

2017 Tourism Awards How to Enter Workshop

Question 3: Marketing

Caroline Phillips

Destination Riverland



Question 3: Marketing

A) Who are your target markets?

Who have you aimed your marketing towards? Who is your ideal customer?

- How old are they
- where do they live
- life stage, disposable income
- media consumption etc
- What motivates them
- What problem do they have you are trying to solve?



Question 3: Marketing

B) How do you know your product/service meets the needs of your target markets?

- Provide details of how you have gone about selecting your ideal customer
- Research!
- Feedback, data from past visitation, focus groups, emerging market trends and/or current market changes to back up what you say.
- Think about profiling your customers using insights from social media, google analytics etc
- Visitor testimonials
- Does your ideal customer or target market reflect your current market segments? Why or why not?



Question 3: Marketing

C) What are your unique selling points and demonstrate how you communicate these to your target markets? (5)

- What makes you different to your competitors – how do you sell this difference?
- Consider separating your selling points by market
- What do you want your customer to think or feel about your product and how do you promote this?
- Language, imagery, marketing materials



Question 3: Marketing

D) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (5)

- Focus is on innovative – judges want to see what you have done differently.
 - Media mix, something new you have tried in the last 12 months.
 - PR
 - Working with partners/trade
 - Co-op campaigns
 - Social
- Consider a table to detail the strategy, the measure and the outcome
- Use stats to demonstrate success
- If it didn't work provide a rationale for why



Target Market	Strategy	Outcome
<p data-bbox="383 427 719 507">Sports Clubs – End of year functions</p> <p data-bbox="383 571 741 943"><i>September is a popular time for end of season sporting trips, the Karoonda Hotel provides food beverage, gaming and entertainment opportunities</i></p>	<ul data-bbox="763 427 1323 1034" style="list-style-type: none"> <li data-bbox="763 427 1323 619">• Personal approach to selected sporting clubs inviting them to use the facilities during their stay. <li data-bbox="763 687 1323 719">• Sponsorships to various clubs <li data-bbox="763 794 1323 1034">• Email marketing campaign to Adelaide metro clubs advertising the hotels facilities for their end of year windups or trips 	<ul data-bbox="1346 427 1895 1398" style="list-style-type: none"> <li data-bbox="1346 427 1895 512">• Hosted in excess of 12 clubs end of season trips in 2017 <li data-bbox="1346 587 1895 767">• Email marketing campaign had a 15% open rate and generated 4 direct bookings as a result <li data-bbox="1346 842 1895 975">• Currently sponsoring 1 local and 3 Adelaide based sporting clubs. <li data-bbox="1346 1050 1895 1398">• The Hotel have received repeat visits from people who attend end of year trips who bring their families back as they have enjoyed their time at the Hotel and within the region

Question 3: Marketing

Final Thoughts

- Know your customers and demonstrate how you know this! Back up your statements with evidence
- Focus on innovation – what have you done differently?
- Be clear about your marketing objectives and ensure you document measures of success.
- Use Customer testimonials, review etc.
- Use stats!! Social media insights, google analytics in addition to traditional measures

Write with passion!

