

Marketing Essentials

Make 2024 your best year ever

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How to use this workshop

1. You will probably find it most useful to watch the video as you go through these notes, jotting down your first draft ideas.
2. Once you've watched the whole video, I recommend you go through your notes again, responding to these questions in more detail. Remember to answer in as much detail as possible. Be as specific as you can. Keep asking 'so what?' and consider your responses from the perspective of your visitors and guests.
3. Then you will need to pull out action points, and prioritise them.
4. Finally, make sure you use a calendar to plan out your actions.

A structured approach: this is what we'll cover:



Step 1: Priorities

What do you want to have achieved by this time next year? What are your priorities?

For example, you might choose one of these – or something completely different:

- Revenue goal or make more profit?
- Work fewer hours, while making the same money
- Build loyalty – increase number of repeat visitors?
- Increase mailing list or social media followers?

Make sure you're really specific. Add details, targets, numbers.

What could get in the way of achieving these goals?

Be honest! What are your excuses? What do you need to learn, do or stop doing to achieve those priorities?

Step 2: When do you need more visitors or revenue?

Rather than saying something like 'Winter', break down the period into smaller chunks. Then for each time-frame, consider some tangible reasons for visitors to come at that point. Brainstorm specific ideas to fill each small chunk of time. Be clear about the time-frames, otherwise it's easy to be vague and just revert to wishful thinking!

Step 3: Better targeting

Imagine one ideal customer. Give them a name if you don't already know their name.

You might not know all the answers to these questions but you can probably second-guess a little. Or read some of your reviews to get an insight into how they think. You could also look at the social media profiles and posts of some of the visitors who follow your social media accounts.

- Describe their mindset and values. What's important to them?
- Who do they visit with? What do they enjoy doing?
- Where do they get their information?
- Why do they like your business?

Step 4: Trends

Consider some current trends and what they might mean for your customers and your business:

- Value for time – value for money
- Relax, wellbeing & mindfulness
- Learning and self-development
- Environmental concerns & interest in nature
- Time with loved ones & escape
- Nostalgia & creating new memories
- Pick-me-up treat
- Something to look forward to
- Celebrate special occasion
- Do something different or learn

Step 5: Describe your business

What makes you better, special, different? What makes your business really good?

Can you enhance anything to make it even more appealing to your ideal customers, perhaps taking advantage of a trend?

Step 6: Key selling points

Write down your three key selling points.

What do you most want potential visitors to know?

What's the transformation you offer?

Step 7: Marketing messages

Create a list of all the marketing messages you need to convey. This is likely to be a long list, which you can prioritise later.

Are there particular times of year you need specific messages?

Any market-specific messages?

Any FAQs to answer, barriers to overcome?

Step 8: Promotional tools

How do you tell people about your business? Which methods do they prefer? For example:

Website; social media (which?); mailings; PR; advertising; reviews

Is there anything you've done that's been successful? What can you repeat, for lazy success?

Step 9: Marketing grid

Using the information you've written down so far, create a marketing grid like this one:

Market	Promotional message	Actions
Young families	X ways to entertain children while parents relax	<ul style="list-style-type: none">- Photos showing children enjoying themselves while parents relax- Write a blog with ideas- Post on social media- Mention in April mailing

Step 10: Diary for action

Put key marketing actions into your diary. **Do the work!!!**

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