

# Marketing toolkit

Promote your business, drive visitors and help us to showcase Sussex to a global audience with a free website listing and more...

## Apply for a website listing

Add your business or event to the Experience Sussex website for free. Our website currently receives over **12,000** users and **57,000** page views a month after launching in December 2024. Between Jan-March this year we had **10.2k** outbound referrals direct to business websites, plus **28k** impressions on product listings and 'What's On' events.

Upload using the relevant category submission forms below (you can choose and refine your business type in the form). If you have an existing listing you can also add other business types linked to your main business:

**Accommodation:** [Submit your Accommodation](#)

**Food & Drink:** [Submit your Food & Drink Biz](#)

**Activity:** [Submit your Activity](#)

**Attraction:** [Submit your Attractions & Experiences](#)

We will endeavour to review and publish your business listing within 72 hours.

**Events:** [Upload your Event](#)

Events will be automatically submitted to our events platform provider, Data Thistle and will feed to our 'What's On' pages, one of our most popular pages on the site.

## Manage your listing

If you have an existing listing or had a previous listing on Experience West Sussex, you can now access and manage your listing via the '**Extranet**'.

Extranet log in details:

<https://extranet-tse.newmindets.net/App/Extranet/Login.aspx>

Username: will be your email used on the listing

Password: Click 'reset password' to set an updated password for your account

This will enable you to change the description, categories and photos for your listing.

If you would like another admin login added to your listing, please contact

**bizsupport@experiencesussex.com**

> To maximise your listing to get more views and clicks, please **read our guide** [here](#).

## Promote your Offers

We encourage you to add **Offers** to your business listing on a regular basis. Offers will be promoted by us on social media, on the homepage and through our newsletters, so it's a great way for your business to get some extra exposure. These could be seasonal offers or events, product discounts or free tickets.

You can add Offers through the menu within the Extranet (log in as above).

## Share your images!

We would also like to invite you to share your images and video to our **Image library** – we will be able to include your images in our marketing campaigns and social content to help us promote Sussex.

You can upload your images and video at the link below at any time:

[SnapSea: Experience Sussex Business Uploads](#)

## Engage with us on Social Media

We have over **53,000** followers across Facebook and Instagram. Please do tag **@ExperienceSussex** in your own social posts or stories so that we can share it to our audiences. Or just drop us a DM!

Use **#ExperienceSussex** on your social posts, to help us grow awareness of Sussex as a destination. We can also search the hashtag to select great images and posts to share through our own channels.

If you have video content that we can use for our own reels, please do share them through the [image library](#)

## Press Opportunities

Share your news and press releases with us at [press@experiencesussex.com](mailto:press@experiencesussex.com). Press releases will be published on our [Press and Media](#) page and will be shared with relevant journalists and Visit Britain's press team, depending on the subject.

We work with Visit Britain and Tourism South East to coordinate trade and press trips to showcase Sussex. If you would like to be considered to take part, please complete our [Press hosting form](#) and we can add you to our list of opportunities. These often come with limited budgets so costs may be incurred but the trips offer great exposure to international journalists, national publications and trade.

## Consumer Newsletter

Our consumer newsletter is sent to **30,000** subscribers each month and features What's On guides, things to do, offers blogs and competitions.

Please keep an eye on the Business newsletter for editorial call outs and deadlines for each edition.

### Newsletter key themes:

April - Art & Nature

May - Railway

June - Made in Sussex

July - Summer active

August - Family friendly

September - Heritage

October - Harvest

November - Festive events & Light trails

December - Christmas in Sussex

## Business Support

Our **Business Bulletin** newsletter comes out monthly and will contain our upcoming marketing themes and callouts for content, as well as industry trends and insights.

Check for upcoming events, workshops and networking sessions on our Business events page: [Business Events Calendar](#)

## Promote Experience Sussex

Share links to [experiencesussex.com](https://www.experiencesussex.com) through your own website and activity, to help us promote Sussex to a wider audience. Here are a few ways you could incorporate the site into your own messages:

- Direct visitors to our '**Ideas and Inspiration**' pages to help plan their trip to Sussex and encourage them to extend their stay: [Ideas & Inspiration](#)
- Help visitors to find out more about the region they are visiting, using our **Explore** pages: [Explore Sussex](#)
- Keep guests and visitors up to date with the latest events using our **What's On** guide: [What's on in Sussex? You'll be spoilt for choice...](#)
- Check our **Visitor Information** page for links and tips for getting around and link from your own getting here pages: [Visiting Sussex](#)

Encourage your guests and visitors to use **#ExperienceSussex** when they are posting during their stay!

## Attracting International visitors

Our marketing activity will target International audiences, focussed on some key markets including:

- US & Canada
- Netherlands
- Germany
- Scandinavia
- China

We will promote content and themes targeted to each audience through our own digital channels each month.

Specific campaigns with Visit Britain, Tourism South East, Expedia and Gatwick will deliver International audiences to our website and to the region. Please keep an eye on our newsletter for upcoming campaign opportunities and insights.