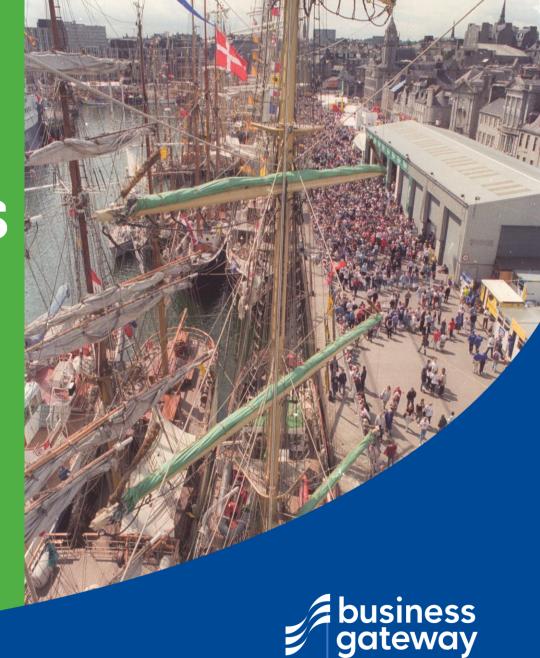
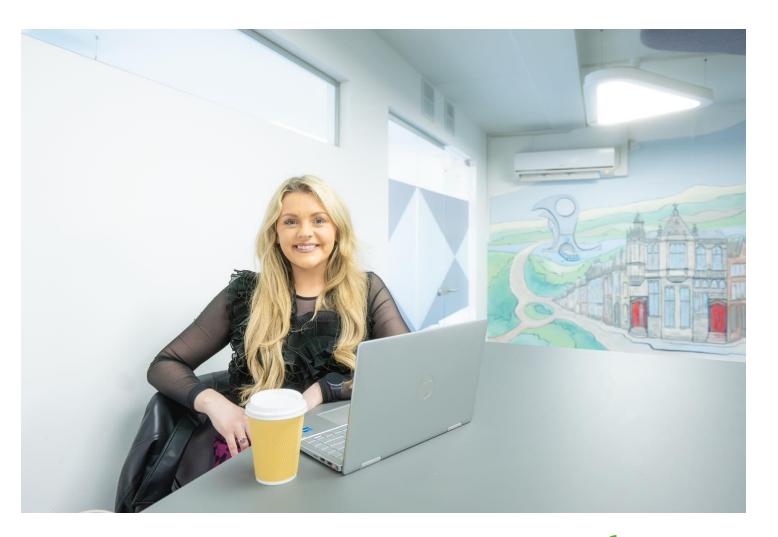
Navigating Success Digital Marketing For Tall Ships 2025

Helping Aberdeenshire businesses sail ahead this summer

21st May 2025



Introduction





This session will cover:

Bespoke Strategies Optimising Platforms

Key digital marketing channels Digital marketing checklist for Tall Ships

Industry-Specific Examples

Consistent Branding

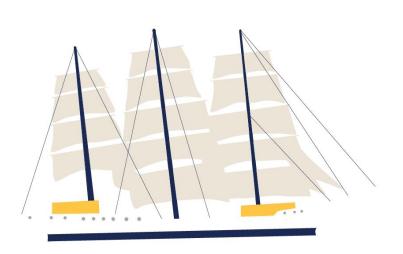
Creative Marketing Ideas Social Media & Collaboration

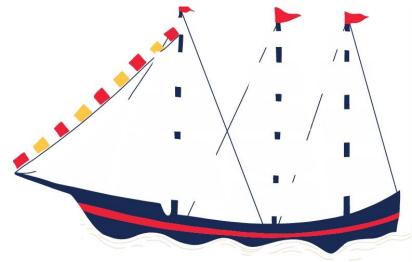
Real-Time Social Media Tactics Practical Takeaways



About The Tall Ships Races Aberdeen 2025







Background: First time in nearly 30 years

Expected: 400,000+ visitors, 60 ships, 1,500 crew

Opportunity: Footfall, visibility, new & returning customers

Dates: 19-22 July 2025



Why Digital Marketing Matters for Tall Ships





You'll have the visitors - now make sure they find you



Strong digital presence = increased footfall, sales and brand awareness



Key areas: Website, Listings, Social Media, Google Visibility



Key Digital Marketing Channels



Social Media (Instagram, Facebook, TikTok)



Google My Business & Local SEO



Email Marketing & Customer Retention



Paid Advertising (Google & Meta Ads)



Website Optimisation

Digital Marketing Checklist for Tall Ships Success

- 1. Website health check
- 2. Google Business updates
- 3. Social Media Strategy
- 4. Consistent Branding
- 5. Promotions tailored to Tall Ships audience



Check Your Opening Times Everywhere...





Google My Business



Website



Social Media Bios



Other listings (Tripadvisor, Visit Scotland, etc.)





Mobile friendly?

Contact info easy to find?

Services clearly displayed on the home page?

