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6 Steps to Choose the Right Marketing Channels

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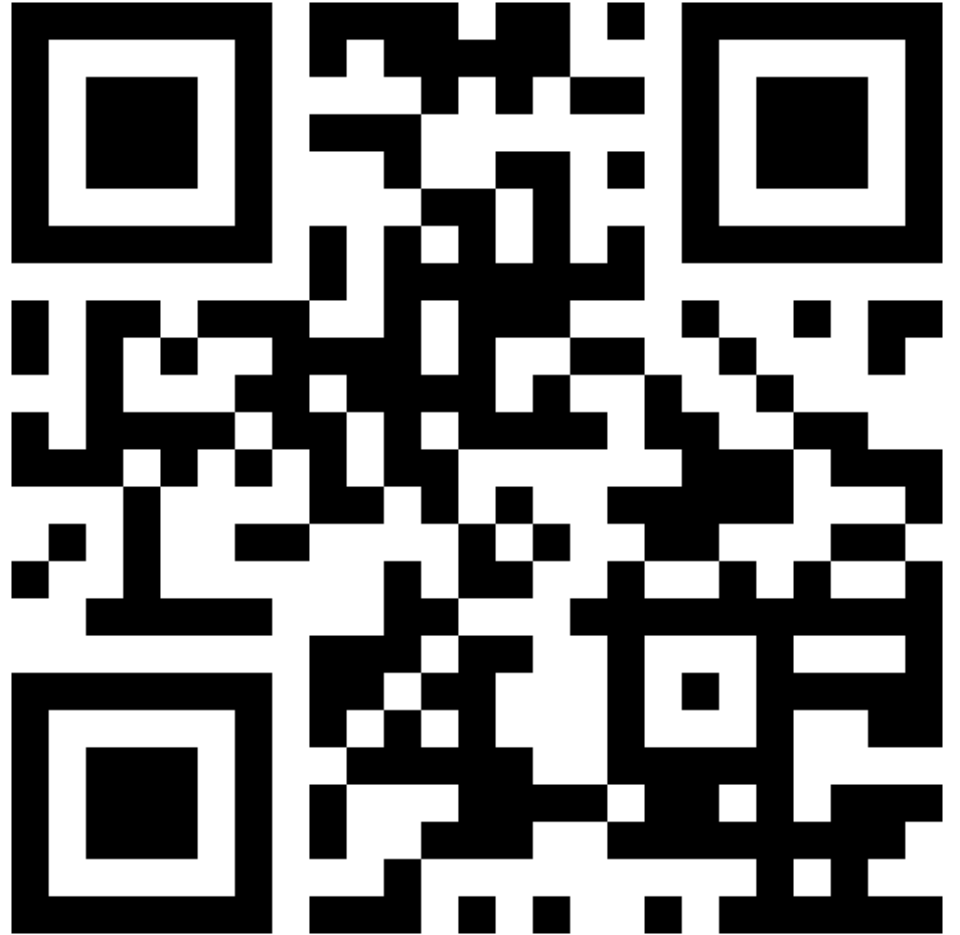
Meet Lauren.

bookworm. morning person. tourism-industry obsessed.

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Audience Participation Time

- Scan this QR code and take a moment to fill out this ANONYMOUS survey.





Let's see the results.

