

Digital Media Orkney

Area – Orkney Wide

Summary

This is a 3 year project which aims to develop and transition Orkney's collective marketing activity to fulfil an increasing requirement for digital media and content. The project will enabling an integrated step change in the external promotion of Orkney's four key sectors – tourism, food & drink, creative industries and energy, coupled with promotion of Orkney's communities and activities, demonstrating to the wider world that Orkney it is an excellent place to live, work, study, do business and visit.

The project involves offering three contracts:

- Social media management
- Film and photography (digital content) management
- Media and PR management

The project will provide a platform for enhanced digital communications activity that will feed new and developing social media channels and support the next stage development of orkney.com and related industry sites.

A summary of project aims are:

This project aims to increase the amount of digital marketing that can be carried out for Orkney, to benefit its key sectors and communities.

The project aims to raise awareness of Orkney and its quality products and services throughout the UK and beyond, given the potential global reach of digital marketing.

To help increase visitors to Orkney, increase sales of Orkney products nationally and internationally, thereby improving viability of Orkney businesses leading to increased investment and job creation.

To attract people to live and work in Orkney, enhancing the sustainability of our communities, by promoting Orkney's way of life and opportunities through enhanced digital marketing and increased traditional press marketing.

Financial Information	£	%
Total Project Costs	348,000	
Total Eligible Costs	348,000	100
LEADER	174,000	50
Orkney Islands Council	130,500	37.5
Highlands and Islands Enterprise	43,500	12.5