

Resetting your Marketing Strategy

Based on a webinar presented by Heather Dalton with [m5 Marketing](#) on Thursday, May 28, 2020

Now is the perfect time to reflect on your business, get strategic about your marketing plan, and re-position your business for future growth. The instinct may be to jump in to try and make changes. But take time to step back, assess your needs, and find a way to deliver on them. Taking the time to do your research and define your strategy will be time well spent.

One-hour Marketing Strategy

Creating a marketing plan is daunting to most people but following these four steps can help you create a simple marketing strategy.

Your Audience

Think about who your ultimate visitor will be this year as it may be very different from previous years. Some questions you might want to consider: How old are they? Where do they live? What do they do for a living? What is their income bracket? What type of experience are they seeking? Do they want to be relaxed or invigorated?

Your Offering

Think about the existing product you have that might meet the needs and expectations of your audience and what needs could be met by developing new product offerings or partnerships with other businesses.

Go to Market

Think about how much you will charge and how you will sell, and what method and messages you will use to make potential customers aware of your product offering. How will your customers feel after they have experienced your product or service?

Resources and Getting it Done

Think about the resources required to make your plan happen – human, financial, marketing materials, expertise. When will you start creating, delivering, and selling your product offering?

Redefining Your Audience

As you re-evaluate your target audience and work to attract visitors from Nova Scotia or Atlantic Canada this year, it is important to not lose sight of your long-term plans. However, there is long-term value in attracting the local market, even if you've never done so before. Visitors to Nova Scotia comprise almost half of non-resident visitation.

REGIONAL TRAVELLERS

- Less likely to be first time visitors
- More likely to take day trips
- More likely to take multiple, shorter stays.
- More likely to travel outside of peak season.

Challenge

- People will spend \$2,000 or more per person to travel to sun or European destinations.
- They will think differently about spending that amount closer to home.
- How do we get them to think differently about spending that amount vacationing in Nova Scotia?

The Four Ps

The four Ps of marketing are the key factors that are involved in the marketing of goods or services. When thinking about the four Ps of marketing in the current situation you must consider now, next year and the long-term.

PRODUCT	PRICE	PLACE	PROMOTION
<ul style="list-style-type: none"> - This is your experience / your takeaway - Practicality is important this year, ie. move inside experiences outside - Bundle and partner with others to make it worth the drive for the regional market - Opportunity to test new product 	<ul style="list-style-type: none"> - Reduced numbers and additional measures required to ensure customer safety make pricing a challenge - Increase your perceived value – value added - Offer pricing incentives. For example: stay 3 nights and get the 4th night 50% off - Discount as a last option 	<ul style="list-style-type: none"> - Public health requirements will necessitate a change in delivery of your product offering - Move experiences outside if possible - Add additional distribution channels such as online shopping, delivery or curb side pickup 	<ul style="list-style-type: none"> - Start with a basic website and social media - Have the right assets to market to a different audience (photo, video) - Have a pricing strategy to help alleviate reduced profit margins - Add perceived value - Partner with others - Increase length of stay

Research

Research can be expensive and time consuming but there are cost effective practices to help you along the way:

1. *What have people already said?* Find out what people are saying about you on peer review sites such as TripAdvisor; look to your competitors and to similar businesses in your region and in other regions.
2. *What do your customers think?* Reach out by phone or email and ask them their favourite thing about your business; what you could do differently; run ideas by them; who they would like to see you partner with; and what they are most looking forward to. And train your staff to do this as well each time they engage with customers.
3. *Bootstrap market research.* Reach your target audience with a survey you develop yourself.

BOOTSTRAP MARKET RESEARCH – HOW TO DO IT:

1. Define your audience (age / location)
2. Develop five questions
3. Pick an incentive (free product)
4. Set up a free [Survey Monkey account](#), set up your survey and test it with a friend.
5. Set up a [Facebook Ad](#) with a budget of \$50-100 for the audience you identified (be as narrow as possible)
6. Optional: [Link your Instagram](#) and Facebook accounts and run the ad on both
7. Review your results in Survey Monkey and take action!

Lead Generation

- Lead generation is the initiation of consumer interest or enquiry into your products or services.
- Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads.
- Lead generation is considered to be the bread and butter of tourism marketing.

When creating a message, be sure to cover the basics:

- Keep your message simple and ensure that that it is up-to-date on all of your marketing channels. One core, strong message to attract is key.
- Be sure to include key information on your plan to reopen safely meeting all public health requirements.
- If your audience is primarily international, you will need to move quickly to build a regional following.
- Be sure to track your results – what's working / what's not working.

The more messages you try and communicate
the **lower the likelihood** of communicating any single message.

Brand - 2020 and beyond

- Your brand is the essence of who you are and how you can deliver differently.
- Your brand is about what you say and do and how you make people feel.
- A brand doesn't usually change year over year, but this year is different.

YOUR BRAND

- Is not your logo or your slogan
- Is mostly about what you do and a bit about what you say
- It can be a little aspirational, but still deliverable
- The magic trifecta is:
 1. Unique
 2. Salient
 3. Deliverable