

# THE VALLEYS THAT CHANGED THE WORLD

## ONLINE MARKETING TOOLKIT



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# 1. What is The Valleys That Changed The World?

## What?

**‘The Valleys That Changed The World’** is an initiative that gets heritage partners working together to promote and interpret the story of our industrial past. To date, over 60 organisations have volunteered to be part of this network including National Museums Wales, National Trust Wales and Cadw, and that number is growing. **‘The Valleys That Changed The World’** is also part of the European Route of Industrial Heritage.

Through this project we will be developing joint working initiatives as well as providing practical support in terms of knowledge building, networking and marketing. This toolkit is an important part of the project.

## Why?

The Valleys of South Wales made a huge contribution to the industrialisation of the world we live in today. Our furnaces were the cradle of industrial invention and adaptation; our iron provided the ammunition aboard Nelson’s HMS Victory, while our copper protected its hull; our rails opened up the continents; our high quality steam coal fuelled travel on land and sea; our tinsplate transformed how we preserved food and drink, and made many household goods more affordable. All the time, this revolution was reshaping our landscape and our communities - creating heroes and villains, icons and ideologies.

No single site can tell the huge story of our industrial past, but collectively we can. This initiative is all about linking our sites together to give our visitors and our local people a fuller, more vibrant and exciting idea of the impact this relatively compact area had on the global stage.

# 2. What is the toolkit and why is it useful to me?

The toolkit provides simple ideas and advice as to how you can use ‘The Valleys That Changed The World’ concept to help you market your site and make the overall ‘offer’ in the area more attractive to visitors by showing you are part of something much bigger.

We have included useful copy that you can cut and paste in to your own websites, leaflets and press releases etc. We’ve also included some stock images and provided advice on how to use images from Visit Wales’ vast collection. There are also practical suggestions re using the social media channels that link to the project, a list of handy specialist contacts, advice on getting your stories on to the national stage plus links to VW’s marketing toolkit and much more.

We hope you find it useful!

### **3. Useful copy for your marketing material**

In order to make life a bit easier, we've written some content you can cut and paste in to your own marketing material and press releases.

Single line (for leaflets/press releases)

(Site name) is proud to be part of '**The Valleys That Changed The World**'. To find out more visit ([www.visitblaenavon.co.uk/tvtctw](http://www.visitblaenavon.co.uk/tvtctw))

Paragraph (for leaflets/end of more detailed press releases)

We are proud to be part of '**The Valleys That Changed The World**' - a collection of heritage attractions in South Wales who are working together to promote and interpret the story of our industrial past. Collectively, we tell the story of how the people and industry of this area shaped the world that we live in today. By linking our magnificent sites together we can give you a fuller, more vibrant, more exciting idea of the impact this relatively compact area had on the global stage. From underground experiences to fiery furnaces, from stately homes to workers' terraces, from museums to miles of canals, we have a great mix of places to visit that provide something for everyone. For more information, visit ([www.visitblaenavon.co.uk/tvtctw](http://www.visitblaenavon.co.uk/tvtctw)).

Longer text (for websites, etc. - NB paragraphs can be used together or separately depending on the audience)

We are (or site name and 'is') proud to be part of '**The Valleys That Changed The World**'

**What is 'The Valleys That Changed The World'?**

It is an initiative that gets heritage partners working together to promote and interpret the story of our industrial past. To date, over 70 organisations have volunteered to be part of this network including National Museums Wales and Cadw; and that number is growing.

Through this project we will be developing joint initiatives as well as providing practical support in terms of knowledge building, networking and marketing. 'The Valleys That Changed The World' is also part of the European Route of Industrial Heritage.

## Why we are 'The Valleys That Changed The World'?

The Valleys of South Wales made a huge contribution to the industrialisation of the world we live in today. Our furnaces were the cradle of industrial invention and adaptation; our iron provided the ammunition aboard Nelson's HMS Victory, while our copper protected its hull; our rails opened up the continents; our high quality steam coal fuelled travel on land and sea; our tinsplate transformed how we preserved food and drink, and made many household goods more affordable. All the time, this revolution was reshaping our landscape and our communities - creating heroes and villains, icons and ideologies.

No single site can tell the huge story of our industrial past, but collectively we can. By linking our magnificent sites together, we can give you a fuller, more vibrant, more exciting idea of the impact this relatively compact area had on the global stage. From underground experiences to fiery furnaces, from stately homes to worker's terraces; from museums to miles of canals, we have a great mix of product that provides something for everyone. For more information visit ([www.visitblaenavon.co.uk/tvtctw](http://www.visitblaenavon.co.uk/tvtctw)).



