

International Travel, Tourism, Events, Festivals and Leisure Resort Management

BMTP4014

Niche Marketing And Social Media - Level 4

Aims for today

What is Social Media/Digital Marketing

Communication & promotional Mix

Recap

We discussed SMART, what does it stand for?

S.M.A.R.T.

Specific Measurable Attainable Realistic Timely

Last week gave an overview of..

What is the difference between primary and secondary data?

What sorts of things would you put in an appendix?

In Ansoff's matrix what strategy would the Cambodia case be?



Aims for today



**GOOD
TIMES
ARE
AHEAD**

What is Social
Media/Digital
Marketing

Communication &
promotional Mix

Assessment -1

Due: 25th November 23:59

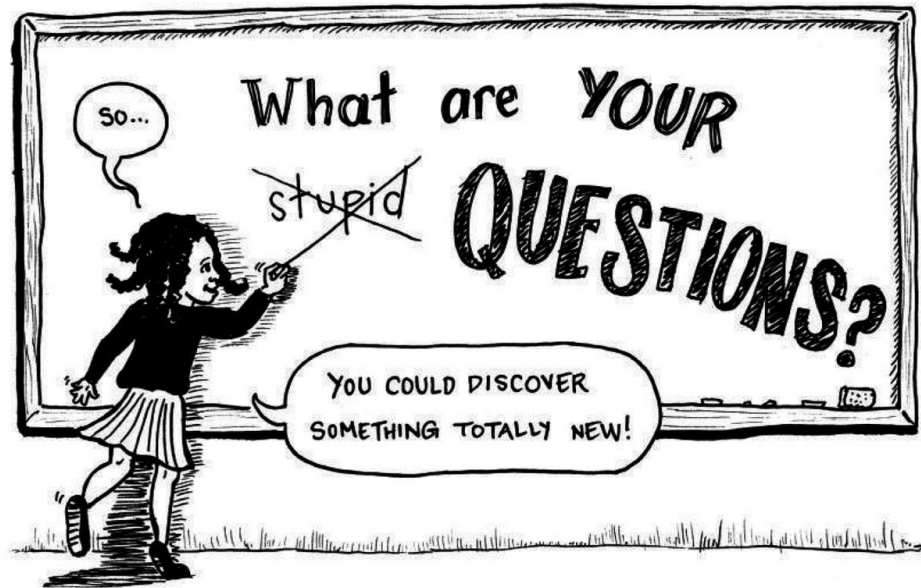
A marketing report of 1500 words -/+ 10%

MARKETING REPORT

As a Tourism Destination Marketing and Events Team you are required to use academic and industry research to prepare a Report using SOSTAC to market, promote and publicise The Arena Event!!!

You will need to use market research to develop an effective niche Marketing and Events Report to effectively promote the Arena Event

Any Questions?





Communications Mix

A company's overall marketing communication strategy is called the "Communications" or "Promotional" mix.

"The specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships." (Kotler & Armstrong, 2018)

In the era of mass communications and emerging mobile technologies, an organization must build an adequate mix of marketing communications (Todorova, 2015)

Advertising

**Personal
Selling**

**Sales
promotions**

**Public
Relations**

**Direct
marketing /
Internet
Marketing**

Packaging

Its a social World

What was the first thing you did when you woke up this morning?



What time of day is best to post on social media?

I'm going to be so productive today!

Right after I scroll through my entire Instagram feed.

You wouldn't be alone one survey of people from 31 countries reported that 96% of them use their smartphone within an hour of waking up often before they get out of bed

(Lee & Calugar-Pop 2016)

When?

Generally, the **best time to post on social media overall is 9:00 AM PST (12:00 PM EST) on Mondays**. But every network has its own sweet spot.

when to post on Facebook

Monday	10 AM PST 
Tuesday	 10 AM PST
Wednesday	10 AM PST
Thursday	11 AM PST
Friday	11 AM PST
Saturday	8 AM PST
Sunday	10 AM PST

when to post on Instagram

Monday	9 AM PST 
Tuesday	9 AM PST
Wednesday	9 AM PST
Thursday	 8 AM PST
Friday	9 AM PST
Saturday	10 AM PST
Sunday	10 AM PST