Add your Tall Ships' offering or a blog





Bookings & Calls To Action



ONLINE BOOKINGS



"CALL NOW"
BUTTONS



ENCOURAGING ACTIONS CLEARLY



CTAS ON SOCIAL MEDIA POSTS





Setting up and optimising Google My Business profile.

Optimising for Local Search & Google My Business



Encouraging customers to leave positive reviews.



Using Google Posts and local updates.



Importance of **consistent NAP** (Name, Address, Phone
Number) across directories.



Social Media Your Digital Shopfront



Instagram, Facebook, TikTok, LinkedIn (if relevant)

Consistency is key

Storytelling & Engagement

Encouraging User-Generated Content (UGC)



Strategy First Audit Your Socials

All key information there?



What's working content wise?

What's not?

Evaluate: frequency, format & consistency

Social Media Checklist













Content Pillars

Behind the scenes (stories, reels, posts)

Team & Customers



Community & Tall Ships ties-ins



As a local business, community ties-ins are always a relevant part of your Digital Marketing Strategy.

Tall Ships is a great opportunity to start marketing this way and benefit from your local area.





People buy from People

Humanise your Brand
Tell Stories
Share Experiences





Starting Your Tall Ships Social Media Campaign

Start campaign early

A post in May

Weekly posts in June

Daily engagement and reminders throughout the event

Thank you & round-up posts



Engage visitors before, during & after the event.



Example Post Ideas Pre-Event









We're getting ready for Tall Ships!

Look at our themed drink / dish / product

Have you seen our Tall Ships stickers?

Share general info about the event



Example Post Ideas During Event









Staff with products

Actions shots

Behind the scenes

Share ships & street buzz



Example Post Ideas Post Event









Pictures with customers (with permission) and storytelling

Thank you post!

Share something exciting you have coming up next

Share a recap of the events



How businesses promoted themselves during the London Marathon









Lucky Saint is at Lucky Saint .

We're not usually open on a Sunday, but for the London

Leverage the events' maritime theme!



Branded selfie stations within your business



Set sail with us (captions, emails etc)



Use trending maritime songs



Leverage the events' maritime theme!



Themed shop windows



Limited-edition product or flavour



Map-style content on social



Leverage the events' maritime theme!



Nautical menu specials



Free samples for 'sailors'



Social media countdown with hidden clues



Leverage the events' maritime theme!



Extend hours with a twilight sail



Themed loyalty card for duration of event



Sailor's surprise bags promotion



Creating a Great Post





Quality image or short video



Engaging, fun & informational



Include hashtags & tags



Include call to action





Tips for Video Content



Short & snappy



Use your smart phone to combine short videos



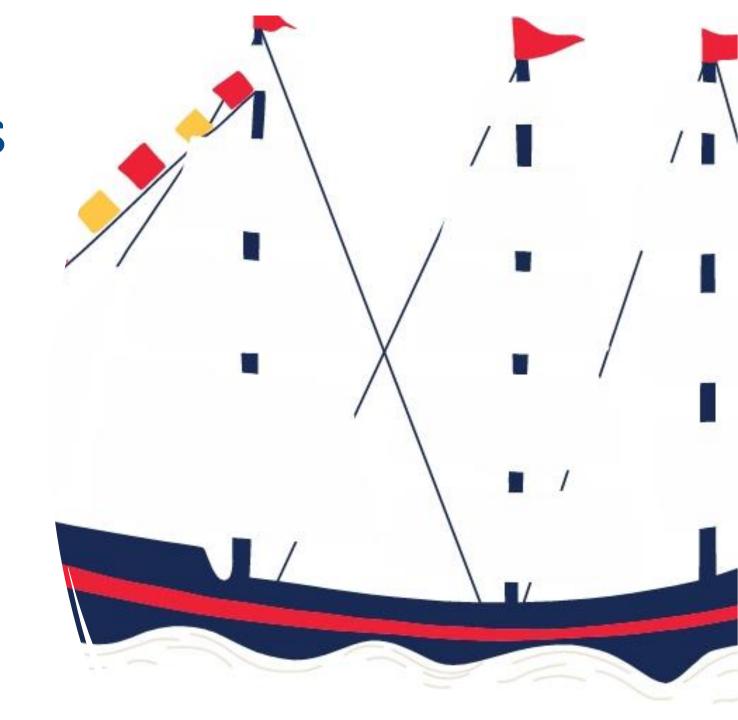
Add subtitles if there is speaking



Use trending sounds (where platform appropriate)

Event Hashtags & Tagging

#TSR2025
#TallShipsAberdeen
#AberdeenInspired
@Mention local partners
Increases visibility &
shareability





Consistent Branding

Historic imagery available:

Access images from the Tall Ships event, including those from 1993, to visually enrich your promotions.

Perfect for pre-event marketing: Use these visuals to build excitement, attract potential customers, and inform both visitors and locals about the event's heritage and significance.

Branded content templates:

Utilize ready-made templates from the branding pack for consistent and professional posts across your social media channels and other platforms.



