

Musselburgh Racecourse invests in new website

Musselburgh Racecourse has invested £20,000 in a rebranding exercise and new website to communicate better with race goers and owners and trainers.

A business strategy review identified a new website as a priority for promoting the East Lothian course. The new site was designed by Macmerry based marketing company Oui 3, created by another East Lothian company, Image Logistics, and the project was supported financially by Scottish Enterprise.

New features include a 360° virtual tour of the course and facilities, dedicated sections for owners and trainers, regular race goers and newcomers to racing. Fixture lists, events and news, plus advice on how to plan your day at the track and on the best places to eat and drink are also featured.

A video section provides Racing UK coverage of recent race meetings and interviews with jockeys competing at Musselburgh while an easy to navigate booking facility makes it simple to order tickets and take advantage of online discounts.

Musselburgh Racecourse commercial manager, Sarah Montgomery, said: "One of the main reasons we chose this web design is it allows us to speak to groups of customers in a more specific way, with sections relevant to race goers, first time visitors, owners, trainers and our hospitality customers.

"The site not only reflects our new brand but should drive repeat bookings and hopefully the more interactive nature conveys the quality of facilities and full range of options customers can enjoy when visiting Musselburgh Racecourse

"We particularly wanted to work with a local company and we

are delighted with the end result produced by Macmerry design and marketing company Oui 3, who collaborated with the site builders, Image Logistics, who also manage our online booking procedures.”