



@DigitalDunLaoghaire Digital impact report
March 2021

Supported by





MARCH 2021 CAMPAIGNS

'LOVE DUN LAOGHAIRE' Feature




Make this
Mother's Day
special with gifts
from our local
businesses.




'BUY LOCAL' Campaign

NEED BEAUTIFUL FLOWERS?




MEET BETTY
YOUR LOCAL FLORIST

NEED CHOCOLATE?




MEET FRED
YOUR LOCAL CHOCOLATE CHIEF

NEED A QUALITY BRA?



MEET RUTH
YOUR LOCAL BRA FITTING EXPERT

SEE ALL YOUR LOCAL PROVIDERS



Key outputs from last Love Dun Laoghaire campaign

| LOVE DUN LAOGHAIRE BUSINESS AREA PROMOTION CAMPAIGN | | |
|--|---------------------|-------------|
| MONTH | February | |
| Campaign Sector - Name of feature | Mother's Day | |
| Number of businesses in Love DL campaign feature | 6 | |
| Web traffic to the Feature on DunLaoghaireTown.ie | 162 | |
| BUY LOCAL campaign number of businesses featured | 5 | |
| Total posts across all platforms | 127 | |
| Total social media engagement | 2,239 Likes | 56 Comments |
| Visits to social media profile pages (Instagram - Facebook - Twitter) | 3,521 | |
| | | |
| Cumulative figures year to date | Jan 2021 - Dec 2021 | |
| Number of businesses featured | 27 | |
| Total web traffic to Love Dun Laoghaire features | 581 | |
| Total engagement on social media | 7,162 | 215 |

POSTS THAT GOT MOST ENGAGEMENT


 **Dún Laoghaire Town** @DunLaoghaireTn · Mar 11


Before the downpour!







Dún Laoghaire-Rathdown County Council and 4 others


11 111

 **dunlaoghairatown**
Dún Laoghaire, Dublin, Ireland




[View Insights](#) [Promote](#)


   

 Liked by **frewenaylward** and others



dunlaoghairatown Before the downpour!

View all 4 comments


loveletterarts Cool photo! 

annlubyohagan Rain storm I still love and miss it all so much 🥰👍 




11 March

 **Dún Laoghaire Town** is in Dún Laoghaire, Dublin, Ireland
Published by [IG_Dun_Laoghaire](#) · March 11 at 1:23 PM · Instagram · 

Before the downpour!



1,698 People Reached 137 Engagements [Boost Post](#)

   You and 73 others 5 Comments 4 Shares

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

POSTS THAT GOT MOST ENGAGEMENT



This post is doing better than 90% of your recent posts. Promote it to reach a wider audience. [Promote](#)
[View Insights](#)

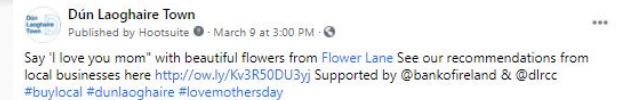
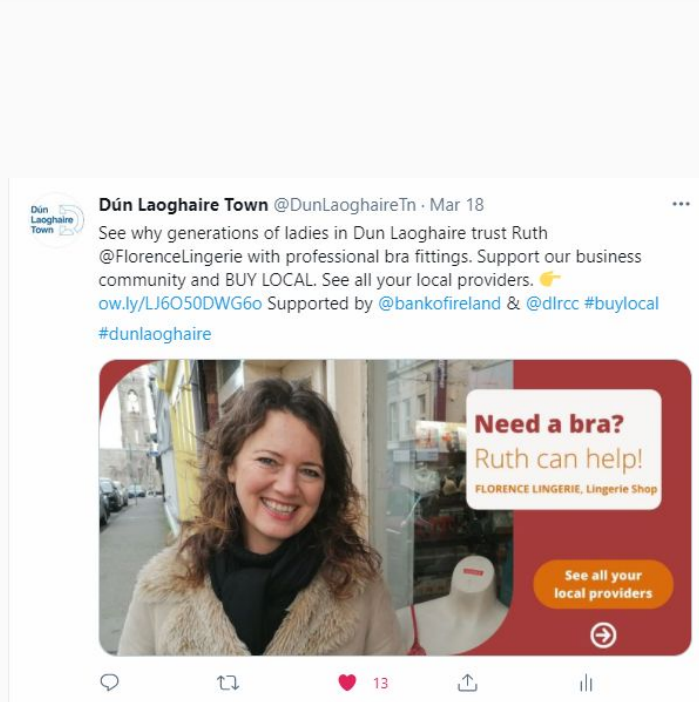


