

MARKETING

A marketing strategy is an overarching plan to achieve one's marketing goals and objectives.

Your marketing tactics are activities that you do every day. For example, radio ads, posting to social media, writing blog posts, sending emails, etc.

Develop your branding, website, and marketing strategy around the ideal customer personas that best fit your offerings and industry. Generally, we recommend you build at least 3 customer personas. You then will craft tactics that appeal to and reach your ideal customer on a more personal level.

To get started identify demographic information about your ideal customer. And take a moment to think from their perspective. What drives them to use your services? How do they prefer to complete a purchase? What motivates them to use you? Where do they find information about your product or service?

Buyers Journey

Most marketing strategies focus on the buyer's journey, which is the framework of how a buyer progresses through research, decision, and ultimately at a purchase.

Traveler's Journey

Tourism marketing is a little more complex. It follows a Traveler's journey and includes dreaming, planning, booking, experiencing, and remembering.

Ideas

The following are 8 brainstorming ideas you could consider as you develop your Marketing Strategies.

1. Website

Your site should be well-designed and well-functioning. It is the base of your marketing efforts.

2. Mobile

The mobile experience needs to perform the same tasks as it can on the desktop version of your website.

3. The right platform

Social media is one of the most effective marketing channels if:

- you use the platform where YOUR ideal customers are.
- You know your strategy.
- Facebook is a platform that drives social networks and can help you gain more traffic to your website through targeting and advertising to those social networks.
- Instagram is a visual platform to boot a brand's growth and engagement with its ideal customer.

4. Live Streaming

Live video marketing is a way that customers want to connect to their products and services. It helps consumers cut through the noise to what they feel is a more authentic experience.

5. Emails

Emails are a valuable way to convert the ideal client into a client. Building an email list and sharing the opportunity through all your tactics allows you to connect with them again and convert them into paying customers.

6. Online Bookings

Enabling online bookings on your website is a game-changer. If you serve local, domestic, or international customers, you need to meet them where they are. Zion Market Research found that over 57 percent of all travel reservations (including accommodation, tours, activities, flights, etc.) are made online.

7. Reviews

Reviews are for building up an online presence and reputation. However, they require extra attention. You will want to ensure you respond to all negative and positive reviews. Illustrating your listening and feedback help build confidence in your brand and products. It also can help boost your website ranking and conversion rates. Common sites include Yelp, TripAdvisor, and Google Local.

8. Set up Google My Business

Google My Business (GMB) is a free tool that enables you to manage how your business shows up in Google searches and Google Maps. Ideal clients searching for a "near me" activity are usually ready to become clients that same day. Tapping into the local SEO is an excellent start for any business.