

Kilkenny.ie Marketing Report

September Council Meeting

THE BEST OF IRELAND

OUR ACCOUNTS

- Kilkenny.ie
- Taste Kilkenny
- Invest Kilkenny
- Shop Kilkenny
- Careers Kilkenny

Kilkenny



#shopKilkenny



#tasteKilkenny

— savour the experience —

Kilkenny

#careerskilkenny
where people move










WHERE YOU CAN FIND US



Kilkenny.ie 	Invest Kilkenny 	Taste Kilkenny  #tasteKilkenny savour the experience	Shop Kilkenny  #shopKilkenny	Careers Kilkenny #careersKilkenny where people move
				
				
				
				
WWW.KILKENNY.IE	WWW.INVESTKILKENNY.IE	WWW.TASTEKILKENNY.IE	VIA KILKENNY.IE	WWW.CAREERSKILKENNY.IE

FOLLOWERS



 Kilkenny.ie	 Invest Kilkenny	 Taste Kilkenny	 #shopKilkenny Shop Kilkenny	 Careers Kilkenny
 1,518	 803	 3,413	 2,067	 750
 1.2K		 1.3K	 1.4K	 520
	 2,056			 124
	 748			 47

TOP CONTENT



Facebook Content August

Kilkenny.ie

Invest Kilkenny

Taste Kilkenny

Shop Kilkenny

Careers Kilkenny

Aug 7, 2021

Did you know This year, @wceurope was "delighted to designate Kilkenn...

Reach	41,643
Engaged users	1,177
Clicks	159
Other clicks	127

Aug 16, 2021

Yet more reasons to chose Kilkenny to work, live and enjoy! #investkilkenny

Reach	144
Engaged users	5
Clicks	0
Other clicks	1

Aug 20, 2021

Kilkenny is home to some of the best food and beverage producers, cafés...

Reach	14,297
Engaged users	789
Clicks	697
Other clicks	74

Aug 25, 2021

#shopkilkenny

Reach	230
Engaged users	6
Clicks	3
Other clicks	1

Aug 18, 2021

Reach	90
Engaged users	1
Clicks	0
Other clicks	1

Aug 4, 2021

Our People Our History Dame Alice Kyteler; Born 1263 Alice de Kyteler w...

Reach	539
Engaged users	14
Clicks	0
Other clicks	10

Friday 10th September | 1pm - 2pm

Book Online

Aug 25, 2021

Reach	85
Engaged users	2
Clicks	1
Other clicks	1

Aug 11, 2021

Looking to plan your next meal out? Check out some of our restaurants...

Reach	10,724
Engaged users	406
Clicks	116
Other clicks	319

Aug 11, 2021

Have an occasion coming up and looking to update your wardrobe?...

Reach	114
Engaged users	1
Clicks	0
Other clicks	1

Aug 19, 2021

Administration & Secretarial Type: Full Time Region: Ireland Town/City:...

Reach	77
Engaged users	4
Clicks	4
Other clicks	0

Aug 16, 2021

Following on from receiving a grant off the Department of Tourism,...

Reach	415
Engaged users	21
Clicks	4
Other clicks	9

Aug 7, 2021

Meet some of the people who made the move to #kilkenny to live and...

Reach	71
Engaged users	4
Clicks	4
Other clicks	0

Aug 23, 2021

Kilkenny is home to some of the best food and beverage producers, cafés...

Reach	1,090
Engaged users	59
Clicks	6
Other clicks	37

Aug 16, 2021

Yet more reasons to chose Kilkenny to work, live and enjoy! #investkilkenny

Reach	144
Engaged users	5
Clicks	0
Other clicks	1

Aug 11, 2021

#CareersKilkenny

Reach	71
Engaged users	0
Clicks	0
Other clicks	0

WEBSITE



Sample Content

Kilkenny.ie

Invest Kilkenny

Taste Kilkenny



AUGUST / SEPTEMBER

THE CAT LAUGHS SUMMER SERIES

Kilkenny Cat Laughs returns this August 15th right through to 13th September 2021. With a packed line up it's sure to make the belly ache! Check out the full programme.

