

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

BMTP4014

Niche Marketing And Social Media - Level 4

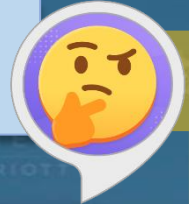
Aims for today

What is Social Media/Digital Marketing

Communication & promotional Mix

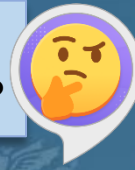
Recap

We discussed RACE
What does each mean?



Last week gave an
overview of..

Who continued the
Hootsuite certification?



Give me an example of
how 'Engage' would
work for a company
like Jet2 holidays??



How long do we spend
on the internet per day
on average?



TIME SPENT USING
THE INTERNET



6H 58M

YEAR-ON-YEAR CHANGE
+1.0% (+4M)



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

TOP 10 MOST LOVED MARKETING TECHNOLOGIES

SATISFACTION SCORES BASED ON 1,001 REVIEWS

HubSpot > Marketing Automation
8.6 out of 10 **1st**

buffer > Social Media
8.1 out of 10 **2nd**

Marketo > Marketing Automation
8.1 out of 10 **3rd**

Google Analytics > Analytics
8.6 out of 10 **4th**

WordPress > CMS
8 out of 10 **5th**

MailChimp > Email
7.7 out of 10 **6th**

Hootsuite > Social Media
7.5 out of 10 **7th**

dotmailer > Email
7.3 out of 10 **8th**

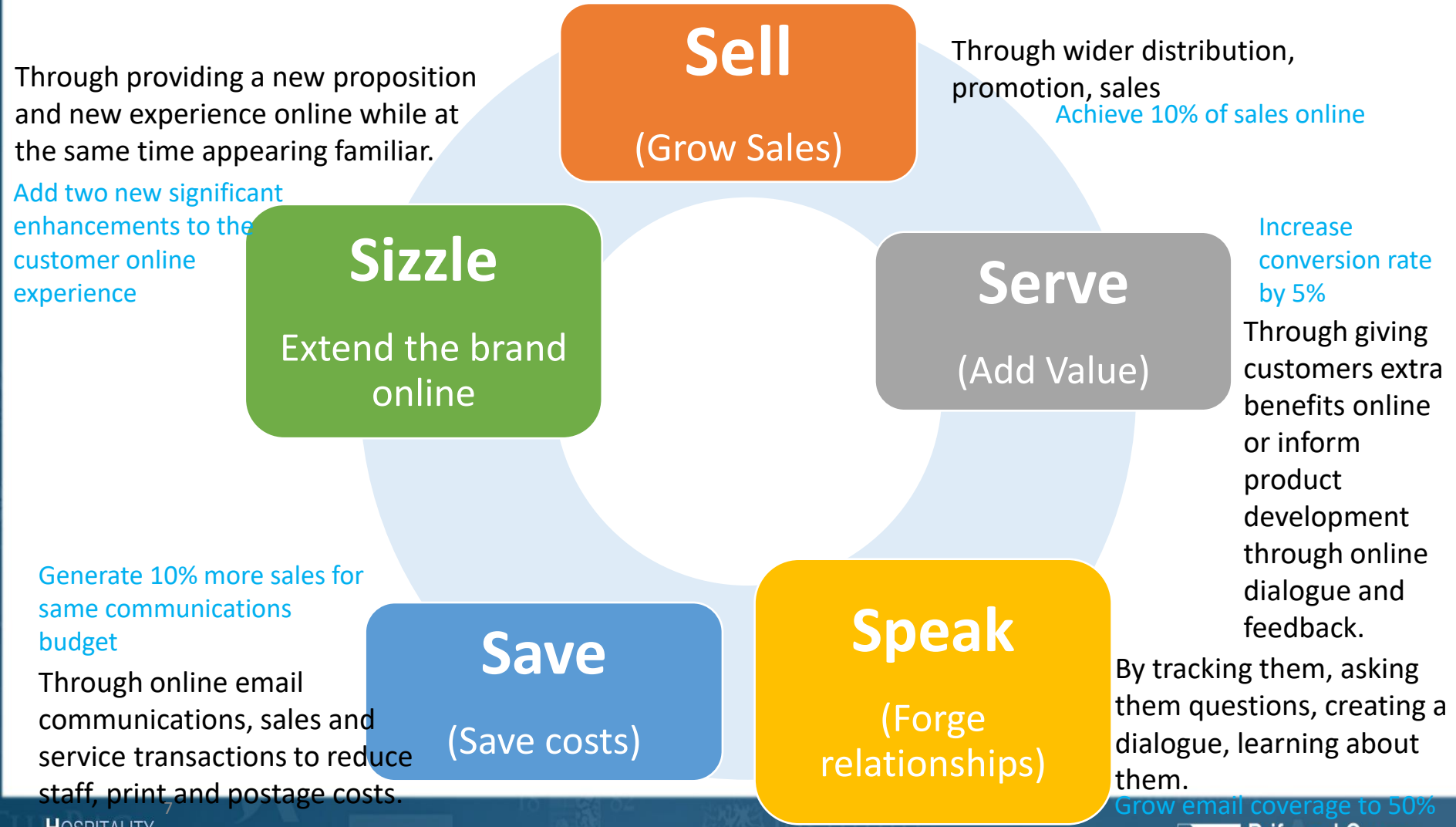
Magento > Ecommerce
7.2 out of 10 **9th**

