

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

BMTP4014

Niche Marketing And Social Media - Level 4

- Introduction/Overview to the
- Module Introduction to Marketing

Aims for today

Examine

Competitors/Collaborators and Climate

Press Release activity!!!

Recap

We looked at 4 Targeting strategies, which can you remember?

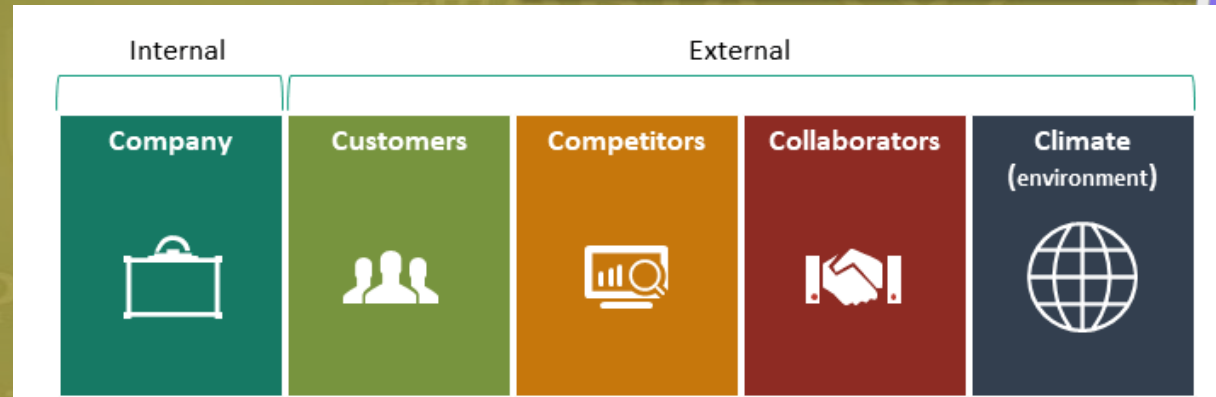


Undifferentiated
Differentiated
Concentrated
Customised

Fundamentals of digital marketing

<https://skillshop.exceedlms.com/student/collection/654330>

We discussed the 5 C's What were they?



We introduced SWOT What does it Stand for and..... Which are internal and which are external analysis?



We looked at Similarweb
Anyone looked into it further?

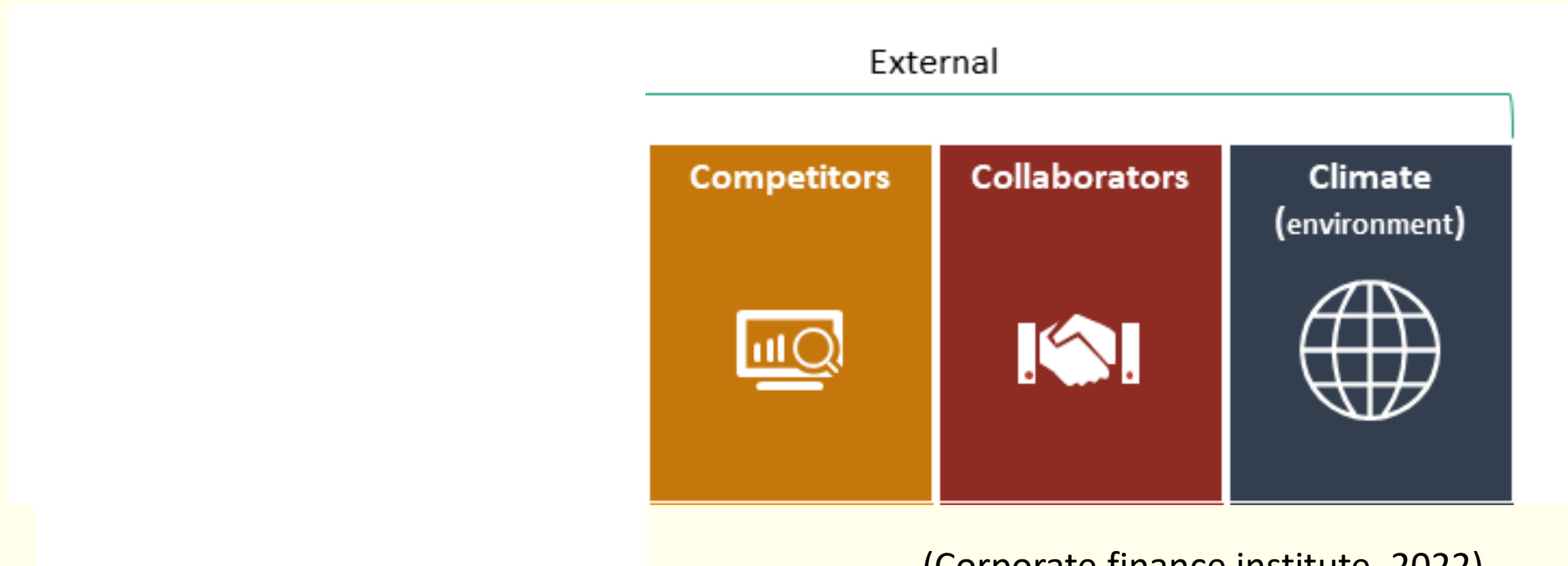


Situation Analysis



Situational analysis

5 'C's



(Corporate finance institute, 2022)



Competitors

How do we know if we are doing well?



‘Positioning and benchmarking’

Positioning is a marketing strategy that involves creating a brand image for target customers to associate with, while benchmarking is a method for comparing a company's performance against competitors or industry standards:

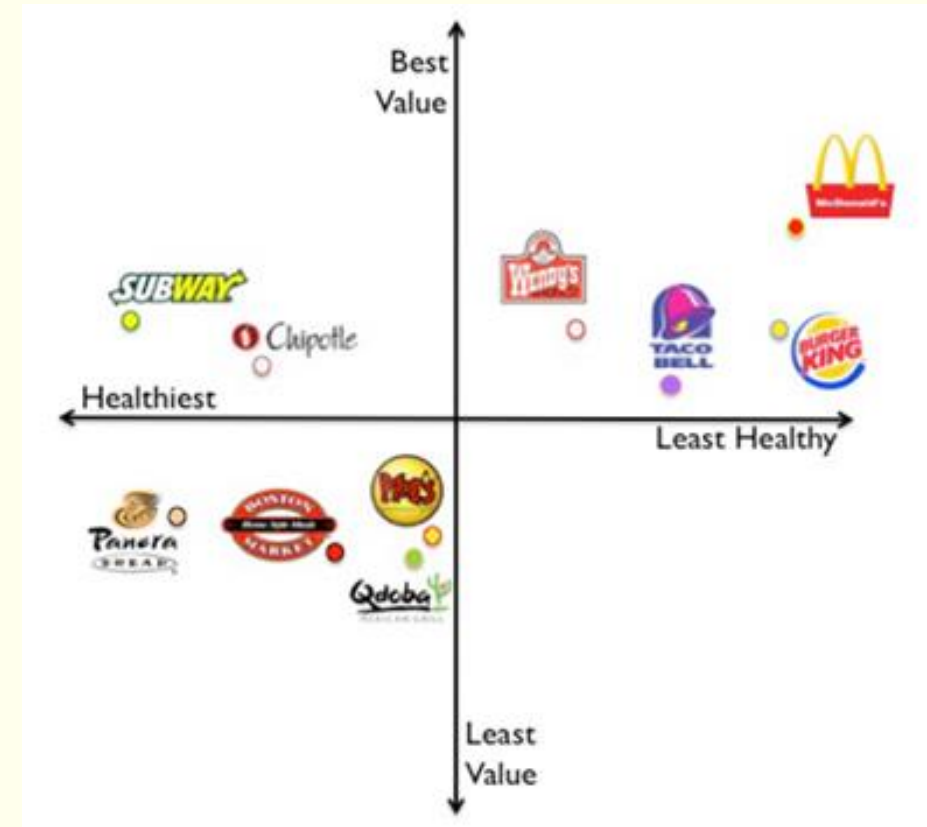
Direct/Indirect competitors?

