



Marketing Update



Since launch in October 2021...



PR and Press



Articles: 527

Reach: 1.46billion

Sentiment: 96.4% positive or neutral

AVE: £13.45million

Freeport is ready to fly the flag for Teesside jobs

With the promise of 10,000 jobs and billions of pounds being pumped into the economy, the Teesside Freeport will be the largest driver of business for the region, after the green-fingering announcement in the previous Budget, according to the leading proponent, a collaboration of collaboration and a Labour Party. Business leader MBEs will be there to see how it all comes together.

TESS Valley Mayor Ben Houchen said the "officially" might, but the passion of everybody involved on all sides.

"By putting everything together, we are going to see the first green light in the Budget tomorrow."

The Teesside Freeport will begin operating from early November, making it the first one to be up and running in the UK.

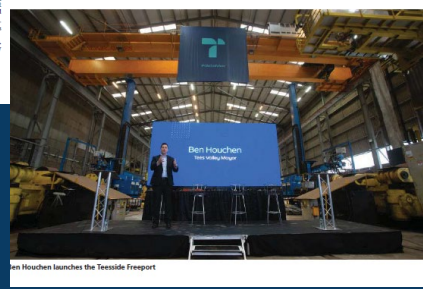
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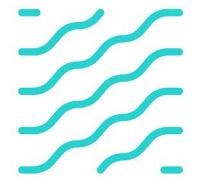
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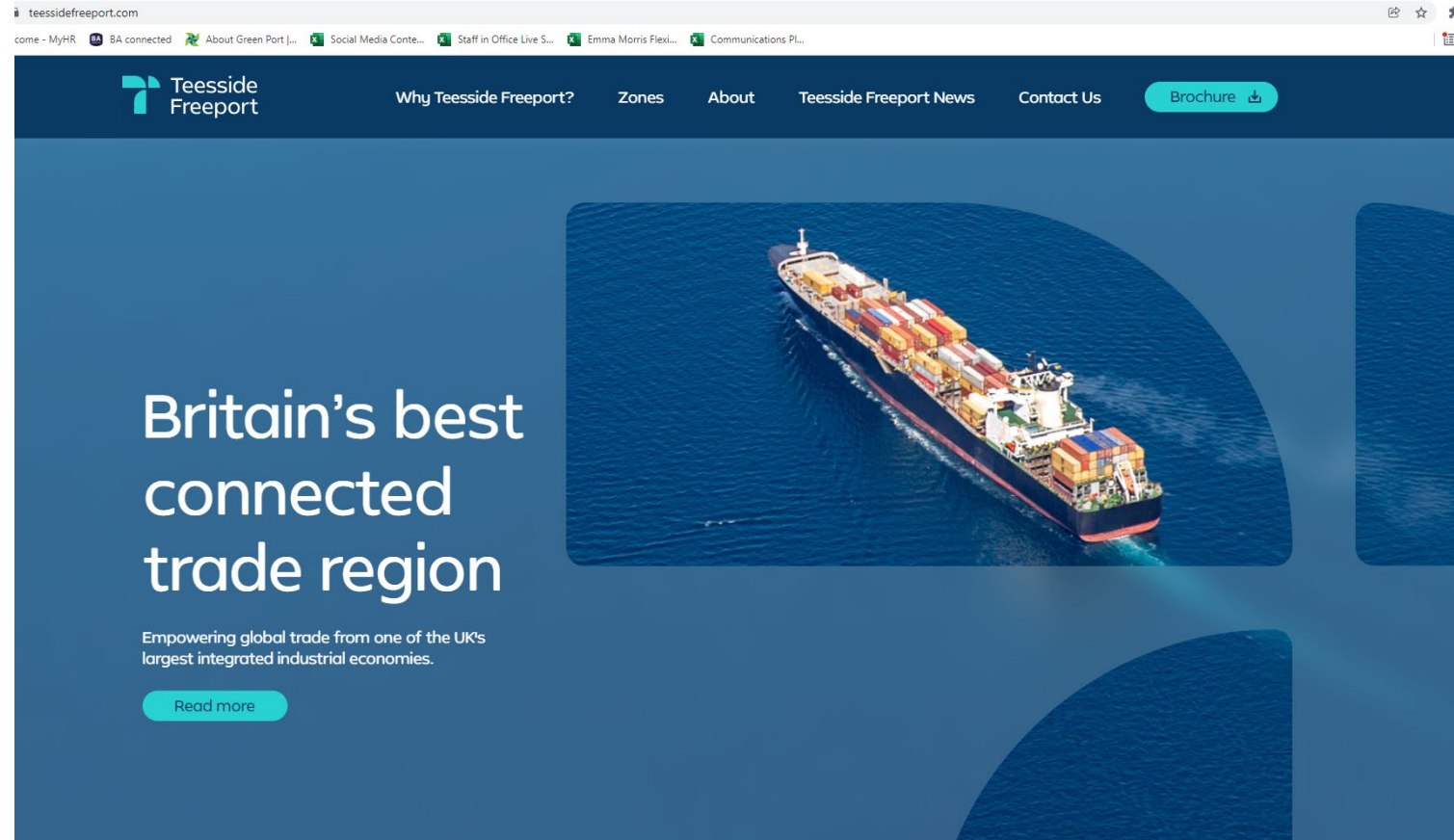
Covered by the Northern Echo, Gazette, BBC News, Hartlepool Mail, GB News, TFM, ITV Tyne Tees, BBC Look North, BBC Tees and Magic Teesside