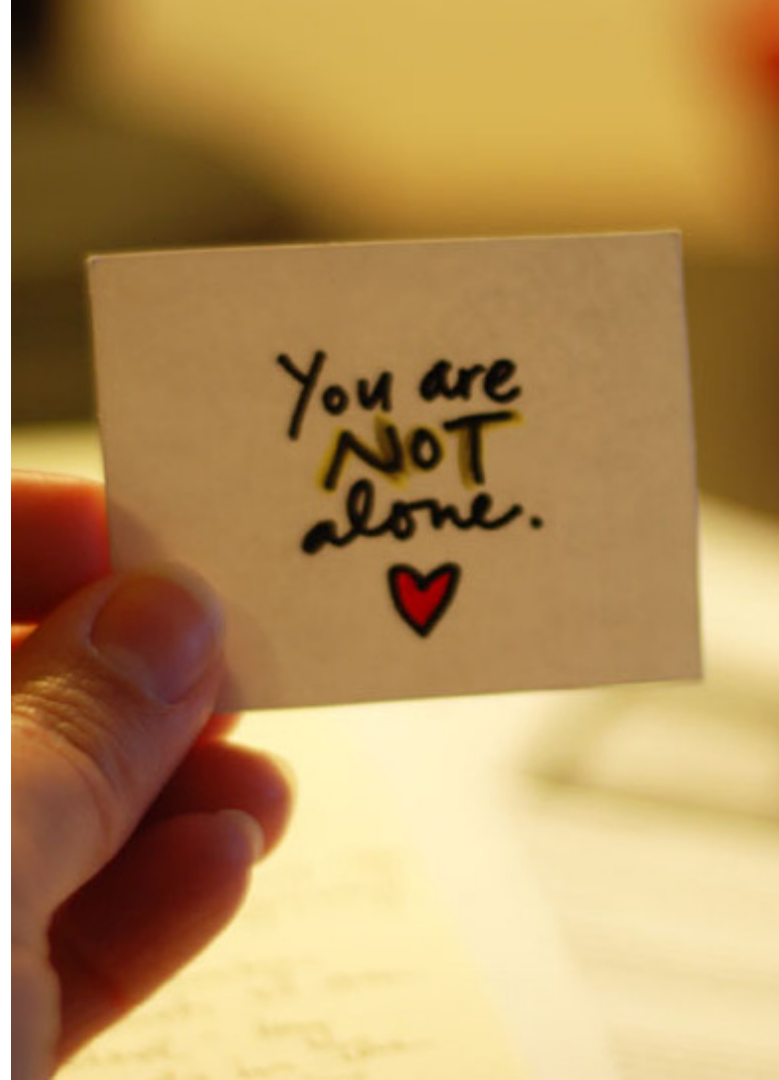
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Q2: <https://directpoll.com/r?XDbzPBdJ3cBY1aFBuSVUdSxPM00BNwOtSeRtHh8qGi>

Q3: <https://directpoll.com/r?XDbzPBdJ4dCZ2bGCvTWVeTyQN11COxPuTfSuli9rHj>

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What was the point of that exercise?



On the agenda

- 6 Steps to Choose the Right Marketing Channels:
 - Define your marketing goals
 - Establish a budget
 - Research your audience
 - Build a marketing funnel for each goal and/or target audience.
 - Craft authentic strategies and messages
 - Measure progress



Step One:

