

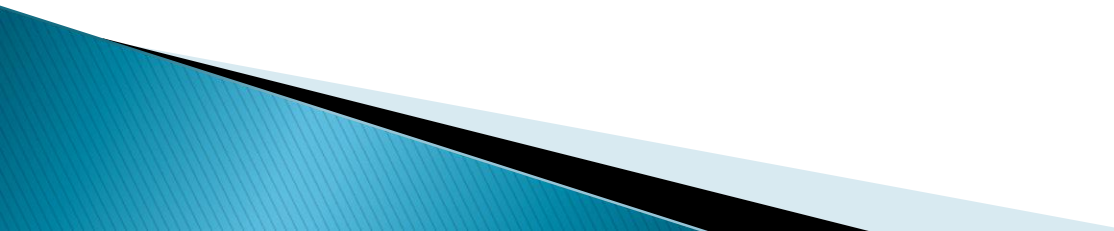
Elements of a Marketing Tool Kit

*Scroll down to view slides

Goals

- ▶ Why are you marketing...what are you trying to accomplish?

Examples:

- ▶ Increase number of visitors by 50%
 - ▶ Increase page views on our website by 50%
 - ▶ Increase specific demographic segments:
Example: more young couples
- 

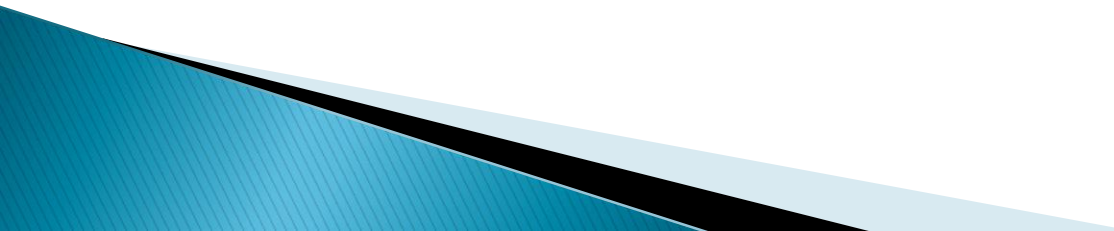
Objectives

These are measures or targets...they indicate how you will know whether you have achieved your goal(s).

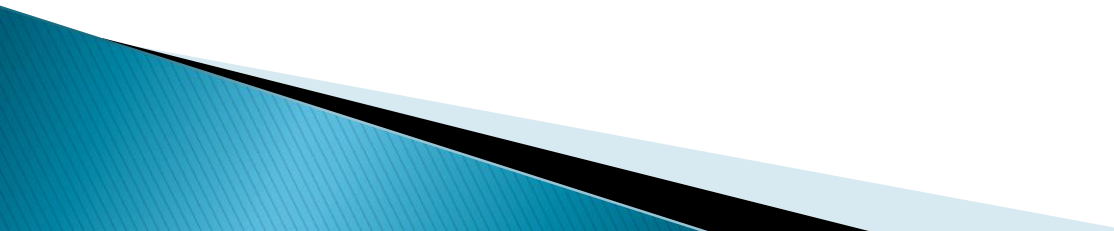
- ▶ **Measurable**—if you can't measure it, you can't manage it. Objectives must have measurable progress, so you can see the changes that occur.
- ▶ **Attainable/realistic**— When you identify objectives, they must be reachable. The objectives must fit and pertain to the overall strategy and goals of the organization
- ▶ **A time frame** —Set a timeframe for the goal. Putting an end point on your goal gives you a clear target to work towards.

