

TASSIE TOURISM

masterclass



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WEEK 4: WHAT MAKES YOU UNIQUE?

Presented by Kathryn McCann

Defining your unique selling point and target customers



Why is it important to understand the market available to you?

Why is it important to understand the segments in that market?

Once you understand the market segment that you are trying to attract, how would you go about it?

In order to make some assessments about the size of market you can attract and forecast revenue

Within a total market there will likely be segments that will be attracted to your product, it is important to know this as it will allow your forecasting to be more accurate

You can forecast accurately and develop appropriate marketing plans that you can measure



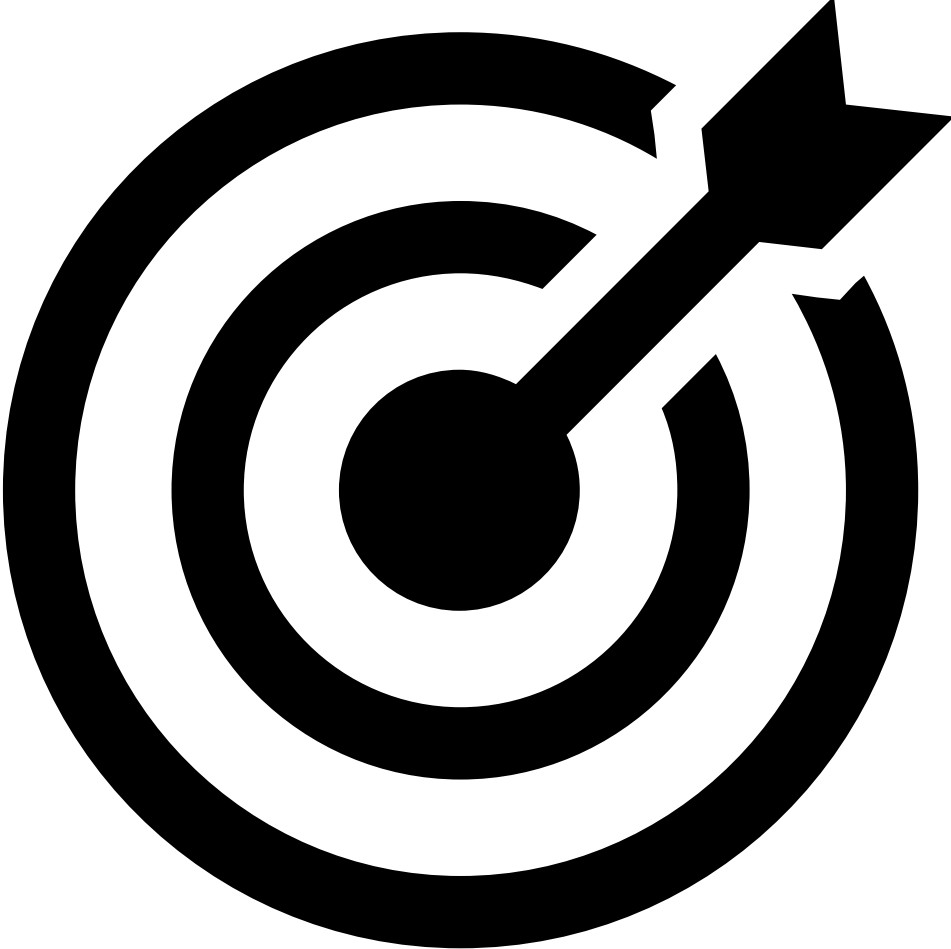


Someone once told me,
market segmentation is
like...

Dividing and Conquering!

I LOVE THIS





So, how would I go about understanding my customer?

Especially since I have limited budget and experience?