New competitors/entrants?

What do they do? What do we do?

Is it hard to replicate?

How do customers perceive us vs them?



Benchmarking

- A method for comparing a company's performance against competitors or industry standards.
- Digital benchmarking can help identify gaps and opportunities in a digital marketing strategy.
- For example, a company can compare key metrics like traffic, conversions, engagement, and customer satisfaction with competitors.



Keep track of competitors



- Renowned thinker Edward de Bono once said, *“Companies that solely focus on competition will die. Those that focus on value creation will thrive.”*

Understand and engage at the speed of social

2/3 of the Forbes 100 most valuable brands trust Brandwatch, the social suite built for our fast-moving world.

Get started →

Explore our suite

Consumer Intelligence

Understand your consumers, your brand, and your market.



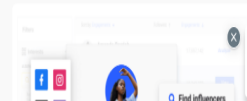
Social Media Management

Engage with consumers across social platforms and grow your brand.

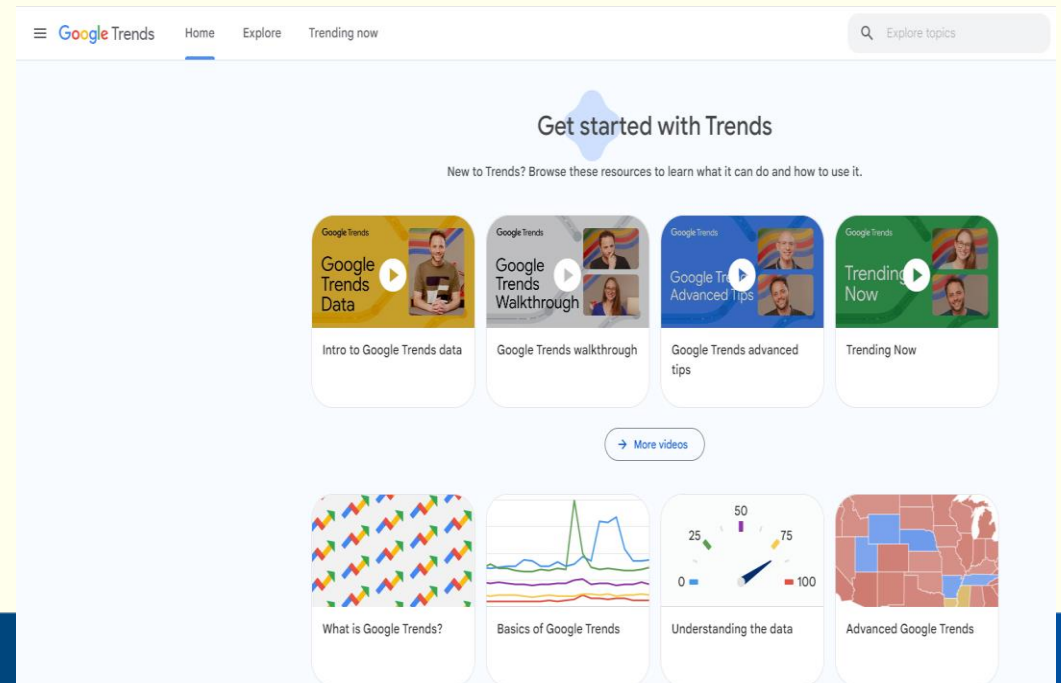


Influencer Marketing

Discover influencers and manage campaigns with our end-to-end solution.



Hey there! How can we help you today?





Value propositions

A value proposition is the “the full mix of benefits on which a product is differentiated and positioned. It is the answer to the customer’s question ‘why should I buy your product?’” - Kotler et al. (2018, p.232).

To know the answer to this we’re going to consider the following:

- **Brand positioning**
- **Objective/subjective positioning**
- **Perceptual positioning maps**
- **Competitive advantage and USP**
- **Positioning statements**



Positioning: what is it?

Positioning is “the way a product is defined by consumers on important attributes – the place it occupies in consumers’ minds relative to competing products”

- Kotler et al. (2018, p.228)

This is made up of:

- Feelings
- Impressions
- Perceptions

All in relation to other competing products/services/Events.



Perceptual positioning maps

The mind of the customer..

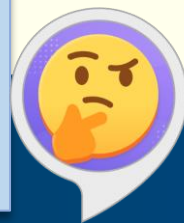
These 'maps' of the consumers mind are not limited to 2 fixed variables this map can use any qualities consumers find important when examining a market.

E.g., for a phone it could be speed 'X' and storage 'Y' for cereal it could be taste 'X' and calories 'Y', etc..

Show the relationship between competitors' offerings and the criteria that consumers use when making purchase decisions

Enables an organisation to know where consumers place them in relation to competitors

In make a mind map of UK events (You choose the variables 'X'/'Y' what do you/customers value most about different types of events) 15 mins



What is Positioning in Digital Marketing?

- Positioning in digital marketing is a strategic process that shapes how a brand is perceived by its target audience, distinguishing it from competitors.
- It involves crafting a **unique identity and value proposition** to establish a solid and differentiated presence in the digital landscape.
- It is determining the **desired place and perception of the brand** within a **specific market** while aligning its offerings with **target users' ideas, emotions, and needs**.

Why is Positioning Important in Digital Marketing?

- Positioning in digital marketing is essential because what a brand offers only sometimes corresponds to and resonates with the audience they want to target. Brands can face many competitors offering similar products or services, making it **hard to stand out**.
- Brands need to **tailor their marketing to position themselves** in a way that makes them stand out and their offerings as different from other options.
- Example: Nike is a clothing company, positioned itself as “the clothing company”
- Nike has identified a market of sports enthusiasts and athletes seeking specialised apparel.
- They have taken their core offering, clothes, and crafted an identity around the company to resonate in users' minds in a specific way, modern sports designs, collaborations with top athletes, and a concise **“Just do it” slogan** – encapsulating their target audience's ambitious and fanatic connection to sports, wanting to be the best.



Benefits of Strategic Digital Positioning

- Taking the time to conduct strategic positioning is beneficial because it allows the brand to **differentiate itself**. This is one of the most challenging things to do, especially in competitive industries with similar and generic offerings like insurance or software.
- Whether the differentiation factor in the positioning is price, benefit, competition, or something else, if the marketer can **harness and evoke it** consistently, users will have it more readily available in their minds – for future engagements .i.e. repeat business





Organisational networks can be defined as the composite of the relationships in which small firms are embedded which serve to link or connect firms to the environments in which they exist and conduct their business”.

