



Northern Periphery and  
Arctic Programme

2014-2020



EUROPEAN UNION

Investing in your future  
European Regional Development Fund



Knowing and growing  
your market



# Workshop Content

- Defining your market
- Segmenting your customers
- Designing your literary tourism marketing plan
- Communicating your message
- Measuring your success

# Segmenting your customers

It's important that you decide who specifically are your intended customers. Are they:

- Families, couples, groups
- Motivated literary enthusiasts
- Incidental tourists to your region
- Literary researchers
- People who visit your destination for another purpose?

It is vital that you develop different messages for each of your different customer segments (groupings). They are not all necessarily looking for the same thing.



# Developing Your Pitch

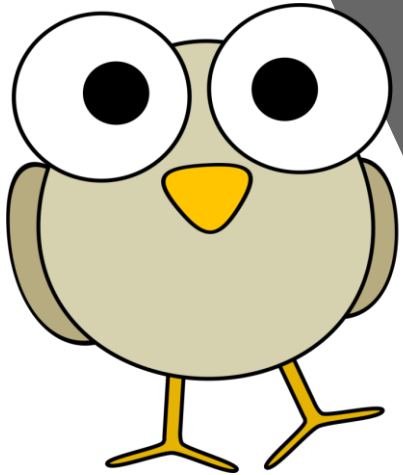
Once you know who you are marketing your business to, you need to speak to each customer group separately and have them connect with what you have to offer them.

We see and hear from our own perspective. It's important when speaking to your customers that you keep them listening to what you have to say.

When you talk to them, they are thinking.....

- Are you talking to me?
- What's in it for me?
- What is it?
- Who's behind this business?
- Why would I choose this when there's lots else to experience?
- What difference will it make for me?

Build your message around their needs and expectations. Speak directly to each individual customer group.



The background of the slide is a photograph of an art gallery. Several framed landscape paintings are visible on a light-colored wall. In the foreground, a large, light-colored hat with a dark band is positioned, partially obscuring the view of the paintings. The text 'Understanding your customers' is overlaid on the left side of the image.

# Understanding your customers

- Who are your customers?
- Where do they hear about you?
- Why do they choose you?
- How/when do they buy?
- What do they need to know about you and your product /service?
- Are there other customers / markets you could target to grow your business?
- What information do you collect about them?

## Identifying your target markets

### Who are your target markets?

Ask yourself if they are new customers or existing market segments you wish to grow?

### What do they expect from you?

Look for their motivator – their reason to choose you. What matters to them. Can you respond to that need?

### How will you satisfy their needs?

What is your offer to them? Is it tailored to their needs?

### How do you differ from your competitors?

Why should they choose you? Create a compelling reason for them to choose you.

Customer 1

Customer 2

Customer 3



Designing a  
literary  
tourism  
marketing  
plan

# What will a marketing plan do for my business?

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## Develop

- Develop awareness and visibility of your business

## Differentiate

- Differentiate you from your competitors

## Create

- Create value for your product in the eyes of your customers

## Help

- Understand better how your customers choose you

## Design

- Design the channels you will use to connect with your customers

## Measure

- Measure your success



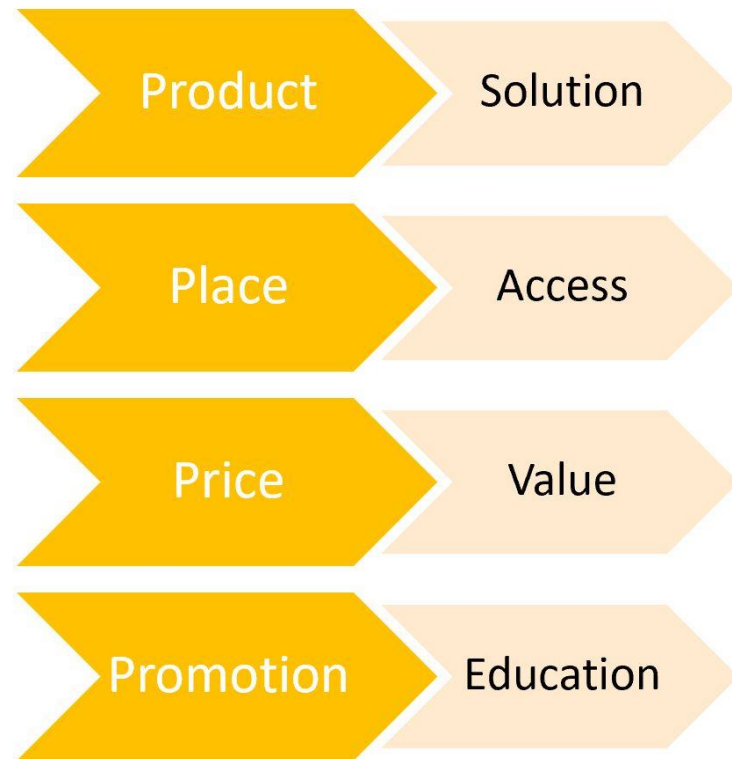
- Understand your market
- Develop a SWOT Analysis
- Define what you have to offer
- Align your offer with your customer segments and needs
- Crystallise your message for each market segment
- Define how and when your will communicate with your customers
- Identify who you need to work with to get your message out

