

Germany - Digital Package 2022

Activities: B2C Co-operative Marketing Campaigns/Activities, B2C Offers, B2C Social Media Activities, B2C Ezines/Newsletters

Suitable for: Accommodation Groups, Outdoor Adventure & Water sports, Air and Sea carriers, Attraction groups and associations, Transport - Car hire, Coach hire, Chauffeur Drive or Motorcycle hire, Dining, entertainment, nightlife, and pubs, Festivals, Golf, Accommodation Individual properties, Attractions, Tourism Associations and Networks, Crafts/Shopping, Guided tours (walking tours, bus tours, day tours), Wellness & Spas, Rural Tourism/Ecology, Marine Tourism, Cookery/Gastronomy

Spaces: 3

Date: Throughout the year

Cost: €500 - £450

For More Info: [Lisa Heffernan](#) Tourism Ireland Germany

The package includes the following:

- **Social media posts (x3):** Three social media posts to our 325K+ Facebook fans, 51K+ Instagram followers and 1.7K+ Twitter followers. We recommend a focusing primarily on brand awareness or inspiring content. Tactical offers driving to your website are also possible. We welcome strong imagery and video content, similar to what you will find across our social media channels.
- **Exclusive Instagram Story (x1):** series of 4-6 Instagram Story cards to our 51K+ Instagram followers with a link driving directly to your website. German language website content is encouraged.
- **“Tell us your story” post (x1):** Imagine you’re speaking to someone from Germany, who has never been to Ireland. They would like to visit but ask your advice on where they should go? How would you tell them using images & words the reasons why they should visit your business and what makes it so unique? We can work with you to craft the ideal post for your business, whether it be a Facebook album, Instagram carousel etc.
- **Dedicated bespoke e-zine (x1):** Bespoke email send featuring solely your business + related content. Sent to our active database of 67K consumers.
- **Offer feature on key landing pages across Ireland.com (3 months):** Premium offer feature across most visited pages on Ireland.com to ensure increased visibility and standout.
- **Sponsored competition (x1):** Participate in our cost-effective consumer competition programme. Engage with our German audience and promote your business by sponsoring a prize for these free giveaways. The competition will be featured on a dedicated landing page on Ireland.com and promoted across our social media channels and ezine communications.

Notes:

- This package is most suitable for, and limited to medium-large scale industry providers. We would also love to hear from smaller scale industry providers; we have plenty of free opportunities to submit your offers to be featured across Ireland.com, where we receive on average +2 million visitors per year (2019 figures).
- This is a limited opportunity with 3 spaces available. We will select interested partners aligning with our campaign planning schedule and based on the in-market potential we see.
- All materials provided will be subject to editorial control. Material provided must be of high standard; a quirky story, eye - catching images which appeal to the German audience. This will encourage a higher engagement rate with your content and increased clicks to your website. Please see further details about our social media channels [here](#).

Optional Co-Operative Campaign Add-On:

This optional add-on includes bespoke Branded Content on Ireland.com, plus post promotion with paid media spend on Tourism Ireland's social media channels in the German market.

This is the perfect opportunity to promote your company and its offers via our digital platforms. We will work with you to ensure your message and offering resonates with potential visitors from the German market. Partner investment starts from €1,000 and media activities must be trackable.

Objectives and KPIs are set in mutual agreement. Post-campaign report and final results are a condition of payment. Spaces are limited to three.

The optional Co-operative Campaign add-on includes:

- Bespoke Content created in-language on Ireland.com platform telling the story of your location, your product/business offering and bringing this to life for a German visitor. This will include both editorial content, imagery and offers. There will be several hyperlinks to your website.
- Tourism Ireland will drive paid media traffic via Paid Content Seeding activity to the bespoke content on i.com (timing to be agreed based on campaign schedule in-market-TBC).

Please contact us to discuss this opportunity and get involved!





