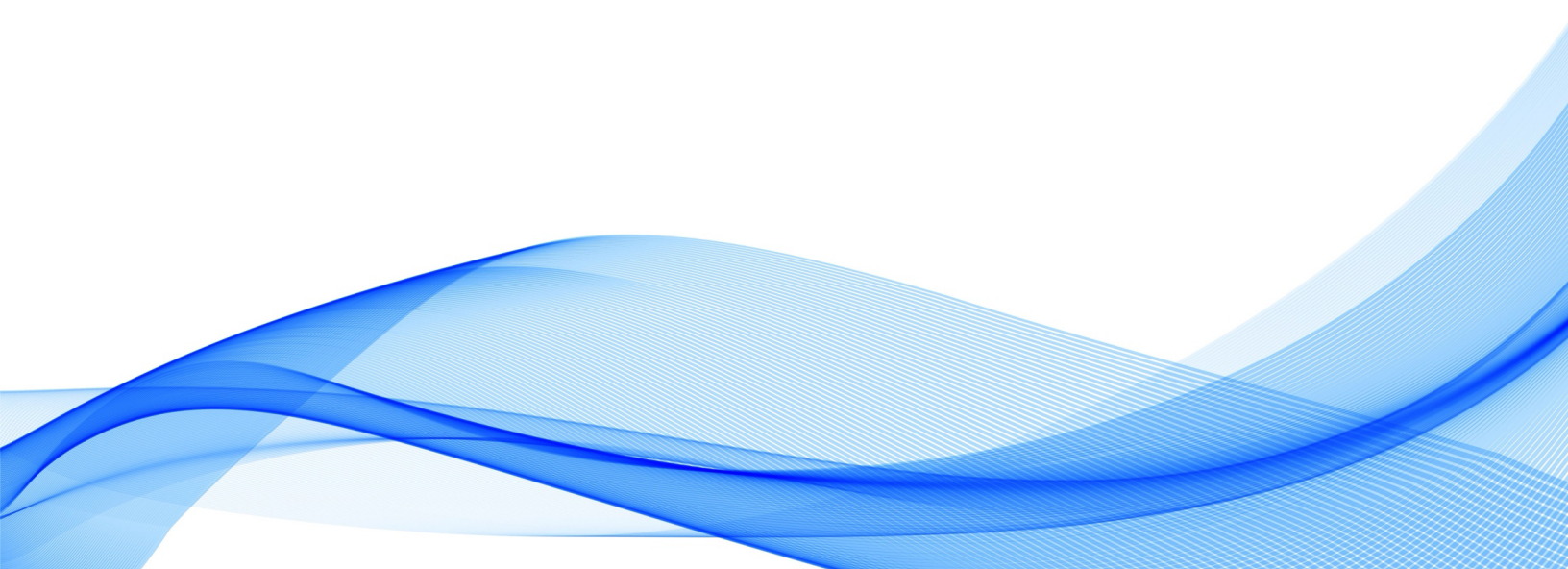


## The Digital Marketing Tree – Session 1 -WORKSHEET-

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## Marketing Mix

Focussed on “Product” and “People.”

### Product

As defined by UNWTO (United Nations World Tourism Organization), a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience"

An example of tangible elements are the Physical properties, hotel, room, transport, a service etc.  
The intangible elements are service, pleasure, satisfaction, trust etc.

In a sentence, what is your business offering?

What are the key elements of the body (tangible) of your business?

- 
- 
- 
- 

What are the key elements of the soul (intangible) of your business?

- 
- 
- 
-

## People/Customer

There are 4 different customer type columns, but there may be more or less

### Demographic

Demographic segmentation groups customers and potential customers together by focusing on certain traits such as age, gender, income, occupation & family status.

	Type 1	Type 2	Type 3	Type 4
<b>Age</b>				
<b>Gender</b>				
<b>Income</b>				
<b>Level of education</b>				
<b>Religion</b>				
<b>Occupation</b>				
<b>Family Structure</b>				

### Psychographic

Psychographic segmentation groups customers according to psychological traits that influence consumption habits drawn from people's lifestyle and preferences. It is mainly conducted on the basis of "how" people think and "what" do they aspire their life to be.

<b>Hobbies</b>				
<b>Social status</b>				
<b>Opinions</b>				
<b>Life goals</b>				
<b>Values and beliefs</b>				
<b>Lifestyle</b>				
<b>Personality</b>				

### Geographic

Geographic segmentation involves segmenting your audience based on the region they live or work in. This can be done in any number of ways: grouping customers by the country they live in, or smaller geographical divisions, from region to city, and right down to postal code.

