

1  **Marketing Plans 101**

2  **Marketing Plan 101**

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3  **Marketing Plan**

- What is it and who needs one?

– Roadmap to Success.....

4  **You need one if you.....**

- Want more Travelers..Tourists..Visitors
  
- If you have Stakeholders....
- If you have Partners
- If you want to develop Co-Op Relationships
  
- Work with Local CVB's
- Work with Regional Economic Development
- Work with the State Tourism Office
- Work in Tourism Development

5  **Marketing Plan  
Essential Elements**

- Mission Statement
- Situation Analysis
- Competition Analysis
- Market Segment Analysis
- Goals
- Actions Plans
- Media
- Executive Summary

6  **Mission Statement**

- What is your purpose?
  
- Short
- Simple
- Concise

7  **Mission Statement**

- What is your purpose?
  - Preserve
  - Protect
  - Enhance
  
- The Intrinsic Qualities

8  **Mission Statement**

- “Drive the local economy through Tourism”

9  **Situation Analysis**

The Big Picture

- Strengths – Weaknesses - Opportunities – Threats
- Strategic Alliances...
- Partners ..Stakeholders
- Uniqueness
- An Event / Activity / Festival
- What worked – What didn't

10  **Strengths**

Strengths

- Intrinsic Qualities
- Partners / People / Knowledge
- What you do well
- What unique resources you can draw on
- Competitive advantages

11  **Weaknesses**

- What could you improve
- Lack of Partners / People / Knowledge

- Where do you have fewer resources than others
- Competitive Disadvantages

12  **Opportunities**

- What Opportunities are open to you ?
- What trends could you take advantage of?
- Niche target markets
- Partnerships - Cooperative Opportunities
- Seasonal Weather Effects

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**Threats**

- What trends or factors could harm you?
- What threats do your weaknesses expose you to?
- Loss of a Key Asset
- Economy
- Seasonal Weather Effects

14  **Great Marketing Plan**

- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product

15  **Competition Analysis**

- Who is your competition?
- Why are they competitors?
  - Location
  - Price
  - Services offered
  - Features and Benefits they offer
  - Differentiation

16  **Great Marketing Plan**

- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product
- Competition Analysis.....Our Competitors

17  **Market Segment Analysis**

## Visitors ..Travelers.. Tourists

- Who is your customer?
  - Individuals
  - Groups - Leisure
  - Groups - Meeting & Convention
  - Groups - SMERF (Social, Military, Education Reunion, Fraternal)
  - Groups – Sports
  - RV Enthusiasts
  - Motorcycle Clubs
  - Domestic
  - International

### 18 **Market Segment Analysis**

#### Visitors ..Travelers.. Tourists

- Characteristics
- Demographics
- Interests
- Feeder Markets?

### 19 **Research Options**

- Research firms
- On – Line
- Industry Publications
- Newspaper
- Trade Associations
- Surveys

### 20 **Internet Sources**

- <http://www.google.com/alerts>
  - Google “alert searches”
- [www.technorati.com](http://www.technorati.com) - Real-time search for user-generated media (including weblogs)

### 21 **Make a Statement with Statistics**

- Economic Indicators
- Past Performance
  - Traffic Counts
  - Revenues at Key Attractions

- Admissions
- Head Counts
- Motor Coach Arrivals
- Key Dining Locations

22  **Statistical Sources**

- Resources
  - TIA – Travel Industry Association
  - Privates Services
  - Trade Publications
  - Regional Economic Development
  - State Dept of Transportation
  - CVB or Chamber of Commerce

23  **Information Sources**

- Questionnaires
- Visitors Center Surveys
- Exit Interviews
- Telemarketing
- Past Customers

24  **Great Marketing Plan**

- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product
- Competition Analysis.....Our Competitors
- Segment Analysis.....Our Customers

25  **Goals**

- What do you want to accomplish....??

Goals are not activities –  
The end result is the Goal

26  **Great Marketing Plan**

- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product
- Competition Analysis.....Our Competitors

- Segment Analysis.....Our Customers
- Goals.....Our Objectives

27  **ACTION PLANS**

- S SPECIFIC
- M MEASURABLE
- A ACHIEVABLE
- R RELEVANT
- T TRACKABLE

28  **Action Plans**

- Determine your tactics....
  - Advertising
  - Public Relations
  - Tradeshows Participation
  - Website / Blog
  - Direct or E-Mail Campaign
  - Collateral Materials

29  **Avenues for Targeting**  
TACTICS

30  **Avenues for Targeting**

- Advertising
- Public Relations
- Tradeshows
- Direct Sales
- Web Site
- Blogs
- Direct Mail
- Email Blasts
- Print Collateral

31  **Advertising**

- Expensive
- Limited Reach
- Niche Audiences
- Shelf Life
- Many Options
- Complicated

32  **Public Relations**

Compliments your Advertising

- Target Your Message
  - Press Releases
  - Press Conferences
  - Publish to the Internet
- FREE
- More Credibility\*
- Self Serving

33  **Tradeshows**

- Sales / Bookings
- Image
- Relationship Building
- Competition is there
- Cost Effective

34  **Website**

www.( Your Name Here).COM

- Do you have a web presence?
- Provides travel information
- Collects data..
  - Email addresses
  - Links to partners and stakeholders websites
  - Creates remarketing opportunities

35  **Direct Mail**

- Snail Mail
- It works..but
  - Slow
  - Expensive
  - Time Consuming
  - Labor Intensive
  - Becoming less cost effective

36  **E - Blasts**

- E-news letters
  - Able to target Larger Audience
  - Opt –in for future emails or offers
  - Open rate is good
  - Hot links from E-news to partner’s website
  - Hotlinks to your website
  - Electronic requests for more information
  - Very Cost effective

37  **Print Materials**

- Brochures
- Maps
- Itineraries
- Folders
- Stationery
- Post Cards

38  **Great Marketing Plan**

- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product
- Competition Analysis.....Our Competitors
- Segment Analysis.....Our Customers
- Goals.....Our Objectives
- Action Plans.....Our Journey

39  **Executive Summary**

- PR TOOL
- SALES TOOL
- MARKETING TOOL

40  **Great Marketing Plan**

- Mission Statement.....Our Purpose
- Situation Analysis.....Our Product
- Market Analysis.....Our Customers
- Competition Analysis.....Our Competitors
- Goals.....Our Objectives
- Action Plans.....Our Journey
- Media\*..... Our Image / Our Message
- Executive Summary.....Our Quick Read

41  **Great Marketing Plan**

- It’s a collaboration
- It’s an ongoing work

- It's a live document

42  Budget

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