**A TVTCTW Familiarisation visit to Rhondda Heritage Park, March 2016**

#### 4. Press release template/sample press release?

Need some help writing a press release? If so, please feel free to use the template below. We've also included a sample press release for you to use as a model:

##### PRESS RELEASE TEMPLATE

	<b>COMPONENTS</b>
1.	DATE
2.	EYECATCHING TITLE WITH KEY WORDS
3.	LOCATION
4.	SUMMARY PARAGRAPH (THE GOSSIP)
5.	2-3 PARAGRAPHS COVERING THE WHO, WHEN, WHAT, WHY AND WHERE Include strong quotations from key personnel or customers  A BRIEF BUSINESS BIO  CONTACT DETAILS INCL WEB/SOCIAL MEDIA NB: add strong images that are 'on message'; always spell check and write in 3 <sup>rd</sup> person
6	A BRIEF BUSINESS BIO
7	CONTACT DETAILS INCL WEB/SOCIAL MEDIA
	<b>ALSO INCLUDE</b>
8	NOTES FOR EDITORS/BACKGROUND INFORMATION
9	A STRONG IMAGE/S THAT ARE ON MESSAGE
	<b>GENERAL BEST PRACTICE</b>
NB	Always spell check and write in 3 <sup>rd</sup> person

If you are inviting the press to an event/news conference, etc – then try to give as much notice as possible. Even if you haven't sorted all the details you can send out a 'Diary Marker' so that they have the date, general subject and venue in their diary.

## **SAMPLE PRESS RELEASE**

January 7<sup>th</sup> 2016

### **When the Valleys changed the World.**

General Offices, Ebbw Vale

BBC Radio and TV presenter, Roy Noble has launched a new industrial heritage initiative. Aimed at getting industrial attractions to work more closely together, this initiative is seen as an exciting step forward in encouraging more visitors to the area.

The event which took place in Ebbw Vale's General Offices, (an architectural tribute to the might of industry in the area) attracted over 60 delegates, each with a particular interest in making sure that the Valleys' industrial heritage sites are well and truly on the tourism map.

The day also included a series of presentations by high profile speakers from Visit Wales, Cadw and the European Route of Industrial Heritage. Key messages included the importance of making the heritage links between sites, so that visitors get the full impact of the importance of the Valleys during the Industrial Revolution:

"As individual sites we each have a story to tell. But all those stories are aspects of a bigger narrative, which when joined together creates an exciting epic of invention, expansion, power struggles and politics which changed the world" said Project Lead, Kate Blewitt of Torfaen County Borough Council.

The project is being led by Torfaen CBC on behalf of a public, private and third sector partners and has received funding from Welsh Government via Visit Wales.

For more information, contact Ruth Taylor-Davies, Project Co-ordinator on 07862218066 or [lethaconsultancy@gmail.com](mailto:lethaconsultancy@gmail.com)

Ends

Editors Notes

**'The Valleys That Changed The World'** is a collection of heritage attractions in South Wales who are working together to promote and interpret the story of our industrial past. Collectively, we tell the story of how the people and industry of this area shaped the world that we live in today. By linking our magnificent sites together, we can give a fuller, more vibrant, more exciting idea of the impact this relatively compact area had on the global stage.



Roy Noble addresses the attendees at **'The Valleys That Changed The World'** launch event.



Attendees enjoying one of the presentations



## 5. Social Media

To get the very best from your social media activity it's all about getting other people to forward, like or share your postings. Here are a few of the current hashtags that will help you to reach a wider audience:

Visit Wales are at the start of a cycle of themed years – 2016 is all about Adventure – and the hashtag that they are looking for is **#FindYourEpic**. In support of this campaign regional marketing campaigns have their own hashtags – for instance The Valleys are using **#ValleysAdventure** and **#wildlifeadventure** is being used by nature organisations. So, check out what is being used locally and include on your tweets and Facebook postings, this will draw attention to your messages.

With all social media channels it is important to remember that “a picture paints 1000 words”. Pictures get responses – especially if they are captivating, amusing, interesting and relevant to your market. [Take a look at this article which gives some great insights into using images versus words.](#)

The Valleys That Changed The World has already established an active Facebook page and Twitter feed.

