

Welcome

Toilets

Covid

Timing - not long enough

Discussion and Parking Lot

Jargon - early apology

Who am I

Toni Kibbey

Marketing, Customer Experience and Business Consultant.

Over 25 years in marketing, comms, customer roles.

Worked for:

Aurora, Lark Distillery, Hobart Airport, Tourism Tas, Road Safety, ACP Magazines NZ, The Independent London - kicked started it all at The Examiner

Worked on:

Metro, Hydro, Bulk Nutrients, Seedlab, The Elevatory, Port Arthur, Healthy Business, Echoview, DSG, private coaching clients

Other info:

Tourism Awards Judge, Grad Dip Business Management, Love reading business and motivational books, recently discovered weights training, hugely passionate about the customer perspective, Mum to a 10 and an 8 year old and married to an awesome husband who carries half the load.



Building your marketing strategy

Just like a brand is not a logo, marketing is not just advertising.

Building your marketing strategy

- *Marketing IS knowing who your customer is, what they need, and how you can help them.*
- *Marketing IS the entire gamut of your customers experience with your brand or business.*
- *Marketing IS how you position yourself in the minds of your customers.*
- *Marketing IS being clear on what you are trying to achieve.*
- *Marketing IS being purposeful and targeting with a message that means something to your customer.*
- *Strategy IS about choosing what you don't do as much as it is what you do.*
- *Strategy IS a road map, and know not only where you are going, but how to get there.*

Building your marketing strategy

Creative comes last - FIRST you need to:

- *Know your customer*
- *Define your position in their minds*
- *Set your Objectives*



What motivates them?



Who are they?



Who are we?



Why should they choose us?



