



@DigitalDunLaoghaire Digital impact report  
April 2021

Supported by





# APRIL 2021 CAMPAIGNS

## 'LOVE DUN LAOGHAIRE' Feature

Make smart decisions  
when buying a home with  
insights from Dún  
Laoghaire's experts!



Supported By



Haines



DNG

## 'BUYLOCAL' Campaign

NEED SOMETHING VINTAGE?



MEET DEE  
YOUR LOCAL ANTIQUE SHOP  
OWNER

NEED A PHARMACIST?



MEET GENEVIEVE  
YOUR LOCAL PHARMACIST

NEED SOMETHING EMBROIDERED?



PAT & KEVIN  
YOUR LOCAL EMBROIDERY  
EXPERTS

SEE ALL YOUR  
LOCAL PROVIDERS



# Key outputs from last Love Dun Laoghaire campaign

LOVE DUN LAOGHAIRE BUSINESS AREA PROMOTION CAMPAIGN		
MONTH	April	
Campaign Sector - Name of feature	Estate Agents	
Number of businesses in Love DL campaign feature	2	
Web traffic to the Feature on <a href="http://DunLaoghaireTown.ie">DunLaoghaireTown.ie</a>	154	
BUY LOCAL campaign number of businesses featured	6	
Total posts across all platforms	120	
Total social media engagement	2,825	314 Comments
Visits to social media profile pages (Instagram - Facebook - Twitter)	3,481	
<b>Cumulative figures year to date</b>	Jan 2021 - Dec 2021	
Number of businesses featured	35	
Total web traffic to Love Dun Laoghaire features	735	
Total engagement on social media	9,987	529

# POSTS THAT GOT MOST ENGAGEMENT

Dún Laoghaire Town  
@DunLaoghaireTn

A major step forward for our town centre, demolition of the vacant buildings outside Bloomfields is about to start to make space for an amazing new civic space. [#renewal](#) [#BuildBackBetter](#))



@DigitalDunLaoghaire and 8 others

11:10 AM · Apr 23, 2021 · Twitter for Android

Dún Laoghaire Town

Published by Eoin K. Costello · April 23 at 11:12 AM ·

A major step forward for our town centre, demolition of the vacant buildings outside Bloomfields is about to start to make space for an amazing new civic space. [#renewal](#) [#BuildBackBetter](#)



13,377  
People Reached

4,063  
Engagements

Boost Post

You and 77 others

29 Comments 5 Shares



dunlaoghairtown  
Dún Laoghaire, Dublin, Ireland



View Insights

Promote



Liked by sineadcleere and 143 others

dunlaoghairtown A major step forward for our town centre, demolition of the vacant buildings... more

View all 11 comments

# POSTS THAT GOT MOST ENGAGEMENT



**dunlaoghairtown**

Dún Laoghaire, Dublin, Ireland



[View Insights](#)

[Promote](#)



Liked by **sineadcleere** and **143 others**

**dunlaoghairtown** A major step forward for our town centre, demolition of the vacant buildings... [more](#)

[View all 11 comments](#)



**Dún Laoghaire Town**

Published by Ed DLTown · April 21 at 5:15 PM ·

Our latest Dún Laoghaire feature is about buying a home. Our experts share valuable tips and latest trends. Here's everything you need to know when buying a home in Dun Laoghaire. <http://ow.ly/X2AJ50EugzL>. Support our business community and BUY LOCAL. Supported by @Bankofireland & @DunLaoghaireRathdownCountyCouncil #buylocal #dunlaoghair #buyingahome

**Make smart decisions when buying a home with insights from Dún Laoghaire's estate agents**



988  
People Reached

43  
Engagements

[Boost Post](#)

[You and 5 others](#)

[2 Comments](#)



**Dún Laoghaire Town**

@DunLaoghairTn

Why is Dún Laoghaire Ireland's top town for creating special memories? See here [ow.ly/LfGP50DWFUX](http://ow.ly/LfGP50DWFUX) Supported by @bankofireland & @dlrcc #buylocal #dunlaoghair



1:05 PM · Apr 30, 2021 · Hootsuite Inc.

[View Tweet activity](#)

**4** Retweets **10** Likes

# Businesses featured in last Love Dun Laoghaire campaign



# Businesses featured in last BUY LOCAL campaign



**Need something embroidered?**  
Pat & Kevin can help!  
IMPERIAL GIFT SHOP

See all your local providers

→



**Need a pharmacist?**  
Genevieve can help!  
BURNETT'S PHARMACY

See all your local providers


→



**Need something vintage?**  
Dee can help!  
VINTIQUE, Antique Shop

See all your local providers

→



**Need an ice-cream?**  
Yasmin can help!  
TEDDY'S ICE-CREAM

See all your local providers

→



**Need flowers?**  
Danuta can help!  
FLOWER LANE, Flower Shop

See all your local providers

→



**Would you like to knit?**  
Pauline can help!  
THE KNITTING CLASS

See all your local providers

→

# HIGHLIGHTS - Comments of note from Members of the Public

**dunlaoghairtown**

**Need something vintage?**  
Dee can help!  
VINTIQUE, Antique Shop

See all your local providers

View Insights Promote

Liked by **fiomadavis6711** and 23 others

dunlaoghairtown Want something special with a vintage feel? @VintiquesDunLaoghaire is the... more

**nickmcauliffe** Looking good Dee for the big reopening

**dunlaoghairtown**

**Need an ice-cream?**  
Yasmin can help!  
TEDDY'S ICE-CREAM

See all your local providers

View Insights Promote

Liked by **patricia.jonkers** and 29 others

dunlaoghairtown Treat yourself with a delicious ice-cream at @teddys\_ice\_cream\_official... more

**lildebbiecupcakes** So delicious

**Need something embroidered?**  
Pat & Kevin can help!  
IMPERIAL GIFT SHOP

See all your local providers

View Insights Promote

Liked by **a\_stitch\_in\_time\_embroiderers** and 28 others

dunlaoghairtown Need embroidery services to make a personalized gift? @imperialgiftshop ca... more

View all 4 comments

**mattsmaintenance** Great shop,bottom floor dun laoghaire shopping center

**elisabthmacmahon** Always beautifully embroidered!

**Graham Mongey** · 1st  
Managing Director  
3m · 🌐

Great read. We are so proud to be located in Dun Laoghaire. We've been here for more than 20 years and we love it more than ever. Thanks for the mention Eoin and keep up the good work.

**Eoin K. Costello**  
Digital Champion for Small Businesses at Digita...  
4d · 🌐

For the past 5 years we have been working hard with the support of **Bank of Ireland** and Dun Laoghaire Rathdown County Council to help our town's small business community thrive again through digital. Thanks to .IE we are delighted to share with a national audience what we have learned about what we call **#NewLocalism** because it works and doesn't require a huge amount of resources. The essential ingredient is a commitment from people that care about their town and want to create **#localjobs** in **#localcommunities** - For our actionable insights on how to do this with digital please see <https://lnkd.in/egkEDpU>





# APRIL 2021 CAMPAIGNS

## 'WHY DUN LAOGHAIRE' Feature

SEE THE DIGITAL FUTURE  
OF IRISH TOURISM



MEET MARK  
OWNER OF CONNECT THE  
DOTS TOURS

MEET A LOCAL ADVOCATE AND  
PRINCIPAL SOLICITOR



MEET WESLEY  
PRINCIPAL SOLICITOR OF HUDSON  
SOLICITORS

SEE WHY DUN LAOGHAIRE  
IS A GREAT LOCATION FOR  
YOUR BUSINESS

