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# Digital Toolkit

2024



Funded by  
UK Government

# Overview

As a strategic marketing agency we work with organisations in tourism, heritage, culture and nature to increase their visitor numbers, their revenue and their positive impact.

When we start working with them we go through the questions in section one, and discuss everything included in this toolkit.

The areas covered in the toolkit are the core areas that can help your organisation grow sustainably. We've tried to give overviews and then actionable insights for you to improve your digital marketing strategy.

If you have any questions, any comments or suggestions feel free to email us on [hello@navigate.agency](mailto:hello@navigate.agency) to talk.

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1. Asking the right questions
2. Organic Social Media
3. Paid Social Advertising
4. Paid Search Advertising
5. Email Marketing
6. Quick Actions

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# A Quick Hello

A bit about our team who've pulled this toolkit together



**Anthony**  
CEO

Anthony is considered by many to be the country's leading strategist in tourism marketing.

He's guided Navigate's strategic consultancy for brands, including the RSPB, Yeo Valley, The Roman Baths, The Ocean Conservation Trust, and many more.

He regularly speaks at events nationally and internationally to promote the ethical and commercial benefits of positive-impact tourism.



**Simon**  
Managing Director

30+ years of operational experience in the industry heading up international marketing both client and agency side. Simon is one the most experienced marketing leaders in the sector having worked with hundreds of brands to increase revenue.

He's advised the marketing for brands such as Merlin Entertainment, Sealife, We The Curious, Visit England, DFDS, The Wave, Japan, & RSPB.



**Olly**  
Marketing Director

Olly has spent the last 16 years leading tourism and conservation marketing from the ground up.

Whilst working with 20 major tourism brands across this year alone, one of his most significant accolades might be as Head of Marketing for the National Marine Aquarium and bucking the post-covid trend of national attractions by directing their revenue growth to over 25% increase post-2019.

## Howard

Paid Media Account  
Director



With 20 years of experience in digital marketing, Howard specialises in visitor marketing, enhancing visibility for organisations.

He is skilled in strategic campaign management and passionate about empowering marketers through training, particularly in the travel and tourism sector.

## Shannon

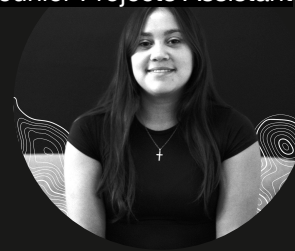
Project Manager



Shannon has vast marketing experience and has played a pivotal role in shaping a disruptive eCommerce brand, securing millions in funding and partnerships. At Navigate, she currently manages project strategies, seasonal tourism campaigns, influencer marketing, newsletters, and creative direction for ads across various platforms.

## Jada

Junior Projects Assistant



Jada is a recent graduate with a passion for both graphic design and accounting. As a Junior Projects Assistant at Navigate, she works closely with Project Manager Shannon to support partners and clients in achieving their objectives. Jada brings a fresh perspective and strong organisational skills to the team, helping to ensure smooth project execution.



# Industry Insight

Navigate has an established track record of advising the UK's leading attractions on growth strategies and revenue enhancement.

As **official marketing partners** of the Association of Leading Visitor Attractions (ALVA), the Association of Cultural Enterprises (ACE), and the British and Irish Association of Zoos and Aquariums (BIAZA), we bring industry-specific insights and best practices to drive success.

We're able to work alongside your team to develop a robust marketing plan, focusing on audience engagement, brand development, and enhancing your profile—all customised to align with your objectives.

ALVA



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# 1. Asking the right questions

"Knowledge is having the right answer—intelligence is asking the right questions."

When we consult with new organisations, asking the right questions is crucial to fully understanding the landscape and identifying growth opportunities. The following questions help you organise your thoughts and craft a focused, tactical marketing plan that aligns with your most important business priorities.

Take some time—perhaps a couple of hours—to set the stage for this exciting growth initiative by considering the following questions.

01

What are your annual numbers for the last five years, and what's your target for the next three years?

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Benchmark: Most organisations have been operating at around 90% of visitor capacity since 2019. How are you doing?

03

Who are the audiences that aren't currently visiting?

