

How to Promote your Experience

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EUROPEAN UNION
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France (Channel
Manche) England
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Getting noticed

Once you have created your experiences and understood your markets and audiences, it is now time to start to create a strategy on how you plan to market your experiences.

In this chapter, we will give you the practical tools to help you to create a simple marketing strategy, conduct your own brand audit, make the most of social media, be found on Google and the importance of Review website.

Questions to consider

- Have you started a marketing strategy?
- Do you know how you will market your experiences?
- Have you invested in low season marketing?
- How will you use social media effectively?
- Can guests find you on Google Map and Google Search?
- Which review sites will you use?



Your Marketing Strategy

Successful marketing depends on your ability to cut through a cluttered marketplace and talk to your potential guests in a way that connects with them on an emotional and aspirational level.

There are 5 P's of marketing, which is often referred to as the 'marketing mix'. Combine these different tactics to meet your guests' needs.

5 P's of marketing

- **Product**
refers to what you are selling, including all of the features, advantages and benefits that your guests can enjoy from purchasing your experiences. When marketing your experiences, you need to think about the key features and benefits.
- **Place**
is where your experiences are seen, distributed and sold. Access for guests to your experience is key and it is important to ensure that guests can find you in as many different bookable places as possible (e.g., Online Travel Agents, local tourism websites).
- **Price**
is your pricing strategy for your experiences. You should identify how much your guests are prepared to pay, how much mark-up you need to cater for costs, your profit margins and payment methods.
- **Promotion**
is the activities you will use to make your guests aware of your experiences, this includes: social media, websites and advertising.
- **People**
are your potential guests you're aiming to attract. You can discover more about this in the 'Reaching New Markets & Distribution' section of this toolkit.

Task

My 5 Point Plan Marketing Strategy

- **Tell your story**
What's my story and the stories of my experiences?
- **Describe feelings and emotions**
How will guests feel during my experience and after?
- **A picture says 1,000 words**
What imagery and short films will I use to promote my experiences?
- **Book now**
How do I want my guests to book? How easy is it for guests to find you and to book?
- **Review**
Which review websites will I use, monitor and respond too?



Try this exercise for your business and create your own mini marketing strategy

To attract guests from the very beginning and retain your competitive advantage, you may also wish to consider the possibility of discounts and seasonal pricing.

Your Branding

Getting your brand right is very important. Branding is the process of creating a strong, positive perception of a business, its products or services in the guest's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications and across your 'marketing mix'.

Quick Brand Audit



Try this exercise and remind yourself of this audit when your communicating/marketing.



Example of a 'marketing mix'

Every business has a different marketing strategy and emphasis — this diagram is just an example.

Low Season Marketing

Visitors are not afraid of a bit of rain and chilly days! In fact, a lot of them are looking to slow down and discover exciting things to do in the winter. Attracting those visitors during the off-season (Oct-March) is a great opportunity to make your business more sustainable. Norfolk is breaming with unique landscapes, fabulous history and great experiences, let's show them !

Visitors come to Norfolk all year around

... So why does most of the tourism industry pretend it's always summer?

Make the most of the winter and create new experiences for guests coming to Norfolk.

- Create seasonal experiences to market at least 4 months before travel
- Or/and identify what makes winter the best time to do these experiences

Invest in low season marketing



Make a collection of winter images & film

Things to do in winter in Norfolk



Use winter search terms on your website



Feature on tourism websites/apps

Work with the seasons, not against them



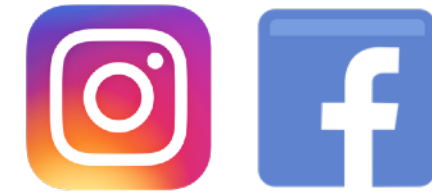
Try this exercise and create new low season experiences

Task

1. List your three top selling experiences in winter
2. Now write down what makes them different to your summer products
3. Are the differences positive, such that you want to enhance them, or are your best winter experiences a poor version of your summer experiences?

It may be better to increase your offering, i.e. provide additional benefits to visitors, rather than simply reduce prices or create new

Social Media



Whether you like it or not, social media is an important marketing tool. Facebook and Instagram are the most effective platforms in reaching potential guests who will be interested in your experiences.

Do you need Facebook and Instagram for your business?

- 77.9% of the total population of the UK are active social media users*
- Social media usage has gone up 4.4% (2.3million between 2020 and 2021)*
- Facebook has been around longer than Instagram, so therefore an older age group (who have grown up with it)
- 25-34 year olds are the largest users of Instagram*
- It's free promotion!

These channels need to be essential parts of your marketing mix.

Your competitors are using it!

You can reach audiences far & wide

You can have a conversation with guests

You can reach people you want to work with

Think editorial not adverts

Show potential guests behind the scenes of your business and your experiences in action. Share guest reviews, connect and tag with other local businesses. Use strong imagery and videos. Remember people like people, so use lots of images with people in.