What are their other choices?
Competition

Know your customer

- *ASK ASK ASK*



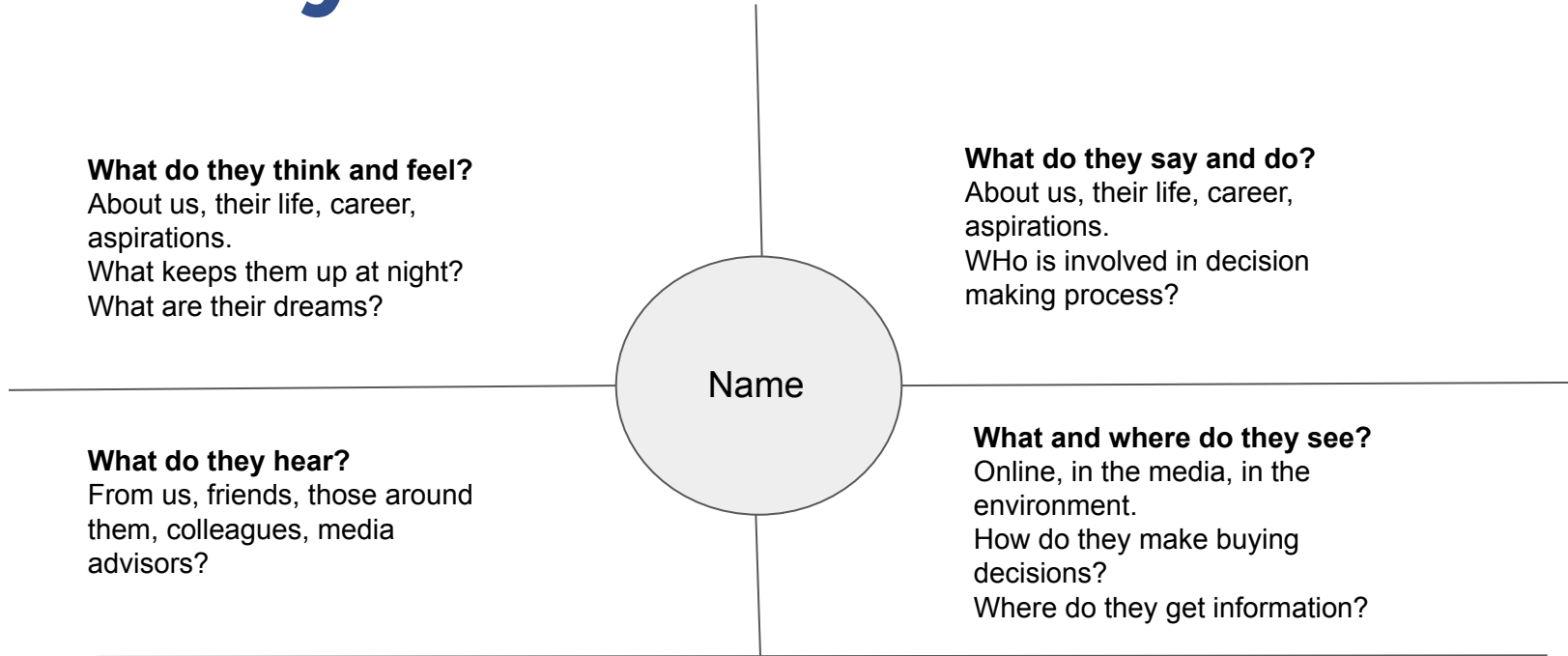
Know your customer - Exercise

FURRY FARM STAY

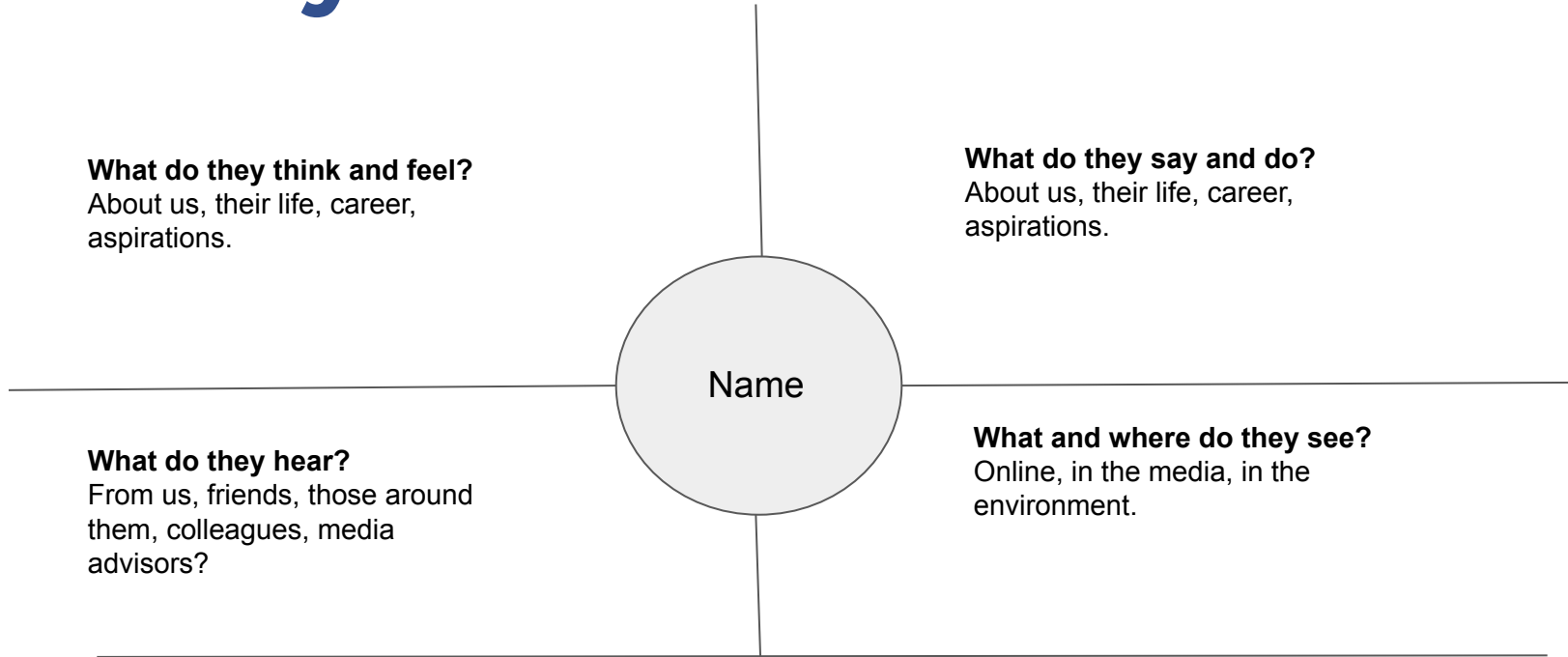
*3 bedroom, self contained
Own kitchen and pantry provided
Remote
Variable weather
Working farm*

*Families with young children
Inner city
Never been to a farm before
High income
Hands on, but not dirty or prepared
Like animals*

Know your customer - Exercise



Know your customer - Exercise



What are they pain points? What do they need?
Frustrations, obstacles, worries, needs

How do we meet their needs?