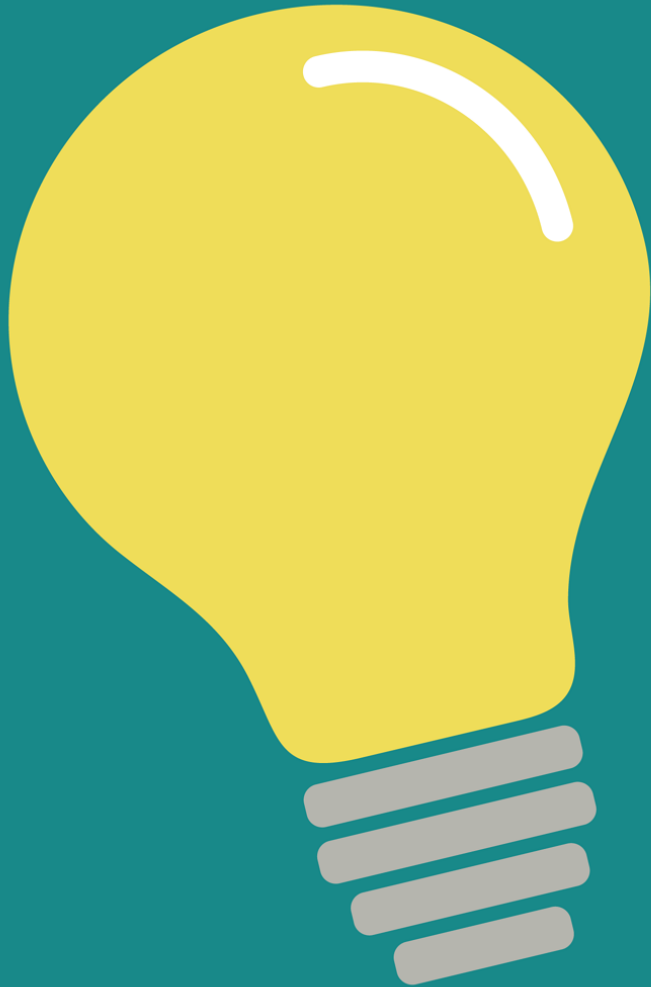
Define your marketing goals





PUBLIC START

Rockwell
NASHVILLE
MARATHON



Step Two:

Establish a budget for your
marketing efforts

Budget Building

- This applies to both money and time
- Be realistic
- Prioritize



Step Three:

Research your audience and
where they spend their time

Research tools

- Google Analytics
- Past event/tour attendee database
- Surveys
- State tourism office data
- eMail Marketing Service (MailChimp, Constant Contact, etc.)
- Social Media Insights
 - Facebook Creator Studio
 - Instagram Insights

Top audiences

Choose demographic to view by:

Age and gender

Age

Gender

Country

Language

Breakdown

Engag... ↓

Women 65+

186

Women 55-64

139

Women 45-54

100

Women 35-44

64

Men 65+

44

Baby Boomers

- Baby boomers have the largest spending power of any generation.
- They tend to be careful with their cash and seek out the best value for money.
- They tend to be very loyal to their favorite brands.
- Traditional marketing is the norm for this group but 64% of people aged 50-64 use at least one social media site.
- Networks like Facebook are still an important tool for communication in this age group.
- They tend to watch more television than younger generations.



Generation X

- Generation X is a tech-savvy group --- making them a perfect prospect for omnichannel marketing.
- People in this age group use the internet as a research tool and tend to be skeptical of marketing messages in general.
- They tend to want authenticity and clear-headed marketing without any fuzzy logic or lack of clarity.
- Marketing to Gen X should include classic social media channels like Facebook and YouTube.
 - Create and maintain active pages that offer how-tos, educational content or even a little nostalgia



Millennials

- Millennials are more distrustful of marketing messages than any previous generation and value authenticity and honesty over flashy advertising.
- They tend to prefer ethical and community-focused brands and are more likely to spend their money with a company when their brand values align with their personal ideals.
- This group is highly active on social media and is not loyal to any particular channel.
- The Millennial generation includes prolific online shoppers and they will frequently share their purchases and experiences with brands on social media.



Step Four:

Build a marketing funnel for
each goal and/or target
audience

Awareness

- Connected TV advertising (Hulu, Amazon)
- Video/pre-roll advertising (YouTube)
- Paid social media
- Print advertising
- Public relations
- Influencer marketing
- Search engine optimization (SEO)
- Search engine marketing (SEM)

Interest

- Visitor's Guide
- Organic social media
- eMail newsletters
- Articles on website
- Video content