First thing you would do is understand the TOTAL market available to you (from a numbers perspective)

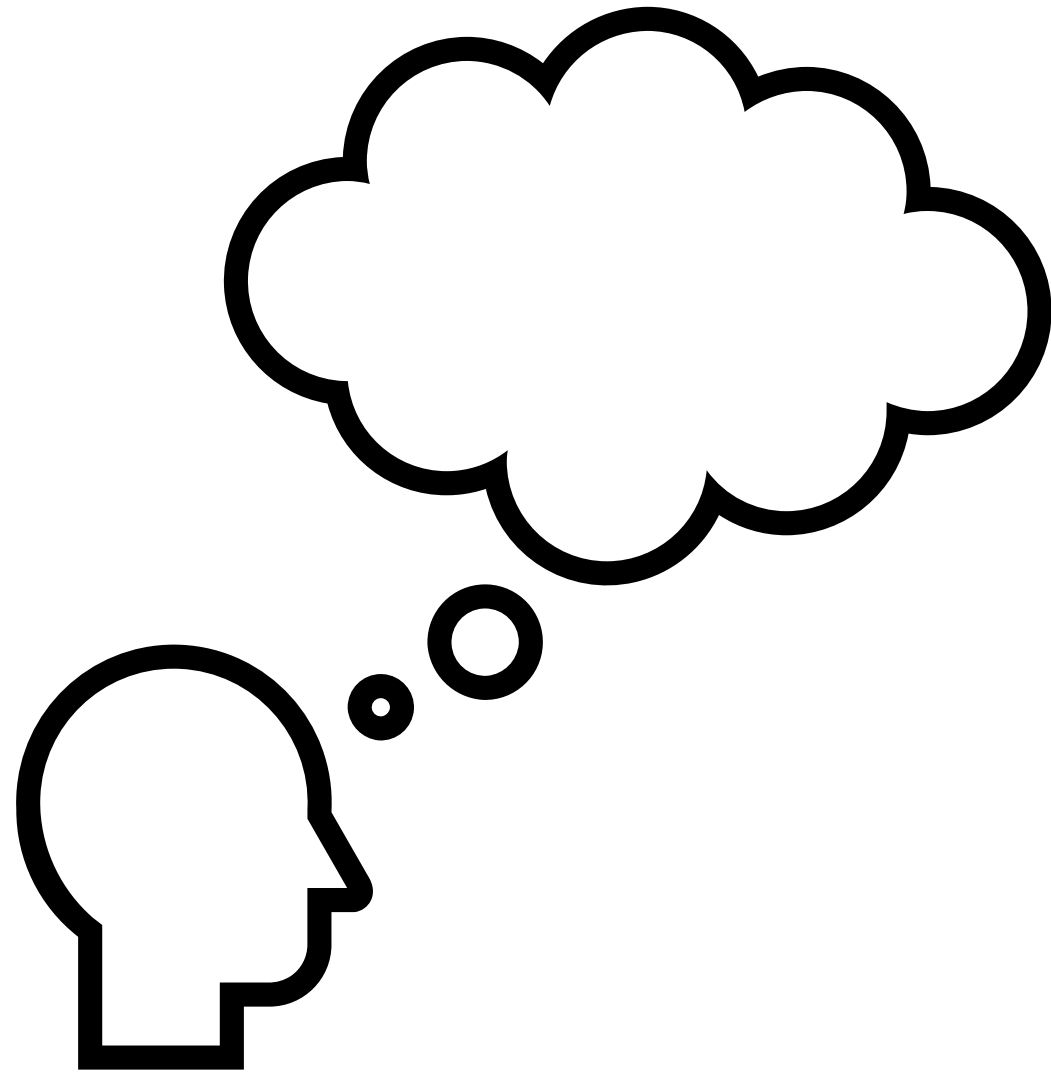
In order to do that, there is data available for you to access. Start with the Tasmania Visitor Survey data and the TVS Analyzer (FREE)

You can find that on the Tourism Tasmania corporate website - tourismtasmania.com.au

Have a good look at the historical visitor data and how it might apply to your product, you can start getting a feel for numbers AND expenditure

This type of data is good demographic data





You now understand the total market available to you (from historical data), now how do you work out how much of this market might be interested in YOUR product?

Demographic data is good and a great place to start, it gives you good numbers

But...