Objectives (continued)

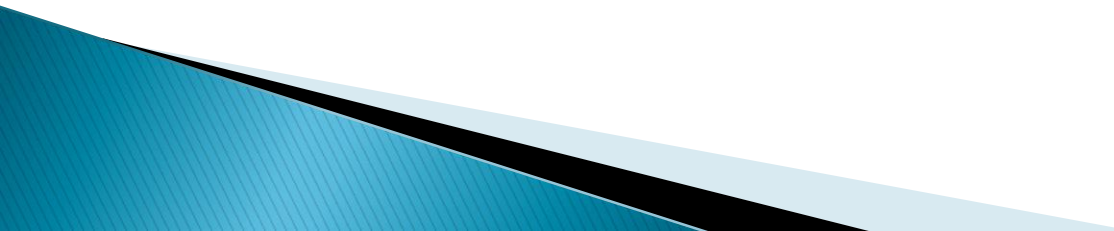
Examples of Objectives:

- a) Retention
 - b) Increase first-time visitors
 - c) Increased frequency of visitors
 - d) Conversions
- 

How to define your markets: questions to ask yourself

- ▶ What else do you need to know in order to market effectively?
 - ▶ How can you find this information?
 - ▶ What research have you undertaken?
- 

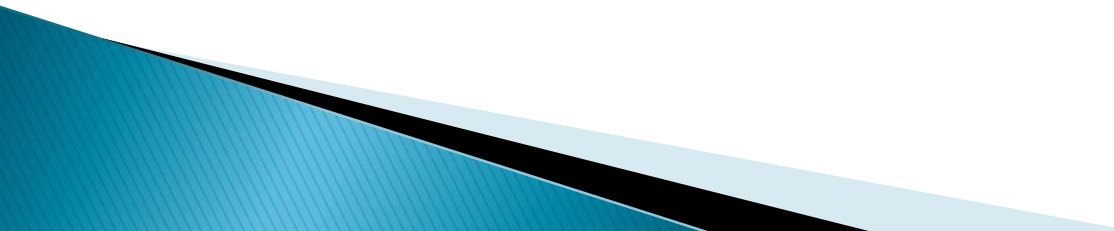
Identifying your markets

- ▶ Who are your customers or guests?
 - ▶ When do they visit?
 - ▶ Why do they visit?
- 

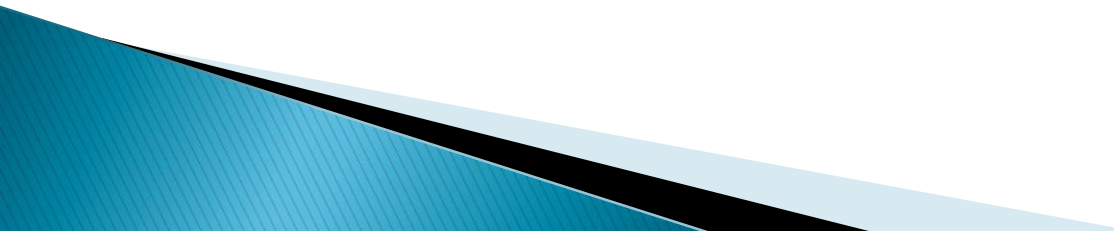
Identifying your markets

- ▶ Geographic
- ▶ Target segments: ages, genders, incomes, purposes, activities
- ▶ Data sources:
 - conduct own survey
 - use state, regional associations,
 - Chamber of commerce data

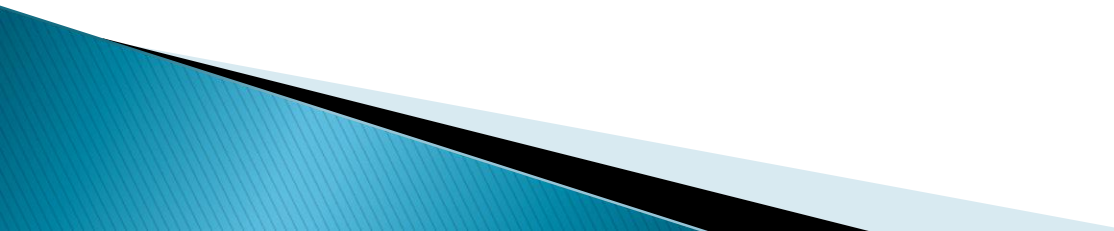
Latent demand?