when to post on TikTok

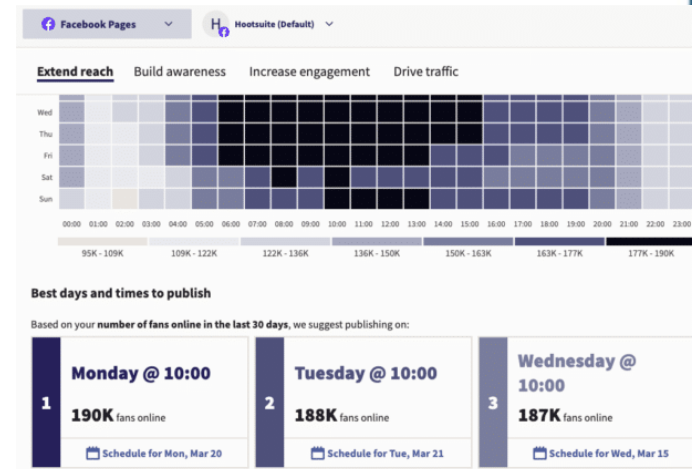
Monday	1 PM PST
Tuesday	2 PM PST
Wednesday	1 PM PST
Thursday	7 PM PST 
Friday	2 PM PST
Saturday	 9 AM PST
Sunday	1 PM PST 

when to post on Twitter

Monday	7 AM PST
Tuesday	7 AM PST
Wednesday	10 AM PST
Thursday	11 AM PST 
Friday	 9 AM PST
Saturday	9 AM PST
Sunday	9 AM PST

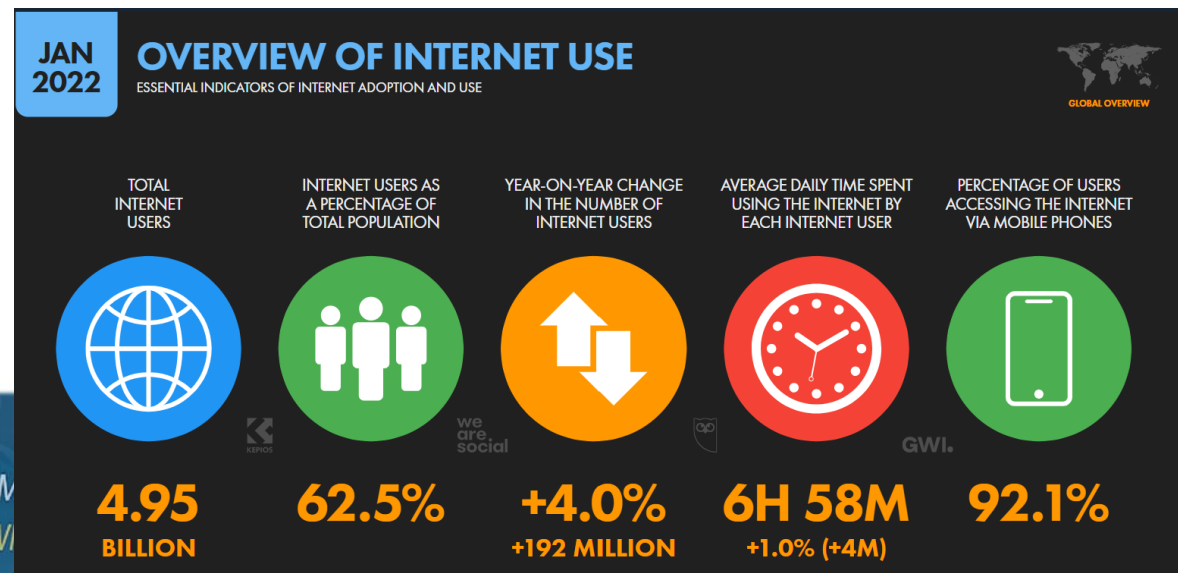
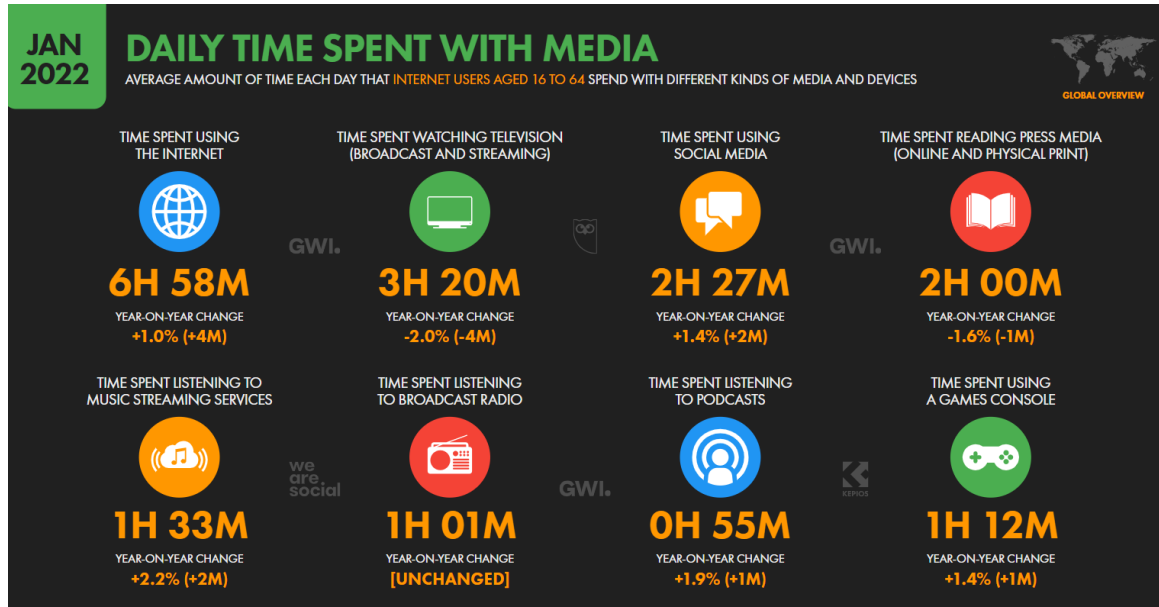
when to post on LinkedIn