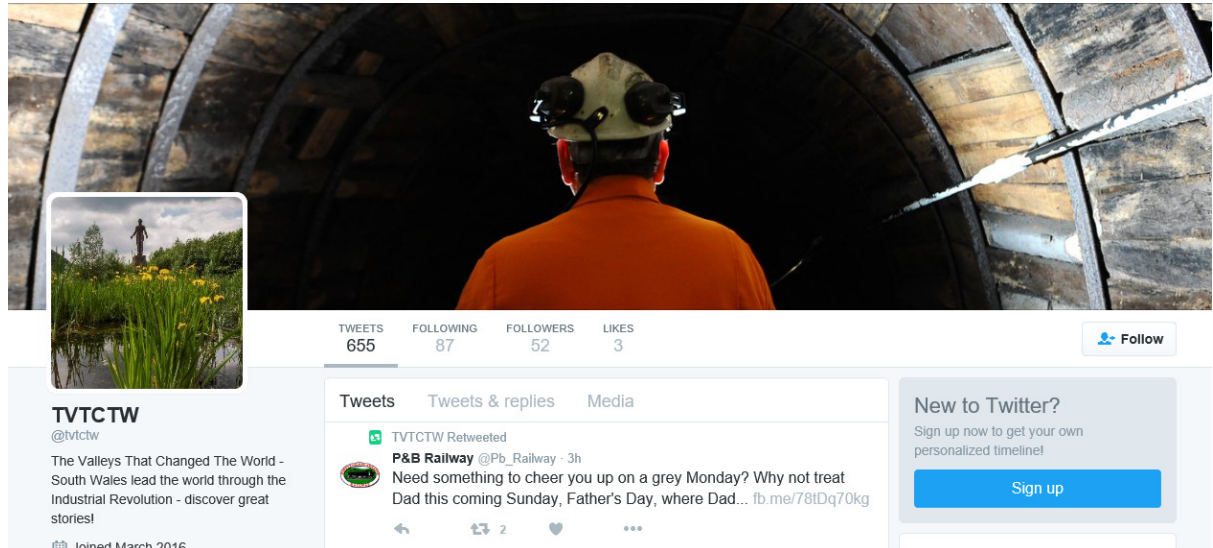
**FACEBOOK** - You are encouraged to join the Facebook page as then you can post your stories directly to it. In turn, these will be picked up by other sites that promote the area, such as ‘The Valleys’ marketing campaign, broadening your coverage.

Simply type ‘**The Valleys That Changed The World**’ in to the search facility on Facebook – our page looks like this....



Mention ‘**The Valleys That Changed The World**’ in your Facebook postings and we’ll see them and share/comment/etc.

**TWITTER** - You can follow our Twitter feed **@TVTCTW**. Link to us and we will re-tweet your relevant feeds too! Mention **@TVTCTW** in your tweets and they will be highlighted to us so that we know what you're up to, and can re-tweet to our followers.



## 6. Images

It's not always easy to find suitable professional photography for use on websites, in leaflets or in press releases, but you'd be amazed what is already out there available for you to use.

### Visit Wales Image Centre

This fantastic resource holds over 50,000 high resolution digital photographic images and HD video content, all produced and available to promote Wales as a tourism and business destination. It is a non-commercial photographic resource, provided by Visit Wales - the tourism division of Welsh Government.

To get an idea of the range of images available take a look at Wales on View ([www.walesonview.com](http://www.walesonview.com)). To discover what they have available for your area or on a specific topic then send a request from [www.walesonview.com/#!/p/contact](http://www.walesonview.com/#!/p/contact) identifying what you are interested in and how you aim to use the images.

Low resolution versions of the images will be supplied from which you can select those that you'd like to use/get high resolution versions. Details of terms and conditions of use will be provided along with the images you select.

## 7. Useful Links

It's not what you know, but who you know, or so they say. Here's a handy list of links that could be of use to you in your marketing and partnership working:

**Visit Wales – Year of Adventure** – [background information](#).

**Visit Wales** – [research on the tourism sector](#).

**Visit Wales** – [Marketing Department](#).

**Explore Wales** – [check out the marketing areas that cover Wales and the key attractions](#).

**Check out** the [promotional brochures](#) for the whole of Wales.

A list of the attractions around South Wales that are currently part of 'The Valleys That Changed The World' can be found in the most recent leaflet – [download here](#).

## 8. Visit Wales Toolkit

Why reinvent the wheel when it comes to marketing? This handy document from Visit Wales unpicks the jargon and gives some excellent ideas on how to improve your marketing. [Download the Visit Wales Marketing Toolkit here](#).

## 9. Maximising exposure from VW press/PR

Visit Wales appoint PR agencies to secure media coverage for Wales. To help they need to be kept up to date with your news - events, new developments and even unusual visitors or stories from tourism operations across Wales. To get any information to the PR team e-mail it to [productnews@wales.gsi.gov.uk](mailto:productnews@wales.gsi.gov.uk)

They always want to know about:

- New developments
- New and unusual holiday ideas
- Special interest breaks
- Events
- Special offers
- Packages
- Seasonal packages (Christmas, Easter, bank holidays, school holidays etc)

To ensure that Visit Wales have the best possible opportunity to use your news, give as much notice as possible before events and holiday breaks.

