



Further to your information request FOI/EIR 23/24-481, please find your question and our response below.

Request:

Please may you provide me with how much budget was spent on marketing/ digital marketing in 2023.

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	0	0	0
PPC	0	0	0
Paid social	0	0	0
PR - traditional	0	0	0
Digital PR	0	0	0
Social media marketing	0	0	0
Strategy and consulting	0	0	0
*Any additional services	100%	0	100%

Response:

Please see responses above. We only have one expenditure that would fall within this category.

This concludes your request FOI/EIR 23/24-481.

If information has been refused, please treat this as a Refusal Notice for the purposes of the Act.

If you disagree with our decision or are otherwise unhappy with how we have dealt with your request in the first instance you may approach foi@eastcambs.gov.uk and request a review. A request for review must be made in no more than 40 working days from the date of this email.

Should you remain dissatisfied with the outcome you have a right under s50 of the Freedom of Information Act to appeal against the decision by contacting the Information Commissioner, Wycliffe House, Water Lane, Wilmslow SK9 5AF.