

Experience Salisbury Toolkit

A toolkit for Salisbury's
businesses to help
promote the city's new
dedicated website



Introducing Experience Salisbury

In the autumn of 2018, Salisbury BID, Salisbury City Council and VisitWiltshire, with the support of Wiltshire Council, VisitBritain/VisitEngland and others, jointly commissioned a project to develop a competitive brand positioning for Salisbury.

These leading city partners realised that to succeed and attract attention, Salisbury needed a clear and distinct message. That by working together and producing a new brand for the city, they could promote Salisbury to residents and visitors, increase footfall, boost business and aid recovery.

As part of this new brand, a website called Experience Salisbury has been created. This website acts as a hub for all things Salisbury, giving residents and visitors information about everything that's going on in the city and everything it has to offer.

From events and blogs to local shops and restaurant listings, you and your customers will be sure to find everything you need to get out and experience Salisbury.

Be inspired at www.experiencesalisbury.co.uk – the ultimate guide to our modern medieval city.

Get involved

As part of the new Experience Salisbury website launch, we've put together a toolkit that sets out template posts for social media on various channels (Facebook, Twitter and Instagram) as well as content about what makes Salisbury such a great place to put on your own website.

By using these assets you aren't just promoting Experience Salisbury, you are promoting yourself. You're reminding people why they should come here and what is on offer. Let's shout about what makes Salisbury so special. Let's shout about our world-class attractions and unique range of independent businesses! We have so much to offer and together we can show that.

If you need any further tools to help promote Experience Salisbury, please contact us on hello@experiencesalisbury.co.uk.

Inside you'll find...

- Launch social media post templates
- On going social media post templates
- Content to promote Salisbury on your website
- Digital banners
- Library of images

Launch social media posts



Launch social media posts

Twitter

Introducing Experience Salisbury! A dedicated website aimed at promoting our wonderful city & businesses has launched. Support us, support the city, support @ExperienceSalis
Check it out www.experiencesalisbury.co.uk
#ExperienceSalisbury

View

From events to unique shops & foodie favourites, a new dedicated website for #Salisbury has everything you need to know about our traditional original city. @ExperienceSalis is the new home of Salisbury online.
Check it out www.experiencesalisbury.co.uk
#ExperienceSalisbury

View

A great new website has launched just for #Salisbury. @experiencesalis is really user friendly & has loads of inspiration for what to do in the city. At last we have a dedicated site to help promote business & the city!
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View

Take a look at the new dedicated website for #Salisbury! It's great to see such an engaging site @experiencesalis it's user friendly with loads of events & ideas. Just what my business & the city needs to help footfall.
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View

Facebook

Introducing @ExperienceSalisbury!

A dedicated website aimed at promoting our wonderful city and businesses has launched.

The initiative has been jointly funded by @salisburybid, @salisburycitycouncil, @salisburycathedral, @salisburydistricthospital and @wiltscreative.

From events and attractions to unique shops and foodie favourites the new site has it all.

Support us, support the city, support #ExperienceSalisbury – the new home of Salisbury online.

Check it out now www.experiencesalisbury.co.uk

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Find out more at www.experiencesalisbury.co.uk

A great new website has launched just for Salisbury.
@ExperienceSalisbury is really user friendly and has loads of inspiration for what to do in the city.

At last, we have a dedicated site to help promote businesses and the city! Check it out www.experiencesalisbury.co.uk
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Take a look at the new dedicated website for Salisbury!
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Just what my business and the city needs to help footfall.
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Instagram

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Support us, support the city, support #ExperienceSalisbury

Check it out now – www.experiencesalisbury.co.uk the new home of Salisbury online.