Monday	1 PM PST 
Tuesday	10 AM PST
Wednesday	3 PM PST
Thursday	10 AM PST
Friday	10 AM PST
Saturday	12 PM PST
Sunday	8 AM PST



[Best Time to Publish in Hootsuite Analytics \(vidyard.com\)](https://vidyard.com)

So how connected are our customers?





Academy Certification Courses

Master new social media skills with online classes taught by industry pros.

TRAINING FREE / CERT \$99 US	\$199 USD	\$999 USD
Hootsuite Platform Certification Course	Social Marketing Certification Course	Advanced Social Media Strategy
		
Do you know your way around Hootsuite like a pro? Have you completed the Hootsuite Platform Training Course? Take our exam now to earn your official certification.	Develop essential social marketing skills and tactics to grow followers and engage with your audience. Learn to create a social media strategy that will drive business results.	Designed for leaders, and aspiring leaders, who want to more strategically reap the benefits social media marketing has to offer.



"It's difficult to know if you're hiring a skilled social media marketing professional. I'm so thankful there's now a standard for social media education and recognized certification we can reference when evaluating skills."

Social Media Marketing & Platform Courseware - Hootsuite Academy

30 mins to get as far as you can in Hootsuite academy?
Complete in your own time to get certificate



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Benefits for tourism and events?



Traditional marketing gives businesses total control of the conversation. Methods like direct mail, billboards, and print ads serve to deliver information that is purely promotional, and do not offer consumers the chance to respond or ask questions.

Around 70% of leisure travellers say they start their travel planning process with search engines.

Online channels have made it easier for travellers to get information about destinations.

The travel industry is greatly influenced by online reputation and reviews. That is because more people depend on them for choosing their destination, planning their itinerary, and more.



We are going to take a 15 min break...

See you soon!

Communications Mix as an online strategy

Utilising internet marketing in the communications mix, we use the RACE digital planning framework

- The RACE mnemonic summarizes the key online and multichannel marketing activities that need to be managed as part of digital marketing communications. RACE covers the full digital touch points in the customer lifecycle or “Funnel”.



Reach

Reach involves building awareness of a brand, its products and services on other websites and in offline media in order to build traffic by driving visits to different web presences like your main site, microsites or social media pages. It involves maximising reach over time to create multiple interactions using different paid, owned and earned media touchpoints

SEO – Search engine optimisation



How to Reach

Build a recognizable brand – Stand out -Brand voice/tone, Brand aesthetic/consistent look, Brand values/what we stand for/ personality.

Tell a brand story – takes values further what is our narrative, values beyond the products

Create shareable content – posting consistently at the right time, that followers will want to share (exemplifies their aligned values)

Contribute to your community -like sponsoring events, offering corporate donations, or facilitating employees' participation in charity work

Promote - Offer freebies, social media contests (reward engagement) collaborate with other content creators

Work with the social algorithms - “Right now, about 15% of content in a person’s Facebook feed and a little more than that of their Instagram feed and 80% of Ticktocks feed is recommended by AI from people, groups, or accounts that you don’t follow. We expect these numbers to more than double by the end of next year.

[Instagram algorithm](#)

[Facebook algorithm](#)

[Tiktok algorithm](#)

[Twitter algorithm](#)

9. Run awareness ads - Ticktock

Choose a campaign objective

- ☒ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales



Awareness

Show your ads to people who are most likely to remember them.

Good for:

Reach ⓘ

Brand awareness ⓘ

Video views ⓘ

Store location awareness ⓘ

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Cymru
David

Act

Act: Act is short for Interact. For most businesses the main aim of Act is to generate online leads. So, it's about persuading site visitors or prospects take the next step, the next Action on their customer journey when they initially reach your site or social network presence. It may mean finding out more about a company or its products, searching to find a product or reading a blog post.



How to Interact

Create an Interactive Experience

Create experiences in which they need to click on (or touch) the screen. Physically involving them in the experience is a key step in a compelling interaction.