*Source We Are Social & Hootsuite Report 2021

Creating your social media toolkit...

1. Be found

Create a profile that is clear what you offer and where you are.

2. Brand personality

Think about your tone of voice, imagery, describe feelings and emotions.

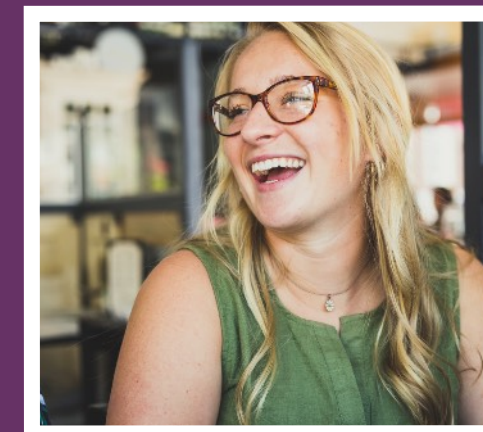
3. Choose the right content

Be aspirational. Think editorial not advert. Encourage engagement and call to action (e.g. to book your experience)

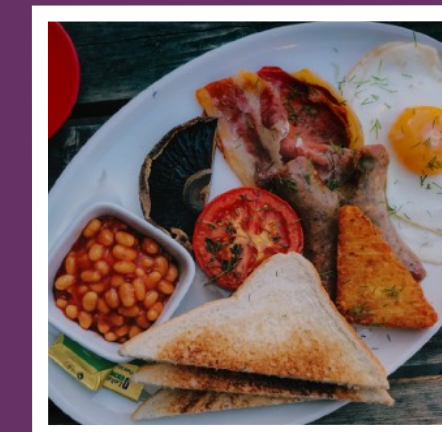
4. Reach out

Remember to use hashtags (#) and tag (@) other businesses you are working with or would like to attract the attention.

What to post?



Meet Hanna, she's been with us for 10 years and we couldn't manage without her.



Our famous full English breakfast with only local produce. We source everything locally from @GreenDale Farm



Every one of our experiences ends with this amazing feast fresh produce prepared and cooked by @CrabAppleNorfolk

#norfolkexperiences
#visitnorfolk



[Click here to download the Social Media slide deck from workshop](#)

Google Maps & Search

If you want your business and experiences to be found on a Google Search and on Google Maps you'll need to create a Google Business Profile.

This will also allow you to edit and manage your information on Google.

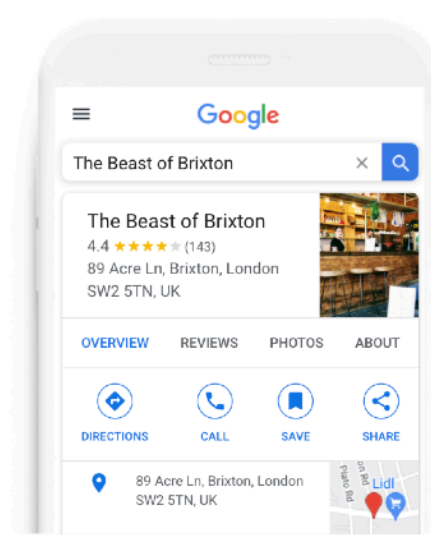
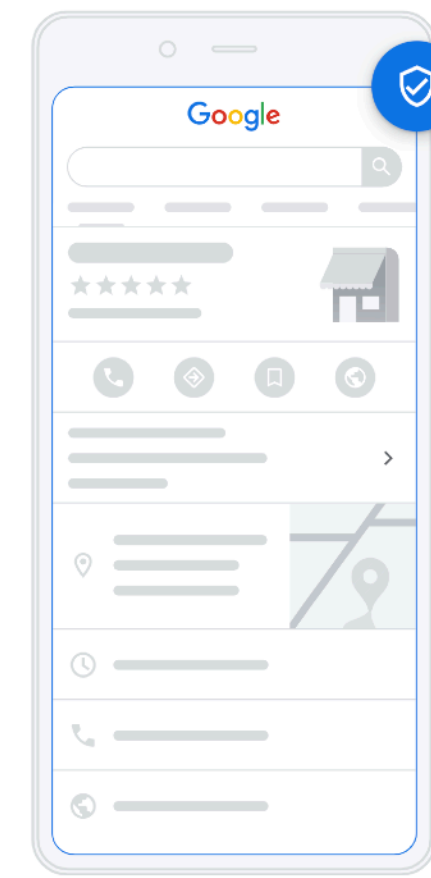
What will my Google Business Profile give me?

- To be found on Google Search and Google Maps
- To edit and maintain your overall Business Profile across Google Apps
- Keep contact information and opening hours up to date
- Provide a description about your business to Google
- Receive Google Reviews from your visitors and importantly respond to them

Start by going to Google Maps (www.google.com/maps). If you cannot find your business on the map you can simply right click and select 'Add my business'. If you already have your business located on the map but you don't currently have access to it you can select the business and request for ownership.