Carter & Dylan (2000). “Enterprise and Small Business: Principles, practice and policy”, Pearson Education

- Who do we work with?
- Stakeholder?
- Partnerships?
- Franchisees?
- Incentive/Environmental schemes?
- Charities?



What Partnerships/collaborators might be involved in the WTM Event? 10 mins for googling...

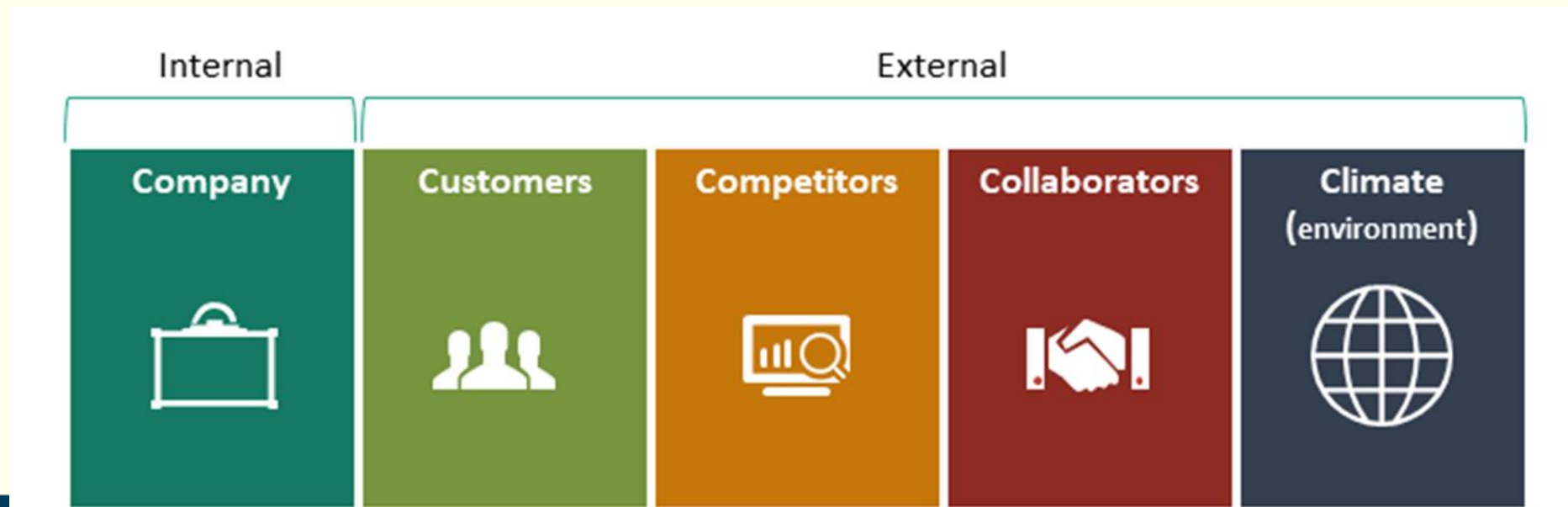


15 mins

PESTLE ANALYSIS

It is a broad fact-finding activity around the external factors that could affect an organisation's decisions, helping it to maximise opportunities and minimise threats.

It audits six external influences on an organisation





Climate

Gives the organisation something to focus their analysis

Provides a checklist

Identifies the long term **DRIVERS OF CHANGE**

Can be the starting point for further competitor and impact analysis



Aldi and Lidl market share: The only way is up for discount supermarkets

by Chris Papadopoulos

9 September 2015 2:14am

Share: [in](#) [twitter](#) [f](#) [g+](#) [email](#)

Shares: 58



Political factor

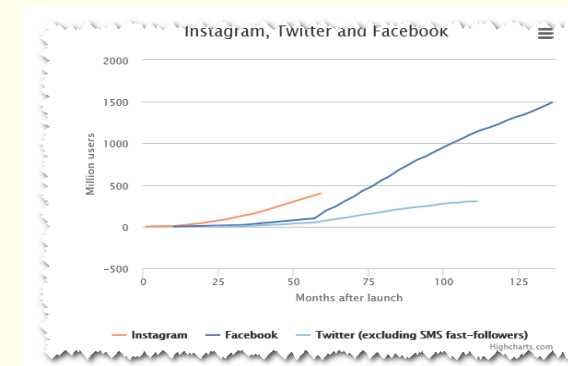
Increase in minimum wage The National Living Wage (NLW) will rise to £10.42 from 1 April 2023, an increase of 92 pence or 9.7 per cent. (YouGov, 2023)

Impact on Company

Could be a cost increase within a company 'staffing cost.'

OR

Could mean that a company is in a better position than competitors as it already pays above living wage and competitors don't.



(Chartered Institute of Personnel and Development 2021; www.cipd.co.uk)

PESTLE Analysis

POLITICS

- Bureaucracy
- Corruption
- Freedom of the Press
- Government Type
- Government Stability
- Social/Employment Legislation
- Trade Restrictions

ECONOMICS

- Interest rates
- Taxes
- Exchange rate
- Economic growth – GDP, FDI
- Employment rate
- Likely Economic Change
- Big Mac Index

SOCIAL

- Health
- Population Growth Rate
- Age Distribution
- Career Attitudes
- Educational Infrastructure
- Social Mobility
- Employment Patterns
- Cultural Taboos
- Core Ethics

TECHNOLOGICAL

- Degree of Automation
- Emerging Technologies
- Rate of Technological Change
- R&D Activity

LEGAL

- Antitrust Law
- Consumer Law
- Discrimination Law
- Employment Law
- Health and Safety Laws

