



HERE FOR YOU

**MARKETING THE TOWN
AND YOUR BUSINESS**



KINGSTON UPON THAMES



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WHO WE ARE

We are Kingston First, the town's Business Improvement District. We are a not-for-profit organisation, funded by and representing businesses in Kingston Town Centre, dedicated to creating a town where your business can thrive and people want to be. We listen to and work in partnership with businesses like you to;

- Represent your interests
- Provide cost-saving services
- Invest in improving and activating public spaces
- Manage a strong consumer-facing brand (**Kingston Upon Thames**) that promotes Kingston as a must-visit destination

Our vision is for Kingston to be a vibrant town where everyone has an amazing experience.

Why does our marketing matter for your business?

- Drives more people to your door
- Reaches new and wider audiences
- Increases visibility
- Encourages repeat visits and customer loyalty
- Strengthens Kingston's identity



OUR CONSUMER BRAND

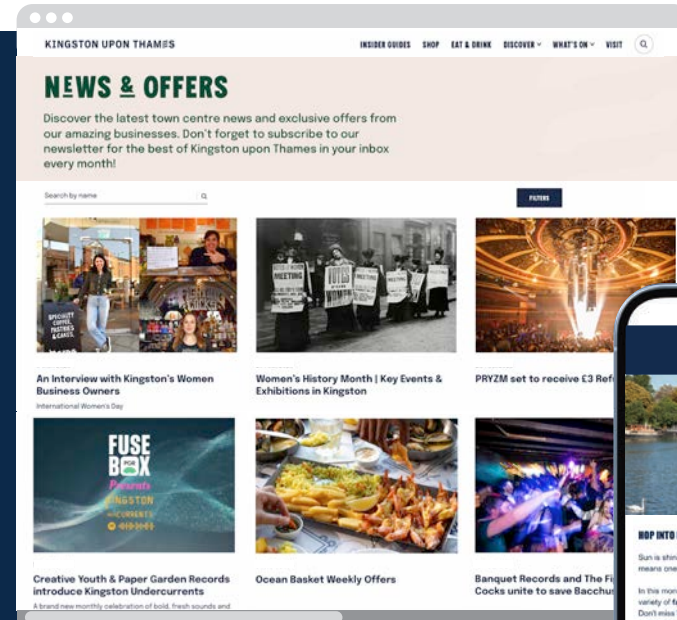
KINGSTON UPON THAMES

We have a dedicated consumer-facing destination brand, Kingston Upon Thames, which positions Kingston as a vibrant, attractive, and welcoming place to visit. It appeals to a wide range of audiences and serves as a valuable platform to help promote your business.

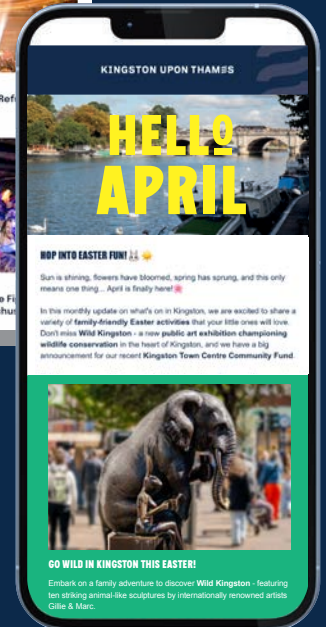
“ I love that there's a brand in Kingston trying to make it a better place. ”



YOUR BUSINESS, OUR CHANNELS: HOW WE PROMOTE YOU DAILY



“ Love it! Love the advice they give about where to eat, what to see. So useful when I had just moved here. ”



CONSUMER WEBSITE

kingstonuponthames.info

Send us your photographs, news and offers - we will make sure your listing stays fresh.

Kingston First maintains and updates the kingstonuponthames.info website, which contains information about visiting the town centre.

We also write engaging SEO-friendly lifestyle content, with guides and recommendations to inspire visitors.

EMAIL NEWSLETTER

If you would like to be featured, send us your news in advance of the month ahead.

Each month, we send a curated email newsletter to over 8,800k subscribers.

SOCIAL MEDIA

Facebook and Instagram
@inkingstonuk

If you want us to promote a new launch or event - just tag us.