Drupal > CMS
6.8 out of 10 **10th**

TFM&A
TECHNOLOGY FOR
MARKETING & ADVERTISING

Source: The 2015 Marketing Technology Report
based on 1,001 reviews by UK marketers
tfmainsights.com/download-the-2015-marketing-technology-report/

5 'S' Digital marketing objectives



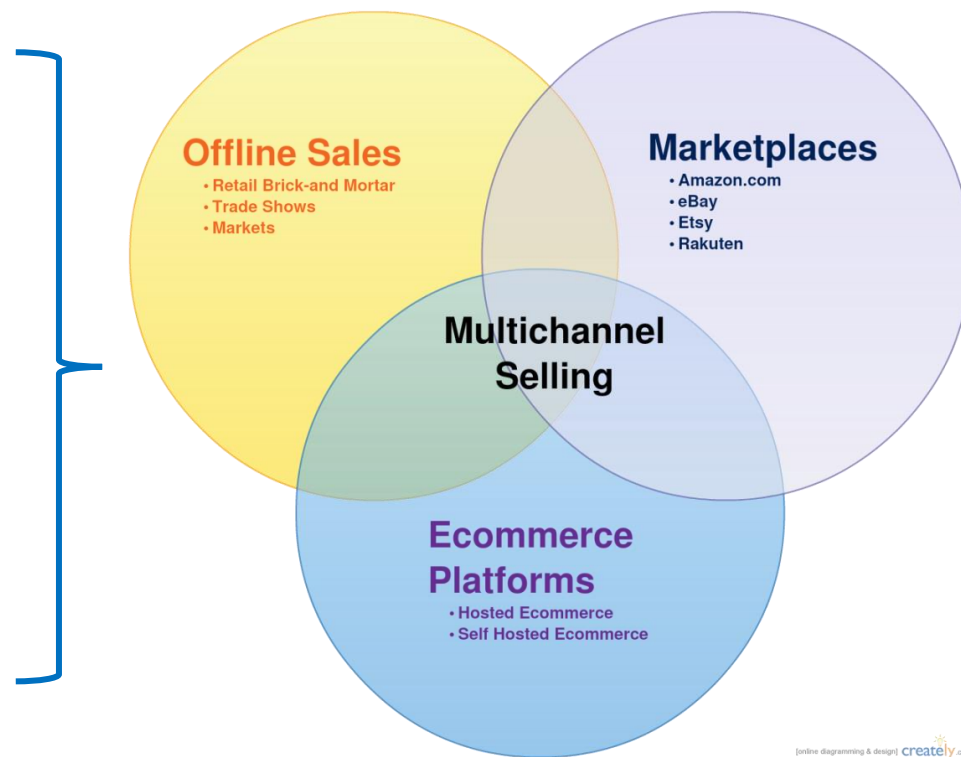
Objectives - Sell

To increase this %, using **mixed-mode** or **multichannel selling** is a must

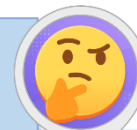
Direct online revenue contribution



% of sales transactions completed online



Give me examples of how tourism based services utilise Sell



Serve- The Internet as a Customer service tool

Measures of online customer engagement

Engagement metric

1. % of non-home page entry visits
2. Bounce rate
3. Duration
4. Marketing outcomes
5. Micro or step conversation rates
6. Brand search-term strength
7. Email activity level
8. Define activity levels or hurdle rates (for different activities)
9. Emotional response
10. Outcomes

Engagement tactic

- Use run-of-site OVP messages
- Use a run-of-site sign up
- Use heatmaps or overlays to assess management
- Get your scent right
- Interactive sales advisers
- Generate awareness
- Refined touch strategy
- Personalize by activity or lifecycle of content in web or email pods
- Mutivariate testing
- Use secondary navigation to highlight next steps