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Benchmark: After COVID, many organisations have noticed that their 65+ audiences have yet to return. Look for patterns in your visitor data to identify which specific groups might be lagging.

02

What percentage of your turnover do you spend on marketing?

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Benchmark: For visitor brands, we advise aiming for a minimum of 5%, though 10% can be ideal with the right marketing mix.

04

What new audiences would you like to reach?

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The pandemic shifted behaviours and opened up opportunities to attract new types of visitors. Consider how you can tap into these emerging audiences.

## 05 How much have your prices increased since 2019?

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Benchmark: Many organisations have raised their prices by about 10% since 2019. Do you have dynamic pricing in place? The most profitable organisations often use dynamic pricing, adjusting rates during peak times and charging tourists more than locals.

## 07 How many email addresses are in your marketing database?

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While there's no standard benchmark, consider that with a conversion rate of 3.3% per year, 20,000 email addresses with an average order value of £50 could generate £33,000 annually.

## 06 What's your digital advertising return on ad spend (roas) and return on investment (roi)?

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Benchmark: The industry standard for ROAS in Travel and Tourism is 19:1. Remember, ROI should include both media spend and internal resource costs.

## 08 What new audiences would you like to reach?

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Benchmark: Pre-pandemic, the average split was 20% digital and 80% traditional. Recently, this has shifted to 65% digital and 35% traditional.  
Are you leveraging the experience culture boom?

The trend towards valuing shared experiences over material goods has accelerated. Organisations that focus on creating memorable experiences are thriving.



Once you've gathered this background information, the areas where your current marketing efforts may be lacking should become clear.

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## 2. Organic Social Media

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# Why Is Organic Social Media Important?

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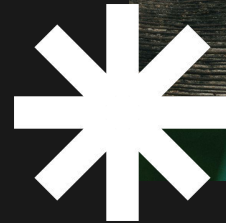
Social media has experienced immense growth and transformation over the years. When we started over 18 years ago, Facebook launched in the UK. Today, it remains the most effective social media platform for driving visitor numbers to organisations.

Social media platforms offer a unique opportunity to engage with existing and potential new audiences. They allow you to creatively showcase your organisation through images and videos, keeping your brand top-of-mind and inspiring interest. Despite some claims that "Facebook doesn't drive visitors anymore," our data and experience show that it continues to be a powerful tool.

While Facebook should remain a cornerstone of your social media strategy, the landscape is constantly evolving, and it's essential to adapt to different channels based on your target audiences.

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## What Should I Be Aiming For?

Establishing a presence on the right social media platforms is crucial—but which ones? The channel that works for one organisation may not be the best for another. It's all about understanding which audience you want to reach, where they are online, and where your current customers are most active and engaged.

Here's a brief overview of some key platforms:



### Meta (Facebook and Instagram):

Essential for broad coverage, with excellent targeting and reach.



### LinkedIn:

Useful for attracting corporate visitors and professional partnerships.



### Twitter/X:

Ideal for niche subjects (e.g., historical artefacts, wildlife) and amplifying online PR efforts.



### TikTok

The best for reaching younger audiences and is often more effective than Facebook for this demographic.



### YouTube:

An excellent platform for long-form video content, providing in-depth insights into your organisation.



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# Tips for Success

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## Timing:

Posting at the right time significantly impacts the performance of your content—Optimise posting times for each channel to maximise visibility and engagement.

## Sizing:

Ensure your images and videos are optimised for each platform's recommended sizes and orientations.

## Cut & Paste:

Avoid simply copying and pasting the same content across different platforms. Tailor each post to fit the specific audience and format of each channel.

## Terms:

Use relevant hashtags to increase the visibility of your content and make it easier for users to discover your posts.

## Efficiency:

Focus on maintaining active and engaging profiles on a few key platforms rather than spreading your efforts too thinly across multiple channels.



# Next Steps: Questions to Ask and Actions to Take

Assuming you've set up profiles on the right channels for reaching your target audience, consider these questions to ensure your social media strategy is as effective as possible:

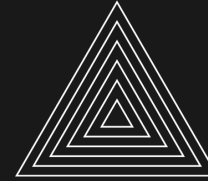
- Do you have a regularly updated content plan?
- Do you boost any posts or rely solely on organic reach?
- Are you optimising posts for each platform or simply broadcasting the same content everywhere?
- Do you tailor your content with the target audience in mind?
- If relying on organic exposure, are you optimising posting times?
- Are you promoting the six content themes most relevant to your offering and engaging for your audience?