Action

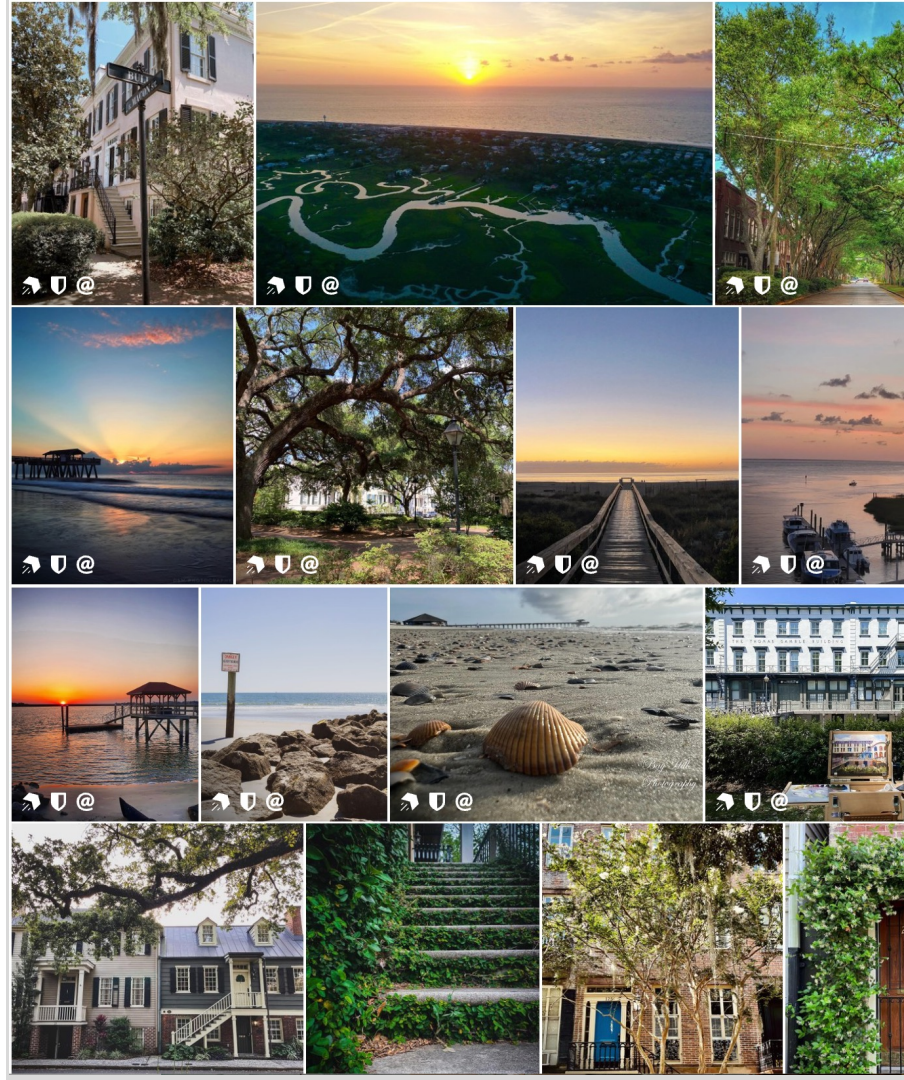
- Conversion-focused ad campaigns:
 - Seasonal campaigns
 - Airport campaign
- Display advertising (Banners)
- Native advertising (Advertorial)
- Retargeting
- BookDirect tool
- Campaign landing pages

Step Five:

Craft authentic strategies
and messages for the
channels that suit your
company and customers

Leverage User-Generated Content

- Every piece of UGC is a word-of-mouth review
- UGC converts five times as many travelers compared with branded photos and videos
- 40% of millennials won't book a travel experience without seeing some sort of UGC




Ways to Source More UGC for Your Brand

- Create a dedicated hashtag for photos and use it to post to your own channels regularly
- Engage with people who are posting about you
- Reward people for using your official hashtag and posting photos
- Ask great questions to solicit photos
- Create photo-ready spots





Give the People What They Want

- Ask your audience what they like to see from you
- Use your research tools to identify what types of content are resonating
- Watch your competition
- Learn from your favorite personal brands

 **Walt Disney World** ✓
April 17 at 11:00 AM · 🌐

Happy #Easter! Zoom to find Donald's hidden eggs, then tag a pal who likes an egg-ceptional challenge. 🥚👀