ENVIRONMENTAL

- Weather
- Climate
- Geography
- Disaster Quotient
- Infrastructure
- Legal

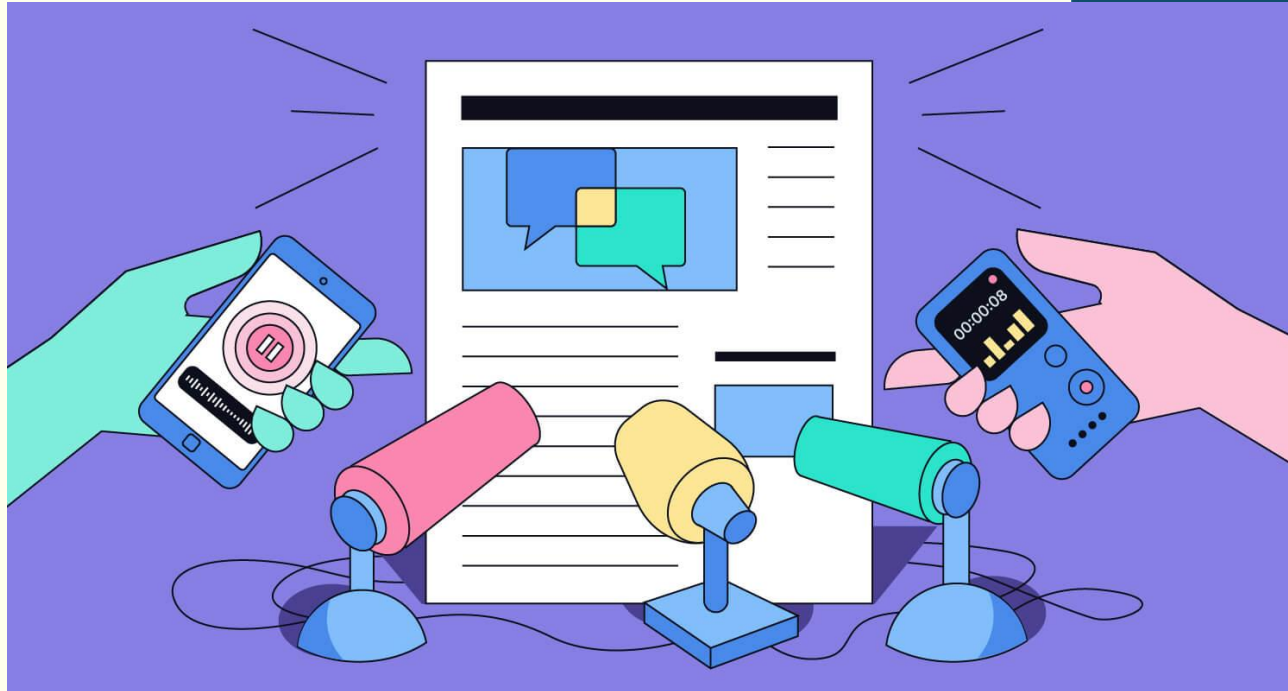




We are going to take a 15 min break...

See you soon!

Press Releases



Reasons to create a Press Release:

What is a Press Release for?



Release of a **new product or service**

Opening of a **new business location** or relocation of an existing one

Announcing a **special event**

Announcing **new personnel** or personnel changes/promotions

Recognition of **good deeds** performed for the community

Public appearances by **company executives or employees**

Announcements of awards won by organisation or stakeholders

Contest announcements or results (tied in with other promotional activities)

Announcing the creation of **inter-organisational partnerships**

Crisis Control

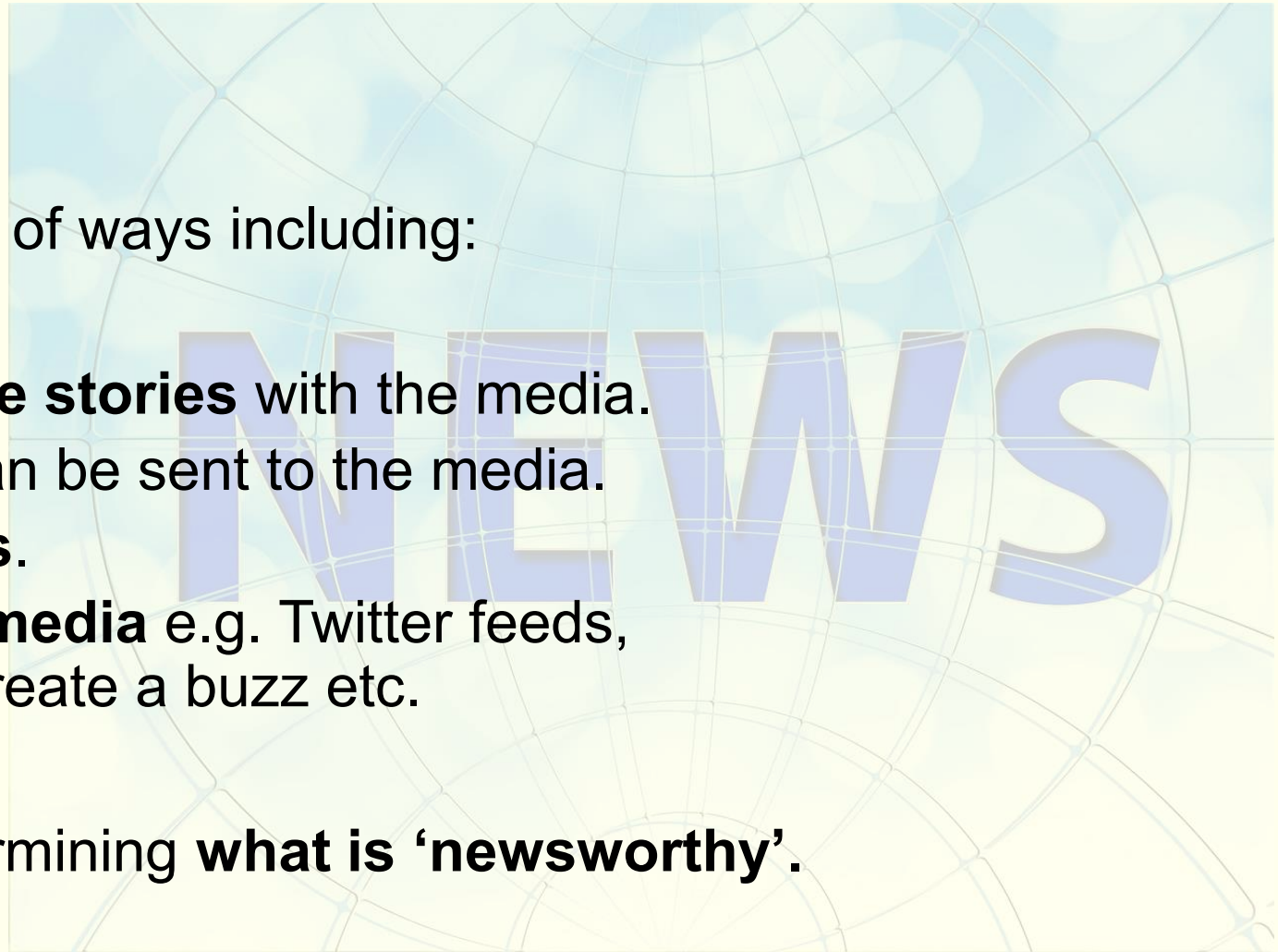
A single *press release* can be re-purposed into:

- Blog post / Guest blog post
- Pinterest infographic
- a LinkedIn news update
- Post on a relevant trade publications social media page
- Editorial opinion article for the local newspaper's website and more.
- SEO rankings



Constructing News

- We can construct news in a variety of ways including:
 1. Pitching and developing **feature stories** with the media.
 2. Writing **newsletters** – which can be sent to the media.
 3. Producing **promotional videos**.
 4. Producing **content for social media** e.g. Twitter feeds, internet discussion forums to create a buzz etc.
- A key challenge for PRO's is determining **what is 'newsworthy'**.



What is Newsworthy?

Brighton and Foy (2007:26) identified 7 criteria which makes a story have news value:

1. **Relevance** - the significance of an item to the viewer, listener, or reader.
2. **Topicality** - Is it new, current, immediately relevant?
3. **Composition** - How a news item fits with the other items that surround it.
4. **Expectation** - Does the consumer expect to be told about this?
5. **Unusualness** - What sets it apart from other events, which are not reported?
6. **Worthy** - Does it justify its appearance in the news?
7. **External influences** - Is the content of a news item pure, or has it been corrupted by pressure from outside, such as a proprietor, an advertiser or politician?

What Constitutes News?

What constitutes news is difficult to identify but to be successful **you have to see things the way a journalist or editor sees them.**

What constitutes news will also **depend on the media organisation concerned. For example:**

Local media will be interested in local angles – the implications of national events for the locality they serve.

National media outlets will have their own characteristics and special interests.

Popular newspapers, for example, will respond particularly well to human interest and celebrity-based stories.

- Think **why** the audience should be interested in your announcement?