With these questions answered, set specific targets to measure the effectiveness of your organic social media efforts. Align these with your business goals, and develop a content plan to ensure consistent promotion of key themes.

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# Creating a Content Plan

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If you haven't created a content plan before, don't worry—it doesn't have to be complicated, but it needs consistency.

Here's how to get started:

## Identify Your Unique Selling Points (USPs):

What makes your organisation unique? It could be your location, the types of experience you offer, exceptional customer service, events, or facilities.

## Define Content Themes:

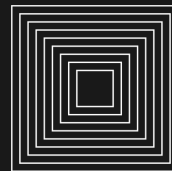
Develop creative themes around these USPs and plan content for at least the next quarter. Consistent messaging is critical, as people often need to see information multiple times before it resonates.

## Content Calendar:

Use your themes to create a content calendar that guides your social media posts, blog articles, and email campaigns. This helps ensure your messaging is aligned and consistently reinforces your key selling points.

## Optimum Publishing Times

While there are general guidelines for the best times to post on social media, every brand has its own optimal posting times based on its unique audience. Using platform insights or social media management tools is crucial to identify when your audience is most active.



### Pro Tip:

Consider using social media management tools like Sprout Social or Rival IQ, which often offer free trials. These tools can help you gather data on the best posting times and reveal strategies your competitors might use.

### Do You Have a Weather Plan?

Finally, consider creating a tactical weather content plan. Weather is one of the most significant factors affecting visitor numbers, so having pre-prepared content to respond to unfavourable weather conditions can help you maintain visitor engagement, whether your organisation is indoors or outdoors.

# 3. Paid Social Media

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# Why Is Paid Social Media Important?

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To grow your visitor base, leveraging social media advertising is crucial. While organic social media is excellent for engaging your regular followers, it doesn't provide the reach needed to attract new audiences. If you want to expand your visibility and catch the attention of potential new visitors, you'll need to complement your organic content with a paid media budget.

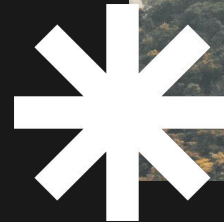
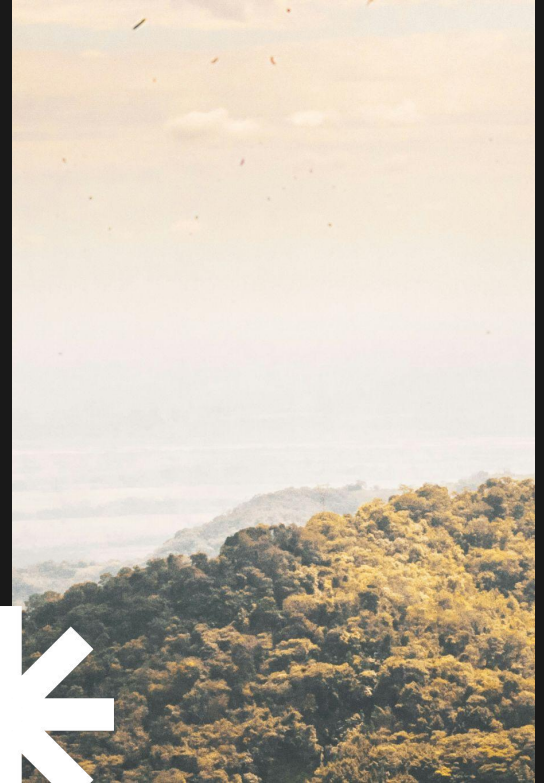
Paid social media offers several effective strategies, including boosted or promoted content and highly targeted advertising, to ensure your organisation reaches the right people.

## What Should I Be Aiming For?

To maximise your paid social efforts, develop a baseline ad investment strategy. This involves boosting the visibility of your most engaging day-to-day content to ensure it reaches existing and potential audiences. Consistently running targeted ads alongside your organic content is particularly effective when combined with paid search advertising (see section four).