 4.1K 1.2K Comments 580 Shares

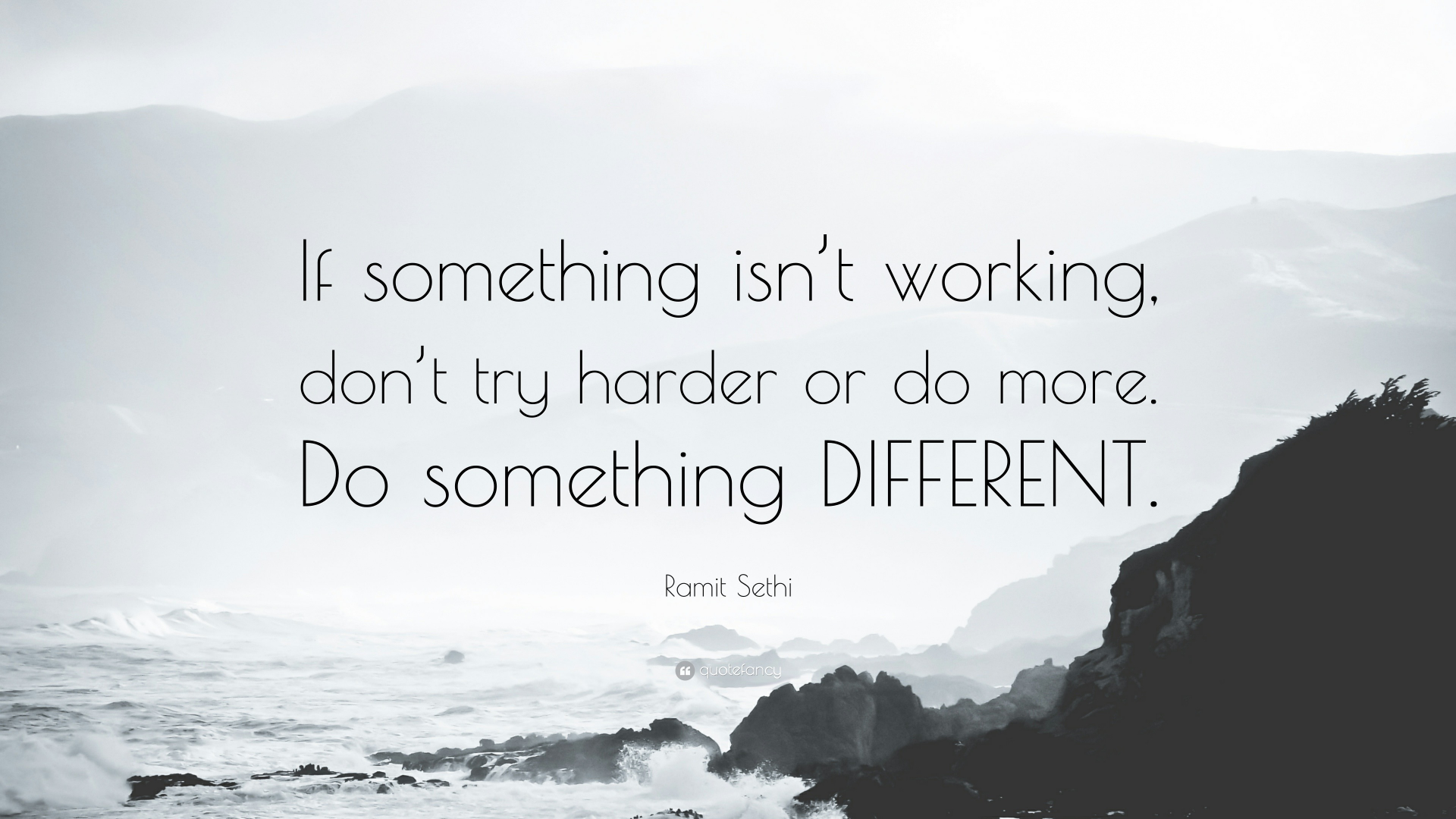
Empower Your Local “Influencers”