Customers aren't just numbers

They are complex human beings with values and needs and behaviours

These factors are called Psychographics

And it is important that you have an idea of what those preferences for your target customers look like

Goodness, how would you do that?









What is available to help me understand potential customers beyond the demographic data?

Luckily for us, there is some great information available to help with that

Tourism Tasmania has done a lot of research to break our interstate market into two major market segments -

The Erudites and The Raw Urbanites

There is also a great (FREE) reference called the Tourism Information Monitor (TIM) available to those in the Tasmanian Tourism industry to access to give you more information on customer preferences and behaviour, you just need to visit the Tourism Tasmania Corporate website and request it





What do I do next?

You now need to make some assumptions and do some scenario planning

You will need to look at the numbers (demographics) and the needs, values and interests (psychographics) and make some reasonable assumptions around what number of these you might be able to attract

From there you should be able to create some forecasts

From a communications perspective however what you need to do next is where the magic happens...



You need to translate that information into your messaging (and then your content)

How are you going to communicate to stand out and to convert?



You need to determine
makes you unique?

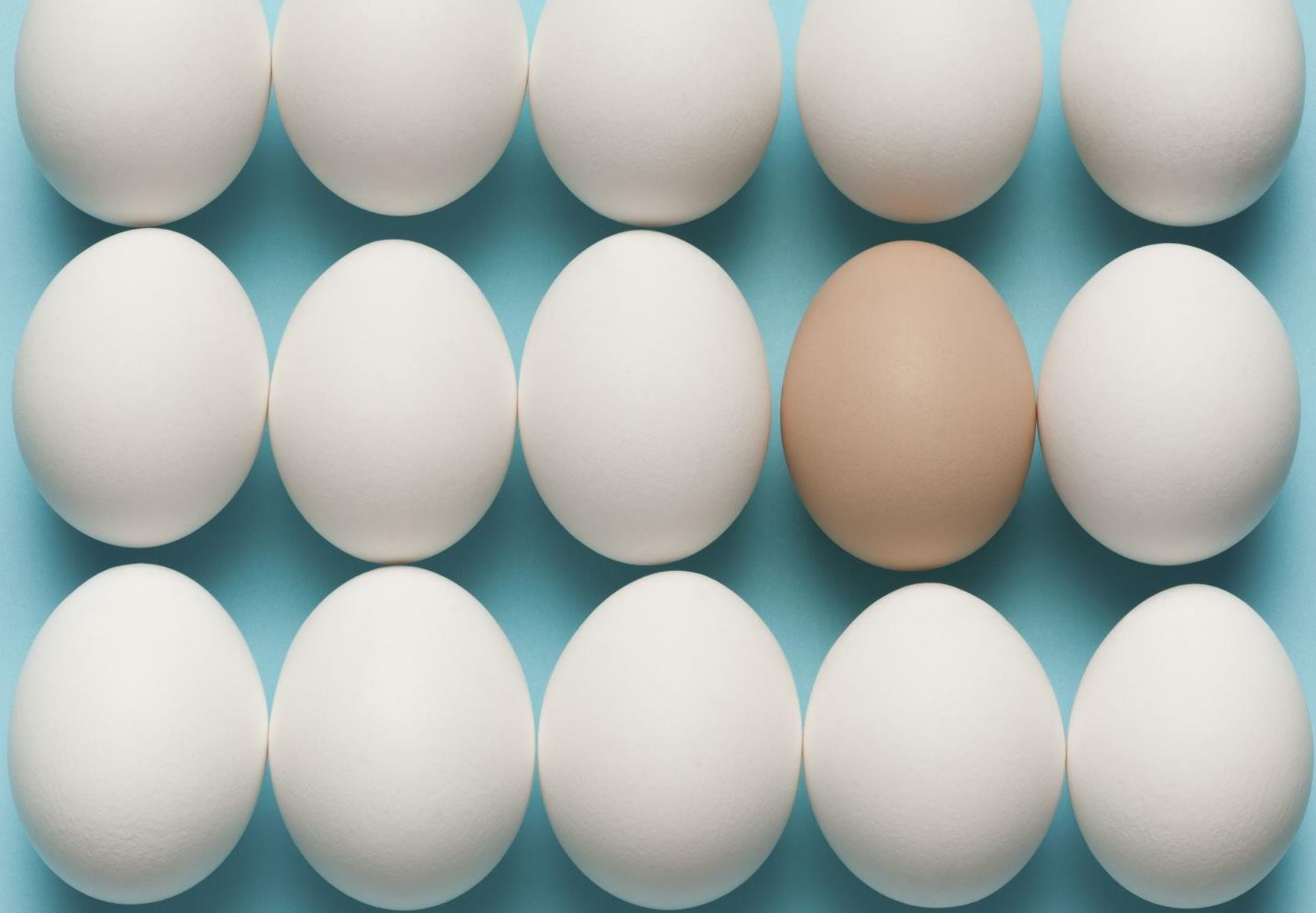
Unique

Adjective

1. being the only one of its
kind; unlike anything else.

In order to communicate
effectively to your target audience
you must be clear on who you are
and have a clear narrative to
communicate why that matters





How would you do that?

A Unique Selling Proposition (USP) is defined as –

Noun

1. a feature or characteristic of a product, service, etc. that distinguishes it from others of a similar nature and makes it more appealing.



What is a USP?

It is the thing that is uniquely you

That makes you stand out from the competition

That drives all of your communications and marketing effort

It is a promise that you make to your customers that you have to be able to deliver on

You're USP needs to be assertive, but it must be truthful (you must deliver on it)

And importantly, it must be developed with your **TARGET CUSTOMER** in mind



Some USP examples

M&Ms

The milk chocolate melts in your mouth, not in your hand

Saddleback Leather

They'll fight over it when you're dead

Deathly Coffee

World's strongest coffee

The North Face

Products that last a lifetime

USP ingredients

In developing your USP, you need to keep the following ingredients at the front of your mind (this is hard) -

It needs to be **unique**.

It needs to be **desirable**.

It needs to be **short**.

It needs to be clear and **specific**.

It needs to have **emotional connection**.





And don't
forget to be
BRAVE

How do you develop a USP?

A simple formula for getting the USP development flowing -

(Your brand) provides (what product/experience) to (your target audience) for (what gain? what do they get out of it?)



Most importantly...

It needs to cater to the needs of the audience that you are targeting

Remember what we talked about earlier in the session?

Particularly the psychographic needs

They are deeper and more emotional

And more likely to be the thing that consumers purchase on



So what do I do now?

You have an understanding of your target audience (well done)

And you have developed your USP (awesome work)

Now what do I do next?





This is the bit that I really LOVE

You should talk to some potential (or current) customers and get them to tell you what they think

What they think really matters as they are your viability

Do some market research on your offering

Test with them the offering, including the pricing, and how you plan to present and communicate it

You can do this formally or informally

Some of the ways to do it include a survey, a focus group or in-person one-on-one in conversation



And then...

You must bring it all together

You should now have some great feedback on your USP and offering

You can now take that feedback on board, and finalise your offering

And get it to market

But PLEASE, do not forget...



You must

MEASURE IT

That is your feedback loop to make changes and to see if you are hitting the market

How might you measure –

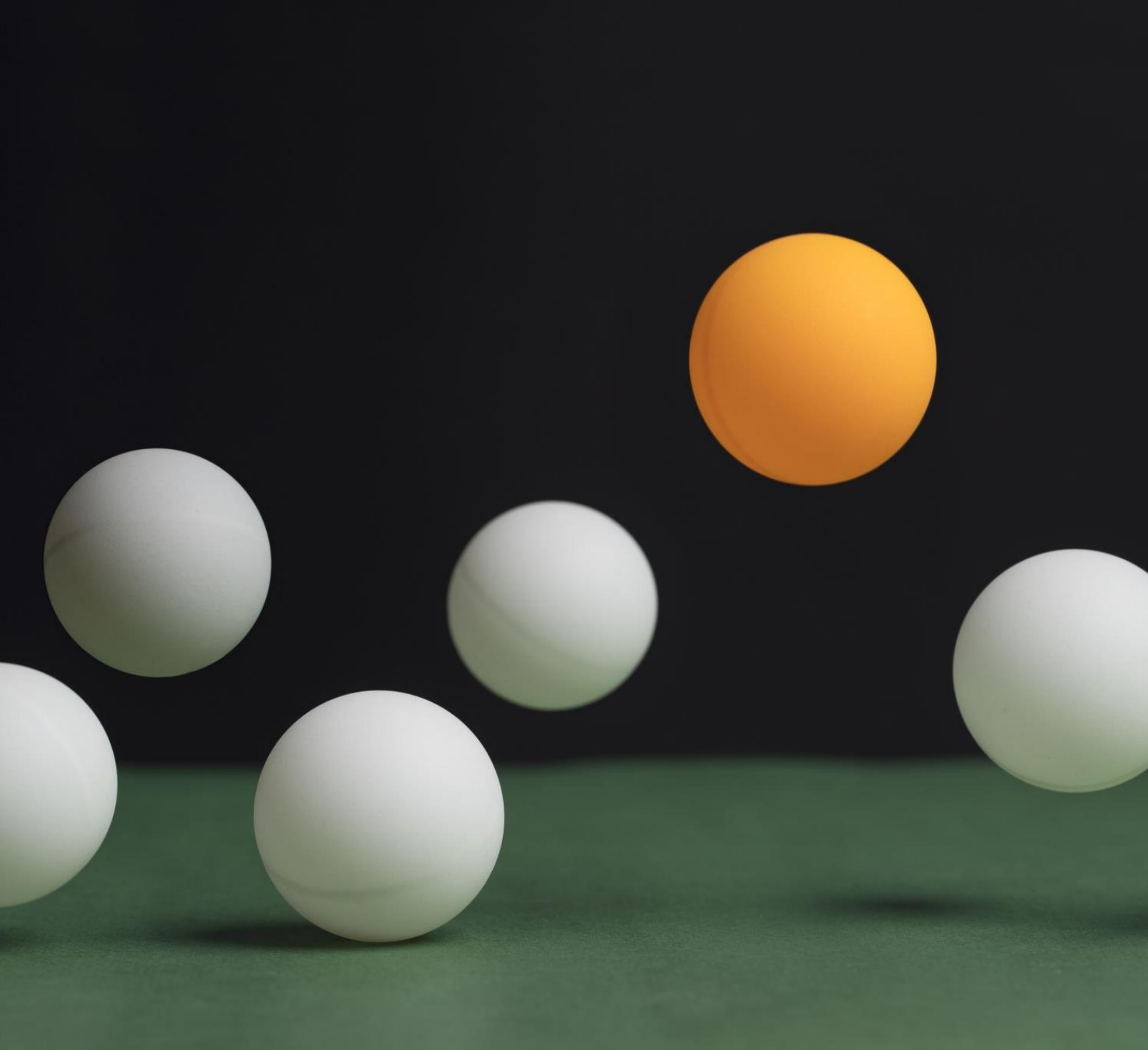
- Sales
- Unique website hits
- Engagement and time on specific web pages
- EDM opens
- Social media engagement
- There are so many ways to measure...



What are today's takeaways?

There are 7





MARKET
SEGMENTATION

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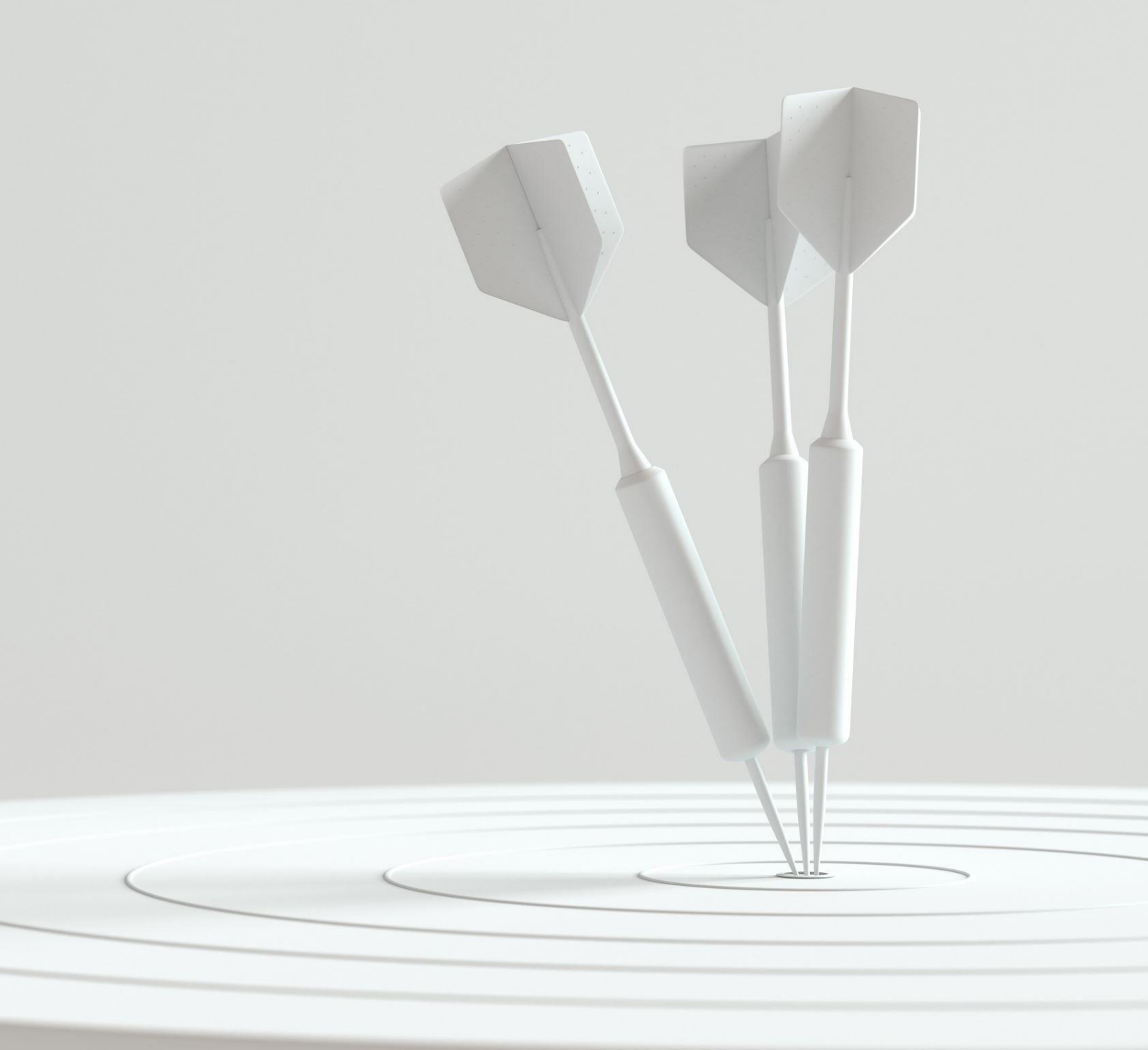
DIVIDE AND
CONQUER



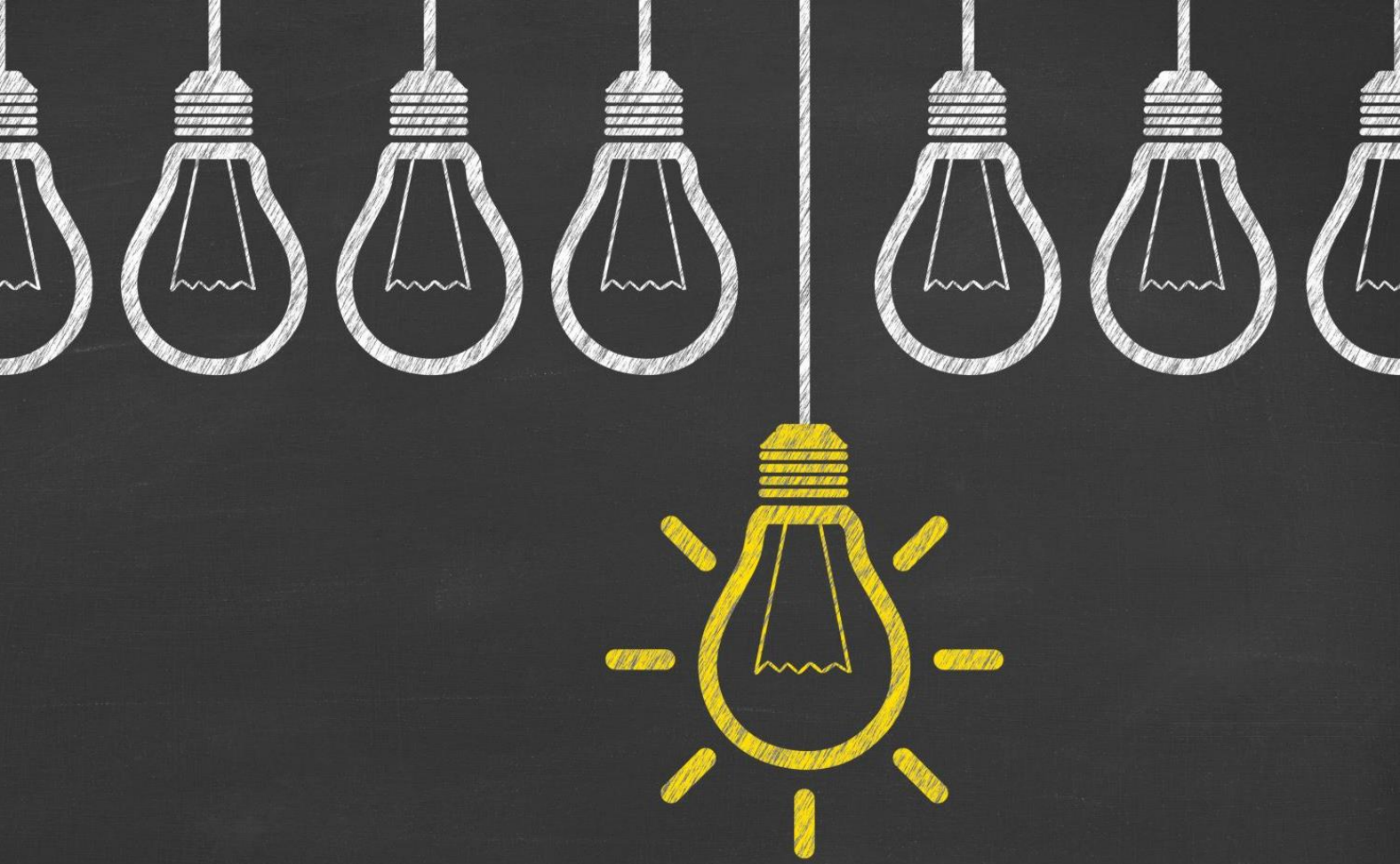
DEMOGRAPHICS
ARE IMPORTANT



PYSCHOGRAPHICS
ARE WHERE IT IS AT



DEVELOPING A
CLEAR USP
FOR YOUR
TARGET
AUDIENCE
NEEDS MUST
BE PRIORITY



BRING TOGETHER THE
UNDERSTANDING OF
THE MARKET AND YOUR
USP TO CREATE
COMPELLING
COMMUNICATIONS
(CONTENT)



MARKET
TESTING IS
INVALUABLE



MEASURE
MEASURE
MEASURE
(AND DON'T
BE SCARED
TO REFINE OR
START AGAIN)

THANK YOU



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Tourism Industry Council Tasmania