

KENT Business GARDEN of ENGLAND

[LinkedIn](#) [Twitter](#) [Website](#)

KENT PLACE MARKETING HUB



We're pleased to launch the new Kent Place Marketing Asset Hub which contains a range of assets, including images and videos, that are free for you to use! Read on to find out more.

Earlier this year, we held a series of place marketing workshops facilitated by Toposophy, as part of the South East LEP's Business Recovery Programme, ReviVE. The workshops were attended by representatives from organisations across different sectors in Kent, who all provided information on the audiences they speak to, how they talk about Kent and their local area in their own marketing activity, and how they would like to see collective place marketing develop in Kent. We also discussed what practical assets and collateral would help businesses to speak to their key audiences about the destination more effectively.

The spotlight that destination marketing shines on a place, also highlights the qualities of an area that make it an attractive place to not only visit, but to live, work, study and invest in. Therefore, it's important that we work together to amplify our messages. The Kent Place Marketing Asset Hub is full of resources that are free for you to use, to help promote Kent in a positive and cohesive way, including:

- Bespoke photography
- User-generated content (UGC gathered from Instagram with usage rights provided)
- Drone footage across the county
- B-roll film
- An interactive map
- Links to research, data and strategies
- Links to additional partner resources

We're encouraging organisations across all sectors in the county, not just tourism, to use the hub for their own promotional activity, promoting Kent in a positive way. Whether it's imagery to promote products and their provenance, or recruit staff and attract new candidates to the area or use the links to research and county-wide strategies to help inform new activity and campaigns. You'll find the Terms and Conditions for using the resources [here](#).

We want to build upon the work going on in existing initiatives, helping to amplify those messages. So, we're signposting to other useful resources from partners across the county based on their own usage rights. If you would like us to link back to your own resource library, then please get in touch with **Josh**.

We'll continue to add more resources, including more B-roll footage and UGC, in the coming weeks and months. We'll be sending out updates as the new content comes in, but please also continue to check back!

ACCESS THE KENT PLACE MARKETING HUB HERE

Kent Place Marketing Workshop Report

Toposophy have created a report from findings based on the discussion had at the workshops, and it's now available to read.

The report contains details of the shared findings across the Southeast partner regions, including the key drivers for developing place marketing as well as the shared stakeholders and audiences. It explores findings from each county individually, bearing in mind that the examples used in the document were case studies shared by participants who attended the workshop. The report provides detail on:

- The core messages that we successfully communicate as a county and the shared challenges we need to overcome
- The assets and attributes that we should focus more attention on
- The collateral required to help organisations communicate these messages more effectively and cohesively
- The opportunities for future place marketing in Kent

Please take some time to look through this document and look at how the findings can help shape the work that you do. As the report points out, effective place marketing requires a collaborative approach. As individual businesses and organisations share their own messaging, our audiences start to build up a picture of our destination, so it's important that we are working together to amplify the key messages.

READ THE REPORT HERE

COMING SOON - Rhythm of Kent campaign

Following on from the workshops, we're busy developing a place marketing campaign that highlights the wonderful lifestyle opportunities that we have to offer in the county.

Towards the end of July, we'll be launching our new Rhythm of Kent campaign. We'll be sharing more details on the channels we'll be using, and how your business can get involved very soon.

Tourism support and advice

To discuss how you can work more closely with Visit Kent, please [contact us](#).



VISIT OUR B2B WEBSITE HERE



Read more about tourism business support and advice, Covid-19 updates, national tourism insights and resources and opportunities to get involved in our activity

VISIT KENT
BUSINESS
GARDEN of ENGLAND

You are currently subscribed to Visit Kent Business newsletters to receive the latest news, activity, reports and events.

[Unsubscribe here](#)

© 2022 Visit Kent