

Session 6B

Developing a Marketing Plan

22nd January 2021

Effective marketing

Telling the story of your
business...

And using that process **to**
generate sales

Marketing-

an integral
part of your
business
plan



What's in a plan?

Current Situation

- What products/services do you currently offer?
- What are your current sales?
- Who are your competitors?
- Any emerging trends/opportunities you can see?

What's in a plan?

1		S.W.O.T.	
S trengths		Action to enhance Strengths	
1		1	
2		2	
3		3	
4		4	
5		5	
W eaknesses		Action to address Weaknesses	
1		1	
2		2	
3		3	
4		4	
5		5	
O pportunities		Actions to exploit Opportunities	
1		1	
2		2	
3		3	
4		4	
5		5	
T hreats		Actions to mitigate Threats	
1		1	
2		2	
3		3	
4		4	
5		5	

What's in a plan?

Target markets



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Ireland.
make a break for it.

What's in a plan?

Key promotional message

#MakeABreakForIt

Ireland, Make a Break For It (30 Seconds)

1,258,158 views • Jun 27, 2020



discoverireland.ie

2.62K subscribers

With so much open for discovery around the country once again, Ireland has never felt bigger. We're finally free to plan our next adventure, get away for a weekend or go off the beaten track, and uncover the many hidden gems our island has to offer. Ireland, make a break for it.

<https://bit.ly/382p6qC>

#MakeABreakForIt

SHOW LESS

Attention -> Interest -> Desire -> Action



Key promotional message

- Start by forming your overall message – what is your idea about?
- Keep your language clear and relevant to your target markets
- What do you want to tell them - about you, your organisation, your reputation, your track record etc?
- Build your message to respond to their needs – consider what matters locally, fit in with the local literary conversation and tourism development agenda.
- Keep yourself informed of what is happening across your locality and regionally – so you are not duplicating effort.

What's in a plan?

Marketing objectives

- S**pecific Increase event bookings from 100 to 120 a week in booking season
- M**easurable This can be measured from the online booking system reports
- A**chievable Do you have capacity to handle this increase in sales?
- R**ealistic Business growth and plans show this is possible, and looking ahead, there are no known future factors that might prevent this growth
- T**ime bound A realistic timeframe has been allocated to this objective (by end of booking season in September)

Marketing objective 1

- Run an evening tour daily June - September with min 10 per tour



Marketing objective 2

- Target 50% direct bookings (website/Facebook/phone)



Marketing objective 3

- Sell 3 private tours a week to tour operators, family groups, corporates, etc



Now to make your action plan!

- *If the circus is coming to town and you paint a sign saying ‘Circus coming to the Fairground Saturday,’ that’s advertising.*
- *If you put a sign on the back of an elephant and walk it into town, that’s promotion.*
- *If the elephant walks through the mayor’s flower bed, that’s publicity.*
- *If it goes viral on Facebook, that’s digital marketing.*
- *And, if you get the mayor to laugh about it, that’s public relations.*
- *If the town’s people go to the circus, you show them the many entertainment stalls, explain how much fun they’ll have spending money at the stalls, answer their questions and ultimately, they spend a lot at the circus, that’s sales.*

What's in a plan?

Activities	Timeline	Budget	Responsible	Outcomes	How to measure this
Develop a calendar of literary festivals & events in Strabane	Deliver by 31 March 2021	£2,000	Strabane BID	A central calendar for Strabane BID exists, including all literary festivals & events for use in destination marketing, by hotels, for festival planning, etc.	Literary events calendar is designed and online on website
Direct marketing to inbound tour operators with new calendar of events & sample destination itineraries	Deliver by 30 June 2022	£2,500	Local hotels	Active promotion of Strabane by inbound tour operators – ie minimum 3 inbound operators are programming Strabane & literary tourism on their tours	Review with inbound tour operators of their programming intention

What's in a plan? Review

Activities	Outcomes	Measurement	Result	Issues	Actions taken to address issues
Develop a calendar of literary festivals & events in Strabane	A central calendar for Strabane BID exists, including all literary festivals & events for use in destination marketing, by hotels, for festival planning, etc.	Literary events calendar is designed and online on website	Could not deliver.	Not all festivals & events confirmed by due date.	Calendar instead undated monthly.
Direct marketing to inbound tour operators with new calendar of events & sample destination itineraries	Active promotion of Strabane by inbound tour operators – ie minimum 3 inbound operators are programming Strabane & literary tourism on their tours	Review with inbound tour operators of their programming intention	2 tour operators programming Strabane & literary tourism.	Other operators interested in activities in Derry instead	Suggest a sample itinerary that includes both Strabane & Derry for those operators. Share feedback from other operators & their clients on Strabane experience

THANK YOU