Liked by [a_stitch_in_time_embroiderers](#) and [others](#)

[dunlaoghairatown](#) Why wouldn't you treat yourself with delicious chocolate at... more

[lildebbiecupcakes](#) OMG! The best!

5 days ago



669 People Reached

15 Engagements

[Boost Post](#)

[You and 11 others](#)

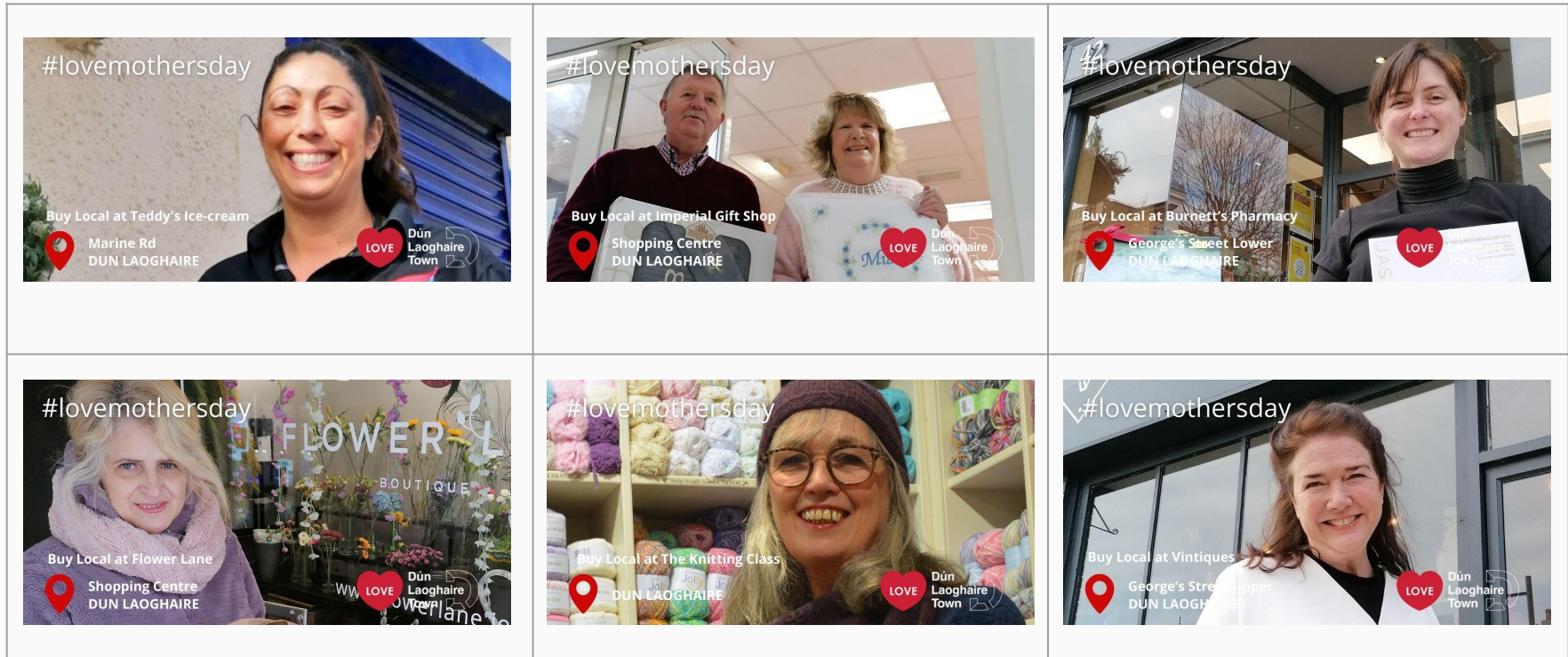
[Love](#)

[Comment](#)

[Share](#)



Businesses featured in last Love Dun Laoghaire campaign



Businesses featured in last BUY LOCAL campaign



Need flowers?
Betty can help!