- ▶ Latent demand are the potential customers who are not presently your clients
 - ▶ Who else are you attempting to attract?
 - ▶ Where do they live?
 - ▶ What is stopping them from visiting?
- 

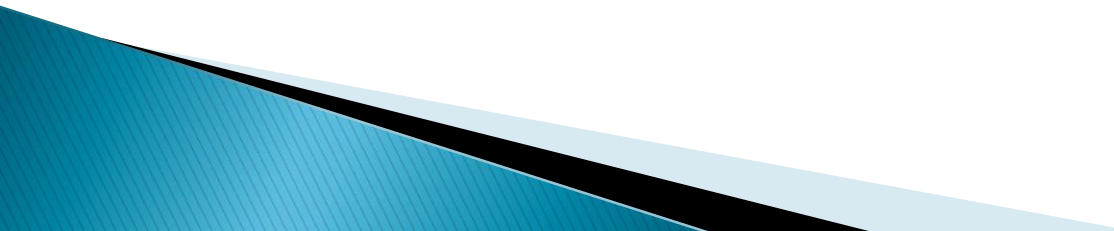
Reasons for Latent Demand

- ▶ Is it the character of your property?
 - ▶ The nature of your surroundings?
 - ▶ The service itself?
 - ▶ The price?
 - ▶ Or do customers simply not know about your property?
- 

What is needed to overcome latent demand?

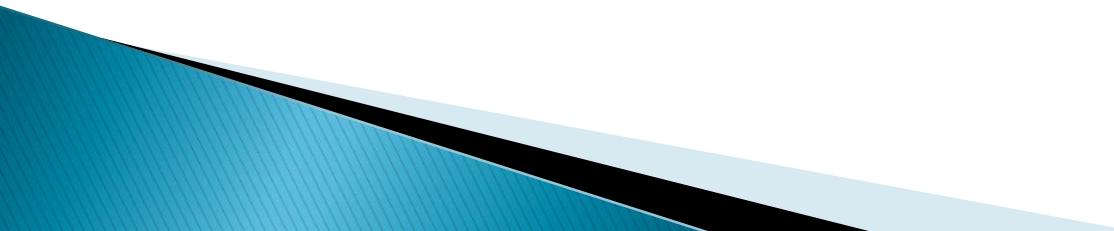
- ▶ Add-ons
 - ▶ New services
 - ▶ Rehabilitation
 - ▶ Partnering
 - ▶ Marketing
- 

Know your competition

- ▶ What makes another business your competitor?
 - ▶ Where are they?
 - ▶ What type(s) of business?
 - ▶ What is their size?
 - ▶ What services do they offer?
 - ▶ What types of customers do they attract?
- 

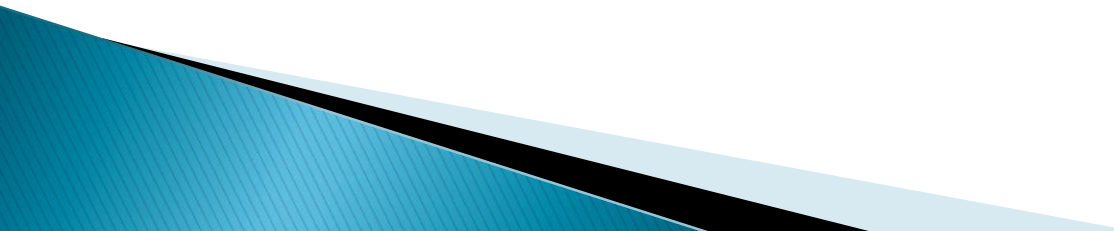
Q: How can you separate yourself from your competition?