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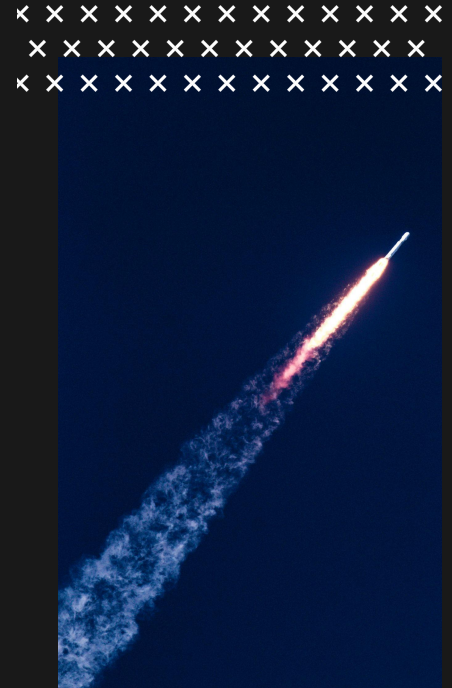
## Paid Social - Post Boosting

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Even a modest ad spend can make a significant impact if directed wisely. Boosting your posts with a small budget can help increase their reach. While recommended spending varies based on your audience size, a good starting point is £50-£100 per boosted post spread over a few days.

Here's a step-by-step guide to boosting posts on Facebook:

- Ensure you have administrator or manager access to your Facebook Page or Instagram profile and that your Facebook (Meta) Ads Manager account is set up with a valid payment method.
- Log in, go to your Facebook Page or Instagram profile, and select a post to boost.
- Click the "Boost Post" button at the bottom of the post.
- Choose a goal for your boosted post, such as "Get more website visitors."
- Edit the action button and URL to align with your call-to-action.
- Target your audience by specifying demographics and interests, or let Meta target your post to the most relevant people.
- Set your budget and duration for the ad.
- Click "Boost Post Now" to run your ad on Facebook or Instagram (or both).
- Monitor the results and adjust your spend based on the desired outcome—conversions or engagement.



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# Paid Social - Synergistic Approach

Paid social media advertising works best with paid search engine advertising (Google/Bing). Most successful strategies allocate around 90% of their budget to a mix of Google and Meta (Facebook and Instagram) advertising. This combined approach helps you capture a broader range of new audiences.

While the ROI on paid social might not be as high as on paid search—since users on social media aren't actively searching for what you offer—paid social allows for more refined targeting. You can also retarget website visitors in a more engaging way than through paid search alone.



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# Tips for Success

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## Wastage:

Without proper management, your budget can be wasted. Ensure your campaigns are set up correctly and that spend rates are carefully monitored.

## Creative:

Strong, compelling creative is essential. Invest time in crafting your messaging, both visually and textually.

## Pro Tip:

Run simple split tests for your ads to identify the best-performing creatives. Use data-driven decisions to refine your campaigns.

## Best Practice:

Following established best practices is time-consuming but crucial for maximising results.

## Balance:

Monitor performance regularly, but avoid over-checking, which can be counterproductive.

# Next Steps: Questions to Ask and Actions to Take

To develop a more effective paid social strategy, consider the following questions:

- Is conversion tracking set up using the Meta Pixel/Conversion API to measure sign-ups, leads, or purchases?
- Are you utilising all available ad formats, including static images, carousels, slideshows, and videos?
- Do you test different calls to action?
- Are you tailoring your creative to users at different marketing funnel stages?
- Are your creative assets optimised for the top engaging placements, such as portrait videos for reels/stories?
- Are you creating a successful paid social funnel by segmenting your ad sets across prospecting and remarketing audiences?
- Do you know how to run simple split testing for your ads?

Answering these questions can help you identify gaps in your current strategy and set targets for improvement. Create a timing plan to take action and enhance your paid social media performance.

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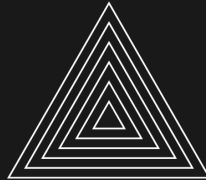
# Creating a Paid Social Plan

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To effectively align your paid social strategy with paid search efforts, follow these key steps:

## Define Campaign Goals:

Identify the specific objectives of your campaign and what you aim to achieve with both boosted social posts and paid search ads.