- Identify your most ardent supporters
- Provide incentives
- Build personal relationships with them
- Ask for what you want



Step Six:

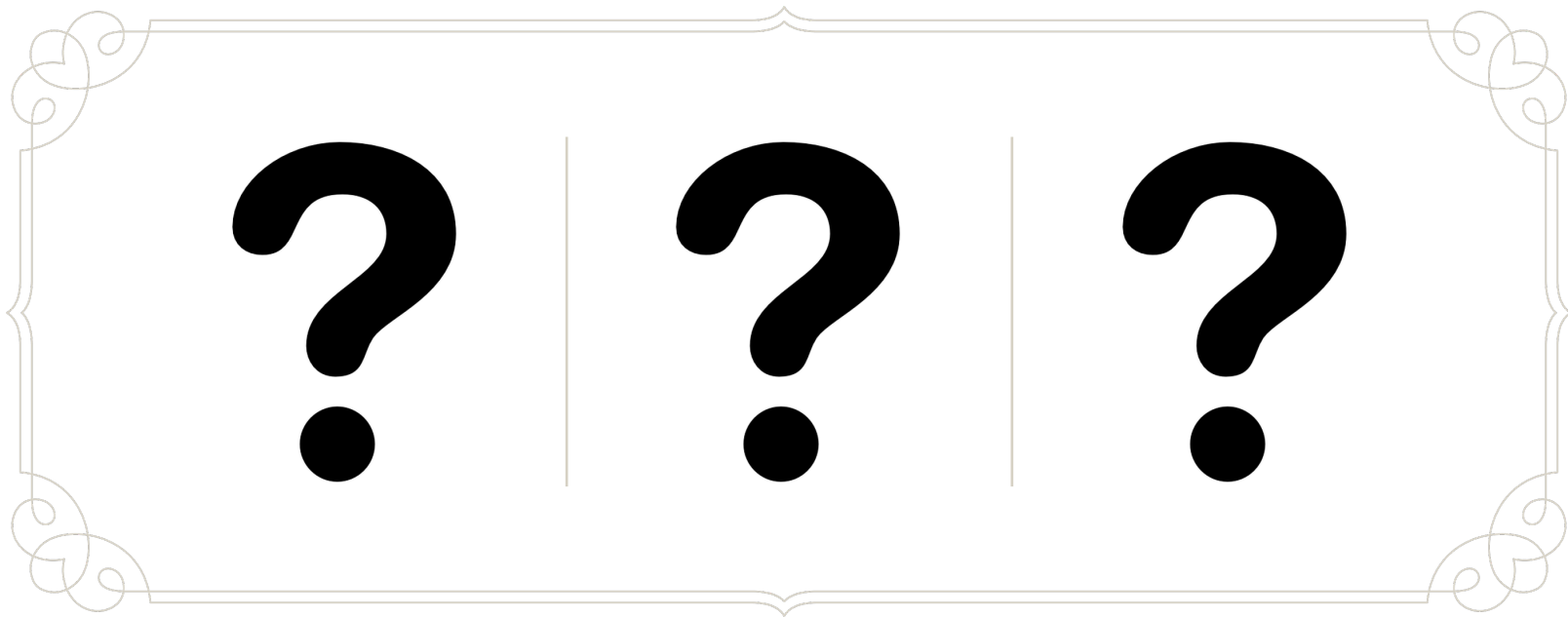
Measure progress and
results and adjust as
needed



If something isn't working,
don't try harder or do more.
Do something DIFFERENT.

Ramit Sethi

“ quotezofancy ”



Let's Discuss

Questions, concerns, success stories, lessons
learned, etc.



**Contact me
anytime!**

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