Matching your business/destination to your target markets

Use this template to further improve your business description. Answer the questions in as much detail as you can.

You'll probably find that you create a draft, then need to revise and add to it, as you respond to each question and research a little further. Once you have a final version you're happy with, you're ready to use it to inform/improve your Google Business Profile too!

You need to have watched all the previous videos before you get to this point.
Use your notes to draw conclusions and document them here.

A: Describe your business using everything you've learnt so far. Remember – be bold, be specific! You should aim for something that's about 4 – 9 lines long.

B: What do you know about your current visitors? If you know more about them, understand how they think, what motivates them, it becomes easier to write to appeal to them. When you know why some people already visit, it's easier to convince others like them.

1. What do you know about your current visitors? Write down as much information as you can think of/find, particularly their mindset, how they think, why they come to you, what they say

2. Look at your reviews. What do you know about your visitors from what they say? What do they really love?

3. What are their main reasons for visiting?

4. What trends have you noticed among your visitors?

5. Look at the reasons why someone might come to your business or destination (see end of this template). Which resonate or inspire similar thoughts? Make a note of all the relevant ones.

6. Go through all your notes about visitors. Highlight everything you think could be relevant.

7. Consider the way you describe your business & your notes about visitors. Could you add 'perfect for…' to your description?

8. Is there something you could do to go 'all in' on a particular market or niche? Being bold makes all your marketing much easier!

9. How do you need to adapt your business description?

C: Start to list the marketing messages you need to convey. What's really important for you to tell potential visitors?

Once you've refined this activity, you'll be able to use these messages through your marketing activities, whether it's social media posts, improving your website, writing blogs or mailings.

Highlight or star any key messages – they're the ones that will need to be repeated at regular intervals in different ways.

These are just some of the reasons people choose to visit or travel somewhere

They're not listed in any particular order, and are intended just to stimulate some thoughts about your own visitors and all the reasons they come to you.

You'll notice that some sound a little tongue-in-cheek. I think this is a better approach than a more formal one, as it's more human – and much easier to think up appropriate marketing messages.

Most businesses find that visitors come for several of these reasons.

Ready to just collapse in a crumpled heap

Because it's where they always go. Perhaps time to bring extended family or new friends

A sense of nostalgia. Chance to recreate positive memories

To exhaust the children/occupy the teens while the adults rest a little

Bragging rights – to have photos to show, stories to tell, knowledge to share

To enjoy beauty, fresh air, tranquillity – something that's not present in their daily lives

Chance to learn or experience something different

To just be still

A mad, impromptu decision (with the idea lurking in their minds for a while before hand)

Wanting to feel inspired, to feel refreshed and creative

Enjoy a hobby or interest – perhaps passing it on to friends

Gathering with friends and relatives

Celebrating or commiserating – be specific about the reasons

Reminiscing about old times, a reunion, a last chance, showing someone something from their past

For a sense of belonging, even if only briefly or to enjoy being part of a community or a group

To enjoy a specific activity – or to be with someone who enjoys an activity

Genealogy and retracing footsteps, or learning about others

To feel proud about an achievement, a wish fulfilled, a promise kept, a challenge

To retreat from the world until…

So that teenagers can revise, and parents can relax

Recovering after an operation, or perhaps just after a very busy time

Escaping other people, whether avoiding a big wedding ceremony, escaping the news, the family Christmas or just in search of calm

Looking for something – sense of purpose, nature watching, inspiration…

To find some magic in an otherwise rather dull life

To rekindle a romance, test out a new partner, find some time to be properly with loved ones

Enjoying a certain type of lifestyle, even if only for a short while

To change thoughts, feel fresh or reinvigorated

After or during a tricky time – trying to feel better after a bereavement, a divorce or narrow escape

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