- One way to do this is to use the **PROBLEM / SOLUTION / BENEFIT** approach.
- This involves identifying the problem or opportunity that your initiative is the solution or answer to and then outlining the benefits. For example:

HOW TO PITCH AN IDEA

Problem/Opportunity:

People are dying unnecessarily because motorists are speeding in built up areas.



Solution/Answer:

The government is introducing 20mph speed limits on all built up areas



Benefits:

It is predicated that this will save 2000 lives a year.

The same story can be approached using the **VICTIM / VILLAIN / HERO** approach. This is popular with NGO's and charities and follows the classic narrative of fairy stories:

HOW TO PITCH AN IDEA

Victim:

Innocent people are dying needlessly on our roads because of speeding.



Villain:

The government are too frightened of the motoring lobby to do anything about it



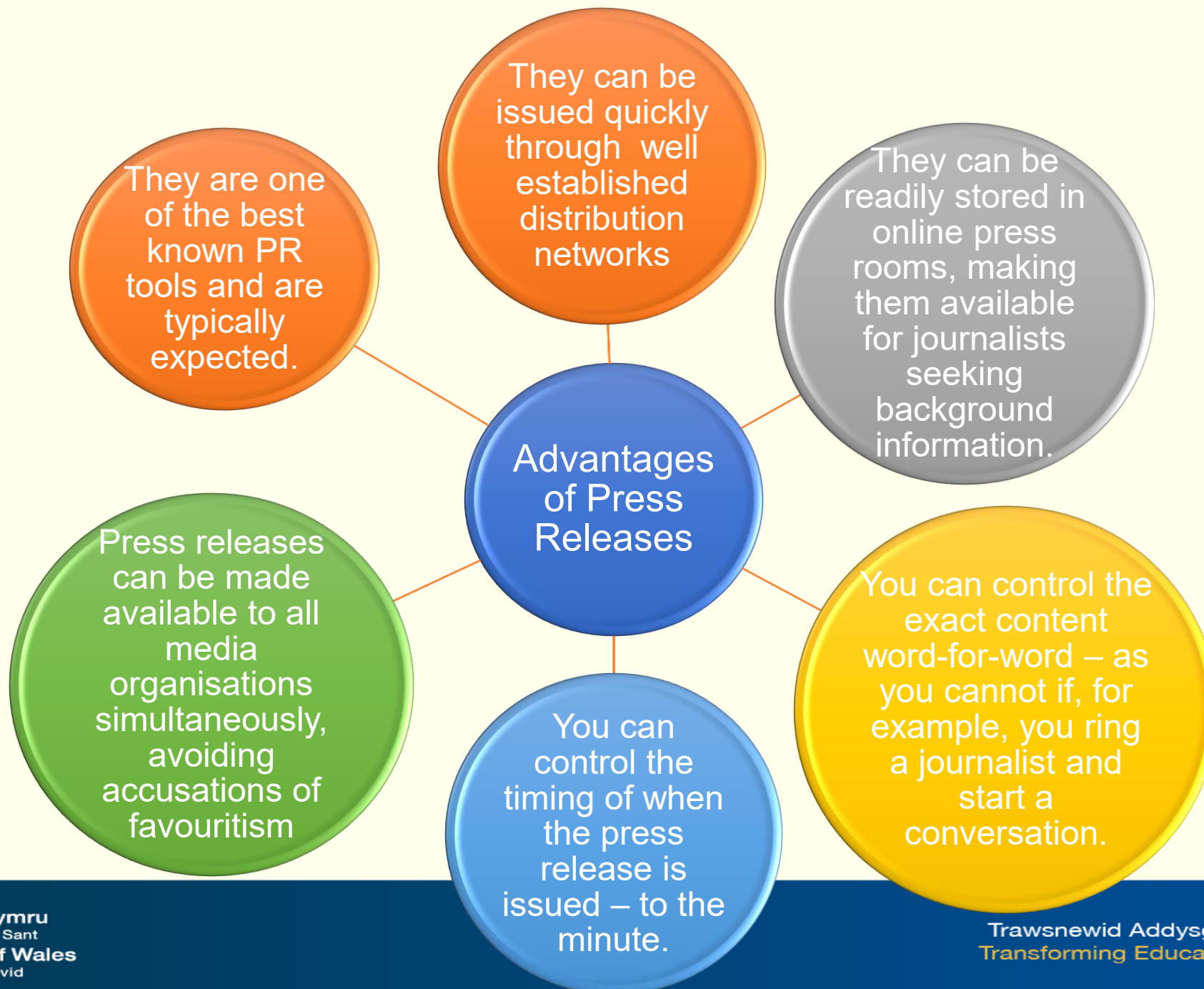
Hero:

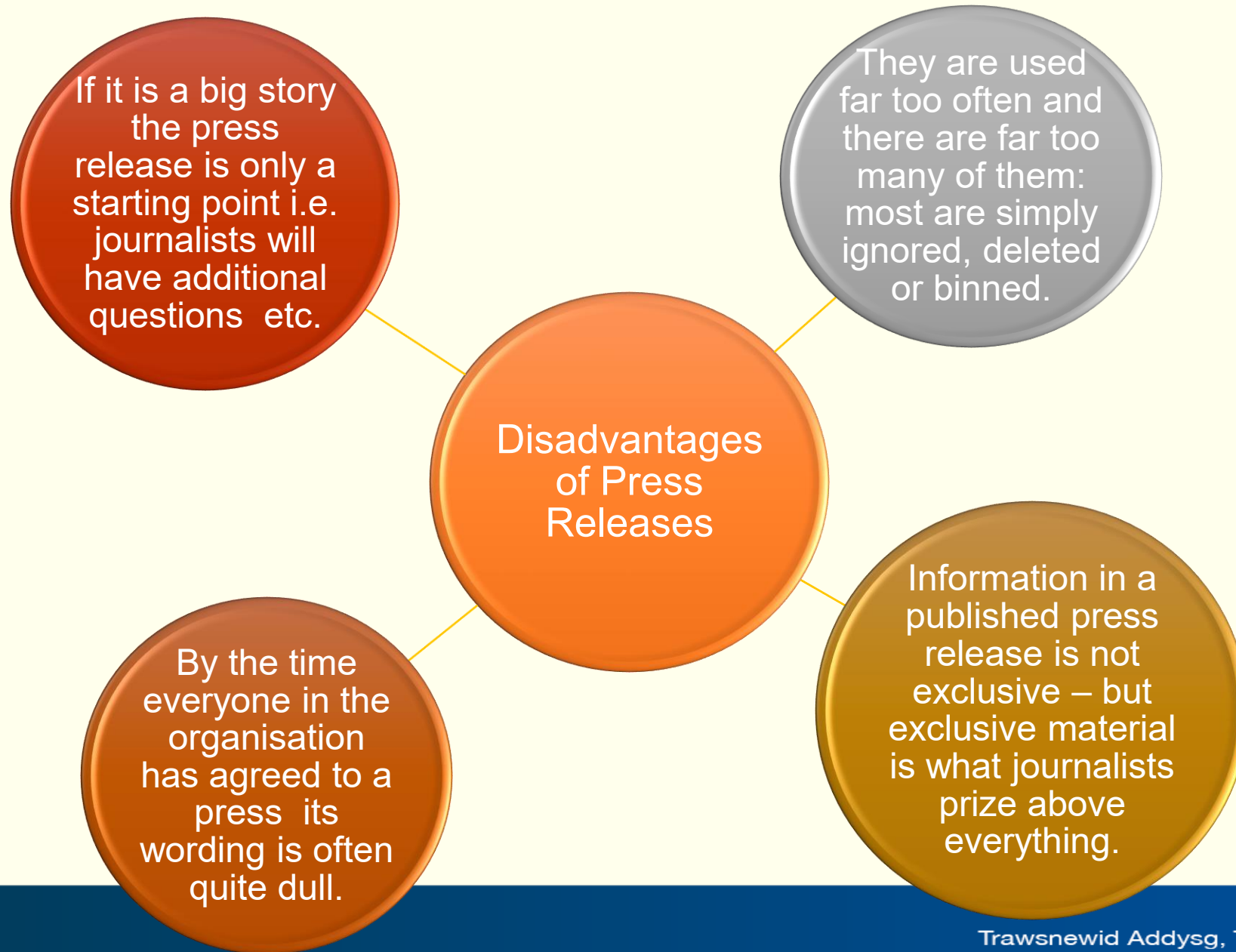
Which is why we at 'Safer Roads' are holding a mass demonstration in the city centre on Friday lunchtime and are calling for a 20 Mph speed limit.

