Experience Training

Upsell and Increase Return Visits

Coming up in this experience training module:

▸ **Part 1: Optimising Visitor Relationships**

▸ **Part 2: Leveraging the Digital Playbook**

▸ **Part 3: Creating Reasons to Return**

Upsell and Increase Return Visits

Sizing the value of your visitor

- Reducing reliance on intermediaries
- Taking control of the customer journey
- Increasing spend with smart personalisation

Leveraging the digital playbook

Mastering your Ad strategy

- What are you hoping to achieve?
- Consider Platforms and formats
- Develop the right creative

Tracking omni-channel behaviour

- Data which helps you trigger an upsell
- Converting content into customers

Marketing automation

- **Lead conversation** - maintain a relationship ensuring initial interest evolves through conversation.
- **Guest experience** - personalise the entire guest experience from initial interest to promoting a review.
- **Personalisation** - capture information to help offer a personalised experience, presenting upsell opportunities.
- **Omni-channel** - Build relationships across channels with platform integration and activity triggers.

Optimising visitor relationships

Reducing reliance on intermediaries

- Considering cost of sale
- Valorising guest potential
- Why brand equity matters

Taking control of the customer journey

- Visitor journey strategy & tactics
- Understanding customer lifecycle
- Leveraging the potential of data
- Building tactical touch-points
- Creating smart automations
- Intelligently targeting the upsell and return

mailchimp   HubSpot

Building a connected ecosystem

- **Everyday marketing tools** - tools like mailchimp and buffer help you plan content, marketing and storytelling with smart automations intuitively.

- **Pay as you grow** - Tools which can transform your engagement are often built around scale, starting free or inexpensive and building as you do.

- **Using integrations** - Start making connections, such as a sale in stripe, triggering a welcome e-mail series or segmenting your database.

- **Get sharp with sales** - Use cloud based tools to build a database of customers, build personalisations and automate basic interactions.
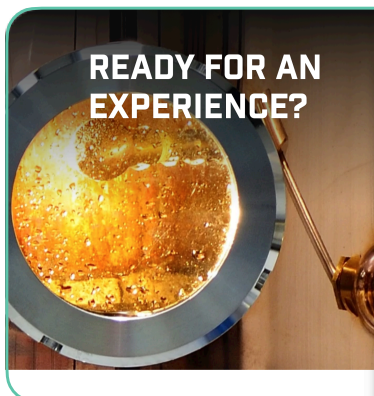
Drive success with optimisation

- **Website heat maps** - understand where people click, scroll and engage to optimise 'book' buttons or placement of content or experiences.

- **Core analytics** - understand which content is 'sticky', which pages drive interest, what people are looking for to plug gaps, answer common question or prioritise sources of traffic.

- **Optimise marketing** - learn from data when to engage, target and the content choices which will drive results.
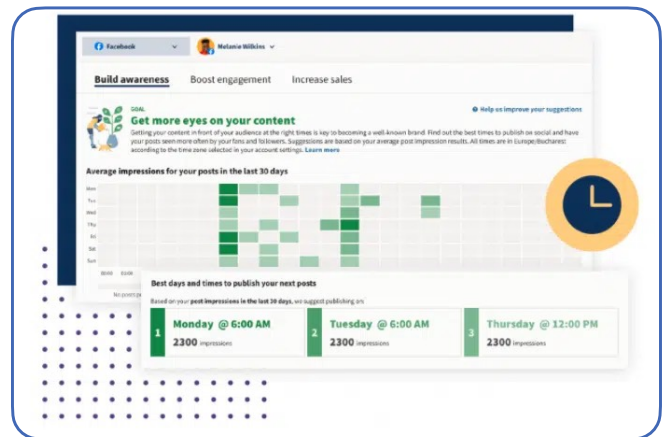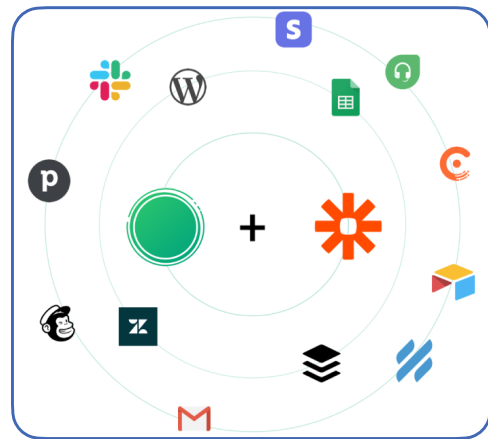
READY FOR AN EXPERIENCE?

LIKE NO OTHER...

Take a sneak peek behind the scenes at our distillery in Marden and see how the magic is made.

Discover how we create our unique award-winning spirits, using a carefully crafted blend of science and nature, learn more about the fascinating history behind gin, or even have a go at making your own very special concoctions with our Blending Experience.

There's also a chance to enjoy exclusive discounts, and much, much more.

FIND OUT MORE

Creating reasons to return

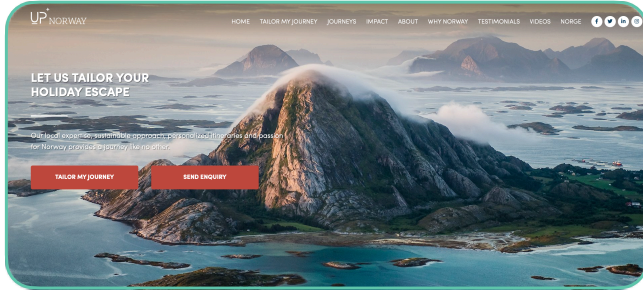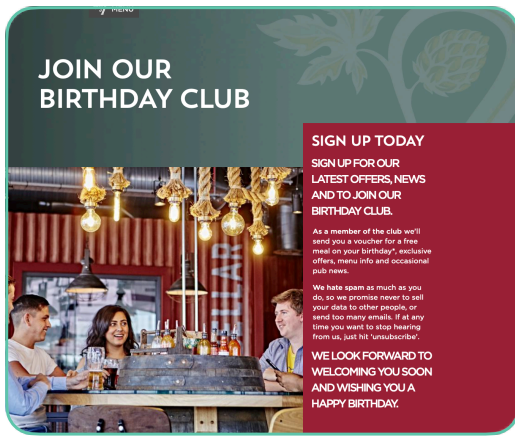### Individual experiences

Blend gin which is truly individual

Designing a label to create a lasting memory

A personal blend is stored for future visits

Personalised gifting offers further incentives

Marketing automations

- Build a rich profile of your customers
- Leverage personal data to deliver relevant offers
- Setup automations to trigger offers and incentives
- Increase relevance and performance through segmentation

Co-created service design

- Make personalisation a fun experience
- Show the personalisation journey and the reward
- Use logic and tagging to serve up curated offers
- Capture data to re-engage dropped sessions or one-to-one support

A voice of reason and relevance

- Tone of voice matters when competing digitally
- Be ultra transparent and level with your customers. The good, the bad
- Involve guests in the ideas and the creation of new experiences
- Build an engaged community by understanding what matters

Personalised Marketing

- Asking a few questions helps you and your customers
- Everyday tools like Typeform make personalisation fun
- Invest in the long-run relationship, not just a sale
- Use tone of voice and language to create conversation connection

Always-on product relevance

- Don't be shy to leverage 'always on' to be a relevant voice
- Connect your guests' interest with the causes you're driven by
- Connect story mission and values with experiences connecting them
- Think of innovative tweaks to stand out and invite demand by curiosity

REFILLS FOR DAYS!

Designed by Digital Tourism Think Tank