Let them Explore and Discover

Customers love to feel in control of their experience. When you create an interaction that drives in a linear manner, you lessen the excitement. You're simply asking them to click through screens. Instead, open up the navigation of the interaction. Let them freely explore at their own pace and leisure. This dynamic is often described as "pull the information" rather than "pushing" it to them

Provide Feedback

After they make a choice, they should receive immediate feedback on their decisions. Think of this dynamic as challenge, choice, consequence. As a result of that choice, they receive feedback that lets them know its valued and rewarded.

Keep Your Content Relevant and Short

It's hard to get excited about material that doesn't mean anything to you. So the goal is to make the content real and relevant. Help them understand why this content is valuable and how it will benefit them. And keep it short. If you get verbose, attention will wane.

Convert

Convert: This is simply conversion to sale, online or offline. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online e-commerce transactions or offline channels.



How to drive conversions

Use the right calls-to-action - Remember that the “Contact us” form is one of the least effective CTAs. There’s no need to rely on only this option to increase conversions but do make links to purchase sites easy to find and use.

Testimonials, experiences and reviews - Sixty-four percent of consumers read testimonials before ending up in the buying process.

Create quality content - There’s no question that creating quality content is king on the internet. Quality content means not only providing fresh and interesting information, statistics, proofs, tips, guides and more, but also knowing well your target audience and the subject you’re writing about.

Adopt the herd mentality - Have you ever noticed that how people move in herds? If many people are doing something, other people want to do it, too. Showing how other people are jumping on the bandwagon with your brand can help you increase conversions and signups.

Engage

Engage: This is long-term customer engagement and communications that is, developing a long-term relationship with first-time buyers to build customer loyalty as repeat purchases using communications on your site, social presence, email, and direct interactions to boost customer lifetime value



How to drive Post purchase engagement

Thank you emails – Sometimes, a simple “thank you” message is all you need to let your customers know how much you value and appreciate them. But why stop there? You could sweeten the message with a free gift, a discount, or a coupon code that incentivizes them to come back to your store — even if they weren’t ready for another purchase

Engagement with notifications via email or text – to alleviate “buyer’s remorse” validates the customer’s purchase and sets proper expectations about the next steps.

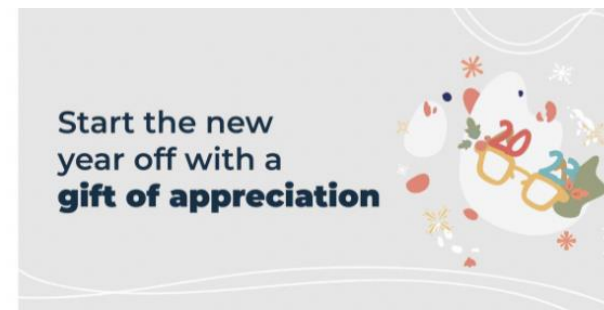
Survey feedback requests – It’s often a good idea to send customers a single-question survey that asks them how likely they are to recommend your products/services to others. It shows them that you value their opinion and are keen to improve

Personalized product recommendations – Post-purchase emails containing personalized product recommendations are a great way to stay top-of-mind and even create opportunities for repeat sales especially as 35% of consumers want to see products and offers based on their past purchases in promotional emails.

Exclusive promotions and discounts – Offering exclusive promotions, discounts, or freebies to your customers is a great way to remind them about your brand and recognize their loyalty. Sending post-purchase emails on their birthdays or other milestones with a surprise freebie, bonus, or discount code can reinforce any positive feelings they have about your brand.

Personalized loyalty rewards – Post-purchase emails are particularly great for communicating your loyalty program and its rewards to your customers. This can pave the way for repeat purchases from them.

Exclusive promotions for reviews and referrals – Word-of-mouth marketing is undoubtedly one of the most effective forms of marketing. Of course, if you give your loyal customers a little incentive, this can work even better



Happy New Year, Francesca,

Just doing a quick vibe check: how’s the new year treating you?

In case you’re in need of some positivity, we’d like to offer you 20% off your first 10 gifts of the new year. Use promo code **HOLIDAY20** now through January 31st.

Need some inspiration for your gifts? We’ve got you covered. This post on how to [maintain engagement with your clients in the new year](#) might be handy. Or, if you’re looking for ways to [boost your team’s energy](#), check out [this post](#).

Ready to start the year off generating positive vibes?