<b>Location</b>				
<b>Timezone</b>				
<b>Climate and season</b>				
<b>Cultural preferences</b>				
<b>Language</b>				
<b>Population type and density (urban, suburban, rural)</b>				

## Behavioural

Behavioral segmentation refers to a process in marketing which divides customers into segments depending on their behavior patterns when interacting with a particular business or website.

<b>Spending habits</b>				
<b>Purchasing habits</b>				
<b>Browsing habits</b>				
<b>Interactions with your brand</b>				
<b>Loyalty to your brand</b>				
<b>Product feedback</b>				

## Customer Buying Journey

Considering the Customer characteristics above & your customer's buying journey, where will they interact with you online?

### Dreaming/Awareness

A prospective customer starts dreaming about a trip to your destination and gets inspired by the tours and activities they could find and book.

#### Questions

- Where will they find you?
- What social media platforms do they use?
- What methods do you use to contact them?
- In the case of your business having a database of clients, how do you keep in touch with them?

### Planning/Research

The customer becomes aware of your company when researching tours and activities in your destination.

#### Questions

- Where will they find the information on your business?
- What social media platforms do they use?
- What additional details might they be looking for?
- What methods do you use to contact them?

### Booking

The customer chooses your company! You have been able to convince them to book your tour or activity instead of the competition.

#### Questions

- How easy is it for the customer to book with you/purchase your service?
- What communication formats do they use?
- What purchase channels do you use?

### Experiencing

You provide awesome customer service before, during, and after your tour or activity and exceed your customer's expectations.

#### Questions

- How do you supply information on your services to clients in person?
- How do you make your customers' experience incredible?
- Are you collaborating with other local business' to add value to your service?

### Sharing

Your customer had such a positive experience that they tell their friends about you. You now have a brand ambassador.


#### Questions

- Are you creating competitions to encourage sharing online?
- What social media platforms do they use?
- How are you encouraging your customers to leave reviews?

- What methods do you use to contact them?

## Example Buyer Persona

(from <https://www.propeld.com.au/identifying-tourism-customer-personas/>)

Travelling Family	The Smith Family - Greg, Naomi, Lyla, Jack, Ben and Rex (the dog)										
G = 36   N = 35   L = 11   J = 10   B = 8	Electrician and Part Time Teacher										
Melbourne	\$150,000										
											
<b>Summary</b>											
<p>The Smith Family are looking to escape the city for a few days during the school holidays and Easter break. Greg and Naomi are looking for a break from their hectic lives, to relax and recharge. For the most part, the kids will make their own fun as long as their location as plenty of space to kick a footy, ride their bikes and explore. Proximity to the beach, fishing spots and walking trails is high on their list of priorities. They're not overly fussed about being close to shops and cafes, but would prefer to be within a reasonable distance.</p>											
<b>Travel Dates</b>											
When is this customer most likely to book their holiday for?											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Duration</b>											
How long will this customer stay in the destination?											
Day Trip	1-2 Nights	3-4 Nights	5-7 Nights	1-2 Weeks	2 Weeks +						
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>						
<b>Type of Accommodation</b>			<b>Type of Experiences</b>								
\$	\$\$	\$\$\$	Events	Culture	Nature						
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>						
<p>The Smith family travel with their camper trailer and a tent. Greg, Naomi and Jack stay in the trailer, the two girls share the tent. As self-sufficient campers, this family brings everything they need with them on a trip, which includes their pet dog Rex.</p>			Adventure	Leisure	Other						
			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						
			School Holidays Activities								

## Interests

General: Child Friendly

1. Beach, Outdoor sports
2. Relaxation
3. Fun & Entertainment
4. Walking & Cycling
5. Adventure

## The Buyer Journey

Explain what they're doing at each stage of the buyer journey. For example, write down where they're gathering information from, or who they may be talking to at the different stages.

*Dreaming & Discovering:*

Discussing possible locations with friends and family in their social groups, researching online through Google and social networks. Reviews and authentic recommendations are likely to influence these travellers.

*Comparing & Planning:*

Using TripAdvisor and other camper apps for research and comparison, contacting the parks direct for enquiries. They prioritise parks that are close to local attractions, the beach and activities. Also searching for value-added opportunities such as entry to events or access to a pool.

*Decision Making & Booking:*

The Smith Family are tech-savvy and prefer to research and compare their options online. They want all their information at their fingertips (or in the palm of their hands). Good communication and booking processes are likely to appeal to families. Comparing pricing and value-added promotions.

*Onsite Experience:*

The Smith Family appreciates well maintained onsite facilities. They don't want to venture too far from their camp site and prefer an all-inclusive site to suit the whole family. Local tourism and event information will add value to their experience. A family-friendly environment and relaxing place for each member of the family is likely to appeal to these travellers.

*Advocacy & Sharing*

The Smith Family will share their experience with friends and family, often documenting their holiday through their social networks. Naomi will post on Facebook and TripAdvisor if her experience is notable.