

How to Market an Experience Effectively

Coming up in this experience training module:

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How to Market an Experience Effectively

Augmenting the Brand Proposition with Experiences

The Relevance of Experiences

The best tool to augment the brand proposition is by offering experiences.

Transformative

You can offer truly transformative experiences based on customer empathy. As an attraction, this will be found in understanding the needs of your visitors.

Immersive

Creating constant interaction with our visitors through technology helps design immersive experiences. Post-pandemic, technology-driven experiences are primarily driven by mobile.

Tailored

This is all about creating deeply personalised experiences and interactions. You can create a truly personalised online and in-person experience, based on what you know about your visitor.

User-Centric

UX was one of the most important things to consider when building experiences with users in mind. User experience is what drives a brand, not the image or creativity of the message.

Exclusive

Exclusive experiences add more value to a brand than experiences designed to be enjoyed by a vast market (with different interests).

Building a Narrative Around the Experience Story

Today's visitors demand more creative content and in-depth storytelling.

5 Steps to Build a Great Narrative

Dig deeper into the history

Getting to know the history behind the experience theme is very important to be able to explore a different and new part.



Interact with locals

The local community is the best tool you can use to obtain different insights into the theme you want to develop.



Be creative

Take risks and try something different, that no other provider is betting on. Be bold.



Test and adapt

Try your new experience with some visitors and make the necessary adjustments, according to their feedback.



Run experiences

Now it is time to put your new experience on the market, promoting its unique narrative.



Cuvée Privée

Cuvée Privée is a small business based in France. It is giving people the possibility to 'adopt' a vineyard in France and receive bottles of the best locally produced cuvées, delivered directly to their doorstep.

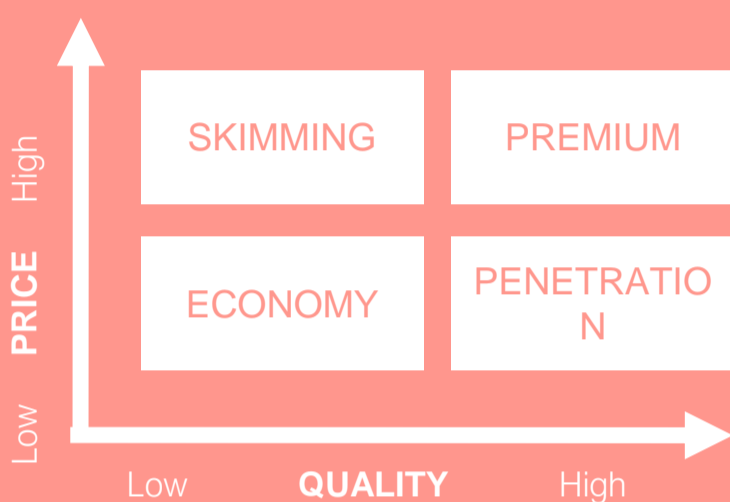


Balancing Brand and Commercial ROI

It is key to collect information about the cost of designing and marketing a new experience.

Businesses should calculate the ROI of each experience and focus on those that ensure the highest ROI.

Price Strategy



Skimming

If your goal is to get as many customers to buy it at the high margin price before you begin to decrease.

Premium

If you're operating a high-quality product or service for a high price.

Economy

If you have lower overheads and costs than your competitors.

Penetration

If your product or service is high quality but your

Silo London - Becoming Zero Waste

Silo is a restaurant started from a desire to shake the food industry and show respect for the environment and for the way food is generated. Local farmers supply the ingredients and collect what diners don't eat to make compost.



Exploring Sales and Distribution Channels

Should you partner with travel trade to distribute the experience? Or should you choose a direct-distribution model, using your website, social media and other channels?

Direct Distribution - Pros

No commission

More control over the message

Ability to run segmented marketing initiatives

Indirect Distribution - Pros

Broader scope

Lesser marketing effort

Knowledge of the market

Usually, the best strategy is to find a balance between direct and indirect distribution.

Key Takeaways



Define your pricing strategy



Create transformative and exclusive experiences



Create great narratives for your experiences



Be present where your clients prefer to buy