[Send Gifts Now](#)

Cheers,
MK



MK Getler
CMO, **Loop & Tie**
they/them

THE SMART INSIGHTS RACE PLANNING FRAMEWORK



Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

Buyer stage

Exploration

Publish and promote your content, allow sharing to other outposts, networks and influencers. Draw people to your content hub

Key measures

- Unique visitors
- Value per visit
- Fans/Followers

Buyer stage

Decision making

Be worth finding via clear customer journeys and a content hub that is relevant, inspirational, useful and creates leads

Key measures

- Leads/Lead conversion rate
- Time on site
- Shares/Comments/Likes

Buyer stage

Purchase

Capitalise on marketing investment using CRO, marketing automation and remarketing to ensure contextual relevance drives conversion

Key measures

- Sales (on and offline-influence)
- Revenue/Profit
- Average order value

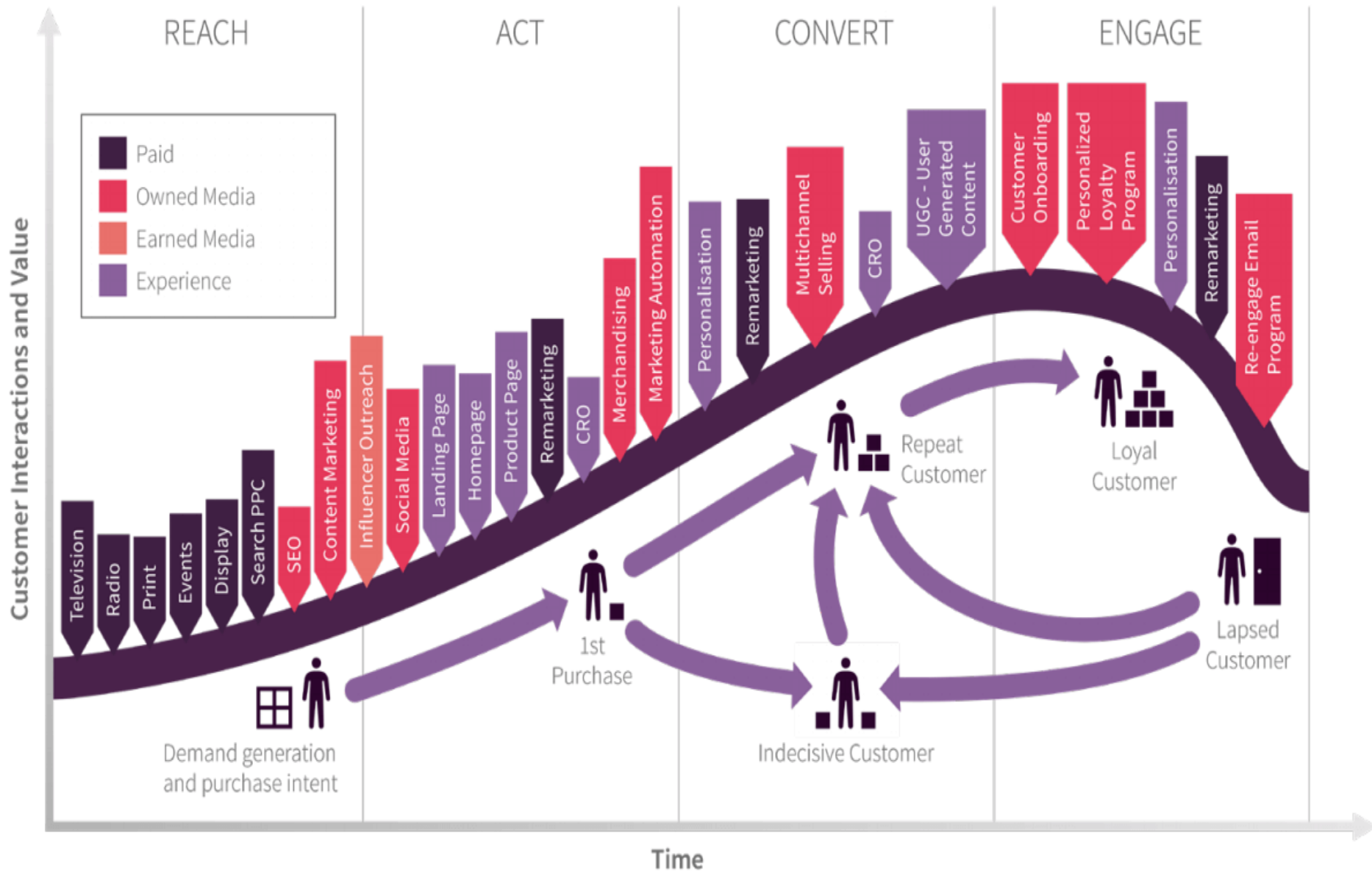
Buyer stage

Advocacy

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Start your marketing here!

Key measures

- Repeat purchase (Lifetime value)
- Satisfaction and Loyalty
- Advocacy



THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

PART ARTIST

WRITTEN CONTENT



Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

VISUAL ASSETS



Visual content grabs consumers' attention, making it a valuable marketing resource.

