



HERE FOR YOU

MARKETING THE TOWN AND YOUR BUSINESS



KINGSTON FIRST

KINGSTON UPON THAMES





“ The brand is becoming highly recognisable and noticeable. It’s become much easier to find out what’s on and share this information with friends and colleagues ”

- Visitor survey



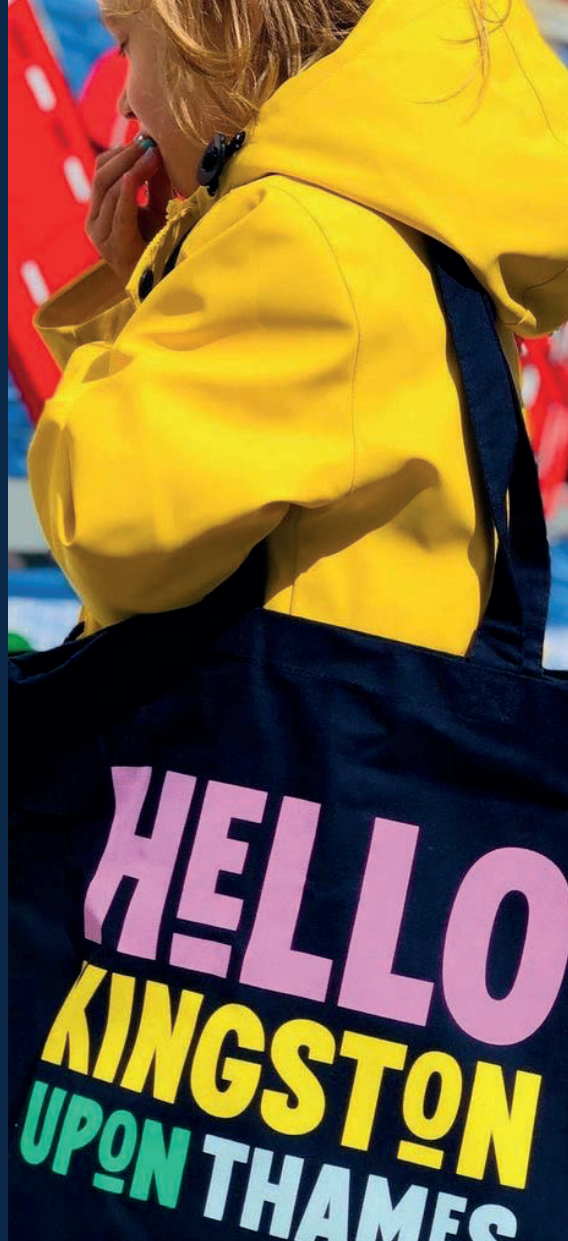
WHO WE ARE

Kingston First Business Improvement District is a not-for-profit organisation, funded by and representing businesses in Kingston Town Centre, dedicated to creating a town where businesses can thrive and people want to be. We listen to and work in partnership with Kingston's businesses;

- Representing them on a local and national level
- Providing services which save them money
- Investing in improving and activating public spaces
- Managing a strong consumer-facing brand - 'Kingston upon Thames' - that positions Kingston as a destination, promotes local businesses and what's on offer in the town centre

Why does marketing matter?

- Helps drive additional footfall and dwell time to the town centre and your business
- Reach new customers
- Positions the town as a destination and increases awareness
- Helps build customer loyalty
- Stimulates the local economy



OUR CONSUMER BRAND

KINGSTON UPON THAMES



In March 2022, we launched a new consumer-facing destination brand for Kingston upon Thames, alongside an accompanying website www.kingstonuponthames.info and revamp of our social media channels @inkingstonuk.

Our new brand positions Kingston as a vibrant, attractive and welcoming destination, helps us showcase the varied offer to both local residents and potential visitors, and most importantly, is a valuable platform to help us support and market your business.

In a survey with local people, the brand was perceived positively and awareness was high (September 2022, 475 respondents).