Visit Wales will pass information on to VisitBritain for use around the world, and some will be passed to journalists.

Visit Wales highlight any particular themes or angles that they and their PR agency want to pursue in the monthly eNewsletter – make sure [you register to be kept up to date with their news and plans](#).

## 10. Further help

**Got an odd query, or a burning question, or just need an expert guide? Well, we've put together a list of organisations that have a range of expertise and skills that may be able to help you:**

- **Wales Official Tourist Guides Association (WOTGA)**

Members of Wales Official Tourist Guides Association are the only guides officially recognised by the Welsh Government to guide in Wales. All have undergone extensive training, passing both practical and academic guiding examinations.

Many members have the prestigious 'Blue Badge' guide qualification, a mark of quality and expertise for over 50 years. Others hold 'regional' or 'site specific' qualifications.

All relish the chance to share their knowledge, aiming to provide fun and enlightening commentaries. When visiting Wales with a Wales Official Tourist Guide, you could not be in more capable hands. [www.walesbestguides.com](http://www.walesbestguides.com)

- **Local history groups**

Academic and Chartism specialist	<a href="mailto:les.james22@gmail.com">les.james22@gmail.com</a>
Blaenau Gwent Heritage Forum	<a href="mailto:eifiontycapel@tiscali.co.uk">eifiontycapel@tiscali.co.uk</a>
Blaenavon Community Heritage & Alexander Cordell Museum	<a href="mailto:blaenavonmuseum@outlook.com">blaenavonmuseum@outlook.com</a>
Blaina Chartist Museum	<a href="mailto:aberystruth.h.a.s@gmail.com">aberystruth.h.a.s@gmail.com</a>
Blaina Heritage Action Group Museum	<a href="mailto:blainaheritagemuseum@talktalk.net">blainaheritagemuseum@talktalk.net</a>
Ebbw Vale Works Museum	<a href="mailto:ev_works_at@btinternet.com">ev_works_at@btinternet.com</a>
Friends of Transporter Bridge	<a href="mailto:chairman@fontb.org.uk">chairman@fontb.org.uk</a>

Llanhilleth Heritage Society	<a href="mailto:llanhilleth@gwentheritage.org.uk">llanhilleth@gwentheritage.org.uk</a>
Oxford House Museum, Crosskeys	<a href="mailto:b.absolon@btinternet.com">b.absolon@btinternet.com</a>
Porthcawl Museum and History Society	<a href="mailto:porthcawlmuseum@hotmail.co.uk">porthcawlmuseum@hotmail.co.uk</a>
Senghenydd Heritage Centre	<a href="mailto:abervalleycp@btconnect.com">abervalleycp@btconnect.com</a>

- **Local Authority Tourism Officer**

They undertake a range of promotional and marketing activities using LA websites and social media, and are always looking out for events and news stories happening in their areas. To contact them check out your local authority website or call centre, they will be able to direct you to the officer who deals with tourism.

- **Tourism Associations**

These are associations of tourism and hospitality establishments in a defined area. Many have websites and social media that can be tapped into. They also present opportunities to link with accommodation operators and restaurants/cafés to further promote news and events, as well as widening the product knowledge of local businesses.

Wye Valley and Forest of Dean Tourism Association	<a href="http://www.wyedeantourism.co.uk">www.wyedeantourism.co.uk</a>
Abergavenny and District Tourism Association	<a href="http://www.visitabergavenny.co.uk">www.visitabergavenny.co.uk</a>
Brecon Beacons Tourism	<a href="http://www.breconbeaconstourism.org">www.breconbeaconstourism.org</a>
Torfaen Tourism Association	<a href="https://www.facebook.com/Torfaen-Tourism-Association-937782892952606/?fref=ts">www.facebook.com/Torfaen-Tourism-Association-937782892952606/?fref=ts</a>
Caerphilly Tourism	<a href="http://www.visitcaerphilly.com">www.visitcaerphilly.com</a>
Cardiff Tourism Network	<a href="http://www.visitcardiff.com">www.visitcardiff.com</a>
Bridgend Tourism Association	<a href="http://tourismbridgend.wordpress.com">tourismbridgend.wordpress.com</a>
Tourism Swansea Bay	<a href="http://www.tourismswanseabay.co.uk">www.tourismswanseabay.co.uk</a>
Carmarthenshire Tourism Association	<a href="http://www.carmarthenshiretourism.co.uk">www.carmarthenshiretourism.co.uk</a>