

@DigitalDunLaoghaire Digital impact report Jan 2021



Need a beauty expert?
Emma can help!
BLUSH BEAUTY, Beauty Salon

See all your local providers



Need an accountant?
John can help!
MORRIS & CO Chartered Accountants

See all your local providers



Need an interior designer?
Brian can help!
BRIAN'S INTERIOR DESIGN

See all your local providers



Need to eat?
Clara can help!
STREET Kitchen

See all your local providers



Need something vintage?
Francis can help!
SLAUGHTERHOUSE VINTAGE, Clonsilla Way

See all your local providers



Need a furniture maker?
John can help!
JOHN SMITHS WOOD, CLONSILLA ROAD

See all your local providers



Need a gift?
Patrick can help!
MORRIS'S CONCEPT SHOP, PARNASSUS WAY

See all your local providers



Need a lunch?
Shive & Lorraine can help!
SHIVE & LORRAINE, CAN

See all your local providers



Need a coffee?
Dylan can help!
D'AMORETTA, Clonsilla Way

See all your local providers

Supported by



@DigitalDunLaoghaire delivery Business Area

Promotion Campaigns of 2 types



- Sectoral based Love Dun Laoghaire campaign
- Buy Local campaign promoting the DunLaoghaireTown.ie directory of local businesses

Business Area Promotion Campaigns - Sectoral Plan for the Year

Plan for 2021	Sector/Theme	2020 for comparison
February	Valentines Day special	-
March	Mother's Day	-
April	Easter	-
May	Outdoors - Bicycles & Clothing	Love Dun Laoghaire Day
June	Bloomsday	Bloomsday
August	Summer Sales	Coffee Shops
September	Gift suppliers (Flowers, occasion ware etc)	Interior Designers
October	Where to Eat out	Vintage
November	Christmas Shopping	Christmas Shopping
December	January Sales	January Sales

Key outputs from last campaign

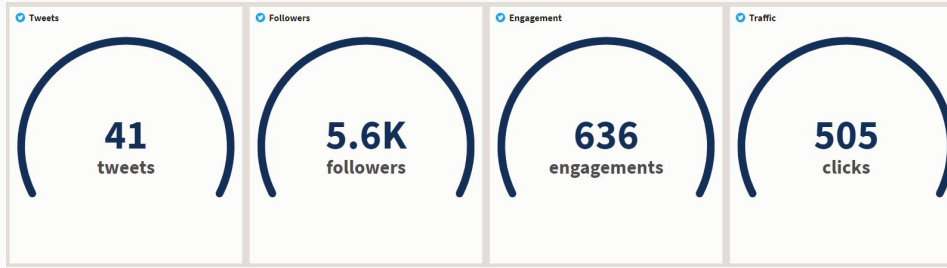
LOVE DUN LAOGHAIRE BUSINESS AREA PROMOTION CAMPAIGN

MONTH	December	
Campaign Sector - Name of feature	January Sales	
Number of businesses featured	6	
Web traffic to the Feature on DunLaoghaireTown.ie	383	
Total posts across all platforms	110	
Total social media engagement	2,481 Likes	79 Comments
Cumulative figures year to date	Dec 2019 - Dec 2020	
Number of businesses featured	61	
Total web traffic to Love Dun Laoghaire features	2047 Clicks	
Total engagement on social media	24,435 Likes	985 Comments

SOCIAL MEDIA REPORT FOR THE PAST MONTH



@DunLaoghaireTn



@DunLaoghaireTown





@DunLaoghaireTown



POSTS THAT GOT MOST ENGAGEMENT

 **Dún Laoghaire Town**
@DunLaoghaireTn

We're jumping the gun a bit but, before we sign off for 2020, we'd like to wish all the lovers of [#DunLaoghaireTown](#) locally and across the world a [#HappyNewYear2021](#) from the heart of our town! 
 [#BuyLocal](#) [#NewLocalism](#)




 DLR Tourism and 9 others

4:28 PM · Dec 31, 2020 · Twitter Web App

 View Tweet activity

11 Retweets 59 Likes

 **Dún Laoghaire Town** is in Dún Laoghaire, Dublin, Ireland.
Published by IG Dun Laoghaire · December 31, 2020 at 6:04 PM · Instagram · 

We're jumping the gun a bit but, before we sign off for 2020, we'd like to wish all the lovers of [#DunLaoghaireTown](#) locally and across the world a [#HappyNewYear2021](#) from the heart of our town! 
[#BuyLocal](#) [#NewLocalism](#)



1,422
People Reached

76
Engagements

[Boost Post](#)

