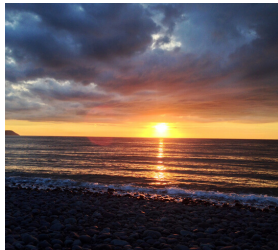


EXMOOR  
4all

WWW.EXMOOR4ALL.COM

EXMOOR4ALL



## Get involved!

**Exmoor4all is Exmoor's largest platform, promoting Exmoor as a beautiful holiday destination and a magical place to live.**

**Promote your business**



# Exmoor4all

The largest online community of  
people who love Exmoor  
[www.exmoor4all.com](http://www.exmoor4all.com)

## Overview

**Exmoor4all** is a very active online community of locals and visitors to Exmoor. Our followers have one thing in common: they love Exmoor.

Exmoor4all started in 2012, inviting followers to share their photos and stories on Facebook and Twitter. Seven years later we still share - reaching over 200,000 people each month across all our platforms.

Our community actively engages with us on Facebook, Twitter and Instagram.

Exmoor4all has encouraged people to visit Exmoor and even to move to Exmoor while also providing community services like updates on road closures, weather warnings and helping reunite lost dogs with their owners.



We regularly run photo competitions to increase engagement and involve local journalists, influencers and officials as judges. This way we connect several levels of our online and offline community with great success.

As a community platform, our followers trust Exmoor4all.

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# Exmoor4all

## Get involved!

### Online platforms and reach



Exmoor4all is the Number 1 Facebook page on Exmoor.

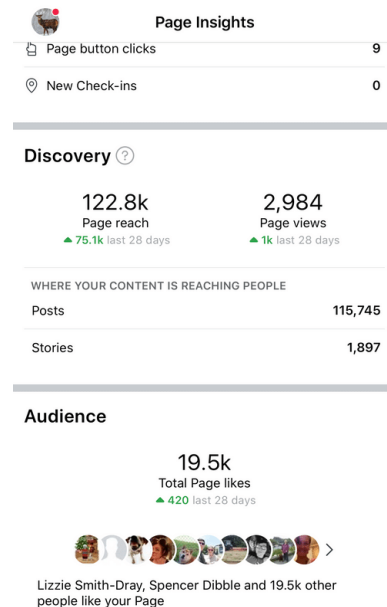
### Facebook

Our FB page has over 20,000 followers - posts on this page regularly reach well over 100,000 people who engage actively with the posts.

The majority of our fans are women (65%), with the largest following in the age group of 45-65 year olds.

The audience of our FB page is based mainly in the UK. The largest part of our audience lives in the South West of England and Wales. A significant number can also be found in London and Birmingham.

We also have a very active FB group where members share their photos and stories of Exmoor. The group now has 2,300 members - that's a growth of 300% over the past 3 months. Posts in this group had 75,000 reactions over the same time frame.



Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
<b>YOU</b> 1  Exmoor	19.8K	0%	28	18.4K
2  Exmoor National Park	12K	▲ 0.4%	12	5K
3  Miles Tea & Coffee	8.6K	0%	14	1.1K
4  Exmoor Visit Somerset	8.6K	▲ 0.1%	29	1.5K
5  Visit Exmoor	6.3K	▲ 0.1%	7	552



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Online platforms and reach

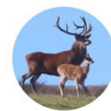


Exmoor4all reaches over 300,000 people on Twitter

## Twitter

We now have well over 6,000 followers on Twitter. Mentions reach up to 300,000 people.

Our followers love the photos of Exmoor. Each tweet mentions our domain, [www.exmoor4all.com](http://www.exmoor4all.com), as it is one of our priorities to drive followers to our website.



**Exmoor4all** @Exmoor4all · 42m  
My week on Twitter 🎉: 59 Mentions, 7.99K Mention Reach, 234 Likes, 79 Retweets, 303K Retweet Reach. See yours with [sumall.com/performance](http://sumall.com/performance)



## Instagram

Our number of followers on Instagram, now at 3,400, is consistently rising. 28% are based on or around Minehead while 2% are following from London.

The age group is predominantly over 35 - 24% between 35 and 44, 25% between 45 and 54 and 25% over 55.

Similar to Facebook, 63% of our Instagram followers are female.



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# Exmoor4all

## Get involved!

From Exmoor to the World



And finally: Exmoor4all website and blog

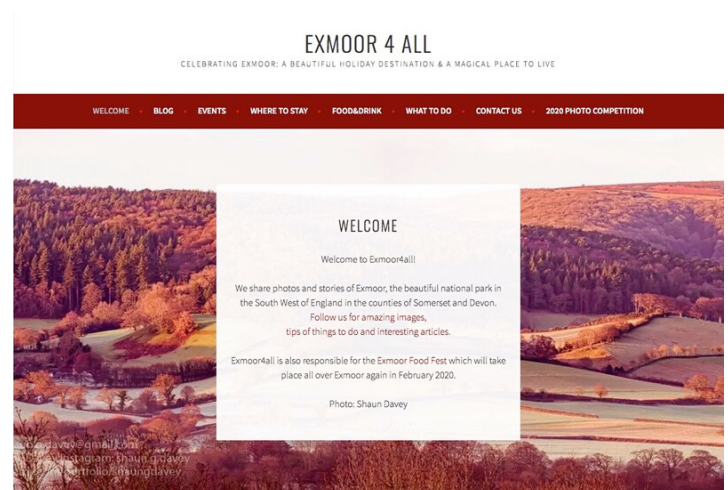
[www.exmoor4all.com](http://www.exmoor4all.com)

