

Request

I am writing to you under the Freedom of Information Act 2000 to request information on your authority's marketing budgets .

Please may you provide me with how much budget was spent on marketing/ digital marketing in 2023. If possible would you be able to provide information on the budget in 2022 also.

Response

Marketing Service	2022	2023	% of overall budget
SEO	£0.00	£0.00	0
PPC	£14,499.00	£4,950.00	10.9%
Paid social	£11,234.72	£5,201.33	9.25%
PR - traditional	£50,151.86	£47,697.06	55.09%
Digital PR	£18,320.89	£18,797.41	20.89%
Social media marketing	£0.00	£0.00	0
Strategy and consulting	£6,750.00	£0.00	3.8%
*Any additional services	£0.00	£0.00	0
	£100,956.47	£76,645.80	