

Campaign 1: A day you won't forget

This campaign is generic enough to cover the two tours you mention, with particular emphasis on the beauty of [REDACTED]. There is plenty to see and do there, and so this campaign positions it as a great day out (not somewhere you'd visit for just an hour). It is focused on making memories, and is targeted towards couples, individuals and families. This kind of photography works well.

FB ad copy example:

The sound of the choir. The light streaming through the jewelled window. The intricate artistry.

A day may not be enough. But it's a day you won't forget.

Share in the beauty with loved ones at

Book today.



#dayyouwontforget

Aim:

To capture both local visitors, and those who are looking for a day trip out (so those from beyond the [REDACTED] area).

This campaign could be scaled up and made more effective by creating a 20 second high quality video clip of the window, set to beautiful classical music. With the words 'A day you won't forget' and the call to action at the end.

Target Audience:

[Location targeting](#) the following:

[REDACTED]

[Detailed targeting:](#)

- Interested in history
- Interested in architecture
- Interested in cathedrals/religion

[Connections targeting:](#)

- Connections of those who already like your FB page

Outputs for [REDACTED]

- Graphic design
- Ad spend
- Potential video creation/editing

Campaign 2: 'Make every day different'

This campaign plays on the message of difference - that the [REDACTED] offers something different in the way of a day out, and so would appeal to those who have never thought about visiting a cathedral for an experience day before. I see this working well with families, targeting parents. It would be good if the image used below included a child/family exploring the gargoyles. This campaign could be used in different ways, with different elements of the cathedral, but with the same messaging.

FB ad copy example:

Take a leap towards a different day out.

Fantastic gargoyles - here's where to find them. With over 112 wondrous and mythical creatures to explore (even a Darth Vader), [REDACTED] has more than you think on offer. Relax with coffee and cake after your tour or Scavenger hunt. [Book today.](#)



#everydayisdifferent

Aim:

To target families, individuals and couples who enjoy going on days out but have never thought about visiting a cathedral.

As with the previous campaign, this could be scaled up and made more effective by creating a 20 second high quality video clip of the path through the gargoyles, set to whimsical music. With the words 'Make every day different' and the call to action at the end.

Target Audience:

[Location targeting](#) the following:

[REDACTED]

[Detailed targeting:](#)

- Interested in history
- Interested in cathedrals/religion
- Interested in family/days out

[Connections targeting:](#)

- Connections of those who already like your FB page

Outputs for ██████████

- Graphic design
- Ad spend
- Potential video creation/editing

Notes on FB ads:

[150 characters is best practice for FB ad copy](#), and it needs to have only [20% text on the image](#).