A: Branding

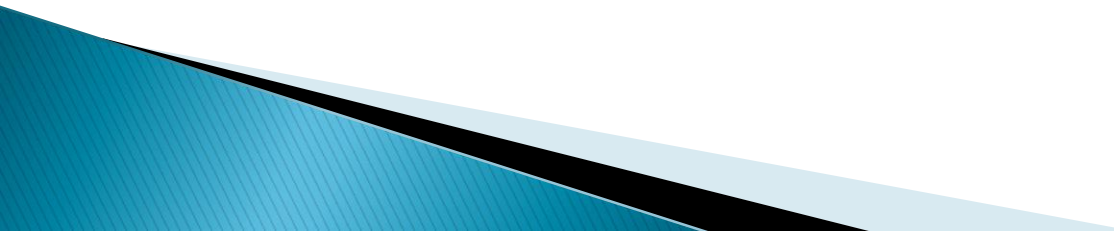
- ▶ What is a brand?
 - ▶ A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, or slogan.
- 

What do you associate with the following brands?

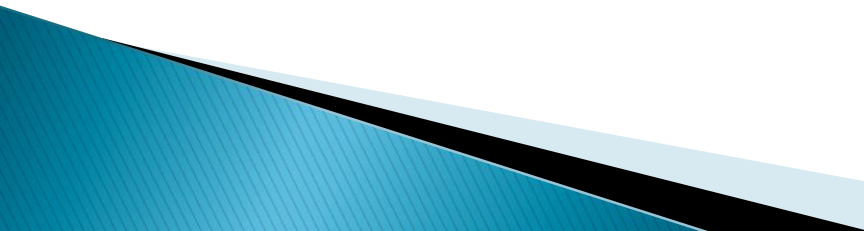
We associate:

- ▶ Volkswagen with: reliable, versatile
 - ▶ Mercedes–Benz with: high class, expensive
 - ▶ Coca Cola with: red label, refreshing
- 

Why establish a brand?

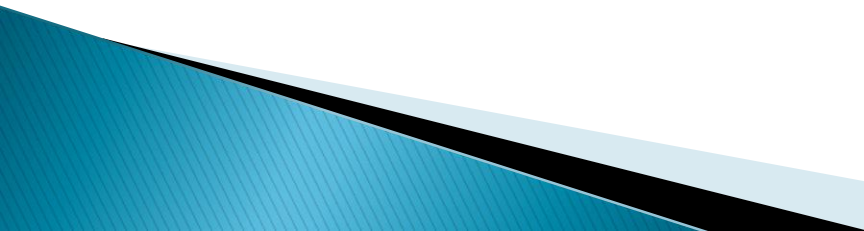
1. Brands clarify how your product meets a customer's needs
 2. Brands help tourism businesses focus on what they have to deliver to customers
 3. Brands give marketing initiatives a foundation & clear direction
 4. Brands give customers something they can understand and buy into
- 

Before you establish your brand...

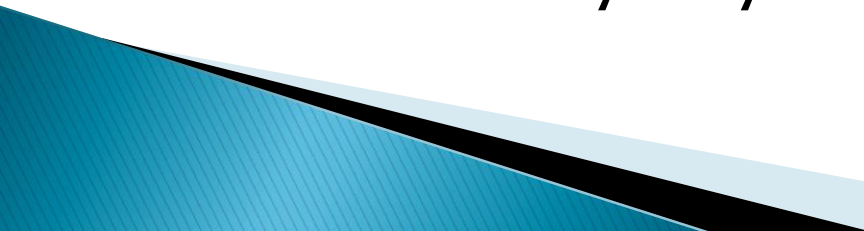
1. Determine your strengths (through the eyes of potential customers, not your own)
 2. Determine your weaknesses
 3. Determine how you differ from your competition
 4. State: my product/service is as good as the competition because _____ is better than . . .
 5. Determine any threats to your success—short and long term
 6. Determine opportunities for development—short and long term
- 

4 steps in branding:

How does one go about creating a brand?