SOCIAL MEDIA



Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

EMAIL MARKETING



Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

PART SCIENTIST

PERFORMANCE TRACKING



Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

OPERATIONS



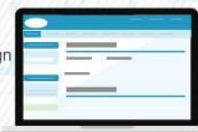
With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

ANALYTICS



Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

CAMPAIGN PERFORMANCE



Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

Digital Marketing Applications

- An advertising medium
- A direct-response medium
- A platform for sales transactions
- A lead-generation method
- A distribution channel
- A customer service mechanism
- A relationship-building medium
- Data capture opportunity



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Show me your marketing art!

Create content designed to get customers to 'Act' for the Arena Event

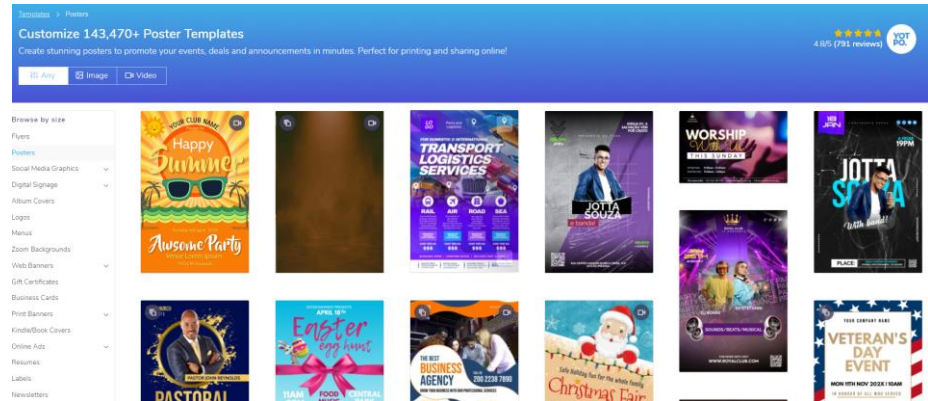
Think about who you are making it for which social media channel's' you would use.

Be prepared to discuss

45 mins!



poster
mywall



Stencil

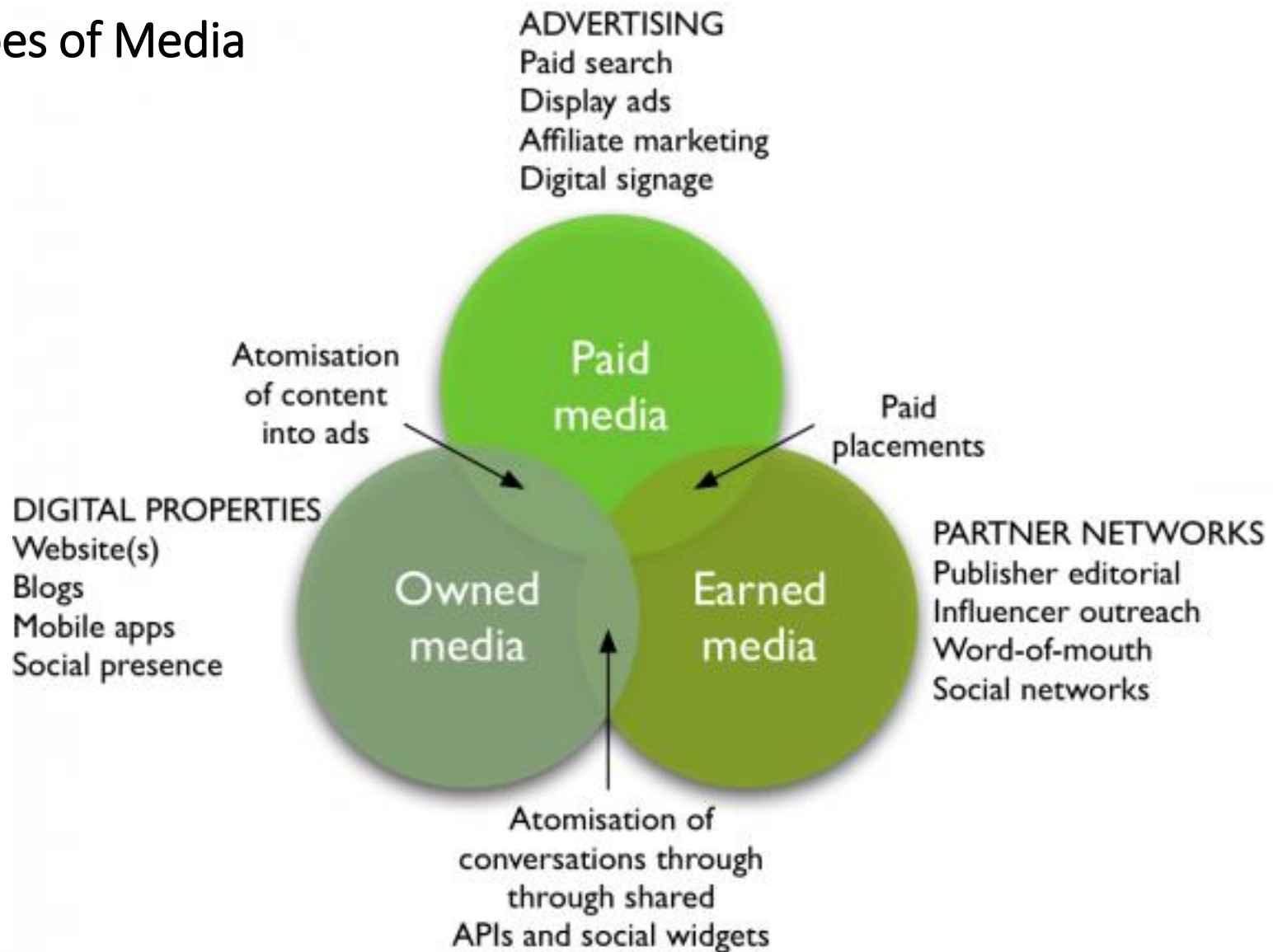
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Types of Media