Website

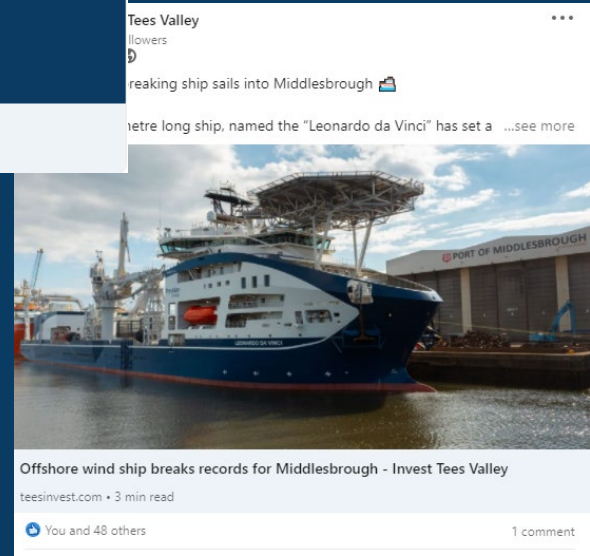
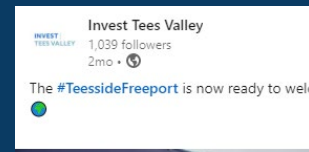
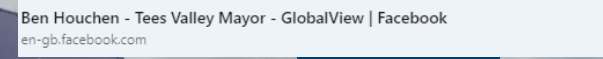
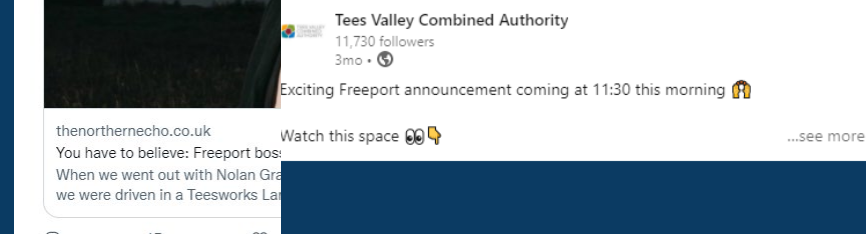
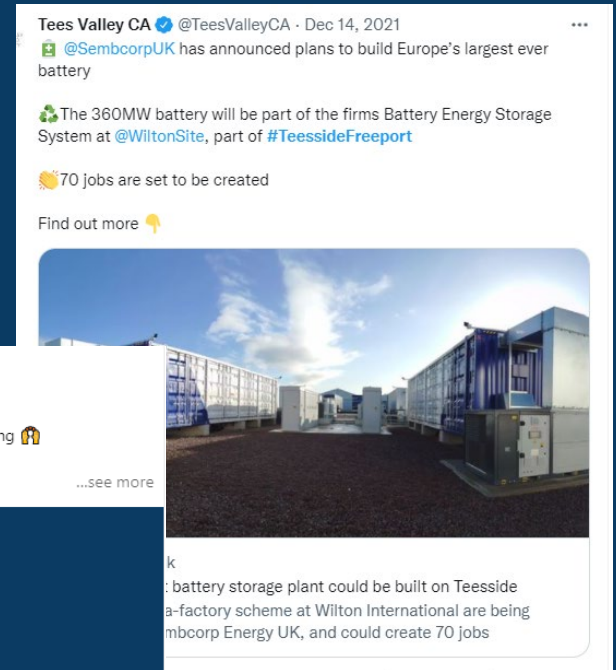
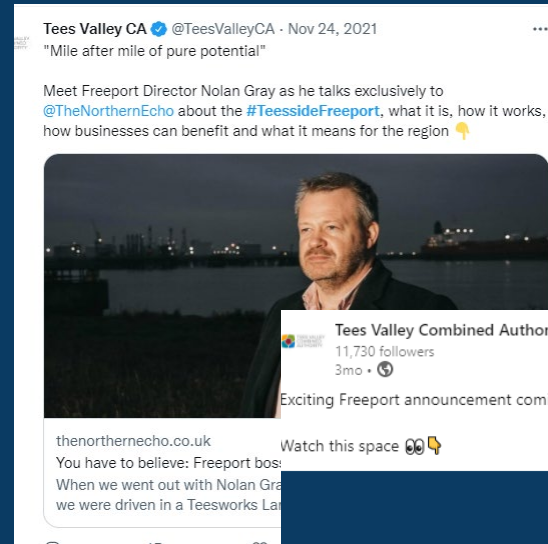


- 3,887 users to the site
- 10,890 page views
- Average of 1 minute on the site
- Most popular pages – Homepage, Why Teesside Freeport, Tax Zones and Custom Zones



Social Media

- 106 posts
- 1,387 click throughs
- 345K reach
- 186.1K impressions
- 2.3K Likes



Google Advertising

- Impressions: 17,924
- Clicks: 1,225
- CTR: 6.83%
- CPC: 56p