Press Releases



- **Press releases** (also known as media releases and press notices) **remain one of the cornerstones of PR and marketing.**
- They are a well-established and recognised way by which organisations put across news and views to the media, and as such are usually expected by journalists when an important announcement is made.





Elements of a Press Release

- 1. Date Instructions:** “For Immediate Release”, “For Release Before (date)”, or “For Release After (date)”. Many online distribution services simply ask you to insert a date in the date line or select one from a calendar.
- 2. Contact information:** Make it easy for the media to contact you about your story by including as much information as possible. It is important to include a phone number, fax number, email address and company address. Failing to leave this information suggests that your press release is either amateurish or illegitimate. Media contacts will ask: “Why don’t they want to be contacted? What do they have to hide?”
- 3. Headline:** Your headline must ‘hook’ the reader into wanting to read your full release. You may have a fantastic press release. However, failing to write a strong headline will jeopardize your entire release. It will be overlooked and passed by in favour of a release with a more interesting or exciting or controversial headline. So make your headline an attention grabber.
 - Sell the benefits of your product or service within your headline: Losing Weight Is Easy If You Follow These Simple Rules
 - Or ask a question: Want to Lose Weight the Easy Way?



Elements of a Press Release

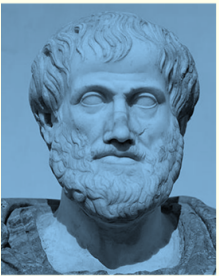
4. **Summary:** This is a sentence or short paragraph that follows your headline. Here is where you continue to draw the media into your story by summarizing the information in your press release with a strong statement or two to keep the reader interested. But don't give them everything (Who, What, Where, When). You still want them to read the entire release.
5. **Body:** This is the main area of your press release. Keep it simple, to the point and brief, 175 – 300 words. Use bullets when appropriate and clear, crisp paragraphs for easy reading. Your press release is meant to entice the media to contact you for further information (Why, How), so encourage the reader to contact you and visit your web site.



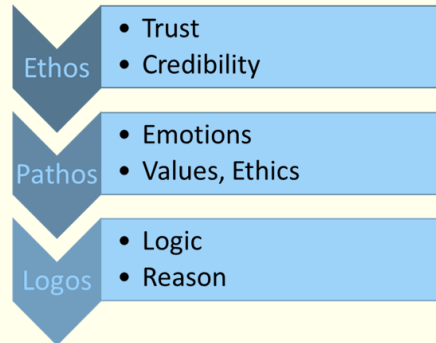
Elements of a persuasive pitch

1. Credibility
2. Relationships
3. Beliefs and values
4. Interests
5. Communication

*Aristotle's Mode's of persuasion
"Rhetoric"*



Modes of persuasion



Elements of a Press Release

6. About Us/Boiler Plate: Not everyone uses a boiler plate. However, this is the perfect place to add some brief information about your company or point of contact. (i.e., “XYZ Company is a leading distributor of widgets and has been in the business of building widgets since 1900 contact George Callwell at Gwell@abc.co.uk for more information.”)

7. End of Press Release: To end your press release, simply enter ### on a blank line at the end of the release. Any information after ### will not be published.



PUBLIC HEALTH DEPARTMENT
300 N. San Antonio Road • Santa Barbara, CA 93110
(805) 681-5102 • FAX (805) 681-5191
www.countyofsb.org

PRESS RELEASE

News Media Contact:
Scott McCann, PhD
Director of Health Education
(805) 681-5270
Scott.mccann@sbcpd.org

November 18, 2009
FOR IMMEDIATE RELEASE

Dawn M. Dunn
(805) 681-5407

Local PSA Contest, *Reel Change*, Aims to Reduce Harmful Effects of Tobacco Use in Films

The Santa Barbara County Public Health Department Tobacco Prevention Settlement Program has launched a video PSA contest to encourage local teens and young adults to take action against the harmful effects of tobacco use in Hollywood films. The contest, called *Reel Change*, is accepting entries of 30-second anti-smoking Public Service Announcements (PSAs) from teens and young adults ages 14 through 25. The winning contestants will have their PSAs shown in movies theaters this spring, in addition to receiving a prize package including an iPod Nano.

This project is gaining local support, with sponsors including the Santa Barbara Independent offering media support and Montecito Picture Company, Mac Mechanic, and Samy's Camera all donating prizes. A local marketing agency, The Shand Group, is assisting with marketing support.

The issue is a timely one; studies show strong evidence that viewing smoking in movies promotes teen smoking, and it is estimated that one in three new smokers starts because of exposure to on-screen smoking. The tobacco industry has been heavily involved in the movie industry since the 1940s, and movies have delivered over 44.5 billion impressions of tobacco use to U.S. audiences since 1999. Today, 75% of PG-13 movies and 36% of G and PG movies have tobacco use.

"More than 1,000 teens will start smoking today because of what they saw on movie screens," reports *Smoke Free Movies* project director Stanton Glantz, PhD, director of the UCSF Center for Tobacco Control Research and Education. "340 of them will die early due to a smoking-related disease."