Action!



- Now you have an idea of what your audience wants and what channels they use and thought about the types of communications we want to send 'RACE' now we have to deliver!
- Now we must create a timeline of our communications (Just the communications!)
- Think about at what time of year we should release what types of messages for our brand?
- E.g if we are a beach resort in Spain, should we use promotions in summer or winter?...

What channels would you use for a beach resort in Spain when targeting promotions to British holiday makers?

Is a 'Promotion' likely to be Reach, Act, Convert or Engage?

Plan your communications mix with a Gannt Chart

A Gannt chart is a project management tool assisting in the planning and scheduling of projects of all
A Gannt chart template has been provided for you on Moodle Which must be used for your assessment!.

Communications Plan

Company Name

Project Lead

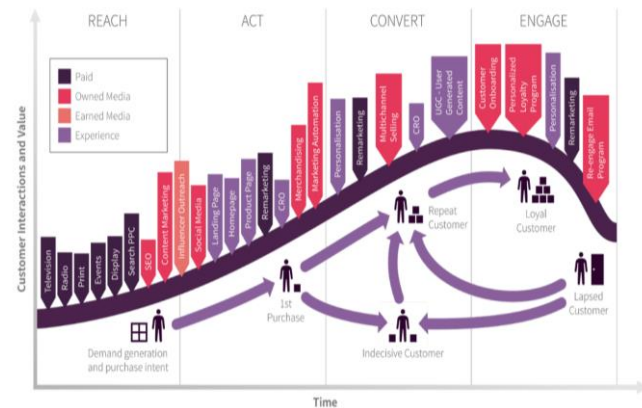
Project Start:

		November	December	January	February	March	April	May	June
TASK	Metrics	START	END						
Advertising									
Tv	How many views.	March	August						
Radio	Promotional code	Novemeber	November						
PPC	Click rate	November	November						
Activity/Channel		Month	Month						
Activity/Channel		Month	Month						
Personal selling									
Activity/Channel		Month	Month						
Activity/Channel		Month	Month						
Activity/Channel		Month	Month						
Activity/Channel		Month	Month						
Activity/Channel		Month	Month						
Sales promotion									

Action!

Case study – The Cosy cottage

In groups make a Gantt chart of marketing activities and channels for the case study. Gantt chart template is in the learning materials on Moodle- You must use this template for your assessment. Consider the issues this organization is facing? How will you structure their communications to be the most effective?



In late 2022, The Jones family purchased the Cosy Cottage Hotel in South Devon coast (An existing hotel that had gone out of business during the Covid lockdown). The Hotel has a basic website and a little used social media page with a good number of followers from the previous owners (400), The hotel is a 15 mins walk from the beach and a 20 min drive to Torquay which has many attractions, The Jones family are keen to get their hotel started on the right foot and have asked you to design a communications plan for next year January to December that will attract new users to their website and social media and increase bookings in the quieter autumn and winter months and reach out to the customers who have been to the hotel under the previous owners.

-Consider RACE (what is the aim of the message)/ and what Channels you will use for which groups of new and existing customers?

-What times of year will need which kinds of strategies?



Control

Big Data, Social footprints & The Goldmine!

This is the impression or mark that we make when we visit sites.

When we visit websites and web communities, we leave a **digital trail** behind... your footprints become a source of **Big data**

Much research on what can be revealed about you by the footprints that you leave has been carried out, one notably by Dong (2015) who found that **personal traits are clear** including whether your parents were divorced could be established!