[GO TO THEIR WEBSITE](#)

**Remote Working in County Kilkenny
Free Lunchtime Information Seminar**
Learn about the about the supports and opportunities available
Friday 10th September | 1pm – 2pm



**Book
Online**

localenterprise.ie/kilkenny

Remote Working in County Kilkenny – Information Seminar

Remote Working in County Kilkenny – Information Seminar This seminar aims to inform people who are considering working remotely here from County Kilkenny about the supports and opportunities that are...

[Read More >](#)



The 2 Jacqui / Jackie's Taste Kilkenny!

August 20, 2021 /// No Comments

Kilkenny is home to some of the best food and beverage producers, cafés and restaurants in Ireland, so we wanted to show how good it

[Read More >>](#)

Sample Feedback

Kilkenny

What they said!



"it was really excellent and really showcased how wonderful Kilkenny is"

Ballykeefe Distillery

Dorinda O'Keeffe

"Nawwww, making me miss home even more "



"what an incredible job, the video is fantansic"

Muse Coffee

CAMPAIGNS

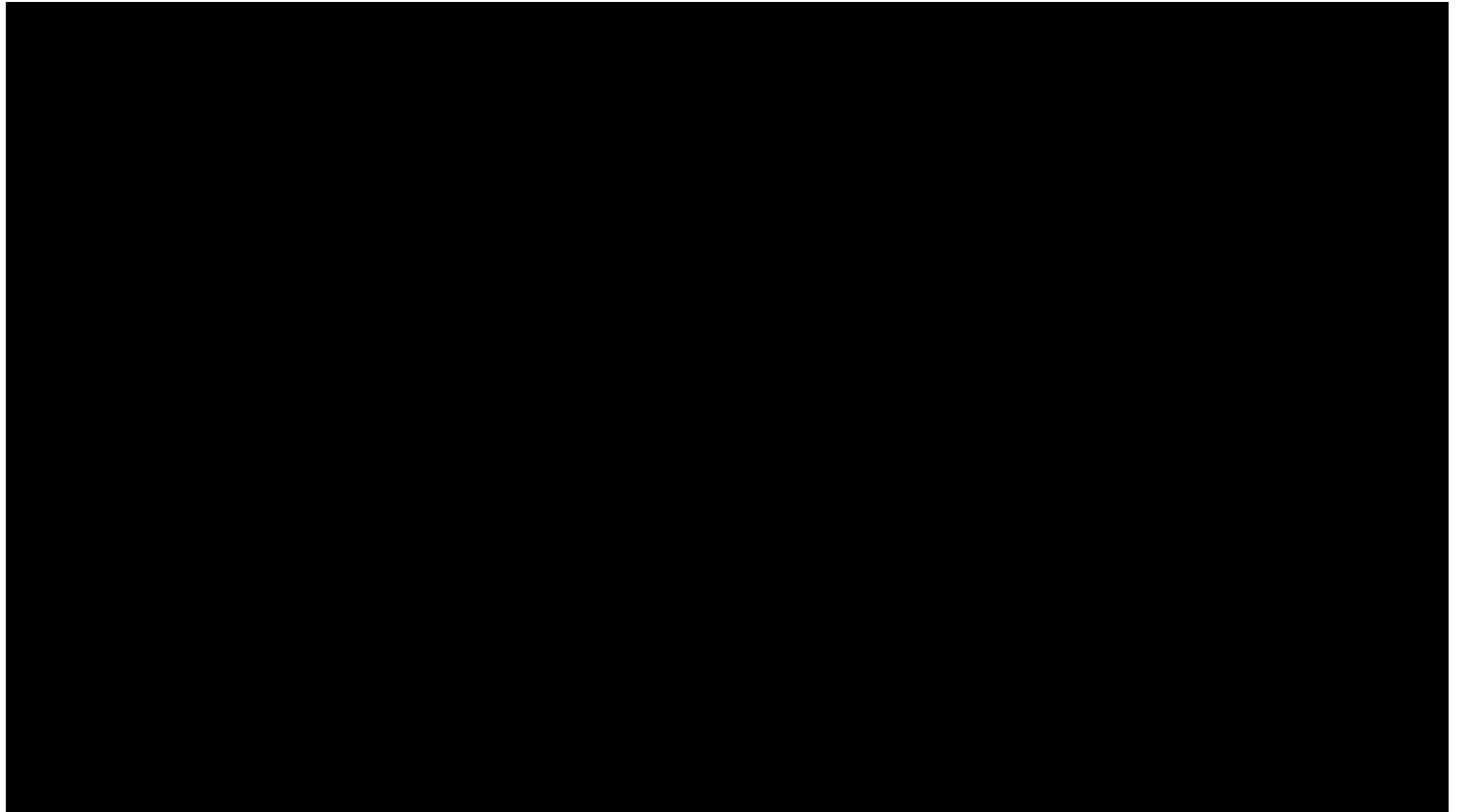


Kilkenny.ie	Taste Kilkenny	Shop Kilkenny
#OURPEOPLE #OURHISTORY	THE TWO JACQUI / JACKIE'S #TASTEKILKENNY	#SHOPKILKENNY SUMMER TOUR OF THE COUNTY May – August 2021
<p>This campaign ran for 2 months and focused on famous people in history related to Kilkenny. It had an overwhelming reaction of positivity with requests for a future campaign from followers. Some of the people covered were Maeve Kyle, James Hoban & Mabel Cahill</p>	<p>Thanks to Department of Agriculture, Food and the Marine for funding to make this possible. Jacqui Hurley (RTE) and Jackie Tyrrell (Kilkenny GAA) we taken on a road trip around Kilkenny's finest food and beverage producers and eateries to #tastekilkenny.</p>	<p>Where we were seen!</p> <ul style="list-style-type: none">• The Tholsel, Kilkenny• Thomastown• Graiguenamanagh• Callan• Mooncoin / Piltown• Castlecomer• The Parade, Kilkenny
Status		
COMPLETED	MARKETING ONGOING	COMPLETED

The 2 Jacqui / Jackie's #tastekilkenny



A teaser for the full episode which can be viewed on tastekilkenny.ie | Youtube or our social media platforms