Speak – The Internet as a Communications Tool

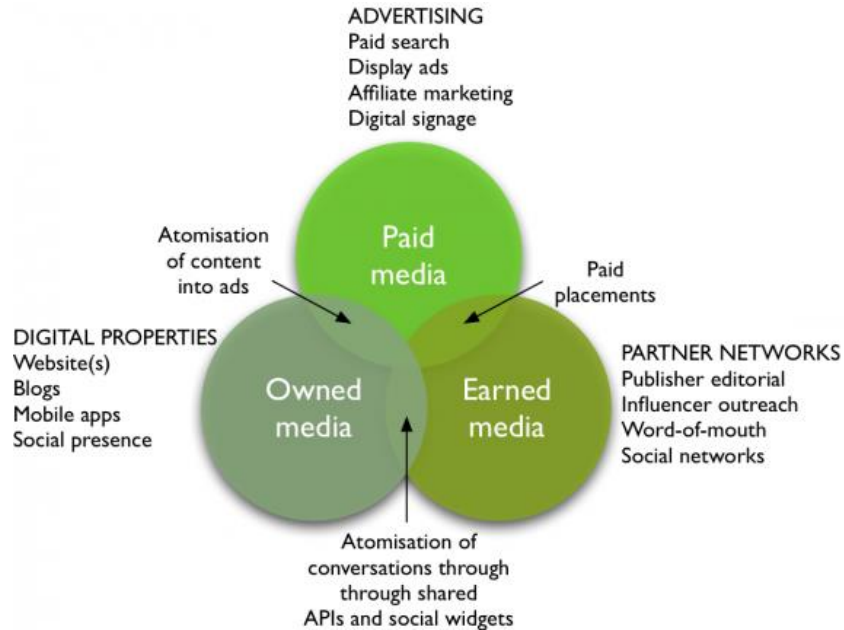


Figure 1.11 Categories of media: paid, owned, earned

Inbound marketing

→ Pull mechanism: in Digital marketing, the contact with the brand is initiated by the customer



Good visibility from companies in search engines is essential

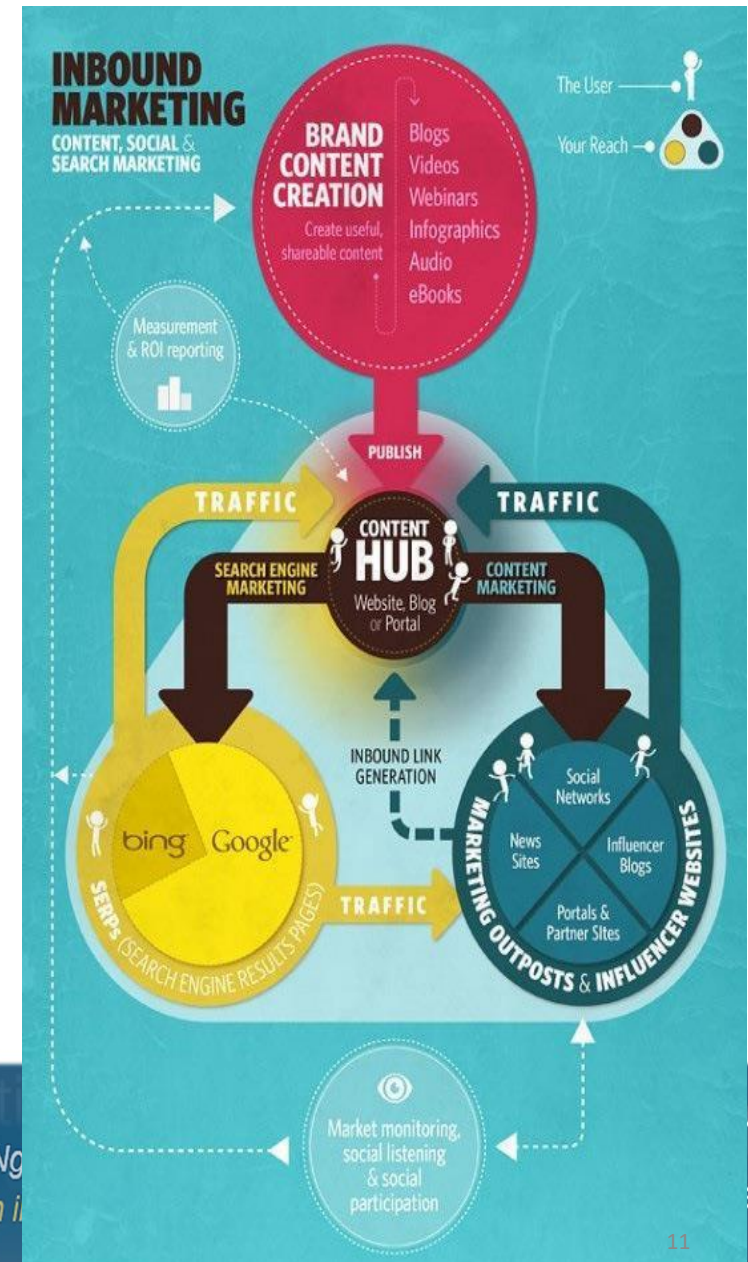
Content marketing

1. Content engagement value
2. Content media
3. Content syndication
4. Content participation
5. Content access platform

Objective – speak – using the internet as a communications tool

Key digital media channels

1. Search engine marketing (SEM)
2. Online PR
3. Online partnerships
4. Interactive advertising
5. Opt-in email
6. Social media marketing



