

Great Marketing Plans



Great Marketing Plans

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Marketing Plan

- What is it?

– Roadmap to Success.....



Marketing Plan

- Who needs one?



You need one if you.....

- Want more Travelers..Tourists..Visitors
- If you have Stakeholders.....
- If you have Partners
- If you want to develop Co-Op Relationships

- Work with the State Tourism Office
- Work with Regional Economic Development
- Work with Local CVB's
- Work with Tourism Development



Marketing Plan Essential Elements

- Mission Statement
- Situation Analysis
- Competition Analysis
- Market Segment Analysis
- Goals
- Actions Plans
- Media*
- Executive Summary



Mission Statement

- What is your purpose?
- Short
- Simple
- Concise



Mission Statement

- What is your purpose?
 - Preserve
 - Protect
 - Enhance
- The Intrinsic Qualities



Mission Statement

- “Drive the local economy through Tourism”



Situation Analysis

The Big Picture

- Strengths – Weaknesses - Opportunities – Threats
- Strategic Alliances...
- Partners ..Stakeholders
- Uniqueness
- An Event / Activity / Festival
- What worked – What didn't



Strengths

Strengths

- Intrinsic Qualities
- Partners / People / Knowledge
- What you do well
- What unique resources you can draw on
- Competitive advantages



Weaknesses

- What could you improve
- Lack of Partners / People / Knowledge
- Where do you have fewer resources than others
- Competitive Disadvantages



Opportunities

- What Opportunities are open to you ?
- What trends could you take advantage of?
- Niche target markets
- Partnerships - Cooperative Opportunities
- Seasonal Weather Effects



Threats

- What trends or factors could harm you?
- What threats do your weaknesses expose you to?
- Loss of a Key Asset
- Economy
- Seasonal Weather Effects



Great Marketing Plan

- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product



Competition Analysis

- Who is your competition?
- Why are they competitors?
 - Location
 - Price
 - Services offered
 - Features and Benefits they offer
 - Differentiation



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Market Segment Analysis

Visitors ..Travelers.. Tourists

- Who is your customer?
 - Individuals
 - Groups - Leisure
 - Groups - Meeting & Convention
 - Groups - Social (SMERF)
 - Groups – Sports
 - RV Enthusiasts
 - Motorcycle Clubs
 - Domestic
 - International



Segment Analysis

Visitors ..Travelers.. Tourists

- Characteristics
- Demographics
- Interests
- Feeder markets...where are they from?



Research Options

- Research firms
- On – Line
- Industry Publications
- Newspaper
- Trade Associations
- Surveys



Information Sources

- Questionnaires
- Visitors Center Surveys
- Exit Interviews
- Telemarketing
- Past Customers



Internet Sources

- <http://www.google.com/alerts>
 - Google “alert searches”
- www.technorati.com - Real-time search for user-generated media (including weblogs)



Make a Statement with Statistics

- Economic Indicators
- Past Performance
 - Traffic Counts
 - Revenues at Key Attractions
 - Admissions
 - Head Counts
 - Motor Coach Arrivals
 - Key Dining Locations



Statistical Sources

- Resources

- TIA – Travel Industry of America

- Privates Services

- Trade Publications

- Regional Economic Development

- State Dept of Transportation

- CVB or Chamber of Commerce



Avenues for Targeting

Tactics



Avenues for Targeting

- Advertising
- Public Relations

- Tradeshows
- Direct Sales

- Web Site

- Direct Mail
- Email Blasts

- Print Collateral

Advertising

- Expensive
- Limited Reach
- Niche Audiences
- Shelf Life
- Many Options
- Complicated



Public Relations

Compliments your Advertising

- Target Your Message
 - Press Releases
 - Press Conferences
 - Publish to the Internet
- FREE
- More Credibility*
- Self Serving



Tradeshows

- Sales / Bookings
- Image
- Relationship Building
- Competition is there
- Cost Effective



Website

www.(Your Name Here).COM

- Do you have a web presence?
- Provides travel information
- Collects data..
 - Email addresses
 - Links to partners and stakeholders websites
 - Creates remarketing opportunities



Direct Mail

- Snail Mail
- It works..but
 - Slow
 - Expensive
 - Time Consuming
 - Labor Intensive
 - Becoming less cost effective



E - Blasts

- Enews letters
 - Able to target Larger Audience
 - Opt –in for future emails or offers
 - Open rate is good
 - Hot links from Enews to partner's website
 - Hotlinks to your website
 - Electronic requests for more information
 - Very Cost effective



Print

- Brochures
- Maps
- Itineraries
- Folders
- Stationery
- Post Cards



- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product
- Segment Analysis.....Our Customers
- Competition Analysis.....Our Competitors



Goals

- What do you want to accomplish....??

Goals are not activities –

The end result is the Goal



- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product
- Competition Analysis.....Our Competitors
- Segment Analysis.....Our Customers
- Goals.....Our Objectives



ACTION PLANS

- S SPECIFIC
- M MEASURABLE
- A ACHIEVABLE
- R RELEVANT
- T TRACKABLE



Action Plans

- List your tactics....
- Planned Media
- Public Relations
- Tradeshows participation
- Advertising



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- Action Plans.....Our Journey



EXECUTIVE SUMMARY

- PR TOOL
- SALES TOOL
- MARKETING TOOL



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- Situation Analysis.....Our Product
- Market Analysis.....Our Customers
- Competition Analysis.....Our Competitors
- Goals.....Our Objectives
- Action Plans.....Our Journey
- Media* Our Image / Our Message
- Executive Summary.....Our Quick Read



Great Marketing Plan

- It's a collaboration
- It's an ongoing work
- It's a live document



Budget



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