



The Hub, Brick Kiln Lane, Huntingfield, Halesworth, IP19 0QH

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Marketing Plan Proposal: **Digital Marketing Assessment**

Terminology:

SEO = Search Engine Optimised

KPI = Key Performance Indicators

SMART = Specific, Measurable, Achievable, Relevant, Time-Bound

YOY = Year on Year

Goals

The Hub is an under-used community resource, with superior facilities to competing community spaces within the locality. The primary goal of this plan is to increase bookings and retention of regular users, both within the immediate and wider communities.

Assessment

Overview: Hire capacity of 488 hr/month on average. Current average bookings/month 56.5 hrs. This equates to 11.5% of bookable capacity used on average per calendar month in 2022-23.

Within a four month sample period (Jan-April 2023) 81.25% of bookings were generated from within the three villages (see appendices). Broader online visibility has recently improved with steps to streamline search engine rankings, however keyword searches are still producing variable results, some of which display outdated information and links. Targetted ads for 'hall for hire' markets such as events, parties and functions have not been utilised. Website content has not been SEO optimised and messaging varies between listings on external websites. Flyer distribution has not been extended outside of the immediate community. Social media marketing has also been overlooked with potential target markets for regular users and one off bookings disregarded.



Target Markets:

The Hub is utilised by service hirers such as regular instructors of yoga, dance etc, small organisations such as the youth club and charitable organisations such as the church committee and Millennium Green committee. Additionally private hires for small and large scale events such as craft sales and parties are generated from within the three villages of Huntingfield, Heveningham and Ubbeston and further afield from towns including Halesworth, Laxfield, Saxmundham and Beccles. Marketing strategies should also take secondary clients into consideration, marketing services for yoga and young people to local communities who attend the regular classes.

Analysis

Digital Visibility:

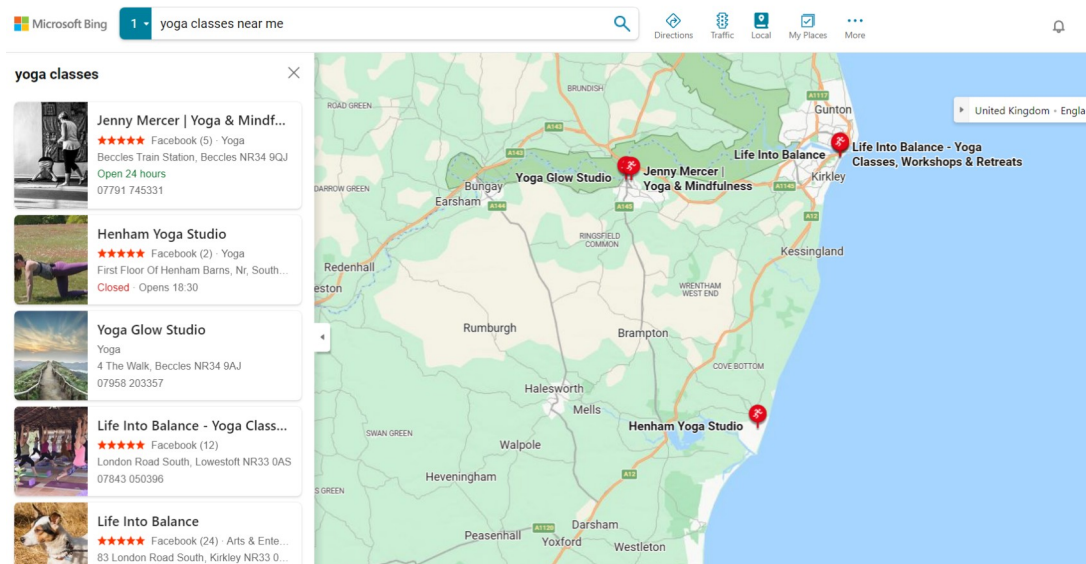
Search term “hall for hire near Halesworth” produced 12 pages of relevant results. The Hub failed to feature at all in those results, ranking lower than halls in Lowestoft and as far afield as Hampshire.

Search results 2 and 3 were specific search sites Venues4Hire and chooseyourvenue.com.

Venues4Hire generated 16 results, including Bramfield Village Hall, High Lodge Saxmundham, Sibton Park and Spexhall Village Hall. The Hub failed to feature on either of these sites.