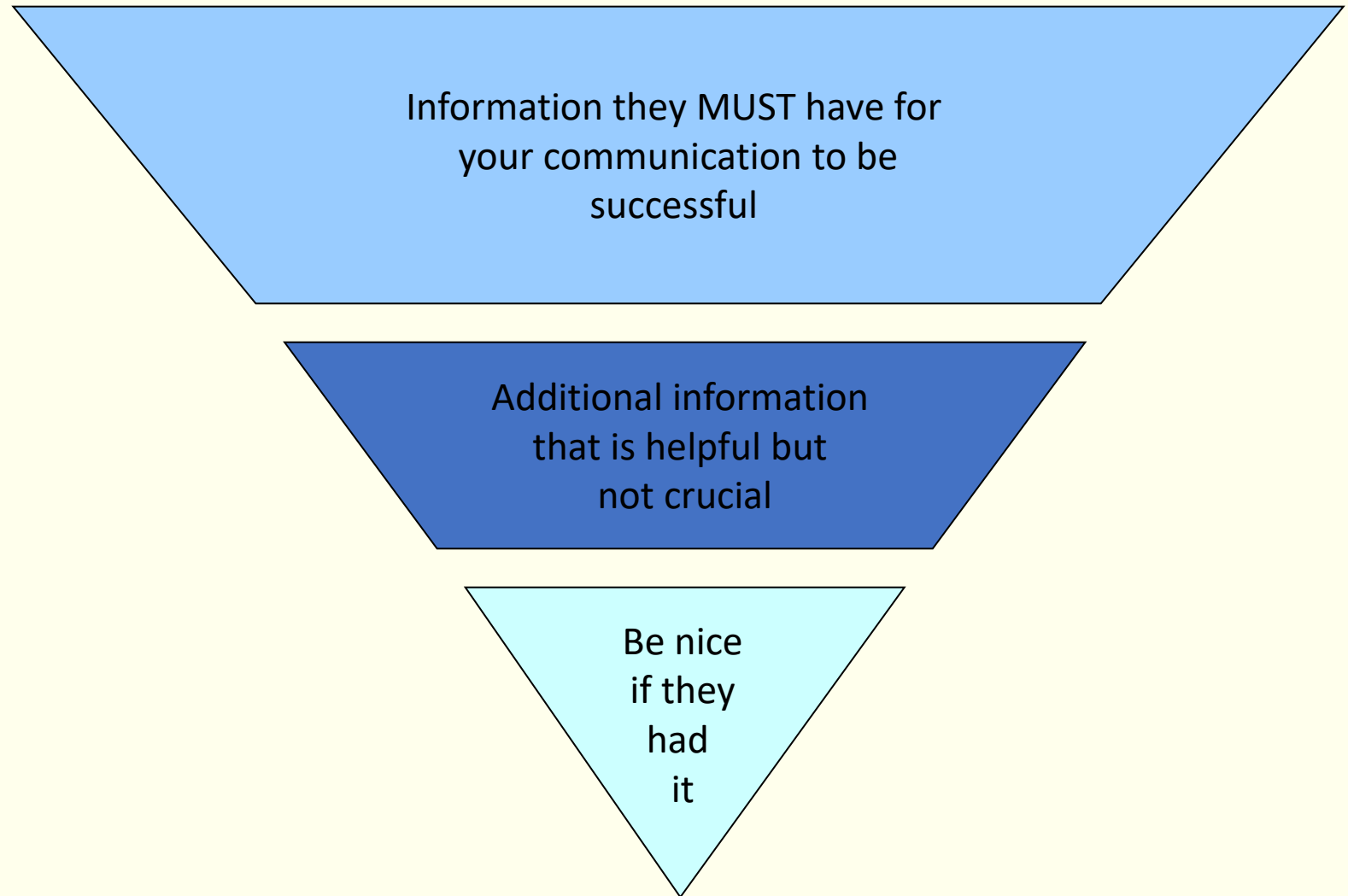
Research also shows that the placement of a hard-hitting PSA before a movie "immunizes" youth from the negative effects of stars smoking on screen. "This PSA contest empowers local youth to take action and be part of the solution," says Dawn Dunn, administrator of the Santa Barbara County Tobacco Prevention Settlement Program.

Entries will be accepted through March 5th at the Reel Change website: www.facebook.com/ReelChange. For additional information, visit our website or contact Dawn Dunn at dawn.dunn@sbcpd.org.

###

Structure

Inverted Pyramid Writing



Tools for finding and contacting journalists and influencers

Muck Rack Muck Rack is a useful tool for discovering journalists. You can search by location, media outlet, topics covered, keywords or the content of their tweets and shares.

You can receive email alerts when a journalist mentions your brand, and then organize media lists, adding notes from previous campaigns to make your outreach more efficient.

BlogDash BlogDash runs a database of over 200,000 bloggers in a variety of categories. All of the bloggers have opted in to the service and are willing to be contacted. The tool features Klout scores and SEO rankings to help you understand their reach.

Anewstip Anewstip is a search engine for tweets, news articles, journalist profiles and outlet profiles. It features an influence score and you can filter by time, topic, language. The tool also features alerts and media lists.

Connectifier Connectifier uses machine learning to scan over a million public web pages, converting the raw data into candidate information. There are over 450 million profiles in their database. There is a free Social Links browser extension which shows a candidate's social media footprint. This can be great for personalizing your outreach messages with deeper insights.

Sell Hack Enter a name and company, along with a social media profile URL if you have one, and Sell Hack will return that person's email address. It features a handy confidence score (out of 100). It allows bulk verification by uploading incomplete data files, integrates with Salesforce, and you can try it for free.

Anymail Finder Anymail finder also has search or bulk options, and you can try it for free. All you need to enter is the person's full name and their company's website. The results are classified into three categories: found and verified, found on the web, or guessed from a pattern. Also has a chrome extension.

Tools for distributing and monitoring press releases

[Agility](#)

Agility is a monitoring and database product, providing access to more than 700,000 journalists, influencers, and bloggers worldwide. There are a variety of targeting and distribution options for reaching contacts. You can target individuals by location or job title, and the platform features a translation services for global outreach efforts.

[PRWeb](#)

PRWeb allows you to create, distribute, and track your press releases. The pricing is tiered, so the more you pay the more optimized and widely released your press release is. You can pay per news release or sign up for a subscription.

[Business Wire](#)

Business Wire reaches more than 100 countries in 19 languages, so you can choose to distribute internationally, nationally, or to industry targeted outlets. The price is per news release and depends on reach and length.

[Marketwired](#)

This press release distribution tool allows you to create custom media and influencer lists to release highly targeted news updates. It allows you to track performance and also features a translation service.

[Help a Reporter Out](#)

Also known as HARO, journalists who are looking for expert sources list their requirements and sources are notified three times a day of the media opportunities. As journalists are often working to a deadline it does require sources to be agile and respond with speed.

[JournoRequests](#)

Provides a free daily email of curated PR opportunities in the UK, listing journalists who are in need of a source. You can pick from a range of topics, or set up custom alerts.

[Radio Guest List](#)

Radio Guest List provides the same service of connecting journalists and sources, but for the world of radio. Producers, journalists, and podcast hosts will provide opportunities, with sources being notified by email

[#journorequest](#)

OK, so it's not a tool, but it's no secret that journalists love Twitter, and this hashtag is used by journalists looking for contributors.

Tools for checking media coverage & reporting

[Brandwatch](#)

Brandwatch allows you to track mentions of your brand across 85+ million sites. You can highlight the most impactful mentions – for sites with Mozrank and for individuals with the Brandwatch Influence Score. All mentions are categorized by site: news, blogs, forums and so on, so you can understand the quality of the coverage you are receiving.

All of these features can be activated for your competitors too, so you can track their PR efforts. Signals, the intelligent alert feature, automatically detects and notifies you of emerging crises and trends.

[Audiences](#)

allows you to identify and engage the right people, and understand the networks and audience segments they influence.

[Critical Mention](#)

Critical Mention allows you to search worldwide TV, radio, online news sites, and social media, to track mentions of your brand. You can watch, record, edit, and share broadcast coverage, as well as analyze your coverage in the platform.

[Google Alerts](#)

Google Alerts should be widely known as it's a free service that tracks mentions of your brand across the web. Ensure that no media mentions go unnoticed by setting up email alerts.