#Salisbury #ExperienceSalisburyAgain #WelcomingSince1227
#TraditionalOriginal #ShopLocal #ShopSalisbury
SupportLocal #SalisburyIndies #WiltshireCreative
#SalisburyCathedral #SalisburyCityCouncil #SalisburyBID
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Post-launch social media posts



Post-launch social media posts

Twitter:

If you are planning to visit us soon, why not make the most of our timeless #TraditionalOriginal city by booking an overnight stay. Whatever your budget, you can find it at @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk/sleep

[View](#)

If you are planning to visit us soon, why not make the most of our embracing hospitality by booking a tasty treat for lunch or dinner. Whether you want family-friendly, traditional or romantic you can find it at @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk/taste

[View](#)

Visiting us this weekend? Why not see what else is on in the city. Find a full what's on in #Salisbury guide at @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk/whats-on

[View](#)

There's always something to experience in our timeless #TraditionalOriginal city. Find out what's going on at @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk/whats-on

[View](#)

There's always something to experience in our timeless #TraditionalOriginal city. Find inspiration at @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk/salisbury-blog

View

Planning on a visit? Don't forget to make time to check out our unique and quirky independent shops @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk/shop

View

There's always something to do in #Salisbury. Find a full what's on guide and inspiration at @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk/whats-on

View

We've got the food & drink – but don't forget the amazing heritage, history, events & shops. There's so much to do in captivating classic #Salisbury. Find inspiration at @experiencesalis #ExperienceSalisbury www.experiencesalisbury.co.uk

View

If you are planning to visit us soon, why not make the most of our timeless traditional original city by booking an overnight stay. From B&Bs and guesthouses to hotels and camping, whatever your budget you can find it at @ExperienceSalisbury

View

For ideas and inspiration go to www.experiencesalisbury.co.uk/sleep #ExperienceSalisbury

View

Facebook:

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Whether you want family-friendly, traditional or romantic you can find it at @ExperienceSalisbury

For ideas, inspiration and a tradition of hospitality go to www.experiencesalisbury.co.uk/taste
#ExperienceSalisbury

Visiting us this weekend?

Why not see what else is on in the city. From the historic Charter Market, street performers and exhibitions there's always something fun to do!

Find a full what's on in Salisbury guide from @ExperienceSalisbury at www.experiencesalisbury.co.uk/whats-on
#ExperienceSalisbury

From the historic Charter Market, exhibitions and live music there's always something to experience in our timeless Traditional Original city.

Find a full list of events at @ExperienceSalisbury
Check it out here www.experiencesalisbury.co.uk/whats-on
#ExperienceSalisbury

There's always something to experience in our timeless Traditional Original city.

Track down the hidden gems, find perfect places for a picnic or celebrate independent businesses.

Find all these inspirational ideas and more at @ExperienceSalisbury
Go to www.experiencesalisbury.co.uk/blogs
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Planning on a visit?

Don't forget to make time to check out Salisbury's unique and quirky independent shops.

Make the most of our Traditional Original city with inspiration from @ExperienceSalisbury

Check out our awesome indies at

www.experiencesalisbury.co.uk/shop

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There's always something to do in Salisbury – from visiting world-class attractions, watching a theatre show or picnicking in a park. Find a full what's on guide and inspiration at

@ExperienceSalisbury

Check out the full events list here

www.experiencesalisbury.co.uk/whats-on

#ExperienceSalisbury

We've got the food and drink – but don't forget the amazing heritage, history, events and shops too!

There is so much to do in our captivating classic city, Salisbury, and it can all be found at @ExperienceSalisbury

Check out events, inspiration, blogs, shops and more here

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Instagram

If you are planning to visit us soon, why not make the most of our timeless traditional original city by booking an overnight stay. From B&Bs and guesthouses to hotels and camping, whatever your budget you can find it at @experiencesalisbury For ideas and inspiration go to www.experiencesalisbury.co.uk/sleep

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Visiting us this weekend?

Why not see what else is on in the city. From the historic #SalisburyCharterMarket, street performers and exhibitions there's always something fun to do!

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Content for your website



Content for your website

Experience Salisbury

Salisbury offers an experience like no other. Medieval streets. A historic Charter Market. The UK's tallest spire. Unique shops. Friendly food venues.