80% of consumers surveyed rated the brand positively

“ It's doing a great job of brightening the town up and helping me make the most out of my time at Kingston with regular advertising of events and such, I just wish I found it sooner **”**

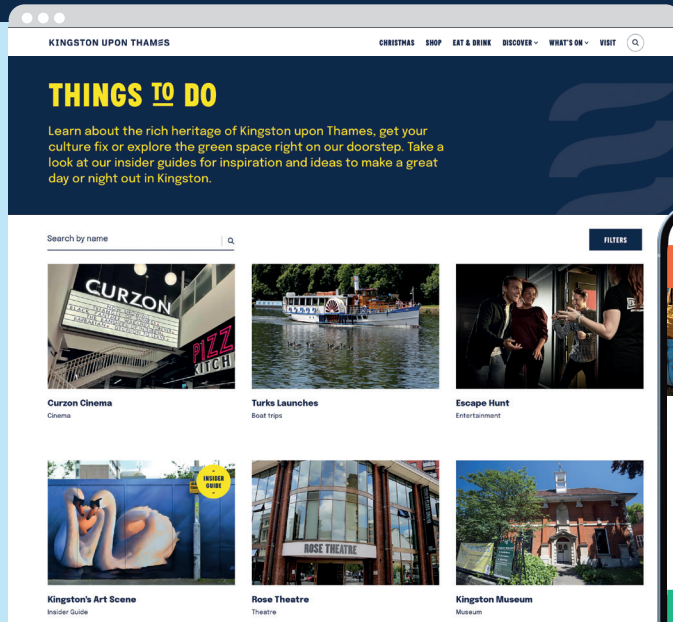
3/4

have seen the brand around the town centre

2/3

have seen the brand online or in print advertising

OUR DAY^{TO} DAY CONSUMER MARKETING



“ I think the updated website is brilliant. Easy to navigate and packed with information ”



Website kingstonuponthames.info

Kingston First maintains and updates the kingstonuponthames.info website. The website contains information about visiting the town centre, Shop and Eat & Drink business listings, events, offers and news.

We also write engaging SEO-friendly lifestyle content, with guides and recommendations to inspire visitors.

“ Love it! Love the advice they give about where to eat, what to see. So useful when I had just moved here ”

Email newsletter

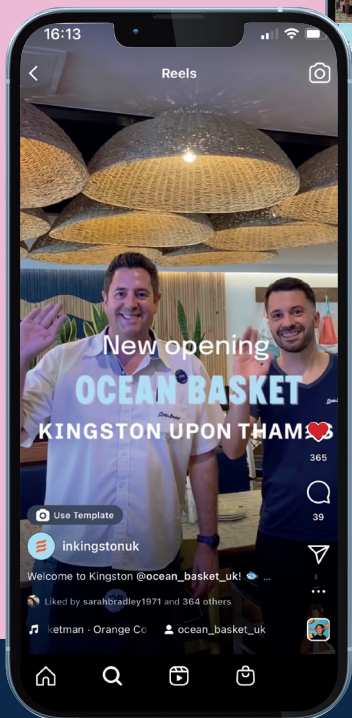
At the start of each month, we send a curated email newsletter out to over 7k subscribers. Our newsletter is well-received, with our average open rate of 55% and click rate of 10%, far exceeding cross-industry averages of 21% and 3%.

OVER **55%**
open rate on our monthly
newsletter (vs industry
average of 21%)

Social Media

Twitter, Facebook and Instagram
@inkingstonuk

Kingston First runs the @inkingstonuk social media profiles, which have a combined following of over 28k. We have a social media strategy in place to help us grow these profiles and we are always looking for new, exciting ways to engage our followers.



“ I think you’ve done a great job with the new branding and social media output. I definitely have a better awareness of local events due to the posts on Facebook ”

OVER 28k followers on our social media channels

“ I have lived in Kingston my whole life and have to say that the recent branding has really made a difference in how Kingston is portrayed. I tell all my friends about how great a place Kingston is and the branding goes a long way to confirm that ”

Partnerships

We regularly partner with members to create engaging content, helping to showcase their personality, brand values, products and services in an authentic way.

We have also partnered with local influencers to promote the town and our events, helping to reach a wider audience of potential visitors.

MARKETING THE TOWN

Understanding the audience

We closely monitor our digital channels and use consumer insights and feedback, footfall and dwell time data to better understand consumer habits, motivations and behaviours. With this knowledge we are able to target our marketing at specific demographics and locations.