Press Releases:

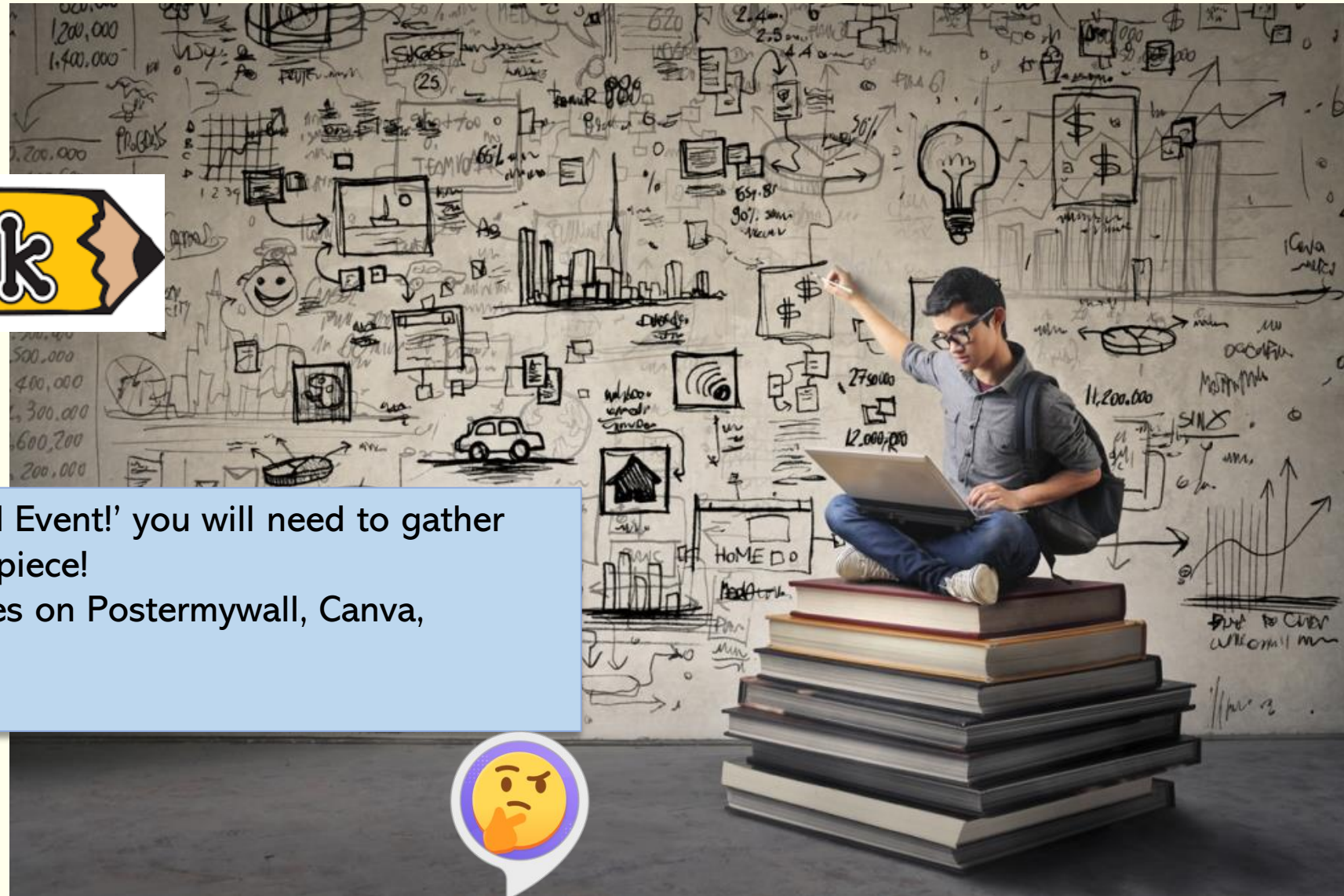
10 Common Mistakes

1. The title isn't working
2. It's written in the first person
3. Not providing enough information
4. Incorrect punctuation
5. There's lifted copy from an internal newsletter or website
6. It's not making the most of quotes
7. There are too many CAPS
8. It's too short
9. The press release is too promotional
10. There's too much over-hyped copy (exclamation mark!)

For Next Week!!

Homework

Create a Press Release for the 'WTM Event!' you will need to gather information and write a compelling piece!
(You can find press release templates on Postermymwall, Canva, Microsoft office etc.)



Activity



poster
mywall

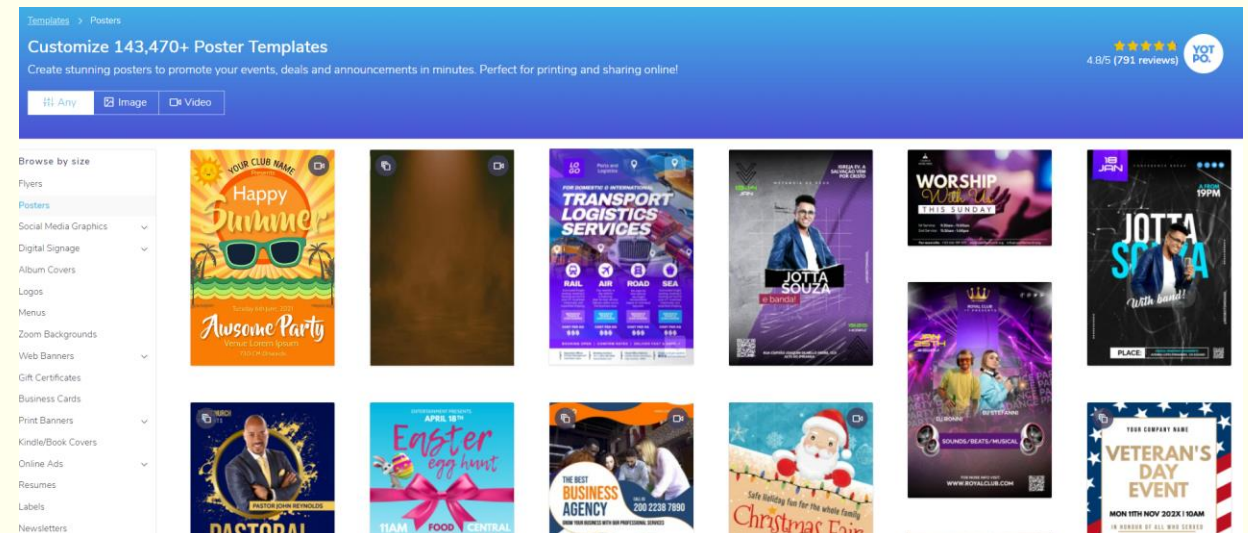
Stencil



Create an infographic of 'PEST' factors for 'The WTM Event'

Find examples from news and current events to support your points.

Provide a short explanation of the factor and the impact to the Event get creative!



References

Bowman, C., and D. Asch. 1987. Strategic management. Basingstoke. London: Macmillan.

CIPD the professional body for Human Resources and People Development (2023) CIPD. Available at: <http://www.CIPD.co.uk/> (Accessed: January 18, 2023).

Kotler, P., Armstrong, G., and Opresnik, M. O. (2018). Principles of Marketing (17th edition). London; Pearson.

Shostack, G.L. (1977) “Breaking free from product marketing,” *Journal of Marketing*, 41(2), pp. 73–80. Available at: <https://doi.org/10.1177/002224297704100219>.