Exmoor4all started out as a blog, featuring stunning photos and interesting stories about Exmoor - a beautiful holiday destination and a magical place to live. Over 28,000 people follow the blog, and they keep checking in on our pages where they can find out about where to stay, where to eat and what to do.

People from all over the world view the website, with, of course, a vast majority of our fans based in the UK, followed by the USA, Germany, Canada, Netherlands, Australia, France and Belgium.

Followers abroad are 'expats' who dream of returning to Exmoor, but also a great number of tourists finding inspiration for their next trip to Exmoor.

Exmoor4all runs photo competitions to engage followers and produces the Exmoor4all calendar.



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# Exmoor4all

What's in it for you?

## Opportunities



Become part of Exmoor's largest promotional platform

We would love to work with you and tell the world about what you do on and for Exmoor. Growing your business is our goal.

Exmoor4all is Exmoor's largest promotional platform, and what our followers love about us is that we are not into hard-selling. We are not really into selling at all - we want our followers to fall in love with you and your products or services. Because if people love you, they become your tribe - and, guess what, they will be buying from you.

Editorials turn Exmoor4all into an online magazine - trusted and well-read.

By joining our journey, you will become part of Exmoor4all and our amazing and wonderful community. A community who loves Exmoor - whether they live on Exmoor or are dreaming of moving back, they all have one thing in common: They love hearing stories, love looking behind the scenes, and they are keen on supporting all things Exmoor.

Get in touch to arrange a date to start our exciting journey together.

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# Exmoor4all

Exmoor's largest online platform  
promoting Exmoor  
to locals and visitors

Connecting you with our fans



## Cooperation Opportunities

If you fancy hanging out with us and reach hundred of thousand Exmoor fans, then let's have a look at how we can work together.

Exmoor4all is well loved amongst its fans and is seen as a credible and trustworthy platform. We like to team up with our partners to create valuable content for our visitors across all platforms (no ineffective banner adverts for us!). Depending on your budget, we can go to town with regular blog posts, go 'live' on social media at your business, write editorials, create a photo portfolio for you, or just provide you with some space where we post what you send us.

Following are some off-the-shelf packages, but as life is never quite that straight forward, we can tailor everything we do to YOUR needs. A tuck here, a nip there - whatever it takes to put your business into the limelight on Exmoor.

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Off the shelf - tailored to your needs

*Best Value*

## ***Premium package from £900.00 per month***

**This opportunity will enable you to get maximum market exposure**

- Weekly editorial on the website written by us, with photos
- Full page under the appropriate heading(s) with photos, text and link to your own website.
- Editorial will be included in our Exmoor4all newsletter
- Posts on Facebook and Twitter, also on Instagram subject to suitable photos.
- At least one Live-Stream per month
- Promotion via our company page on LinkedIn
- Inclusion in all our own promotional material; cross promotions where possible.

## ***Standard Package from £750.00 per month***

**Still good exposure, just a little less often!**

- 26 blog posts per year - we agree a calendar and topics with you when we start.
- All blog posts are editorials, written by us, with your photos.
- Editorial will be included in our Exmoor4all newsletter.
- Posts on Facebook and Twitter, also on Instagram subject to suitable photos
- Promotion via our company page on LinkedIn
- Live-Stream every alternating month
- Full page under the appropriate heading(s) with photos, text and link to your own website.



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# Exmoor4all

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to locals and visitors



Off the shelf - tailored to your needs

## ***Starter package from £500.00 per month***

- Full page under the appropriate heading(s) with photos, text and link to your own website
- Monthly blog post written as an editorial, published also in the Exmoor4all newsletter.
- Links to editorial posted on Facebook, Twitter and LinkedIn
- Only available with a 12-month-contract.

If you prefer a package a little bit less off the shelf, then let's have a chat.

We'd be happy to work out a strategy for you.

PS We can also help with running your social media.

We know that using all our platforms will have the greatest impact on moving your business forward. And the less it looks like advertising to our followers, the better the results for you. We also believe that a long-term strategy, covering a whole year and planned right from the beginning, will significantly increase your exposure and with this get you more inquiries, sales and bookings.



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# Exmoor4all

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to locals and visitors

Contact us



## Let's talk

We would love to hear from you to talk about how  
we can help your business grow:

Please email

**info@exmoorevents.com**

with your ideas, questions and contact details.

And let's start building your Exmoor tribe!



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