

Beaulieu Village Parish Digital Marketing Campaign

Bringing more visitors to Beaulieu village

Beaulieu Parish Council x Go New Forest

Investment: £1,000

Total package value: £1,250

This digital marketing campaign proposal has been developed to increase awareness of Beaulieu village, specifically the high street, as a destination in its own right, encouraging more visitors to spend time and money in the village.

Beaulieu is one of the New Forest's most beautiful villages, with independent shops, places to eat, historic buildings, the Millpond and plenty to explore on foot. Through a combination of social media, website advertising and new editorial content, we want to give visitors more reasons to stop, explore and spend locally.

What We Want to Achieve

The aim of the campaign is simple: to encourage more people to stop and spend time & money in Beaulieu village.

By reaching people through Go New Forest's social media channels and website, we can inspire visitors before and during their trip, showcase what there is to experience beyond Beaulieu's better-known attractions, and encourage more footfall and spend within the village.

Importantly, much of the investment will continue working beyond the initial campaign. The new blog, photography, social content and refreshed Beaulieu destination page will remain as long-term digital assets that Go New Forest can continue to use to promote the village.

Beaulieu stats

Beaulieu landing page

(1 Oct 25 - 31 Sept 26)

17,203 page views

*5th most viewed town/village on our website.

1st - Lymington - 39,636

2nd - Brockenhurst - 39,530

3rd - Burley - 33,598

4th - Lyndhurst - 24,361

5th - Beaulieu - 17,203

Things to do - 2,840 page views

Food and drink - 2,474 page views

What's on - 1,621 page views

Accommodation - 1,127 page views



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Digital marketing inclusion

Instagram Reel

Value: £200

A fully planned and briefed one-minute Instagram Reel showcasing Beaulieu village and High Street. With a clear shot list and narrative, it will feature independent shops, food and drink, local sights, the Millpond and the character of the village.

[Example: Previous Beaulieu Reel](#)

Facebook Reel

Value: £200

The Beaulieu Reel will also be published across Go New Forest's Facebook channel, extending its reach to another significant visitor audience. Supporting copy will encourage visitors to explore the village and its businesses.

Four Months of Website Banner Advertising

Value: £600

A dedicated Beaulieu banner campaign will run across thenewforest.co.uk for four months, reaching visitors actively researching and planning trips to the New Forest and directing them towards Beaulieu content.

[Example: Brockenhurst village campaign banner](#)

Beaulieu High Street Blog

Value: £200

A dedicated editorial feature showcasing Beaulieu village, with individual mentions for businesses along the High Street and new photography of shops, food and drink, village sights and details. The blog will remain permanently on thenewforest.co.uk as evergreen content.

Beaulieu Destination Page Refresh

Value: £50

We will refresh the existing Beaulieu page on thenewforest.co.uk, which receives approximately 12,000 visits each year. Updated content will place greater emphasis on exploring the village, its High Street and local businesses, with input from Beaulieu Parish Council.



New Forest Heritage Centre Website Project Brief

About Go New Forest



Go New Forest is a Community Interest Company working to support and promote the New Forest visitor economy. Our work brings together visitors, the environment, residents and businesses, with three key objectives:

1. Inspire people to make memories and spend money in the New Forest
2. Add value for visitors and members
3. Grow sustainable revenue

How Go New Forest is Funded

Go New Forest operates through commercial income rather than public funding. Our key revenue streams include:

- Membership
- New Forest Card sales
- Discover Guide advertising
- Visitor Information Panel advertising
- Digital advertising
- New Forest Map advertising
- New Forest Map sales

This income supports our ongoing destination marketing activity, including thenewforest.co.uk, social media, email marketing, printed visitor information and wider promotional campaigns.

Our Existing Presence in Beaulieu



Through paid membership, Go New Forest already actively promotes a number of businesses and organisations in and around Beaulieu:

- Beaulieu National Motor Museum
- The Montagu Arms
- Buckler's Hard
- The Master Builder's
- Steff's Kitchen
- Beaulieu Village Hall
- New Forest Activities
- Monty's Inn

We do not currently have any member businesses located on Beaulieu High Street. As a result, while Beaulieu already has a strong presence across Go New Forest's channels, there is currently less opportunity for us to specifically showcase the High Street and the businesses located there through our usual membership activity.