What do they gain from us?

How do we meet their needs or offer solutions?

What benefit do you offer?

Sample persona



AGE: 30
OLDER MILLENNIAL

"I have traveled from NJ to CA, stopping everywhere along the way. I love zip-lining in Costa Rica, and relaxing on Lake Annecy. I like learning & experiencing other cultures through food & design. Being immersed in nature is important to me."

"Life is for the living"

"people suffer more from imagining too little than too much"

SIGHTSEER SAMANTHA

Loves: farm fresh food, loose leaf tea, craft cocktails, wine & cheese, animals, the mountains, the beach/lake, nature, eclectic design, feel-good music, artisan-made products, fantasy movies/books, comedy

Hates: crowds, winter, scary movies, big box stores, drama, waiting, traffic, air travel, ignorance, being bored

Hobbies/Activities: traveling, cooking, aquatic activities, outdoor adventures, photography

Personality: independent, imaginative, ambitious, enthusiastic, silly, bold, innovative, adventurous, honest

Values: life-changing experiences, the beauty in nature & simple living, a small circle of cheerful friends & family, creativity, health, being cozy & comfortable, feeling young & free (nostalgia)

Self-Perception: adventurer, gourmand, pioneer

Emotional Drivers: amusement, joy, excitement

Value Proposition

Why should your target customer choose you over someone else?

Value Proposition

For - Target Group
Who - Need/like/want
Our - offer/experience
Is/does - benefit/descriptor

What motivates them?



Who are they?



Who are we
and what can
we offer?



Why should they choose us?

