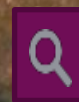
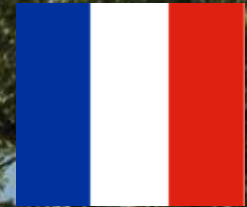


MARKETING STRATEGY



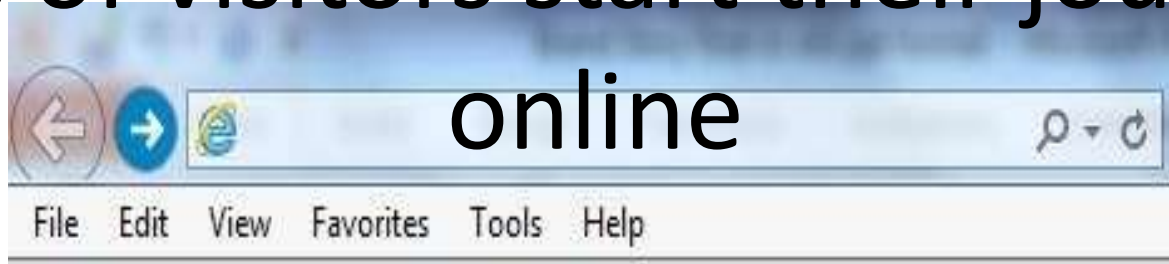
THE OLD PACKHORSE BRIDGE, CARRBRIDGE



WE FOCUS ON CORE MARKETS TO DELIVER ROI

SCOTLAND | ALBA

68% of visitors start their journey online



Search engines account for 60% of all visitor traffic



TRIPADVISOR

CONSUMER
TRAVEL
