

Promoting and marketing council services online



Cyngor **Abertawe**
Swansea Council

Commercial services


- Corporate commercial team have achieved their target of £750k this year
- Target of £1.2 million for 2018/19
- Aim to get full cost recovery for services
- Cultural Services has separate marketing team and an events sponsorship officer with a target of £100k


Income generation


Gift ideas


Sick of buying the same gifts every year? Or struggling to find something unique? Give something different this year.


We have a range of gift ideas from hanging baskets and show tickets, to rock climbing and learning to surf. Or why not adopt a bench or flowerbed in a loved one's name, or give a football fan guaranteed parking on match days at the Liberty Stadium.


 Book an outdoor activity with Gower Activity Centres (external link)


 Learn to surf in a weekend with Gower Activity Centres


 Buy a zoo keeper experience at Plantasia


 Buy a ticket for a Grand Theatre show

 Buy a Swans parking permit

 Enrol on a lifelong learning course

 Buy a ticket for a Brangwyn Hall concert

 Order a hanging basket

 Buy a gift from the Glynn Vivian shop


More

[Buy an Active Swansea membership](#) | [Adopt a bench](#) | [Adopt a flowerbed](#) | [Buy a gift from the Swansea Museum shop \(external link\)](#) | [Buy a gift from the Dylan Thomas Centre shop](#) | [Browse the Swansea shop for historic books and maps \(external link\)](#)




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 This Christmas give them gift membership [Buy gift membership](#)

Home | Self serve | Departments | Staff information | Meetings + buildings | Training | Council information + performance

You are here: [Home](#) > [Staff information](#) > [Staff discounts](#) > National Trust Christmas gift membership

Home  National Trust Christmas gift membership



Staff information

Staff discounts

Looking for the perfect gift for a friend or loved one this Christmas? How about the gift of National Trust Membership?



Typical Facebook post – 17 January 2018


 **Cyngor Abertawe - Swansea Council**
Published by Field Max [?] · Yesterday at 12:00 · 

Viewing: English


Alan will be busy producing hanging baskets and floral displays again this year to brighten up the streets and shop fronts around Swansea.



All baskets are planted up, delivered to your door and fixed in place - order early to avoid disappointment.

www.swansea.gov.uk/hangingbaskets




7,396 People Reached

169 Reactions, comments & shares 

100  Like	55 On post	45 On shares
1  Love	0 On post	1 On shares
33 Comments	18 On Post	15 On Shares
35 Shares	35 On Post	0 On Shares

806 Post Clicks

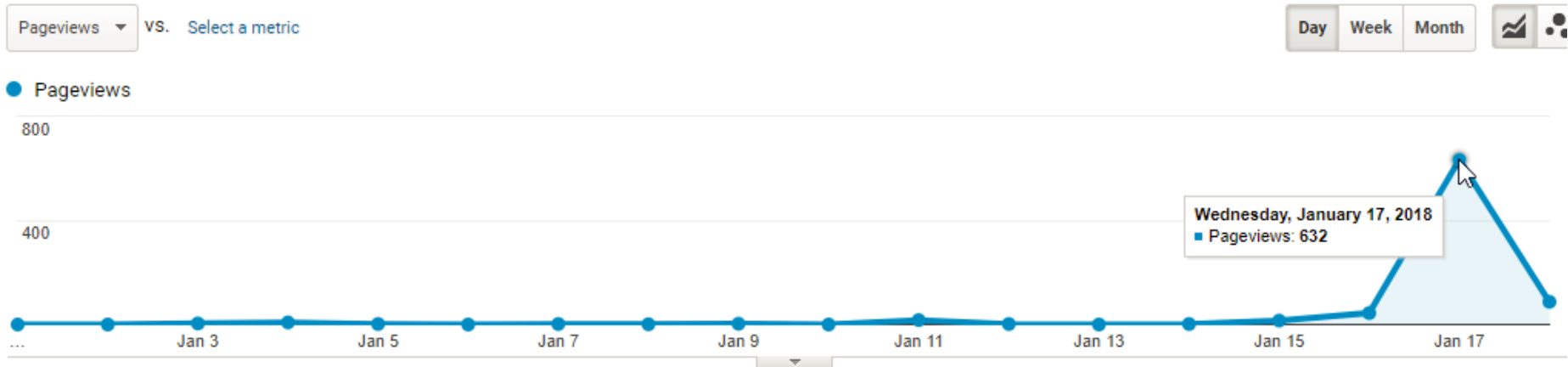
41 Photo views	147 Link clicks	618 Other Clicks 
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Response



From social media: 273 referrals to www.swansea.gov.uk/hangingbaskets

By 5.00pm the next day: £595

Cost: £0

Cost saving

- Anything being done externally which can be done in-house?
- Google Adwords campaign was being run by an external agency
- Saved £8500 by bringing it in-house
- CPC went from £8.88 to £1.65 and events well attended



Could you foster? Find out more...

☎ 0300 555 0111 
 www.fosterswansea.org

FOSTER  **MAETHU**
Swansea Aberffraw

Channel shift

Virtual resident parking permits

- Reduced overall face to face contact by 16% year on year

Online payments

- Bulk waste – 36% of customers now book online
- Minimal customer contact

Email for further information

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www.swansea.gov.uk/advertisingandsponsorship