Kingston First runs the @inkingstonuk social media channels, which have a combined following of over 27,000.

2025 social analytics review across the consumer channels:

113,770 REACH
on average per month

15% ENGAGEMENT RATE
on average, which is above industry standard of 1-3% showing a highly engaged audience

KEEP IT KINGSTON

Keep It Kingston is an exclusive discount scheme for Town Centre Employees. There are over 5,5000 active users, and over 140 offers from local businesses, including restaurants, shops, bars, car parks, entertainment venues and much more.

It's the perfect platform to market your businesses to local workers and get new customers through the door. Simply get in touch to list your business, email info@kingstonfirst.co.uk.

BUSINESS PARTNERSHIP

Reach out and collaborate with us to boost visibility, attract new customers, and strengthen your connection with the local community.

“ Collaborating with Kingston First is always a pleasure - their support plays a key role in the success of events like [Light Up Kingston] and revitalising the town centre. - FUSEBOX ”

INFLUENCER PARTNERSHIPS

Our influencer content generated almost 80,000 engagements this Christmas, reaching audiences beyond Kingston. The increased exposure raises the profile of Kingston as a must-visit destination, helping to boost visibility, and attract new customers directly to your business.

PROMOTING KINGSTON AS A DESTINATION

UNDERSTANDING THE AUDIENCE

We use insight-led strategies to engage local audiences and attract new visitors to the town.

Here's how:

- **DATA-DRIVEN APPROACH** - We analyse digital trends, and consumer feedback to understand behaviours and motivations.
- **TAILORED CAMPAIGNS** - We target specific demographics and locations for maximum impact.
- **LOCAL ENGAGEMENT** - We connect with Kingston's loyal customer base through relevant, community-focused content.
- **WIDER REACH** - We extend our campaigns to South West London, Surrey and beyond to bring new footfall into the town.



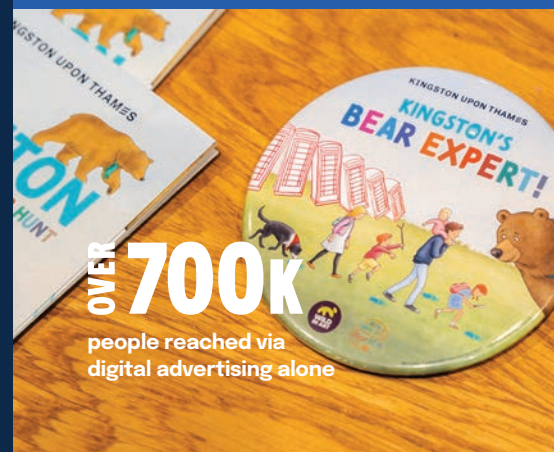
MARKETING CAMPAIGNS

We ensure Kingston stands out from other cities, by using a mix of channels, from print and online publications like *Time and Leisure* and *The Londonist*, to targeted digital campaigns across Facebook and Instagram. Every campaign features engaging messaging and exceptional visuals from professional photographers to capture attention.

This means we provide year-round support that keeps your business at the forefront of your customer's mind.

“ We've loved seeing all of the excited families coming in to ask for Bear Hunt maps and badges. Kingston First have organised incredibly well and have been on hand to help out with any extra queries too. - WATERSTONES ”

OVER 700K
people reached via digital advertising alone



EVENTS THAT DRIVE VISITORS AND BUSINESS

We organise a range of events throughout the year designed to;

1. INCREASE FOOTFALL
2. SUPPORT YOUR SALES
3. SPOTLIGHT WHAT MAKES KINGSTON SPECIAL - INCLUDING YOU.

This has ranged from popular trails, such as, the *Bear Trail* to *Light Up Kingston*, as well as Christmas.

Each season, we provide the magical Christmas lights and vibrant decorations and this year, we are collaborating with All Saints Church to provide an exciting and welcoming Christmas experience in Kingston.