Kingston has a loyal local customer but there are opportunities to reach and attract consumers in other locations such as Guildford, Croydon, Sutton and the wider South West London and Surrey area.

Marketing campaigns

We develop and deliver a range of marketing campaigns and strategies throughout the year to highlight what's on offer in Kingston and to drive footfall to the town. We use a mix of channels from print and online publications such as Time and Leisure and The Londonist, to train station advertising and digital campaigns across Facebook and Youtube. We use clear messages and exceptional visuals to help stand out from the crowd, commissioning photographers and videographers to capture the town and its businesses at their best.

Summer video campaign



“ Shows all the best bits of Kingston and even though I've lived nearby for over 20 years it makes me want to visit more ”



1.85M

digital ads shown during the summer campaign

“ I watched this before I arrived in Kingston and it made me excited to see what Kingston had to offer and plan the different places/shops I could visit ”



Design, deliver and host events and activities

We enhance and activate spaces in the town centre, delivering a range of cultural events and initiatives throughout the year. As well as this, we facilitate and sponsor events from other partners, from pop-up markets in the Ancient Market Place, to Creative Youth's Fuse Festival and Kingston Carnival.

We're also the team behind Thumbs Up It's Thursday, coordinating and marketing a programme of activities to attract local parents and carers into the town centre and participating businesses during the Easter and Summer school holidays.

80%

of consumers surveyed came into town specifically for our Easter activities

95%

said they would recommend our activities to friends and family



“ The trail made me discover so many hidden treasures and shops in Kingston! ”

“ Thumbs up Thursday is always a hit for my 6 year old. She looks at the website and makes her own timetable of where to go and what time! ”



OVER 90%

of consumers surveyed
rated the Christmas lights
and decorations highly

Every year, Kingston First leads on the Christmas offer in Kingston including all the lights and installations, organising the Christmas Market and activities, such as family-friendly fairground rides and curling.

“ Relatively new to the area and must say, it made my partner and I feel very ‘Christmassy’! One of the primary factors in getting us into the Christmas spirit was Kingston Christmas! Lovely having this on the doorstep ”



OVER 100k Youtube views on our Christmas video

3/4 of consumers surveyed said our Christmas marketing campaign made them feel positive about what was on offer in Kingston

WHAT WE CAN DO FOR YOU

- Share your news, offers and events on our social media channels and website
- Update your business listing on our website with the latest information
- Work together in partnership on business spotlight features, competitions and giveaways on social media
- Feature your business in our monthly newsletter which goes out to over 7k engaged subscribers
- Promote your offers and discounts on our Keep It Kingston app which has over 6,000 registered users and 120+ offers



“ Our staff loved the Easter trail and they’ve been asking if there will be more during other holidays... It created a bit of buzz around the store which is one of the main things we look to do ”

- John Lewis

OVER 600
families visited Kingston for
Thumbs Up and the Easter Trail



WHAT YOU CAN DO FOR US

Tick off this checklist:

- Make sure your listing on our website is up to date - get in touch if you'd like us to change any information or provide new images
- Follow us on social media @inkingstonuk, engage with our content and tag us in your own posts so we can easily find and repost
- Think about doing an event, taster, offer in your business as it really helps drive people to visit. Let us know about it and we'll help promote too
- Include an offer or discount for town centre staff on our Keep It Kingston app



- Sign up to be involved in any of our marketing activities and events such as Thumbs Up It's Thursday
- Provide a member profile that we can include in our consumer newsletter. Our readers love hearing about local businesses
- Getting involved in films we produce to raise awareness of Kingston upon Thames as a destination

WE'D LOVE TO HEAR FROM YOU

To get in touch with our marketing team,
email marketing@kingstonfirst.co.uk.
We love hearing from you and would be
delighted to organise a meeting or call
to chat about how we can work together.

For enquiries about
Kingston First,
please contact:

Kingston First
3rd Floor Neville House
55 Eden Street
Kingston upon Thames
Surrey KT1 1BW

T 020 8547 1221
E info@kingstonfirst.co.uk
W kingstonfirst.co.uk