Control

- Plans should include control systems - performance must be monitored, measured and controlled (how will we measure success? Think about your SMART target and what was identified)
- Identify USP, Features and Benefits
- On your Gannt there is a space for “Metrics/KPI’s” for each channel you use, this is what you will measure to know that the process is working, consider what can be measured and how
- Discuss how we will measure success? Why?
- What is the objective-New customers, positive attitudes towards brand, Increase profits etc..
- In this section you will discuss your use of metrics and justify your choices,

e.g

“Promotional discount codes have been used to measure radio communications effectiveness as each time a promotional code is used this can be traced to a successful engagement of the channel.”

TASK	Metrics	START	END
Advertising			
Tv	How many views.	March	August
Radio	Promotional code	Novemeber	November
PPC	Click rate	November	November
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Personal selling			
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Sales promotion			



Next Week!

Situational analysis

Competitors and collaborators

Positioning and competition

I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

C.wilkin@UWTSD.AC.UK



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Solis, B., 2013. The Ultimate Moment of Truth and The Art of Digital Engagement - Brian Solis. [online] Brian Solis. Available at: <<https://www.briansolis.com/2013/11/the-ultimate-moment-of-truth-and-the-art-of-engagement/>> [Accessed 15 May 2022].

Todorova, G., 2015. Marketing communication mix. Trakia Journal of Science, 13(Suppl.1), pp.368-374.

Introduction (100 words)

The purpose of your marketing plan/what it is about

Who it is being prepared for?

Briefly introduce the key Frameworks you will use in your marketing plan SOSTAC, Marketing mix, Bowmans etc..

Use the Appendix for tables e,g PEST SWOT,
Use SimilarWeb to identify customer segments!
this is a requirement! Look at review sites to gain an understanding of the customers thoughts about the brand.

Make perceptual positioning map for the event based upon what you think the target market value (add in your Appendix).

Collaborators- again Simmilarweb will tell you some of these, you will also need to research. you do not need a full pestle just the main points that affect your hotel be specific/relevant and provide examples.

What is the 'Value proposition', current promotions and communications?).

Assessment structure.

Be concise and to the point, introduce the event and a short background. (Top tip write your introduction last... no point introducing what you don't yet know!)

Situation Analysis (300 words)

5 'C's

- Company: SWOT analysis (Micro analysis) (tables excluded from wordcount)
- Customers: Segmentation and Targeting/ Customer profile's' SimilarWeb!!
- Competitors: Perceptual positioning map.
- Collaborators: Demonstrate an awareness of Relationships, Partnerships, in regards to your marketing channels and distributors
- Climate: PESTLE (Macro analysis)
- Value Proposition

Assessment 2 structure.

Be specific, you will increase website traffic by 5000 visits/ social media followers by 8000 etc, how will you measure if the plan is working KPI's/metrics? by when?

Objectives(100 words)

-SMART target: Summarise the aims of your marketing plan in one short paragraph.

Strategy (250 Words)

Discuss and explain the events value proposition. What strategy will the business use? Ansoff's matrix.

e.g – if the organisation decides that we need to focus on changing the brands reputation due to poor reviews you will need to select a strategy to overcome this

Marketing mix:

- Product - What is the destination currently offering?
- Place (Distribution) – How will customers locate the area? Which channels will be used?
- Price – What is the pricing strategy within the area? Linked to market research and/or marketing environment analysis and/or customer value, are there a variety of price points for visitors-how will this be displayed/shared.
- Promotion – How will the event be advertised?

Identify which strategy from Ansoff's matrix you will be following for the event to grow. Existing products into new markets etc..

Discuss the marketing mix, pricing? New processes, (online) new place (Distribution) etc..

Assessment 2 structure.

Tactics (250 Words)

What strategies? RACE/ Communications Mix
Discuss how you will use new communications tactics to address the issues identified in the situational analysis. We will discuss this next week!

examine the Arenas current communications/social media/ emails/Similarweb results, how can you improve? Where are they lacking what did they miss? Use this to guide your steps. What will you do now?

What types of communications should the organisation create to address the new mix and strategy? What channels? Use examples from other brands you may wish to emulate.

Assessment 2 structure.

Use the template on Moodle!!!!!!

Only discuss the market research,
planning marketing channels and metrics,
Be relevant not just random channels
think RACE think about the best channel
for the task!!

Action (100 Words)

Gantt Chart of marketing activities: Marketing channels schedule
Justify your marketing channels schedule, what informed your decisions. (next week!)

Control (100 Words)

Discuss how we will measure success?
New customers? Positive attitudes
towards brand? Increase profits? etc..

Discuss the Metrics/KPI'S you have selected for each channel, why have you chosen these, why will they be effective? Justify your choices.

Conclusion

(100 Words)

Summarise your main points, what did you change what effect will this have and outline any further recommendations you have.