Other top results were the Rifle Hall in Halesworth and yell.com which collated results for ‘halls for hire’ within a 25 mile radius of Halesworth. The Hub did not feature on yell.com

A related search “yoga classes near me” generated no google maps results for the Hub. None of the web search results featured the Hub, and it was not listed on specific search sites such as yogahub.com or yogaclassnearme.com. These sites were well utilised by competitors such as Laxfield Village Hall and Holton Village Hall.





Specific Searches:

Search engine search using specific terms also generated inaccurate results. “The Hub Huntingfield” produced 12 top ranked relevant results, however 7 of these contained inaccurate or outdated contact information and website links. The Hub’s current website was the third result. Suffolk County Council’s directory ranked second with outdated web and info links, whilst the first result was the old Hub website. Similar results were produced using common related search terms ‘Huntingfield Hub’ and ‘Huntingfield Village Hall’.

Social Media Visibility:

Social media promotion of the Hub and events run by or taking place at the Hub have historically not been well featured on social media platforms. Recent campaigns to promote events such as the Hub Brunch and Pancake Day have yielded good social media visibility and good conversion rates with increased attendance from both local and wider communities.

The Hub does not feature on targetted Facebook pages such as ‘What’s on Halesworth and Holton” or “Family Events Near me” and Facebook Events have not previously been utilised.

Direct Promotion:

Website copy has historically been fixed and static. Events and records of minutes and charity policy are made regularly. Blog Posts and newsletters have not been utilised to drive site traffic. Social links have not been embedded resulting in social content remaining disconnected from the website. Opportunities to exploit seasonal events and national campaigns have not utilised the landing pages effectively.

The sites booking system is manual, and card payments are not enabled. 1 in 10 bookings within the three month review window did not convert to payment and confirmation following initial contact. Issues with downloading or completing the form are reported fairly often.

Retention Rates:

Regular hirers of the Hub have decreased by 40% since Autumn 2022 (see table)

| | | | | | | | | | | |
|---------------------------------|------|---------|--------------------|-------------|------------------|------------------------|-------|--------------|-----------------|--------------------|
| Regular Hires Sept- Nov 2022 | Yoga | Pilates | Italian classes | Lap wing | Sound healing | Rural coff. caravan | Bingo | Kids Club | Table tennis | Writers Retreat |
| Reg. Hires Jan- March 2023 | Yoga | Pilates | Italian | Bingo | Kids club | Zumba | | | | |



Marketing strategies will need to address retention of regular hires as well as establishing a fuller calendar of regular classes and activities for the community.

SMART (Specific, Measurable, Achievable, Relevant and Time-bound) Goals

To increase Hub usage rates to 30% capacity within one calendar year, with an additional 10% YOY increase.

To increase community satisfaction with the services the Hub offers, and ensure it is meeting the needs of both the local and wider community.

SMART Objectives and Strategies

- Increase online visibility through SEO content and ensure keyword optimised website and social media copy
- Utilise specific directory website listings, google listings and events listings to increase traffic flow to the Hub website
- Produce blog posts and regular SEO copy to drive conversion rates from search through to bookings
- Rectify outdated listings and expired web links on search engines
- Streamline booking process and enable card and Paypal payment options when booking online
- Increase spread of physical advertising such as flyers
- Continually monitor conversion rates and assess marketing strategies effectiveness
- Work with regular users to increase promotion of classes and local groups to drive retention rates up for regular users
- Monitor user satisfaction with anonymised email surveys generated after end of hire
- Increase regular and one off events



KPIs:

- Monitor organic web page visits and activity
- Monitor SEO conversion rates
- Track social media performance and engagement
- Assess booking capacity over a one year period and report on data to monitor capacity markers against target (30%)
- Monitor hire satisfaction data and identify areas for improvement

Timescale & Workload

Since increasing social media activity and beginning to rectify digital visibility, both bookings and attendance at events have seen increases.

It is therefore reasonable to expect that full implementation of the above strategies would be completed within 4 months with a minimal increase to workload, with ongoing monitoring following the initial implementation period.

KPI data will be reviewed monthly with reports shared at trustee meetings. Annual detailed reports and graphics will be presented at the AGM.



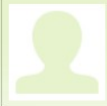



Appendices:

1) Screen grabs of search results rankings.

