



EXCITING EXETER

OUR COMMUNICATION SERIES

InExeter publish a series of communication pieces throughout the year to help connect businesses, share information and promote our projects and services.

EXETER IN BRIEF

Printed and published every 2 months. Circulated to all Exeter BID business members. This newsletter brief includes an update on our projects and services; new business openings; local information on street works or improvements; training courses; social media updates and more.

Contribute:

- ▶ InExeter are happy to add flyers / invitations to the A5 envelope. Please call the team or simply drop these off to the BID team office. We distribute 650 newsletters.
- ▶ Notify us of any events, offers, business updates or meetings you'd like to advertise.

7 DAYS INEXETER

A weekly email reminder update with basic date information. Circulated to all BID member businesses via mailchimp. Includes key dates and local information.

Contribute:

- ▶ Simply send an email to info@exeterbid.co.uk with your date updates. Emails are sent around 14:00 – 15:00 every Thursday.

IMAGE LIBRARY

InExeter has an extensive library of professional photographs of the wider city centre. These are available on request if you require images for your business communications, website or marketing materials. Simply let us know and we can work with you to provide high resolution images.

SOCIAL MEDIA & WEBSITE

Our communication series is linked to our website and our popular social media channels

Twitter: @exeter_bid

With a growing 1022 followers we connect with businesses in Exeter and share local business information.

We aim to use the hashtags #Exeter #indieexeter #business #inexeter

Twitter: @tweetinexeter

3415 followers. Shares the same mandate as the Instagram account. Celebrating Exeter – a city at the heart of the SW rich with heritage, culture, arts & entertainment.

Facebook: /inexeter

Our aim is to share more content and details about the local area encouraging visitors and tourists to explore the area.

Instagram: @in_exeter

2222 followers. A growing and expanding library of images from across the city centre, with a relaxed and informal feel. The aim is to connect and share images of the city centre and our businesses.

Website: www.inexeter.com

The go to website for all local information for businesses, customers, visitors and tourists using the city centre alike. It's a one-stop shop for all Exeter information. Has a calendar of events and activities.

Contribute:

- ▶ Your business directory page is yours! Simply email us any information you'd like to add to your page including flyers, high-resolution images, updates or offers.
- ▶ Add your events and activities free of charge to the calendar.

PHOTOGRAPHY FOR BUSINESS

InExeter offers each business a free photography session.

- ▶ The session lasts 60-90 minutes and is arranged at a time convenient to you and our photographer.
- ▶ Between 8-12 high resolution creative images will be provided depending on need.
- ▶ The photographs taken will be agreed on discussion between the photographer and the business.
- ▶ Photographs are owned by the business but gives and grants the BID full use and rights of all photographs to use across all mediums of marketing and promotional literature both online and print without requesting consent.
- ▶ To book E: info@exeterbid.co.uk T: 01392 424 975