BRANDS

BROADCAST
MEDIA

VS

TRADE

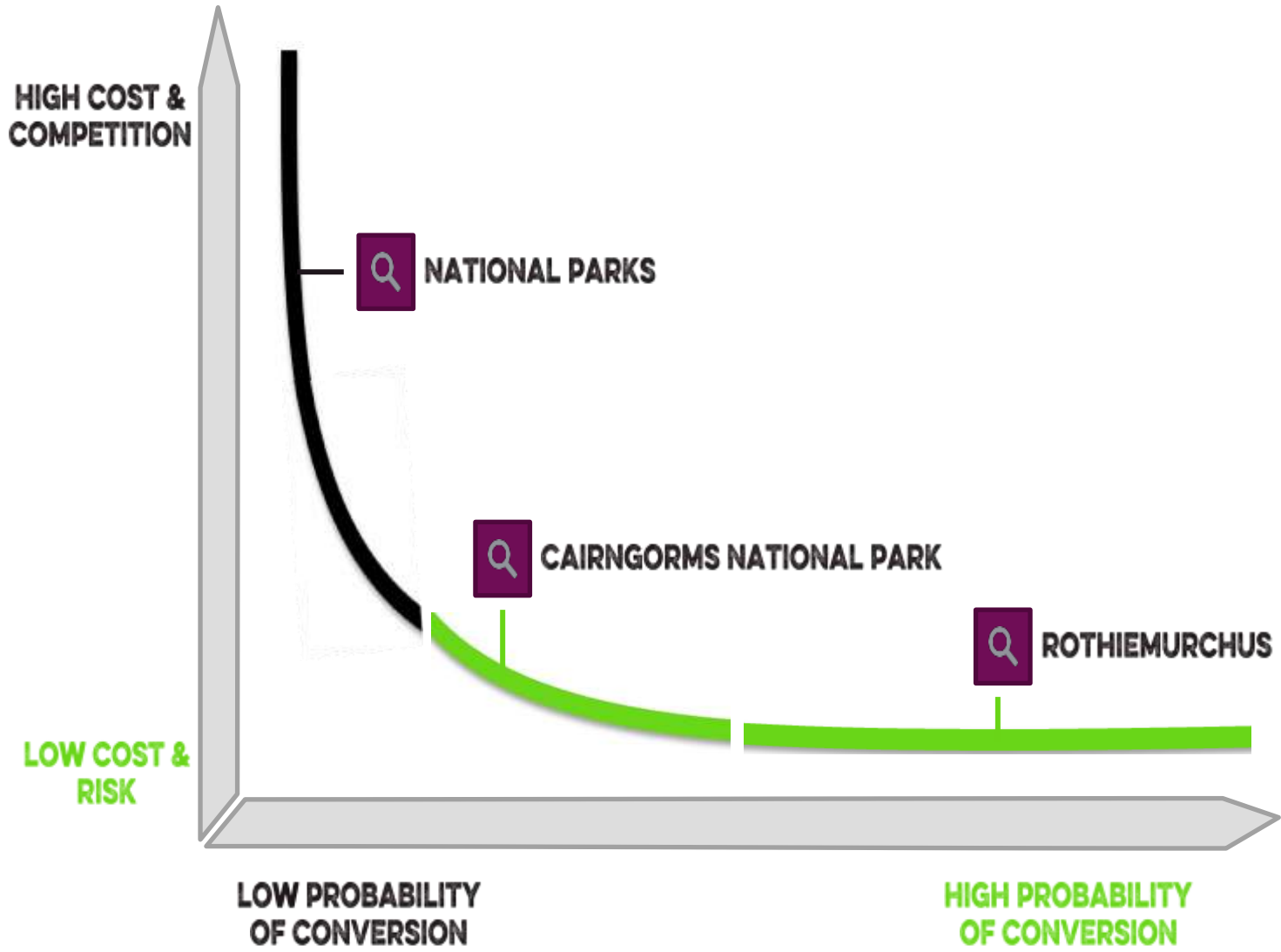


ANALYSE SEARCHING HABITS IN EVERY CORE MARKET, ACROSS CATEGORIES

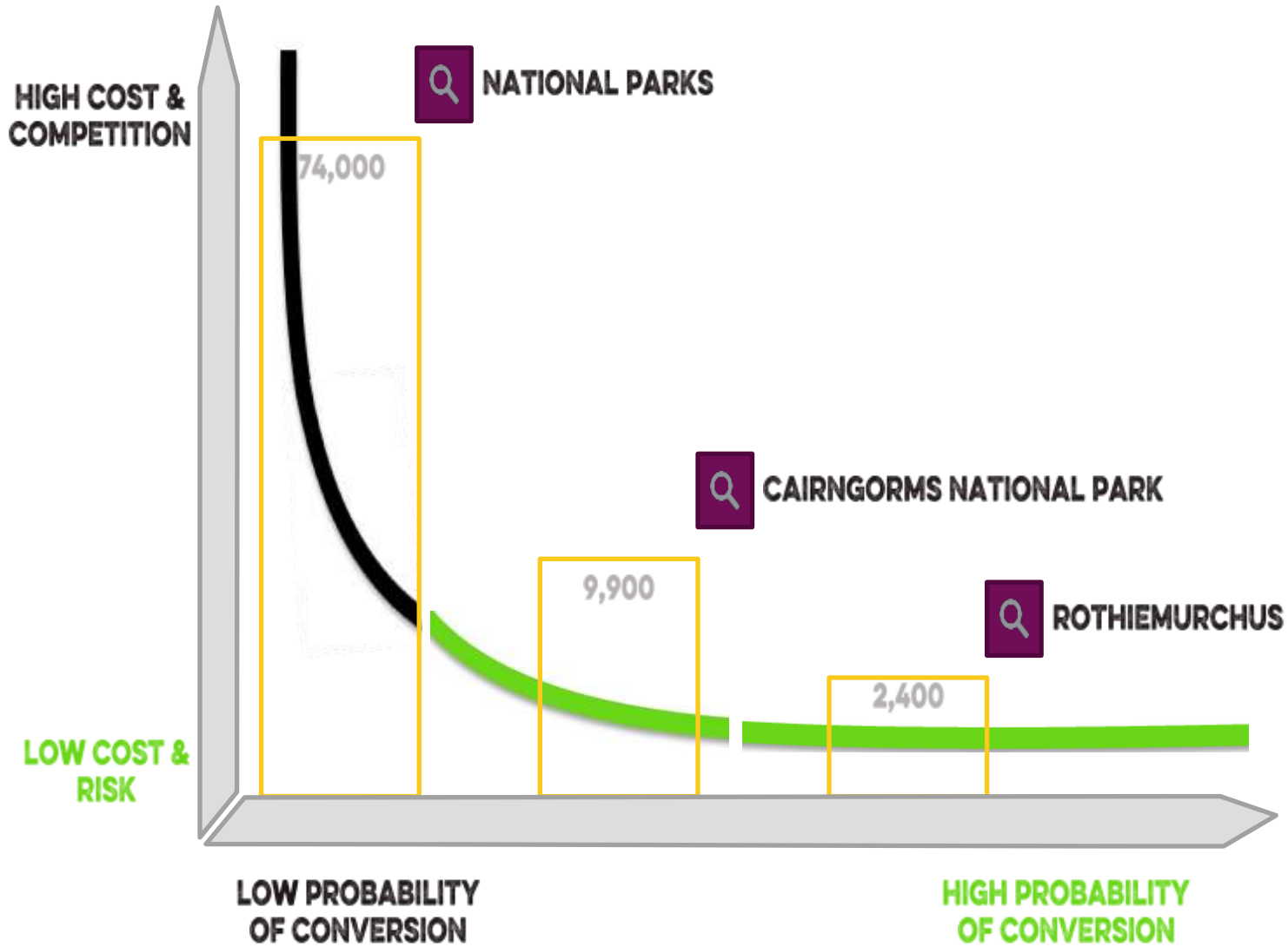
IDENTIFY WHERE WE CAN EFFICIENTLY DRIVE NEW VISITORS TO SCOTLAND

CREATE AND DISTRIBUTE THAT CONTENT WITH PARTNERS AND INDUSTRY

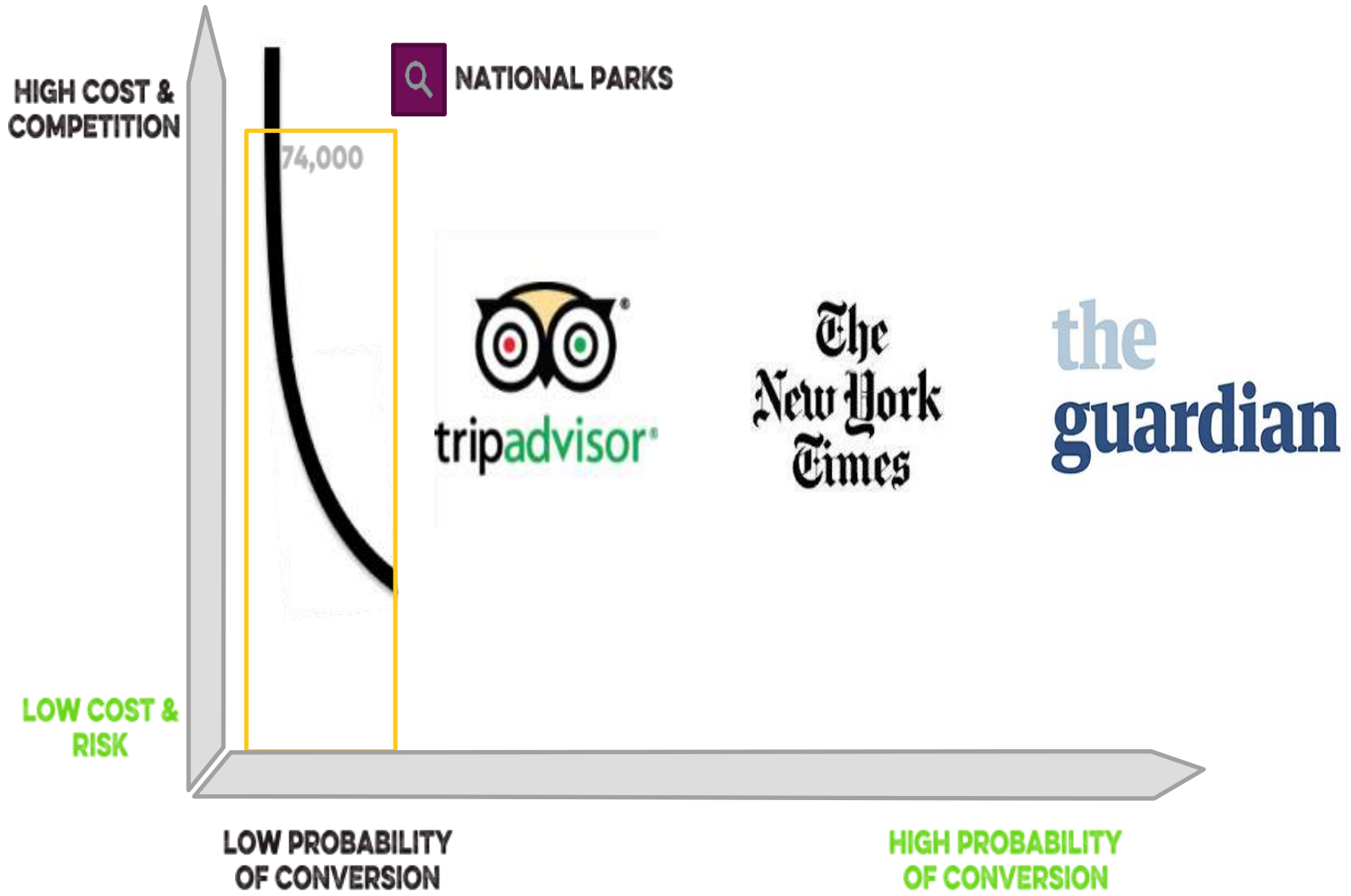
WE BUILD A PLAN BASED ON FACTS



WE CAN'T DO IT ALL



WE CAN'T DO IT ALL



WE LET PARTNERS DO THE HEAVY LIFTING

HIGH COST & COMPETITION



CAIRNGORMS NATIONAL PARK

9,900

LOW COST & RISK

LOW PROBABILITY OF CONVERSION

HIGH PROBABILITY OF CONVERSION

HIGH COST & COMPETITION

YOU



ROTHIEMURCHUS

2,400

LOW COST & RISK

LOW PROBABILITY OF CONVERSION

HIGH PROBABILITY OF CONVERSION

IT'S DOWN TO YOU