  You and 49 others

2 Comments

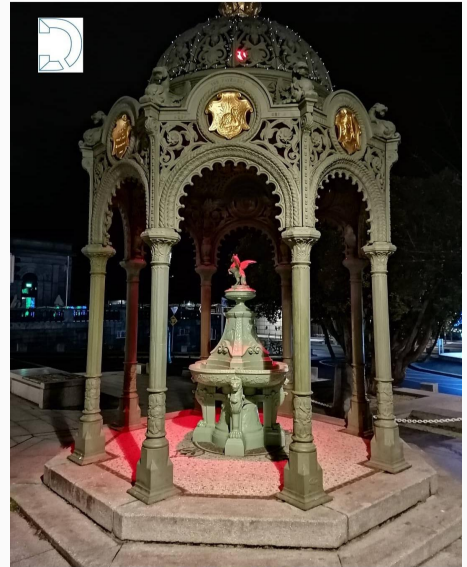
 Like

 Comment

 Share




 **dunlaoghairtown**
Dún Laoghaire, Dublin, Ireland



[View Insights](#)

[Promote](#)




 Liked by [garybyrne1971](#) and others
[dunlaoghairtown](#) [#DunLaoghaireTown](#) at night -
Victoria Fountain.



POSTS THAT GOT MOST ENGAGEMENT

← Posts

dunlaoghairtown



#lovesalesonline?
Buy Local at Grandstand Sports

Patrick St
DUN LAOGHAIRE

LOVE

Dún Laoghaire Town

View Insights

Promote

Liked by ken_heffernan and others

dunlaoghairtown Big into sports? Great deals in @grandstand_dunlaoghair for people... more

daniellebytheway 🍌🍌🍌🍌

Dún Laoghaire Town
Published by Hootsuite · December 29, 2020 at 3:00 PM

Looking for a great deal on a new bike? #MikesBikes have entry level city bikes on sale. Support our business community and BUY LOCAL! See our feature on this year's sales <http://ow.ly/naW550CVtbQ> Supported by @Bankofireland & @DunLaoghairRathdownCountyCouncil #buylocal #dunlaoghair #newyearsales



#lovesalesonline?
Buy Local at Mike's Bikes

Patrick St.
DUN LAOGHAIRE

LOVE

Dún Laoghaire Town

2,152 People Reached

180 Engagements

Boost Post

You and 37 others

4 Comments 6 Shares

Love Comment Share

Dún Laoghaire Town
@DunLaoghairTn

Nice window display by Vintiques on George's Street #buylocal #prideinplace



Frewen&Aylward and 8 others

8:11 AM · Jan 8, 2021 · Twitter for Android

View Tweet activity

4 Retweets 1 Quote Tweet 39 Likes

Businesses featured in last Love Dun Laoghaire campaign



Patrick St
DUN LAOGHAIRE



George's St Upper
DUN LAOGHAIRE



Patrick St
DUN LAOGHAIRE



Hardy's Lane
DUN LAOGHAIRE

Lower Georges St
DUN LAOGHAIRE



Shopping Centre
DUN LAOGHAIRE

Businesses featured in last BUY LOCAL campaign



Need a beauty expert?
Emma can help!
BLUSH BEAUTY, Beauty Salon

See all your local providers

➔



Need an accountant?
John can help!
ROGERS & CO, Chartered Accountants

See all your local providers

➔



Need an interior designer?
Brian can help!
BRIAN S NOLAN, Interior Designers

See all your local providers

➔



Need to eat?
Clara can help!
STRUDEL, Artisan Bakery

See all your local providers

➔



Need something vintage?
Francis can help!
SLAGHTERHOUSE VINTAGE, Clothes Shop

See all your local providers

➔



Need a furniture maker?
John can help!
JOHN SMITH STUDIOS, Cabinet Makers

See all your local providers

➔



Need a gift?
Patrick can help!
PATRICK'S CURIOSITY SHOP, Pre-woven Shop

See all your local providers

➔



Need a lunch?
Steve & Lorraine can help!
CALI KITCHEN, Cafe

See all your local providers

➔



Need a coffee?
Dylan can help!
DARBOVEN, Coffee Shop

See all your local providers

➔

HIGHLIGHTS - Comments of note from Members of the Public



2,152 People Reached 180 Engagements [Boost Post](#)

You and 37 others 4 Comments 6 Shares

[Love](#) [Comment](#) [Share](#)

Most Relevant

Comment as Dún Laoghaire Town

Tara Skakie
Great bike shop..always so helpful.
[Love](#) · Reply · Message · 2w

Gareth Whittington
Super shop!
[Love](#) · Reply · Message · 2w

Nicola Fitzgerald
Got a fab bike for a 5yr old. Great shop and great service
[Love](#) · Reply · Message · 2w

Margaret Walshe
Excellent people to deal with
[Love](#) · Reply · Message · 2w

Write a comment...



2,009 People Reached 165 Engagements [Boost Post](#)

You and 29 others 1 Comment 13 Shares

[Like](#) [Comment](#) [Share](#)

Most Relevant

Comment as Dún Laoghaire Town

Tara Skakie
A great family business always happy to help the customer. 🌟

[Like](#) · Reply · Message · 1w

Write a comment...



[View Insights](#)

[Promote](#)



Liked by [shazzerforan](#) and others

[dunlaoghairtown](#) Buy beautiful jewellery for someone special at a great price in... more

[haroldinhojr](#) I remember this man, I bought some earrings, nice place. 🍌