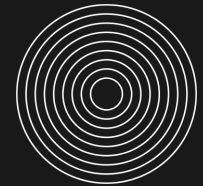


## Identify Target Audience:

Define your target audience based on interests, behaviours, or other relevant factors.

## Choose the Right Platforms:

Select the social media platforms that align best with your target audience and campaign goals.



## Develop Ad Creatives:

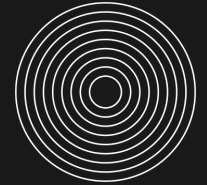
Create compelling ad creatives that resonate with your target audience across social media and search platforms.

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# Creating a Paid Social Plan

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To effectively align your paid social strategy with paid search efforts, follow these key steps:



## Set Budget and Bidding Strategy:

Determine your budget and the bidding strategy that will most effectively achieve your campaign goals.

## Define Targeting Options:

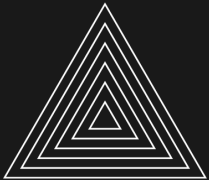
Choose precise targeting options like location, demographics, or behaviours to reach your intended audience.

## Set Ad Placement:

Decide where your ads will be placed on platforms like Facebook, Instagram, etc.

## Launch the Campaign:

Once everything is in place, launch the campaign and monitor its performance.

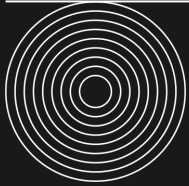




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# Creating a Paid Social Plan

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To effectively align your paid social strategy with paid search efforts, follow these key steps:

## Track and Optimise Performance:

Continuously track and optimise your campaign's performance to ensure it meets its objectives and maximises ROI.

By following these steps, you can develop a comprehensive paid social media plan that complements your paid search efforts, ensuring broader reach and better engagement with your target audience.



# 4. Paid Search

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# Why is Paid Search Important?

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## Why is Paid Search Important?

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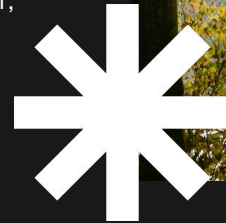
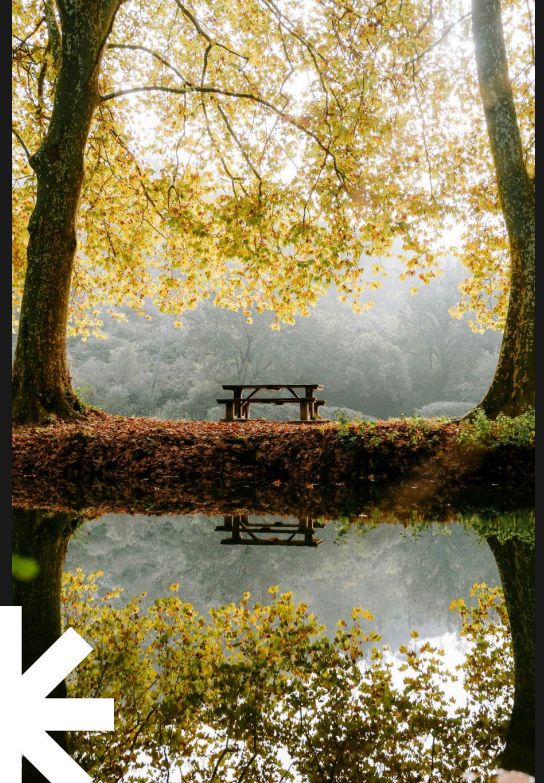
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Digital advertising has evolved significantly over the past 20 years, and the visitor sector lagged until the pandemic accelerated the adoption of digital marketing strategies. Google is the dominant search force, with a commanding market share of just over 91%. While most organisations are likely leveraging Google Ads, it's also beneficial to consider other search engines like Bing or MSN. Though smaller in market share, these platforms can still deliver substantial results and are relatively easy to set up.

Paid Search is essential because it targets individuals already interested in your offerings. It's about capturing those actively searching and intending to take action, such as booking a visit—essentially converting the low-hanging fruit.