1. Know your product or service
 - ▶ What does the service do and who benefits?
 2. Develop a clear customer “proposition”
 - ▶ What are you offering and is there a unique selling point?
 3. Develop broad guide logo/design and lines and a visual identity
 - ▶ What is your logo/design and tone of voice –based on #2?
 4. Use marketing to build awareness of your brand
 - ▶ Where and when will you place promotions?
- 

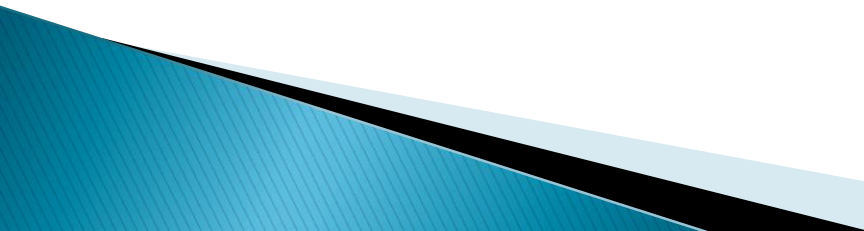
To develop your 'unique selling proposition,' answer these 5 questions:

1. Who is my target audience?
 2. What do I know about my target audience and their needs?
 3. What specific aspects of my product/service will meet these needs?
 4. What emotional benefits does my product/service offer? how does it make customers feel?
 5. What is my key offering to customers?
- 

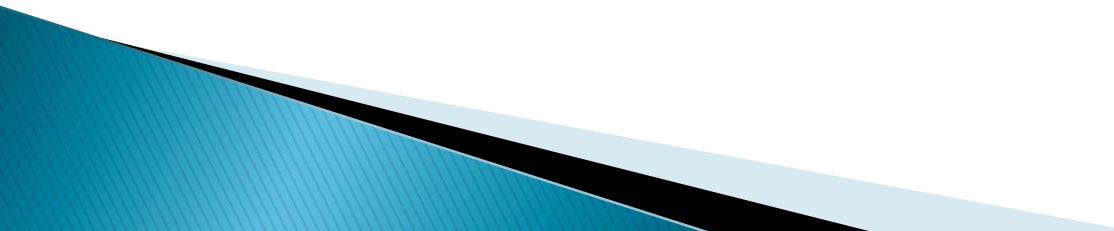
Using your brand

- ▶ Everything you do now should be based upon branding: your logo, ads, emails, responses to customers' questions

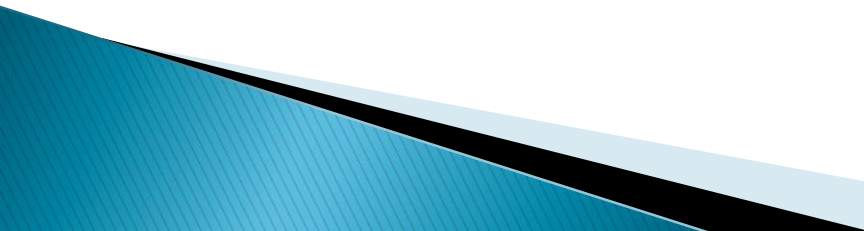
Now it's time to achieve your objectives

- ▶ Select promotional options—How do you want to promote your property? For example, you may chose to use advertising, personal selling, public relations, or sales promotion
 - ▶ Determine the costs of various types of ads vs. your marketing budget
 - ▶ Determine your time framework vs. the deadlines established by various media
- 

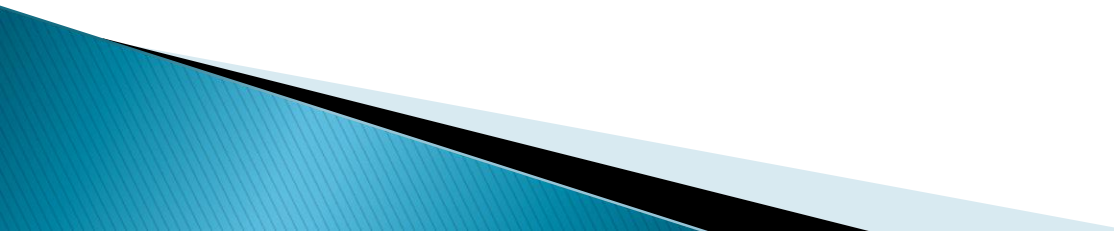
Who can help you?