Salisbury's history and hospitality can be seen throughout the city to this day and we are proud of it. With so much on offer Experience Salisbury – Salisbury's dedicated website – offers ideas and inspiration to help make the most of your visit.

www.experiencesalisbury.co.uk/explore

The city's medieval heritage is on show at Salisbury Cathedral
www.experiencesalisbury.co.uk/listing/salisbury-cathedral/.

The building, which towers protectively above the city, has been a place of worship, welcome, and hospitality for over 800 years. Its Spire (the tallest in the country and a feat of medieval engineering) rises to a breath-taking 404ft/123m.

Today, the Cathedral houses the best-preserved Magna Carta, the world's oldest working clock and stained-glass windows from across the centuries. All of which makes it a must-see when visiting the city.

There are countless other attractions to take advantage of around Salisbury including Old Sarum, Salisbury Museum and Sir Edward Heath's former home, Arundell's.

www.experiencesalisbury.co.uk/experience

The city also has many entertainment venues to experience from the Salisbury Playhouse theatre to top galleries, escape rooms and inflatable fun for all the family!

www.experiencesalisbury.co.uk/experience

Salisbury has a strong independent retail community and the shops on offer across the city centre give Salisbury a unique offering you can't find on other high streets. Discover boutique fashion, specialist food, art galleries, gifts, jewellery and much more all within easy walking distance.

www.experiencesalisbury.co.uk/shop

After a day exploring our beautiful timeless city, you may be in need of an energy boost! Salisbury has a vast array of traditional pubs, restaurants and fine-dining experiences, whether you are looking for a family-friendly meal, a romantic taste sensation or a fast-food feast.

www.experiencesalisbury.co.uk/taste

Then, once you sample our vibrant night-life lay down your head at one of the many B&B's, guesthouses or hotels that offer a friendly welcome, no matter the budget.

www.experiencesalisbury.co.uk/sleep

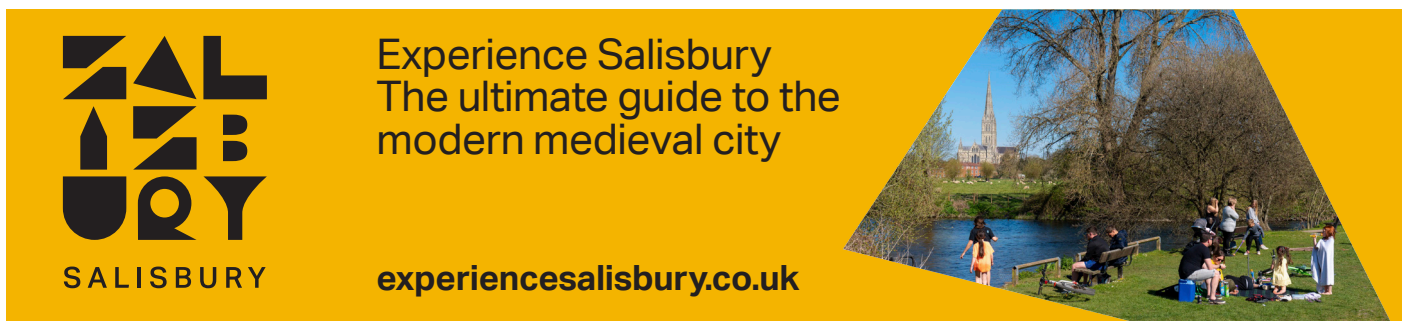
For those who want to explore further, Salisbury is a perfect base to travel the wider area with enough to keep you occupied for a day, week, month or years! LINK www.experiencesalisbury.co.uk/explore Share in the captivating beauty and discover our timeless original. Experience Salisbury today.

www.experiencesalisbury.co.uk

Digital banners



Digital banners



If you require a specific size please contact us at:
hello@experiencesalisbury.co.uk

Image Library

Photos of Salisbury for you to freely use can be downloaded from our Flickr account:

<https://www.flickr.com/people/experiencesalisbury/>

