



@DigitalDunLaoghaire Digital impact report
May 2021

Supported by





MAY 2021 CAMPAIGNS

'LOVE DUN LAOGHAIRE' Feature

'BUYLOCAL' Campaign

Welcome Back, our local businesses can't wait to see you again.



Supported By



BUYING A NEW HOME?



SEE ALL YOUR LOCAL PROVIDERS




MEET LORRAINE
YOUR LOCAL ESTATE AGENT


MEET BARRY
YOUR LOCAL ESTATE AGENT





Key outputs from last Love Dun Laoghaire campaign


LOVE DUN LAOGHAIRE BUSINESS AREA PROMOTION CAMPAIGN		
MONTH	May	
Campaign Sector - Name of feature	Welcome Back	
Number of businesses in Love DL campaign feature	5	
Web traffic to the Feature on DunLaoghaireTown.ie	98	
BUY LOCAL campaign number of businesses featured	2	
Total posts across all platforms	134	
Total social media engagement	5,847	505 comments
Visits to social media profile pages (Instagram - Facebook - Twitter)	5,178	
Cumulative figures year to date	Jan 2021 - Dec 2021	
Number of businesses featured	42	
Total web traffic to Love Dun Laoghaire features	833	
Total engagement on social media	15,165	1,034






POSTS THAT GOT MOST ENGAGEMENT

 **dunlaoghairatown**
Dún Laoghaire, Dublin, Ireland



 Liked by **mattsmaintenance** and others

 **Dún Laoghaire Town** is in **Dun Laoghaire, Dublin, Ireland.**
Published by Eoin K. Costello · May 7 at 1:20 PM · 

I ask you where else would you get a view like this as you walk down the main street??



8,651 People Reached 1,777 Engagements

[Boost Post](#)

 **Dún Laoghaire Town** @DunLaoghaireTn · May 7

I ask you where else would you get a view like this as you walk down the main street??



Dún Laoghaire Tidy Towns and 9 others

 27  23  323  

POSTS THAT GOT MOST ENGAGEMENT

dunlaoghairatown

Welcome Back, our local businesses can't wait to see you again.



DUN LAOGHAIRE PHARMACY

E-REOLUTION

the zip yard

LOVE Dún Laoghaire Town

Liked by **mattsmaintenance** and **others**


dunlaoghairatown Our latest Dún Laoghaire feature welcomes back local businesses reopening a... more

dunlaoghairatown @dunlaoghairerpharmacy

@erevolutionireland

Dún Laoghaire Town
Published by Eoin K. Costello · May 29 at 9:12 AM ·

A bit of nostalgia was uncovered during upgrade work on a local business. anyone remember the cakes there back in the day??



14,428 People Reached

2,081 Engagements

Boost Post

Dún Laoghaire Town @DunLaoghairTn · May 18

Great to see reopening work progressing on the former Walters Bar, the park end of our town is coming alive with lots of new openings!



Cllr. Juliet O Connell and 8 others

8 10 124

Businesses featured in last Love Dun Laoghaire campaign



Businesses featured in last BUY LOCAL campaign

A woman with blonde hair, wearing a black top, is sitting at a desk in an office. She is smiling and looking towards the camera. In front of her is a computer monitor. Behind her is a blue wall with the letters 'DNG' in white. To the left of the 'DNG' logo, the text 'DUN LAOGHAIRE' is written vertically.

Need an estate agent?
Lorraine can help!
DNG Dun Laoghaire

See all your local providers

A man in a white shirt and a woman in a black and white patterned top are sitting at a desk in an office. The man is standing and smiling, while the woman is sitting and looking towards the camera. In the background, there is a window with a sign that says 'ECONOMIST 65. P. MCGEE' and a blue sign with 'DNG' on it.

Need an estate agent?
Ruby and Barry can help!
HAINES, Estate Agents

See all your local providers



HIGHLIGHTS - Comments of note from Members of the Public

← dunlaogh... Active now



dunlaoghairtown
@dunlaoghairpharmacy proudly ...

Hi there, would I be able to have your permission to use this photo on our website?

Message...



1,043 People Reached 31 Engagements [Boost Post](#)

You and 9 others 1 Comment
Like Comment Share

Comment as **Dún Laoghaire Town**

Mary Geradine Bernadette
Wonderful service and so caring.
1 Like



dunlaoghairtown

dunlaoghairtown Why don't you stop by @erevolutionireland shop and check out their vintage style e-bikes? Click the link in bio to check out what our local businesses have in store for you. Supported by @bankofireland and @dirocco.ie #welcomeback #buylocal #localbusinesses #supportlocalbrand #supportlocalbusinesses #localbusinesslove #ireland_insta #irelandgram #ireland

2w

barrym_ward They look slick! @erevolutionireland

Liked by barrym_ward and 24 others

MAY 15

Add a comment...



HIGHLIGHTS - Comments of note from Members of the Public

LIVE

.ie DIGITAL TOWN AWARDS



DIGITAL
Dún
Laoghaire
digitaldunlaoghaire.ie



.ie DIGITAL TOWN AWARDS

PAY Dun Laoghaire DATE: 10/06/2021

THE SUM OF Nine thousand euros and zero cents

€9,000.00

David Curtin
Authorized Signature

012345678 91011121314 151617181920

Urban Town Award Winner

MD 77% 16:02

Tip #5

How to share the love with your local businesses?

Follow
@DunLaoghaireTown
on social media for
local promotions

LOVE Dún Laoghaire Town

BUY LOCAL

View Insights Promote

Liked by **orcboard** and **8 others**

dunlaoghairetown We LOVE featuring local business owners on our digital channels. Follow us and... more

supsandycove Fantastic initiative 🙌

@dunlaoghairetown ❤️

53 minutes ago






MAY 2021 CAMPAIGNS

'WHY DUN LAOGHAIRE' Feature

SEE REAL CHANGE WITH THE POWER OF CONVERSATION



MEET RON MCNAMARA
DIRECTOR OF DRIVER FOCUS

SEE FORWARD THINKING IN ACTION WITH DATA ANALYTICS




MEET JULIE COLLISON
DIRECTOR OF CLEAR STRATEGY

EXPERIENCE THE VALUE OF A HIGH-GROWTH ECOSYSTEM



MEET THOMAS FLANAGAN
DIRECTOR OF ENTERPRISE AND COMMERCIALISATION AT NOVA
UCD

SEE WHY DUN LAOGHAIRE IS A GREAT LOCATION FOR YOUR BUSINESS



Key outputs from last Why Dun Laoghaire campaign

WHY DUN LAOGHAIRE Campaign stats		
MONTH		
Number of businesses featured	3	
Web traffic to the Features	222	
Total posts across all platforms	77	
Total social media engagement	242	7 Comments
Visits to social media profile pages (Instagram - Facebook - Twitter)	991	
Cumulative figures year to date	Jan 2021 - Jan 2022	
Number of businesses featured	7	
Total web traffic to Why Dun Laoghaire features	562	
Total engagement on social media	1,248	30 Comments