Consistent Branding Example...



Cross-Promotion with Local Businesses

SHARE OR
COLLABORATE WITH
EACH OTHER'S
POSTS

CREATE JOINT PROMOTIONS

COMMENT &
SUPPORT THEIR
CONTENT





Being Social on Social

- Like, comment, share other local content & customers
- Engage with Tall Ships,
 Aberdeen Inspired and other official posts
- Community over competition



Mini Case Study – Restaurant/Bar example:

Week 1: Teaser post

Week 2: Tall Ships inspired cocktail

Week 3: 'Behind the Scenes' video

Event Week: Daily post & stories

Post Event: Thank you & Round-up







Week 2: Tall Ships-inspired cocktail

Introducing the 'Seafarer's Delight' – our exclusive Tall Ships-inspired cocktail, blending maritime charm with local flavours. This will be available from 19-22 July!

Make sure to pre-book your table! **

#MarineBar #TSR2025 #TallShipsAberdeen #AberdeenInspired #Aberdeen



Week 3: 'Behind the Scenes' video

Ever wondered what goes into crafting the perfect nautical cocktail?

Dive into our behind-the-scenes journey as we prepare for Aberdeen's grand maritime celebration.

#MaritimeBar #TSR2025 #TallShipsAberdeen #AberdeenInspired #Aberdeen



Week 4: Event Week

The Tall Ships have docked, and the festivities are in full swing!

Join us for themed cocktails, live music and a sea of celebrations.

Let's make waves together! We are open until 10pm every night!

#MarineBar #TSR2025 #TallShipsAberdeen #AberdeenInspired #Aberdeen



Week 5: Thank you & Round-up

Huge thanks to everyone who joined us during the Tall Ships Races Aberdeen 2025.

We had a fantastic time serving you delicious cocktails!

#MarineBar #TSR2025 #TallShipsAberdeen #AberdeenInspired #Aberdeen

Email Marketing

- Email generates one of the highest ROI for businesses
- Promote your Tall Ships exclusive offer to your email subscribers. Utilise provided branding
- Encourage new sign ups with a QR code in your business





Connecting Online & Offline Sales

01

Using QR codes invenue for product information & offers. Use Tall Ships QR code.

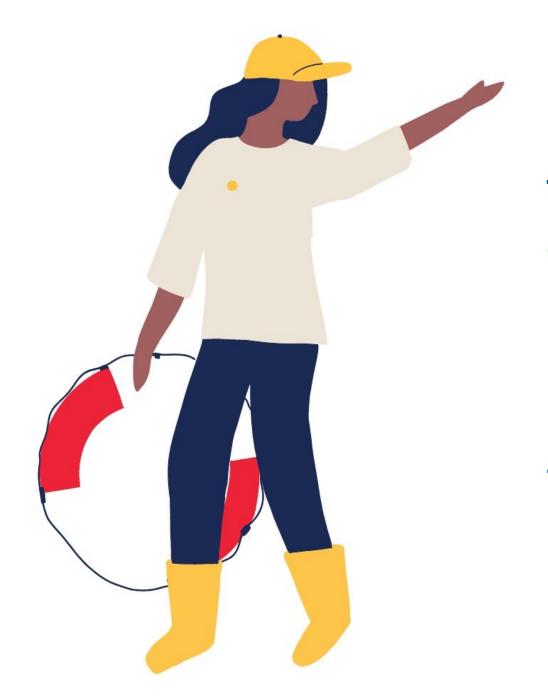
02

Encouraging social media follows via in-venue promotions.

03

Using digital screens & interactive experiences invenue.





Write out your
Unique Selling Point
(USP) for Tall Ships
and several post
ideas





Things you can do Today



Audit your accounts



Plan your campaign

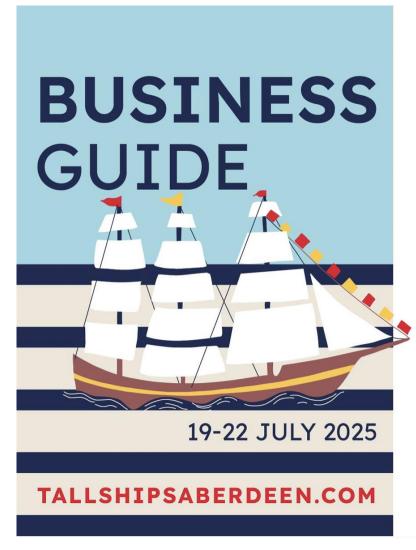


Claim your listings



Reach out for cross-promos

Download the Business Guide





Getting ready for **The Tall Ships Races**

HOST PARTNERS







SUPPORTED BY EventScotland





What's next for you?

Business Gateway Website



www.bgateway.com/

Our website is packed with guides, business plan template, video tutorials, webinars and advice to help you right now.

Local Business Support

www.bgateway.com/local-offices/

For more local support and advice with your business and plans, please get in touch with your nearest Business Gateway office.