UPCOMING CAMPAIGNS



Kilkenny.ie

Invest Kilkenny

Taste Kilkenny

Shop Kilkenny

Careers Kilkenny

#discoverkilkenny
 #bestofireland
 Every Friday
 Focus #discoverfood
 #discovershopping
 #discoverbusiness
 #discovercraft
 #discoverpeople

Updated Abbey Quarter Content

The 2 Jacqui / Jackie's national campaign

Promoting local shops and business through social platforms

Ongoing jobs update

Example:



Tastekilkenny is in Kilkenny, Ireland.
 Published by Deirdre Dunne · 7 September at 17:37 · 🌐

Kilkenny is the proud home to some of the finest food and beverage producers in the world and some mighty fine eateries where you can taste these products too!

We took Jacqui Hurlley (a proud Cork woman) and Jackie Tyrell (Kilkenny runs through his veins) on a road trip around Kilkenny to sample some of these products, hear the tales and stories of how they do what they do best and show you some of the places where you can go! So jump on board and share the trip with us!

D... See more

47,932 People reached 1,406 Engagements Boost Unavailable

Shop Kilkenny
 Published by Deirdre Dunne · 23 h · 🌐

Have you checked of Valley of Roses in Kilkenny yet? If not, it is well worth a trip!

"Valley of Roses is a perfume workshop located on Rose Inn Street in the heart of Kilkenny City. Founded by Andriana Tsankova, Valley of Roses creates fragrances inspired by designer brands with values in mind. Andriana is certainly a perfume expert sharing her talent, passion and skill with the people of Kilkenny for almost 10 years.... See more

VALLEYOFROSES.IE
 Womens Perfumes | Inspired By | Valley of Roses Kilkenny Ireland

Careers Kilkenny
 Published by Agorapulse · 16 h · 🌐

Marketing & Loyalty Executive
 Glanbia
 Kilkenny
 Not disclosed
 Fixed term contract
 Updated 13/09/2021
 Maeve Lawlor
 #careerskilkenny

IRISHJOBS.IE
 Marketing & Loyalty Executive Job, Glanbia - IrishJobs.ie
 Apply today for this Marketing & Loyalty Executive job in Kilkenny ...

Status

SEPT – DEC 2021

MARKETING ONGOING

MARKETING ONGOING

MARKETING ONGOING

MARKETING ONGOING

Thank You

THE BEST OF IRELAND