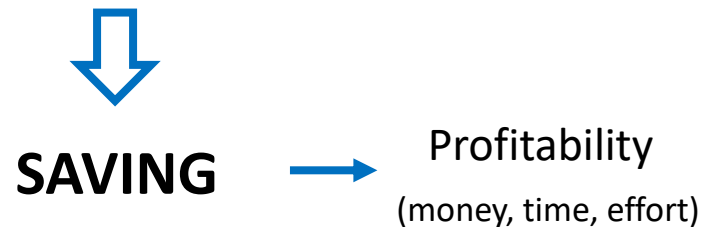
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Save – The Internet for Cost Reduction

What will catch the financial director's ear together with "sell"?



Savings emerge:

- Digital media channels
- Customer service
- Transactional costs
- Print and distribution

Cost Per Acquisition (CPA) – crucial in controlling media, used to control the level of bids

$CPA = (100/\text{conversion rate}) \times \text{Cost Per Click}$

$CPA = \text{Cost Per Click} / \text{Conversion rate}$

Sizzle – The Internet as a Brand Building Tool

SIZZLE



To add extra value, extend the experience and enhance the image



What experience could a web site deliver that would be truly unique and representative of the **brand**?

Reality
Perception

Google Garage

You have until 12.00 to complete the “Take a business online” section if you finish move on to the next section.



Fundamentals of digital marketing : Google (exceedlms.com)

- <https://learndigital.withgoogle.com/digitalgarage>
- <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

For next Week!



- Sign up as a customer to:

Travel republic: [Travel Republic Holidays 2023 /2024](#)

Expedia Travel: [Expedia Travel: Holiday Homes, Hotels, Car Rentals, Flights & More](#)

TUI: [TUI.co.uk | Holidays, Flights & Cruises 2023 / 2024](#)

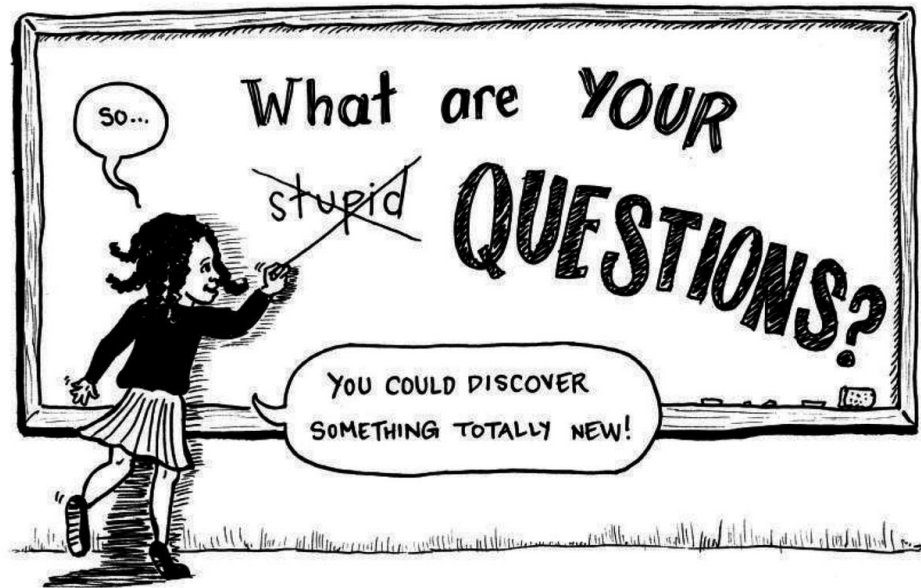
Trivago: [United Kingdom Hotels | Find & compare great deals on trivago](#)

And any others you are interested in?..

Sign up to receive emails and also join their social media

Be prepared to share screenshots of the communications you receive from them so we can critically analyse them together next week

Any Questions?





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



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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Lee, P. and Calugar-Pop, C., 2021. The home-based worker. [online] Deloitte Insights. Available at: <<https://www2.deloitte.com/us/en/insights/industry/telecommunications/global-mobile-consumer-survey.html>> [Accessed 15 May 2022].

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.