When you do sign up you will be asked the following:

- Add your location address, contact information and website address
- Then verify your new profile using a code sent to your mobile
- Add your standard business hours and opening times
- Add photos and videos about your business. Why not reuse some from your posts on Instagram and Facebook?
- Google will then verify your profile before being visible to customers



Find and manage your business

🔍 Type your business name

Can't find your business?

[Add your business to Google](#)

**Don't have a venue
or fixed location?**



Start by using your home address and then once setup, you can adjust your location to cover an area or region. You won't have a pin on a Google Maps but you will be found on Google Search.

Why Online Guest Reviews Matter

When it comes down to making the decision to book online, a positive visitor review is almost as influential as price or a special offers. So, rather than reducing prices – showing reviews on your own website can be equally as powerful at increasing conversions.

5 reasons visitor reviews are important

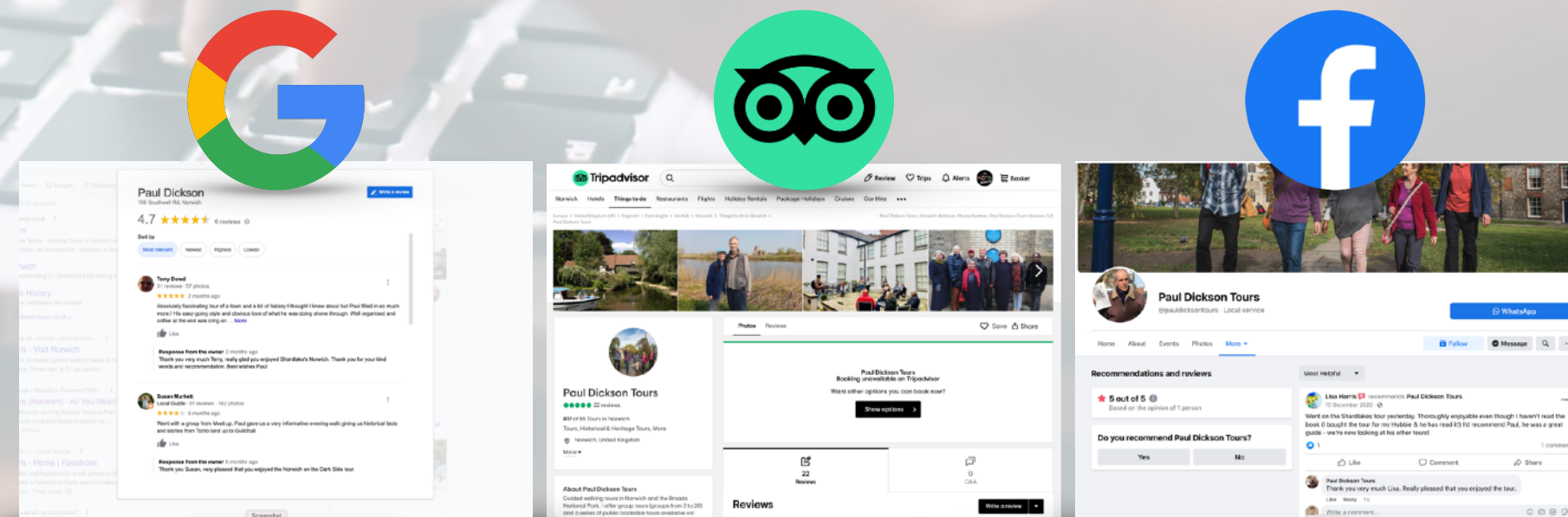
1. They generate feedback
2. They open up/continue a channel of communication with your guests
3. People trust peers as much (if not more) than professional critics
4. Online reviews are good for SEO/Social Media
5. They help consumers with product selection

Google Reviews, TripAdvisor and Facebook are some of the most used review websites when it comes to tourism.

Encourage your guests to leave reviews and always respond to every review.

Some Online Travel Agents like Airbnb have their own review features. If you're using OTAs make sure you are checking these sites regularly as well.

When you get a review you will be alerted by email and something text message.



Bad reviews are good too!



You might initially think that negative reviews are bad for your business, but they're not. Negative reviews make the good reviews more authentic. Once there aren't too many of them of course...

Always reply to every review, especially if it's negative.

By responding you'll be showing potential visitors that you care and that you're always listening to your guests.

What to do

- Respond quickly
- Acknowledge the guest's complaint
- Apologise & empathise
- Take responsibility
- Provide an explanation if needed
- Take the discussion offline
- And, make it right

What NOT to do

- Pass the blame
- Be sarcastic
- Go down the 'legal' route
- Insult your guests or others
- Blame your employees or other guests