LULABELLE, Flower Shop

See all your local providers

→

LULABELLE FLOWERS
LULABELLE FLOWER SCHOOL
CLASSES NOW BOOKING ON WWW.LULABELLE.IE



Need chocolate?
Fred can help!

LE CHOCOLAT DE FRED, Restaurant

See all your local providers

→

Waffle
Le chocolat de Fred



Need a bike?
Joe can help!

DUBLIN LOVES BIKES, Bike Shop

See all your local providers

→

BREAKAWAY




Need a bra?
Ruth can help!

FLORENCE LINGERIE, Lingerie Shop

See all your local providers

→



Need an interior expert?
Kathriona can help!

YOURS PERSONALLY, Interior Designer

See all your local providers

→

HIGHLIGHTS - Comments of note from Members of the Public

Tweets Tweets & replies Media Likes

Caroline Flynn @CarFlynn · 19h
 A great way to support #loveMothersday campaign support #localbusiness @DigitalDLT @DunLaoghaireTn @GabbyMallon @AngelaTynan @DublinGazette @dlrlocalnews @TierneysGifts #OConnorJewellers @cameojewellers @CostelloFlower @FlowerLane #lulabelleflowers #scrumdiddlys 🌸🌸

Dún Laoghaire Town @D... · 23h

Our latest Love Dún Laoghaire feature is Mother's Day, see our recommendations from local businesses here ow.ly/f1zT50DU1QQ Supported by @bankofireland & @...
 Show this thread



Make this Mother's Day special with gifts from our local businesses.

Eoin K. Costello · 1st
 Digital Champion for Small Businesses at DigitalHQ clg - Promoting the Digital ...
 2w · 📍

We were delighted we could support the digital marketing reach of another 14 local small business through our February 'Love Dun Laoghaire' and 'Buy Local' campaigns. We created 154 social media posts for the February campaigns which the public liked 2,692 times and commented on 103 times. See all the highlights here - <https://lnkd.in/g/eSntWkw> Please remember to support the local businesses where you live! #localcommunities #newlocalism #smallbusinesses #localjobs



@DigitalDunLaoghaire Digital Impact report February 2021

How we helped local businesses this February - @DigitalDunLaoghaire Digital Impact report

speakerdeck.com · 1 min read

👍❤️👍 22 · 14 comments

Reactions



Santina Farinella · 2nd
 Digital CX Marketing and Analytics Leader
 2w · ...

Really well done. Super campaigns Eoin.

Like · 🗨️ 1 · Reply · 3 Replies

Load previous replies

John Finnegan · 2nd
 I help contact centres improve their outcomes through deployment of Me...
 2w · ...

Well done Eoin and the Team at DigitalHQ!

Like · 🗨️ 1 · Reply · 1 Reply



This post is doing better than 90% of your recent posts. Promote it to reach a wider audience.
 View Insights Promote

Liked by a_stitch_in_time_embroiderers and others

dunlaoghairtown Why wouldn't you treat yourself with delicious chocolate at... more
 ildebbiecupcakes OMG! The best!

5 days ago



View Insights

Promote

Liked by army_of_id and others
 dunlaoghairtown Need beautiful flowers? @lulabelleflowers can help. Support our b... more
 thelittewoodenpeg 🌸🌸🌸

19 March

↑ Dun Laoghaire businesses support each other. We love it.



Businesses featured in last WHY Dun Laoghaire campaign

NEED A GREAT WEBSITE?



**MEET CHAD
OWNER OF iPLANit**

NEED INNOVATION SERVICES?



**MEET ANNE MARIE
ENTERPRISE & INNOVATION
MANAGER AT IADT**

**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 | 2 | |
| Web traffic to the Features | 130 | |
| Total posts across all platforms | 112 | |
| Total social media engagement | 470 Likes | 6 Comments |
| Visits to social media profile pages (Instagram - Facebook - Twitter) | 1350 | |