



Information Governance Team

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Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI589447576

Thank you for your request for information relating to marketing budgets.

You have requested the following information:

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

Please provide the information in the form

Marketing Service 2022 2023 % of overall budget

SEO

PPC

Paid social

PR - traditional

Digital PR

Social media marketing

Strategy and consulting

***Any additional services**

2022:

SEO: £0

PPC: £841.63
Paid social / Social media marketing: £18,173.84
PR – traditional: £0
Digital PR: £0
Strategy and consulting: £12,389.20
*Any additional services: £0

2023:

SEO: £0
PPC: £4,598.62
Paid social / Social media marketing: £19,839.65
PR – traditional: £0
Digital PR: £0
Strategy and consulting: £12,189.20
*Any additional services: £2,598.62

The supply of information in response to a FOI/EIR request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non-commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the information for any other purpose.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email icocasework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance