



TASSIE TOURISM

masterclass



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WEEK 5: TRADITIONAL AND DIGITAL MARKETING

Presented by Sam Denmead

Maximising value from your marketing spend,
social media and online presence



Most people can't or don't calculate the ROI on their marketing investment.



ROI

Marketing decisions are usually based on how you can get the best bang for your buck - otherwise known as the best return on your marketing investment.

ROI = return on investment.
The amount of money gained or lost from an investment in marketing activities

Calculating ROI

$$\text{ROI} = \frac{\text{Gross profit} - \text{Marketing investment}}{\text{Marketing investment}}$$

$$\frac{\$300K - \$100K}{\$100K} = 2$$

A 200%
Return on
Investment

CALCULATING ROI INCLUDING THE 3 T'S

The calculation gets a little more complicated as you need to take account more than just additional revenue.

- Tax
- Time
- Transaction cost

But also:

- inflation
- opportunity cost
- sales growth

BEFORE WE GO ON A SPENDING SPREE

Having a budget is important in any business and is an essential component of every marketing plan.

Knowing where to spend it and how to measure it is key.

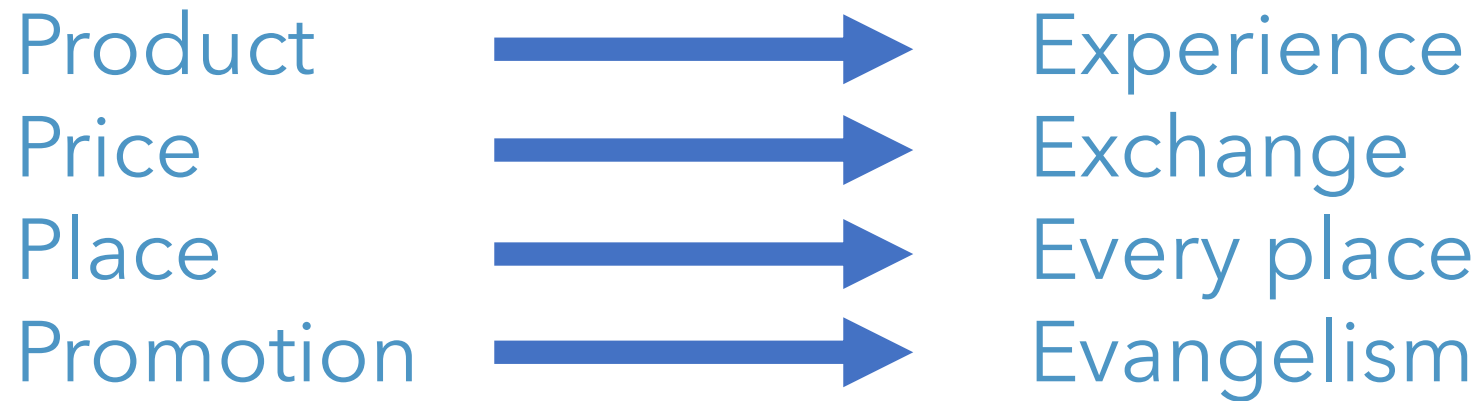


SETTING THE FOUNDATIONS

Before we make decisions about spending money to help make money, we need to ensure we have the foundations right.

1. Be clear what your business is, why you're doing it and what you offer
2. Have clearly defined ideal customer
3. Manage a finely balanced marketing mix where all the elements are working together

THE MODERN MARKETING MIX



SETY YOUR OBJECTIVES

Hard metrics we can easily measure:

- Sales
- Visitation
- Average spend
- Engagement
- Leads
- Repeat



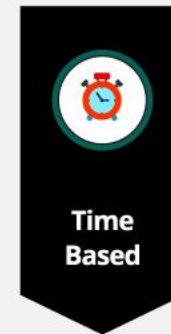
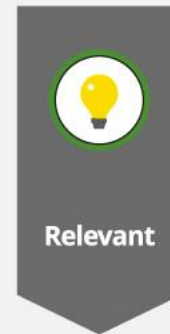
DIFFICULT
TO
MEASURE

Soft metrics

- Brand awareness
- Loyalty
- Perception
- Preference
- Motivation
- Share of voice

SMART GOALS

SMART



Eg. To build a database of leads to 1000 by end of 2020

Eg. To generate \$1000 of new package sales within 7 days

TRADITIONAL
v
DIGITAL

It's a debate as old as time, and the subject will continue to be debated for many years to come.