## What Should I Be Aiming For?

Every organisation is unique, but based on our experience, the average ROAS (Return on Ad Spend) for destination marketing PPC in 2022 was 19:1, meaning £19 returned for every £1 spent. Some organisations even achieve returns well above 50:1. Considering the all-industry average for PPC is 2:1, tourism brands are performing exceptionally well.



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# Tips for Success

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## Broad Match Keywords

Google often recommends broad-match keywords, leading to wasted ad spend and irrelevant traffic. It's crucial to manage keywords carefully to ensure high relevance and intent.

## Ad Extensions

Adding extensions to your campaigns, such as showcasing promotions, unique selling points (USPs), and prices, can add significant value.

## Ad Copy

Ensure your ad groups' keywords are included in your search ad copy to avoid low-quality scores, which can lead to lower ad rankings and higher costs per click.

## Tracking

Don't just focus on driving traffic—use conversion tracking to monitor users' actions. This allows you to optimise bidding strategies and make data-driven decisions.

## Pro Tip:

Start by owning searches for your brand. Ensure competitors or affiliates aren't bidding on your brand terms to avoid losing visitors searching for you.

# Next Steps: Questions to Ask and Actions to Take

To optimise your PPC performance, consider the following questions:

- What's your current advertising spend on PPC?
- Do you have conversion tracking set up, and is it reporting accurately?
- What revenue do you generate from PPC on a monthly basis?
- What is your ROI from PPC? (Be sure to include the cost of resources and time invested.)

With these insights, you can set targets to enhance your current paid search performance and create a timing plan to take action. Remember, paid search delivers results rapidly, making it a powerful tactical tool for growing visitors and revenue.

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# Google Grants for Charity Organisations

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If your organisation holds charity status, you may be eligible for a monthly Google Ads Grant of up to \$10,000. Maximising the grant's usage is crucial for those who qualify. Unfortunately, only about 2% of UK charities are utilising their Google Ad Grant, and even fewer are using it effectively.

A Google Ads Grant provides an excellent opportunity to experiment with new audiences and drive relevant traffic without dipping into your marketing budget. However, be aware of the restrictions on grant usage, including click-through rate minimums and spending thresholds. Staying within these guidelines can secure up to \$10,000 monthly in free advertising.

## FACT

A recent report from the Charitable Aid Foundation indicated that Animal and Environmental Charities are growing their share of UK charitable donations despite a broader downward trend due to the cost-of-living crisis. Many organisations fall into these categories and could benefit from this trend.





# 5. Email Marketing

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# Why Is Email Marketing Important?

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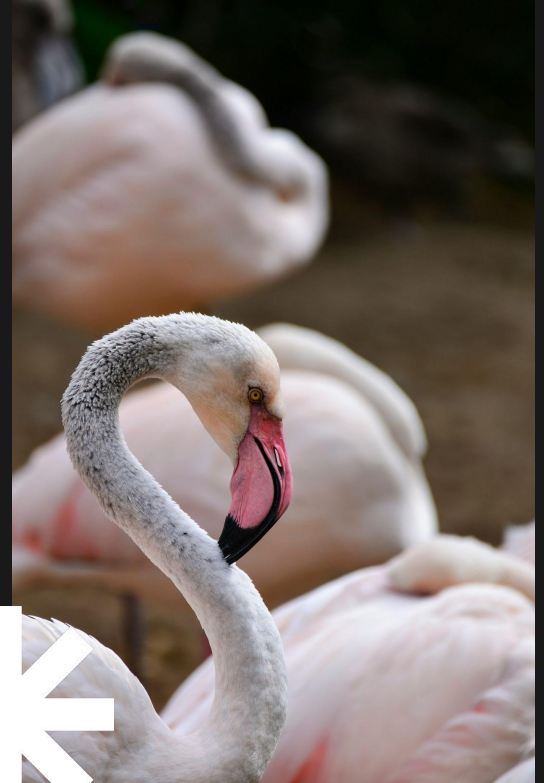
Email remains your primary "free" communication channel with your audience. Unlike paid channels, which require continuous investment, email lets you communicate directly with existing and connected individuals. Implementing a robust strategy to continually expand and segment your email database can create a valuable marketing asset. This asset reduces reliance on paid channels and ensures that your marketing efforts remain cost-effective and sustainable. Email should be integral to your marketing mix, executed consistently with yearly growth targets to maximise its potential.

