

APPENDIX H

Paid social media campaign Results

Campaign	Delivered by	Channel	Goal	Spend	Conversions	Cost per conversion	Visits to website
Uncover the Story campaign summer 2021	Annica	Facebook and Instagram July and August 2021	Click to Visit Leicester website and go on to an attraction site	£10,000	7,485 visits to an attraction website	£1.34 per visit to an attraction site	18,378 £0.54 per visit to VL website
Uncover the Story campaign Spring 2022	Annica	Facebook and Instagram End of March 2022	Sign up to the Visit Leicester newsletter	£10,000	1,208 newsletter sign ups	£8.28 per sign up	1,814 £5.51 per visit
Fitcation Commonwealth	Place Marketing Team	Facebook and Instagram 28 July to 8 Aug	Enter the Fitcation competition (and sign up to the newsletter)	£569.94	217 competition entries	£2.63 per entry	346 £1.65 per visit
Fitcation Wider	Place Marketing Team	Facebook and Instagram 22 August to 5 September	Visit the website and sign up to the Visit Leicester Newsletter	£1,407.01	23 newsletter sign ups (2.7% of those who clicked to the page)	£61.17 (per newsletter sign up)	853 (1% conversion) £1.65 per visit.

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