# Getting Started – the basics

# From traditional to innovative marketing

**Times have changed – your customers are savvy in their buying behaviour, so you must be too.**

- We no longer think of giving our customers products – now we speak of solutions / experiences
- We don't place our products or services – we provide access for our customers to make their own decisions
- We no longer speak of price – but rather of the value what we have to offer delivers for our customers
- And finally – we don't promote our offer but rather educate our customers to make informed choices – and to choose us



## SWOT Analysis

Carrying out a SWOT analysis, outlining the Strengths, Weaknesses, Opportunities and Threats to your proposed business idea, helps you to understand the current state of your business, identify gaps and the potential for development.

# Market Research

- To assess the size of your market
- To identify potential new markets / customers
- To access customer information
- To assess your business vis-a-vis your competitors
- To assess your current awareness in the marketplace
- To know if your what you offer suits your customers?
- To help you develop clear messages and targeted campaigns to suit each market
- To analyse buying patterns and consumer behaviours



# What to look for in your market research?

Your market research should provide you with:

- An understanding of your customer needs
- The size of the market in which you are operating and your potential market share
- Standards in your industry
- Industry trends and expected changes
- Information about your competitors

Make your business decisions based on your understanding of your market

# Collecting Customer information

What do you want to know about your customers?

- What are they looking for from you?
- How did they hear about you?
- Would they be interested in hearing more? e.g. being part of your direct marketing
- Did what you have to offer meet their expectations?
- Would they be likely to choose you?
- Would they be likely to refer you?

What methods might you use to collect this information?

- Customer feedback forms
- Online surveys
- Registration / booking for events/workshops etc.
- Attendance at festivals
- Online through your website/ezone
- Subscriptions
- Online offers / competitions
- Social media
- Etc....

# Assess your competition

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Who are your competitors?

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Think outside your sector

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What else might people do with their money rather than buying your service / product?

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Those other people they might buy from are your competitors!

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Where do you fit and how do you measure up against them?



## Developing your communications strategy

Consider the following:

