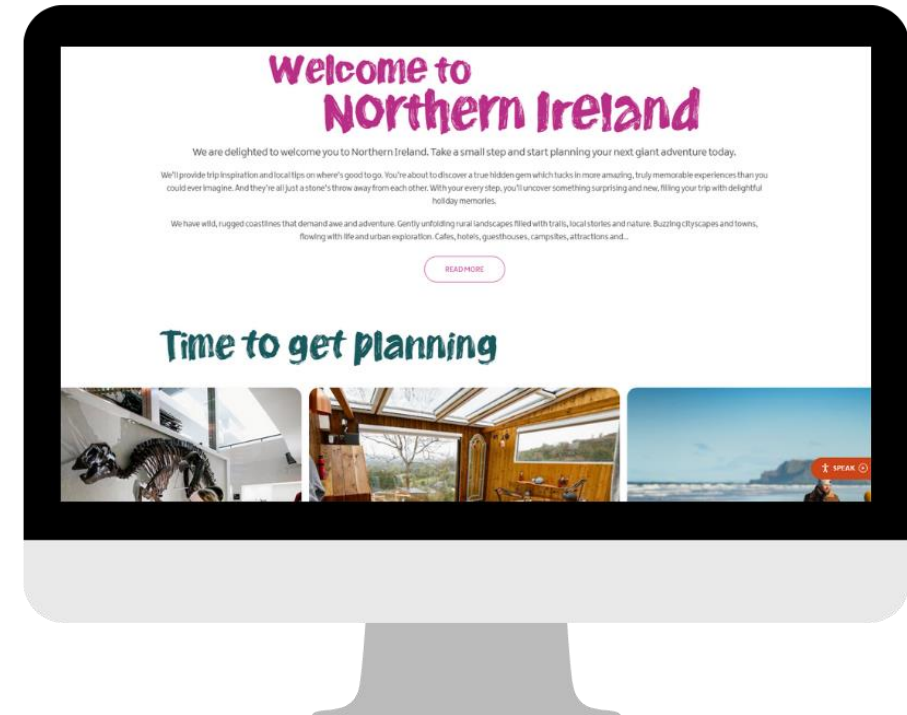
The website listings are used to inform a range of content outputs including events and seasonal offers so make sure that all your listings are up to date.

3.8  
Million visits  
annually



# DISCOVER NORTHERN IRELAND WEBSITE PRODUCT LISTINGS – TOP TIPS

1. Create a listing by following the ‘Sign up’ link on [Tourismni.com](https://www.tourismni.com)
2. Update your listing regularly – at least twice a year
3. **Add event listings too** as these are promoted by Tourism NI across their marketing channels
4. Add up to 9 photographs to your listing, which accurately reflect the visitor experience (in a positive light)
5. Add a description of your experience to give potential visitors an idea of what they can expect to see / think / feel / hear / taste
6. Also detail who the experience is suitable for – **align with our customer segments**
7. Include helpful details, including transport and parking information, facilities available and insider tips
8. Include contact information, including a contact email, web URL and booking details
9. **Check Google Search** for FAQs to address within your listing description (the “People Also Ask” suggestions)



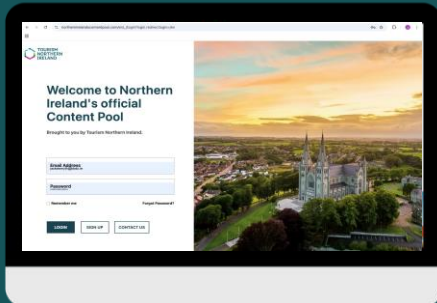
# Marketing OPPORTUNITIES Summary



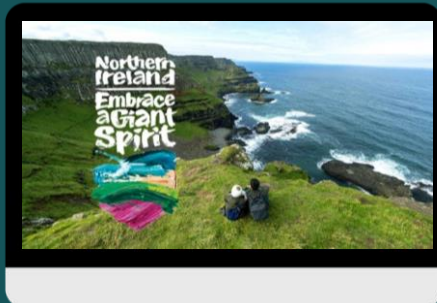
# MARKETING RESOURCES



[www.discovernorthernireland.com](http://www.discovernorthernireland.com)



Content pool



Northern Ireland – Embrace a Giant Spirit

Spring Marketing Toolkit  
[Marketing Campaign for Tourism in Northern Ireland](#)



Research and Insights  
[Tourism Statistics, Research & Insights | Tourism NI](#)

Social – Use the Content Calendar or send content to [v.mcmurray@tourismni.com](mailto:v.mcmurray@tourismni.com) for promotion on Tourism NI Social Channels