- ▶ Agencies: state travel office, regional promotions group, chamber of commerce, professional organizations
 - ▶ Division of Travel and Tourism Development
 - ▶ Web sites
- 

Techniques to drive more business

- ▶ Paid advertising (paper & electronic media)
 - ▶ Promotional discounts/specials
 - ▶ Direct mail/email
 - ▶ Newsletters
 - ▶ Coop ads
 - ▶ Packaging
 - ▶ Social networks (Facebook, Twitter)
 - ▶ Events
 - ▶ Association/organization/chamber memberships
 - ▶ Attend state travel conferences
- 

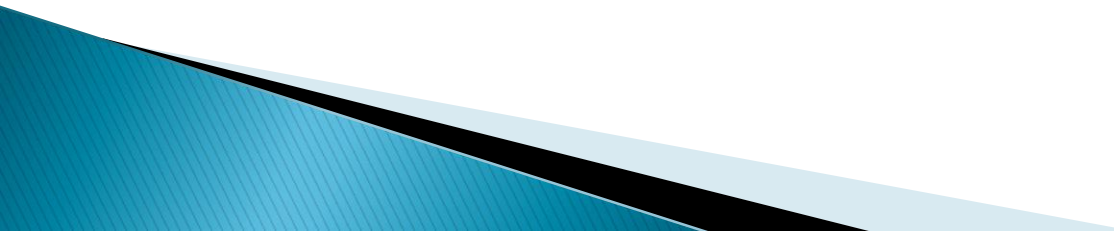
Advertising placement: to be successful...

- ▶ Must be seen
 - ▶ Must grab attention
 - ▶ Must increase desire for product
 - ▶ Must prompt customers to take action
- 

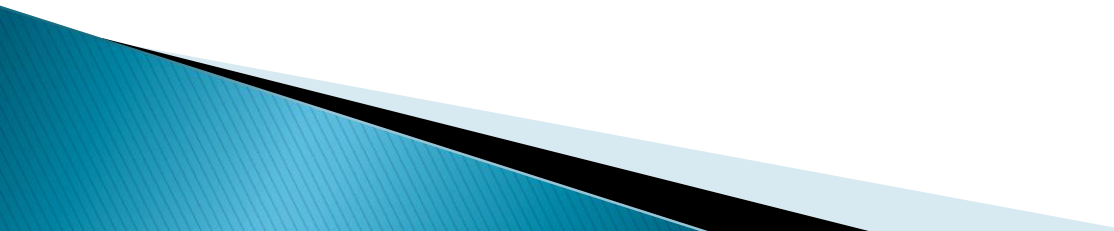
Create a list

<u>Feature</u>	<u>Benefit to customers</u>
1.	1.
2.	2.
3.	3.

Your ads should convey an effective message of the above



What ads do

- ▶ Inform customers about a new product or service
 - ▶ Persuade customers to buy or use
 - ▶ Remind customers that a product exists
 - ▶ Present special offers
 - ▶ Educate/inform
 - ▶ Build image
 - ▶ Develop customer loyalty
 - ▶ Generate inquiries
- 

Monitoring your success

- ▶ Occupancy rates
- ▶ Inquiries
- ▶ Conversions
- ▶ Web site visits (not hits)
- ▶ CRM (customer relations management)

[Click here to go back to homepage](#)