OVER **20k**

Views on our Christmas landing page (2024)

COMING THIS 2025: THE NEW KINGSTON APP

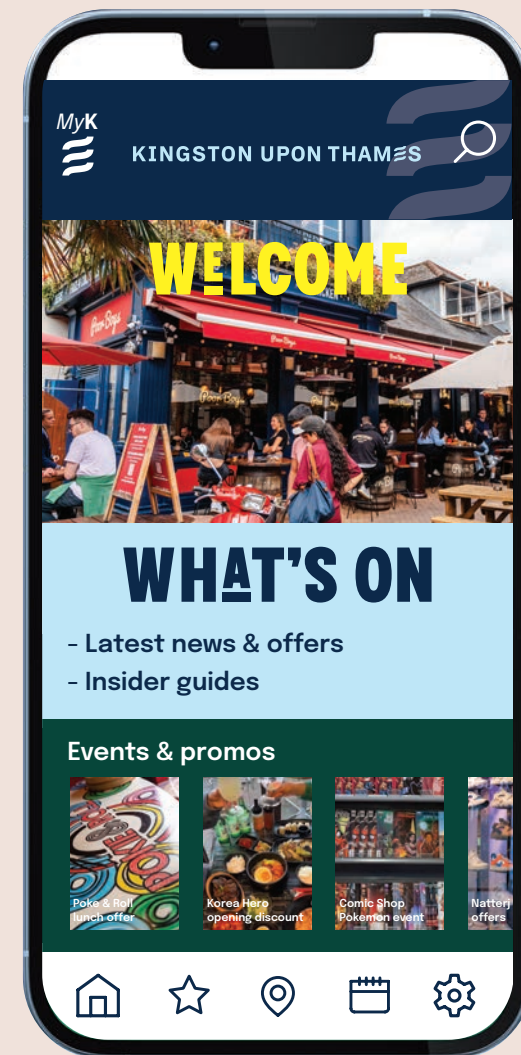
EVERYTHING KINGSTON - IN ONE APP.

Launching this year, our new consumer-facing app will be your customer's go-to digital guide for discovering Kingston.

WHY IT MATTERS TO YOUR BUSINESS:

- Boost visibility with promotions featured in-app
- Drive footfall and spend
- Attract new customers

Let's bring more people through your doors.



GET INVOLVED ^{TO} BOOST YOUR BUSINESS

Here's how you can get involved and why it matters for your business.

1. BE VISIBLE ON OUR CONSUMER WEBSITE

Make sure your listing on kingstonuponthames.info is up to date with accurate details and fresh images.

Why it helps: Our site is one of the first sources locals and visitors use to plan their visit. A current, well-presented listing improves your visibility, builds credibility, and helps drive more footfall to your business.

2. AMPLIFY YOUR REACH ON SOCIAL MEDIA

Follow and tag [@inkingstonuk](https://www.instagram.com/inkingstonuk) on Instagram and Facebook.

Why it helps: When we share your posts, you gain access to our 27k+ followers. This amplifies your reach, strengthens your brand, and increases engagement.

3. PROMOTE YOUR EVENTS, & OFFERS

Planning a special event, launch, or limited-time offer? Let us know!

Why it helps: Our platforms help you reach a wider audience and generate real-time buzz.

4. GET FEATURED IN OUR NEWSLETTER

Submit your news or offers to be included in our monthly consumer newsletter, sent to over 8,800 engaged subscribers.

Why it helps: Email remains one of the most effective marketing tools. A feature in our newsletter puts your business directly in front of a large audience who are already interested in Kingston's offers and events.

5. JOIN KEEP IT KINGSTON

Add staff discounts and offers to our Keep It Kingston app, used by 5,000+ local workers.

Why it helps: It's a smart way to attract repeat customers who work nearby and are likely to visit regularly, increasing brand loyalty.

6. COLLABORATE WITH US

Participate in our events and campaigns throughout the year – like the Christmas festivities and other exciting initiatives.

Why it helps: These events attract large crowds and receive wide promotion across print, digital, and press. Participation gives your business a platform to stand out.

WANT TO GET INVOLVED?

We'd love to help just email us at marketing@kingstonfirst.co.uk

WE'D LOVE TO HEAR FROM YOU

To get in touch with our marketing team,
contact marketing@kingstonfirst.co.uk.

For enquiries about
Kingston First,
please contact:

Kingston First
3rd Floor Neville House
55 Eden Street
Kingston upon Thames
Surrey
KT1 1BW

T 020 8547 1221
E info@kingstonfirst.co.uk
W kingstonfirst.co.uk