But there's a time and a place for both in your marketing strategy.



TRADITIONAL

DIGITAL

VS

- Print
- Radio
- TV
- PR
- Direct mail
- Outdoor
- Personal selling



- Blog
- Video
- Mobile
- PPC
- SEO
- Social media
- Online ads
- Email
- Retargetting

A CLOSER LOOK AT SOME SELECT MARKETING ACTIVITIES

- Traditional
- Social media
- Influencers
- SEO

TRADITIONAL

There's still a strong case for using one or more forms of traditional marketing activities.

It's all about knowing your customers and the way they behave.



ADVANTAGES AND DISADVANTAGES OF TRADITIONAL MARKETING

Advantages

- Some people just aren't online
- Some people read every word of a print publication
- People do sometimes look up from their screens
- People listen to radio
- Doesn't depend on an internet connection
- Seen by more than one person

Disadvantages

- Expensive
- Hard to measure
- Hard to target
- Can't adjust or change easily
- Fewer people buying printed
- Fewer people watching free to air tv
- Wastage of printed material unread or unused

SOCIAL MEDIA

Three things to remember:

1. Create products and services that compel social activity
2. Social media success does not guarantee business success
3. Social media pages should never replace a website



SOCIAL MEDIA MEASUREMENT

Social media is not about sales

- Focus on engagement
- Building audience
- Goodwill
- Sharing
- Perception

What to measure

- Conversation Rate: # Audience comments (or replies) per post
- Amplification Rate: # Shares per Facebook post
- Applause Rate: # of Likes per Post



INFLUENCERS

An influencer is someone who has:

The power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.

A following in a distinct niche, with whom he or she actively engages.



INFLUENCERS

Two things to consider before we can measure ROI:

1. What your objectives are, eg.
 - Drive additional sales
 - Increase social media followers or subscribers
 - Introduce new product
2. Who your influencers are
Brand awareness campaigns would ask people to share or tag a friend.
Sales oriented campaigns would compel people to "Click here to buy".

INFLUENCER MARKETING



SEO

SEO, or search engine optimization, is an approach to marketing that helps your business show up at the top of search engine results pages (SERPs) when potential customers are looking for you online.



SEO MATTERS

Your website needs to work for you and connect you to where your customer are.

- Most people search before buying
- People read several pages of content your site
- Has a better bounce rate from organic search than links



SO MUCH DATA AVAILABLE - METRICS TO MEASURE:

- Search Engine Marketing Ad Impressions
- Number of Clicks Ads
- Keyword Report
- Page Depth and Time-On-Site
- Time spent on important site or page
- Online purchase
- Viewed a pricing page
- Phone Calls
- Filled out a form
- Download of .PDF file
- Social interaction (share/like/follow)
- View of video
- Number of visitors to site
- Pages - performance over another
- Traffic by search engine
- Traffic via device
- Geographic location
- Click through to social media accounts

RECIPE FOR SUCCESS IN SEO

- Audit your website checking and fixing the following:
 - Loading time must be fast (use a page speed online tool to check)
 - Links must all work
 - Add amazing content
 - Keywords all used
 - Alt tag your images
 - Check of metatags and descriptions are not too long
 - Ensure you have a favicon on your site
- Google my business information and map location must be up to date
- Build your links
- Check what your competitors are doing



SEM v SEO

Paid or Organic – which is best for ROI?

Well, both!

Paid results show up when companies pay Google for clicks

Organic results are the ones that Google deems most relevant for the query

SEO is a long term strategy and can take a few months to make impact

SEM is great to speed up organic listings for brands that aren't established



DIGITAL MARKETING INTELLIGENCE TOOLS

Monitor how your site is performing using.

Google Marketing Platform includes analytics and more - FREE

<https://marketingplatform.google.com/about/small-business/>

Measure how your competitors are doing

www.semrush.com



THE TOOLS NEEDED TO
MEASURE MARKETING
ACTIVITIES ARE
ALL OUT THERE

But first,

1. Is your experience what your ideal customers want?
2. Is it priced to provide value?
3. Are your customers engaged after their experience?

Only when you can answer yes to these questions should you attempt to spend your hard-earned money on traditional or digital marketing activities to attract new customers.



AND FINALLY

Whatever you decide to undertake, don't rely on HOPE marketing - make sure you put the goals and measurements in place and monitor closely.



THANK YOU

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