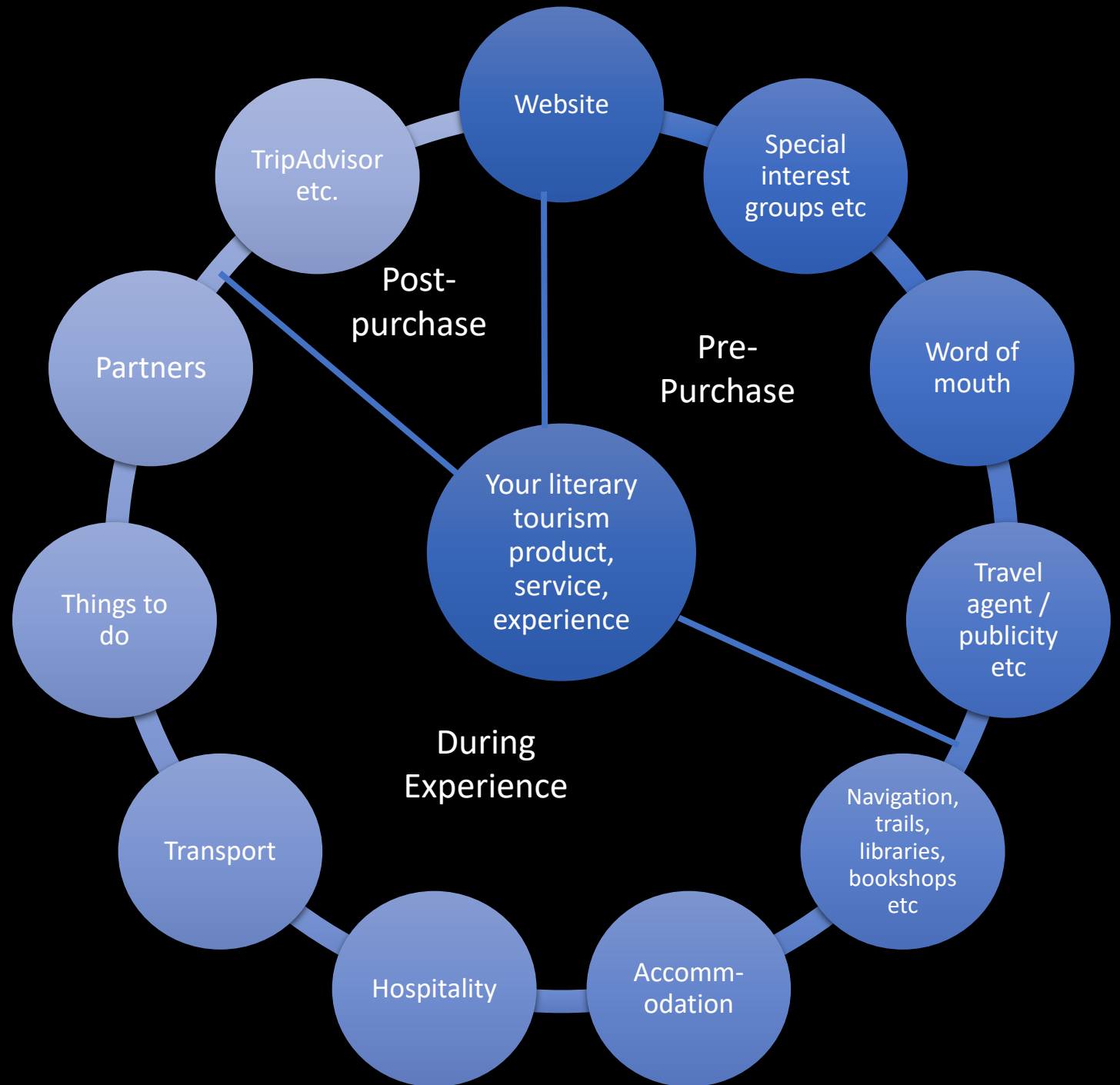
- Are you known in the marketplace already?
- Who do you want to target / who are your customers?
- What do you want to say to them?
- Initially and ultimately what do you want them to do?
- How will you know if you have been successful?

# Customer Touchpoints for your business?



# Tourism Experience Model

Think about when your customers are looking at your business – what are you saying to them at those points in time?





Communicating your  
message to your customers

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# Creating Meaning/Value

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What does your offer mean to your customers?

What do you want your customers to do, think, feel when they choose you?

What do you want your marketing to do? – Inform, educate, promote, initiate action, sell?

How do you want your product / service to be remembered?

What is your niche and how are you different – from the customer's perspective?

What qualities / values best describe the unique characteristics of your business?

What do you promise to deliver for people doing business with you?

What is your niche and how are you different – from the customer's perspective?

Talk to your customer –  
tell them why  
they should  
choose you



**DESIGN MUST  
SEDUCE,  
SHAPE, AND  
MORE IMPORTANTLY,  
EVOKE AN  
EMOTIONAL  
RESPONSE.**

## Getting Your Message Out

- Choose your marketing and sales channels
- Be online
- Be visible
- Create a 'Call to Action'
- Create a destination focus
- Work in partnership
- Seek referrals

## Be SO–LO–MO

Your business needs to follow the rule of being - “So Lo Mo” (Social – Local – Mobile) in your marketing and promotion of your literary tourism product / service.

- Search engines need to see you
- Choose your channels to suit your markets
- Update your content regularly
- Seek testimonials
- Promote user-generated content
- Respond online and be timely in your response
- Learn from others
- Keep abreast of developments in online marketing and adopt changes for your business



flickr

Pinterest

You Tube

e Blogger



vimeo

twilert



# Implement and measure

You only see the benefits of the planning process when you implement your plan

- Set implementation goals and regular targets
- Take one step at a time - don't over-challenge yourself
- Seek advice and support
- Build your network
- Measure your success
- Change your plan to suit changes in your business
- Keep abreast of industry trends to stay ahead



# Questions

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