Yoga Class Halesworth

4 results - displaying 1 to 4

Classes Near to Halesworth, Suffolk

| | | | | |
|---|--|---|---|---|
|  | Tue 20:00 Class Notes | Pregnancy Yoga Pregnancy & Post Natal Yoga | All Saints Primary School Laxfield , Suffolk IP13 8ET Map | Teacher More Info Rachel Barrance (Yoga for Mothers) |
|  | Wed 10:00 Class Notes | Post-Natal Yoga Pregnancy & Post Natal Yoga | Laxfield Village Hall Laxfield , Suffolk IP13 8ET Map | Teacher More Info Rachel Barrance (Yoga for Mothers) |
|  | Wed 18:00 - 19:45 Class Notes | Ashtanga Yoga With Angelika Mixed Ability Yoga | The Haven Health & Yoga Centre Southwold Unit 13, St Edmunds Road, Southwold Business Centre Southwold , Suffolk IP18 6JU Map | Teacher More Info Angelika Seidl |
|  | Fri 09:30 - 10:45 Class Notes | Slow Hatha Flow Mixed Ability Yoga | Online/zoom Saxmundham , Suffolk Map | Teacher More Info Norie Furusawa (Norie Yoga) |



2) Search results for key terms relating to the Hub

the hub huntingfield

Charlie 200

ALL HOTELS IMAGES VIDEOS MAPS CHAT MORE

About 453,000 results Date



The Hub at Huntingfield

huntingfield.onesuffolk.net

Brick Kiln Lane, Halesworth IP19 0QH · ~3.9 mi

01986 799130

Add hours

Add photos

Suggest an edit · Your business? Claim now

Website

Directions

Contact us

People also ask

People also ask

What is the Huntingfield hub?

The Hub. The Hub is the village hall for Huntingfield, Heveningham & Ubbeston. It is situated in the centre of Huntingfield, adjacent to the village green and the Huntingfield Arms public house. The site includes a...

The Hub » Huntingfield, Suffolk
huntingfield.onesuffolk.net/the-hub/

Where is the playground in Huntingfield?

It is situated in the centre of Huntingfield, adjacent to the village green and the Huntingfield Arms public house. The site includes a playground for children with more...

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huntingfield.onesuffolk.net/the-hub/

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Web The Hub is the **village hall** for Huntingfield, Heveningham & Ubbeston. It is situated in the centre of Huntingfield, adjacent to the **village green** and the Huntingfield Arms public ...



EXPLORE FURTHER

- The Hub in Huntingfield** – YourHall yourhall.co.uk
- The Hub - Huntingfield**, Heveningham & Ubbeston Village Hal... infolink.suffolk.gov.uk
- Menu at Huntingfield Arms pub & bar, Huntingfield** - Restaura... restaurantguru.com
- Huntingfield Arms, Huntingfield** - Restaurant Menu, Reviews ... sluurpy.co.uk
- HUNTINGFIELD ARMS** - Restaurant Reviews, Photos & Phone ... tripadvisor.co.uk

Recommended to you based on what's popular · Feedback

The Hub at Huntingfield

Town hall

Huntingfield, Suffolk, St Mary the Virgin Church, Rural Suffolk, painted ceiling See more

Social profiles

Facebook

People also search for

Town hall



Eye Town Hall



Gillingham Village



Riverside Centre

Eye Town Hall
★★★★★
Facebook (4)

Gillingham Village Hall
★★★★★
Facebook (3)

Post office

Southwold Post Office Toys And ...
★★★★★
Tripadvisor (1)

Southwold Market
★★★★★
Facebook (1)



3) Bookings analysis for four month sample period to show geographical data.

Table 1

| Bookings | Jan | Feb. | March | April |
|----------|--------------------|----------|------------------|----------------------|
| | Theatre group | Function | Children's Party | Baby shower |
| | First Aid Training | Party | Fundraiser | Theatre performance |
| | Kraut Rock | Party | Church group | Kids Club Nature Day |
| | | | Kids Party | Young Writers |
| | | | Kids Party | |
| | | | Kids Party | |

Key for Table 1

Black font = Private hire outside three villages

Red font = Three villages residents

Green Font = Three villages group/organisation

| Bookings | Total | External community | 3 villages residents | 3 Villages organisation | 3 villages residents+ organisations | % of total within 3 villages locality |
|----------------|-----------|--------------------|----------------------|-------------------------|-------------------------------------|---------------------------------------|
| Jan | 3 | 3 | - | - | - | 0% |
| Feb | 3 | - | 3 | - | 3 | 100% |
| March | 6 | - | 4 | 2 | 6 | 100% |
| April | 4 | 0 | 1 | 3 | 4 | 100% |
| Overall | 16 | 3 | 8 | 5 | 13 | 81.25% |