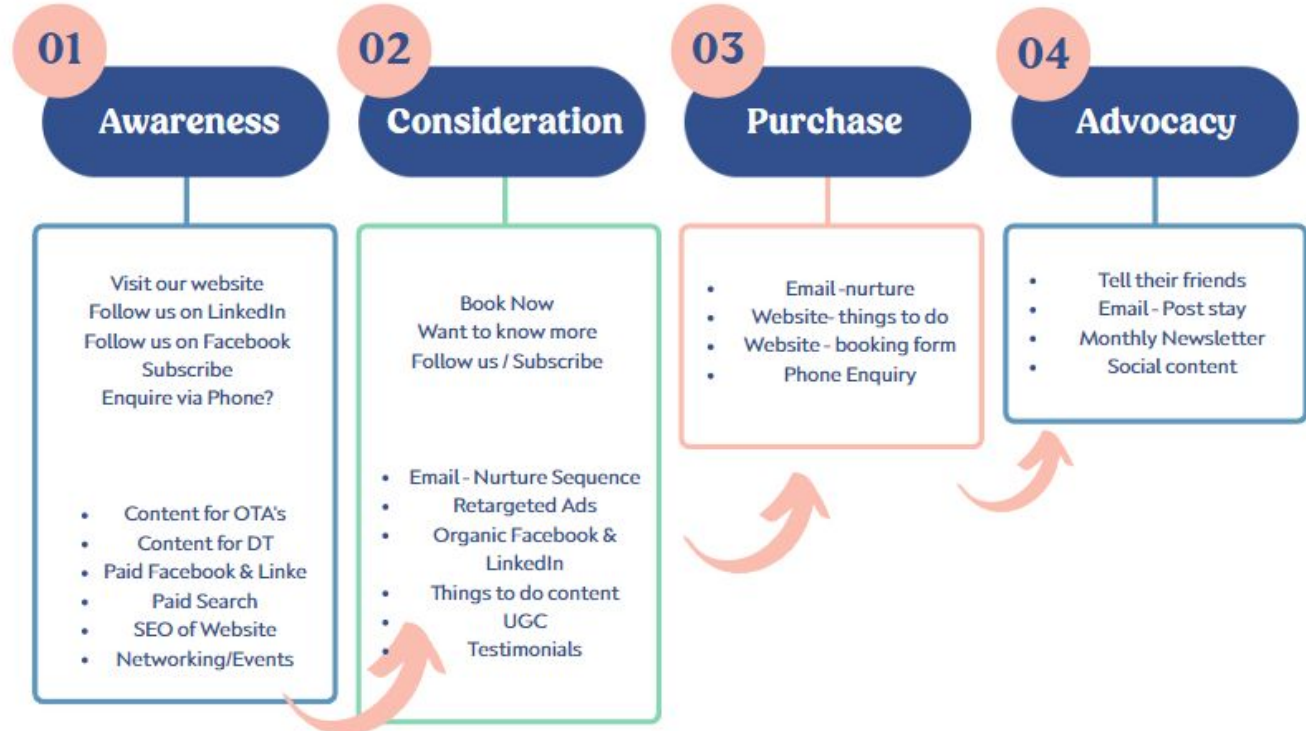


What are their other choices?
Competition

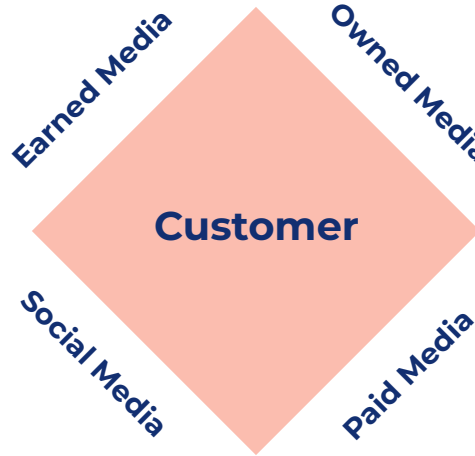
Messages

To become stories and content

Path to purchase



Channels



Why?

Earned media – channel role
Build credibility
Engage & amplify message
Community
Brand awareness
Advocacy

Examples

Clients
Media
Public Relations
Journals
Review sites

Why?

Shop Front
Go to for more information
and
Detail

Examples

Website
Brochures
Emails
Newsletter

Why?

Build community
Share content
Drive to other
channels/websites
Communicate events
Celebrate wins
Build personality &
engagement

Examples

Facebook
LinkedIn
Instagram
Twitter
Tik Tok
Pinterest
TripAdvisor
Groups
Twitter
Forums

Why?

Create awareness
Build personality &
engagement
Drive to other channels
Drive direct engagement

Examples

Advertising
Paid social media
Booking sits - OTA's
Travel Agents
Google Search
Events
Trade shows
Partnerships
Sponsorships

Objectives

What do we want to achieve?

Be specific and measurable

Awareness, so potential customers know about you.

Sharing? Engagement with your posts - One day we will go?

How many bookings?

Length of stay

Booked X in advance?

Paying X \$\$

Upselling to tours and farm experiences?

Direct bookings v OTA's

Objectives

- 1. Build awareness of Furry Farm Stays Swedish market.**
 - a. Measures
 - i. Facebook following to grow from 0 to 400 in 2023
 - ii. Subscribers to grow from 0 to 100 in 2023
- 2. Secure prepaid bookings directly from website.**
 - a. Measures
 - i. 120 room nights per year
- 3. Secure bookings through OTA's and third parties**
 - a. Measures
 - i. 140 room nights per year
- 4. Increase add-ons of chef and tours**
 - a. Measures
 - i. \$xxxxx per year or 40% of bookings

Bring it together

Target Audience/Customer

Messages

Objectives

Channel

Now you can think about tactics and creative

*You have also enhanced your customer experience,
other elements to add value to your customer.*

Audit Current Activities

What do you do what can you do better?

Activity	Is it done well?	Do we need it?	How could you improve
Customer arrival			
Website content			
Facebook ads			
Customer checkout			
Discover Tasmania Content			

Marketing Priorities

Now	3-6 months	Later	
Update website	Source testimonials	Encourage reviews	
Update imagery	Implement paid campaign	Engage with networks	
Set budgets	Improve arrivals	Create video	
Create social plan			
Develop campaign			
Set measures	Monitor effectiveness	Monitor	

Thankyou

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