

SOCIAL

BOASTING STUNNING LANDSCAPES, IDYLIC VILLAGES AND ICONIC STONE ARCHITECTURE, IT'S EASY TO SEE WHY THE ENGLISH COTSWOLDS ARE AS POPULAR A TOURIST DESTINATION AS THEY ARE ASPIRATIONAL FOR HOME-BUYERS.

DISCOVER COTSWOLDS IS A WINDOW INTO THIS WORLD, SHARING A FLAVOUR OF A REGION AS QUINTESSENTIALLY ENGLISH AS THEY COME.



AUDIENCE

Our global audience stretches from the US to Australia, although the lion's share of this resides in the UK, and our top location is London.

30% of followers are aged 25-34, 27% aged 35-44 and 20% aged 45-54.

Women comprise 72% of our audience.

ENGAGEMENT

Our content typically gathers between 2k and 4k engagements, with the occasional high flier that will hit 6K+. We adopt a 'test and learn' approach to our feed and will trial posts that we feel fit within the aesthetic - never maverick - feeding back the engagement stats so we continue to improve our UX.

Increasingly we're letting the balance tip to placing content in stories and working even harder at keeping our feed content clean. Views on stories range from 1k to 1.5k from account followers. We're testing hashtag use, links and interactive options for greater engagement.

REACH

Organic reach per post ranges from 7k to 60k+ accounts. We achieve these figures through carefully curated content, ongoing hashtag research, community engagement and knowing our audience.

AESTHETIC

Discover Cotswolds has a clear aesthetic based on the textural delights of Cotswold stone, the sheer Englishness of the locations we feature, and the unspoiled nature of the surrounding areas.



A WINDOW INTO
THE DELIGHTS OF
THE
ENGLISH
COTSWOLDS

CONTACT:

@DISCOVERCOTSWOLDS
DISCOVERCOTSWOLDS.CO.UK

QUINTESSENTIALLY
ENGLISH

Discover Cotswolds