## What Should I Be Aiming For?

While optimising your subject lines, writing effective emails, and increasing open rates are critical components of a successful email marketing strategy, this section focuses on a crucial yet often overlooked aspect: database growth. Growing your email database is essential for future-proofing your communications, especially as privacy protocols on major platforms make digital advertising less targeted.

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# Grow Your Email Database

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With changes in digital privacy protocols, building your data through email addresses is more crucial than ever. Here are proven methods to grow your email database:

## WiFi Capture:

Offer double opt-in for WiFi access at your organisation to capture email addresses. These emails can then be used to create targeted audiences for social media advertising.

## Website Pop-up Forms:

A pop-up form on your website can capture email addresses. It's simple and effective. Test the implementation to ensure it doesn't negatively impact website traffic.

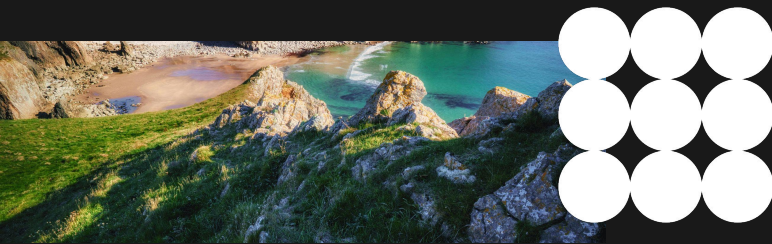
## Data Capture Campaigns:

Launch proactive campaigns to capture email addresses. To be successful, these campaigns need a strong incentive and a well-planned activation budget.

## FACT:

Travel & Tourism email open rates are 15% higher than the all-industry market average (Source: Constant Contact).

Email traffic to Travel & Tourism websites converts 23% better than the market average (Source: RulerAnalytics).



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# Tips for Success

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Having run data capture campaigns for over 15 years, capturing millions of targeted email addresses for travel and tourism brands worldwide, we've learned a few key lessons:

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## Host Data Capture Campaigns in an App:

Use your social channels and website to host these campaigns.

## Incentivize Participation:

Offer compelling incentives, much like those used to encourage newsletter sign-ups, but tailored to attract a cold audience unfamiliar with your brand.

## Partner Strategically:

Form partnerships with brands that have an engaged audience relevant to your organisation. Ensure your partner commits to communicating with this audience through multiple channels.

## Utilise Digital Advertising:

Direct traffic to your data capture app through digital ads.

## Offer Unique, Low-Cost Incentives:

Consider offering something unique that costs little but feels priceless—such as a behind-the-scenes tour, exclusive merchandise, or a particular club for kids.

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# Tips for Success

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## Segment Your Audience:

Keep these new email addresses separate in your database to nurture them as top-of-the-funnel prospects rather than mixing them with your existing newsletter subscribers.

## Follow Up Promptly:

After the campaign, quickly follow up with new sign-ups to maintain their interest and engagement.

## Engage with Compelling Creative:

Ensure your creative is engaging and your call to action compelling enough to inspire the desired response.

## Understand Legal Requirements:

Ensure you comply with all relevant laws, particularly those governing competitions and prize draws, and follow the correct procedures for selecting and announcing winners.

These steps will help you grow your email database and create a solid foundation for future marketing efforts.

# *Next Steps:* Creating an Email Capture Campaign

To develop and activate an effective email capture campaign, consider the following questions:

- Who Is Your Target Audience?
  - Clearly define who you want to reach.
- What Incentive Will Attract Them?
  - Choose a compelling incentive that will resonate with your target audience.
- Who Can You Partner With?
  - Identify organisations that can help you build an attractive incentive package.
- What Does Success Look Like?
  - Set clear goals for the number of email addresses you want to capture and the expected conversion rate from emails to visits.





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# The Real Value of Customer Data

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Email provides a cost-effective way to market to a highly relevant audience. Beyond just communicating with your audience, email addresses are valuable because they allow you to:



*Even if emails are not opened, seeing your organisation's name in the inbox can increase website traffic and visits. This "brand recall" effect makes email a powerful tool for keeping your brand top-of-mind for potential visitors.*

## Target Your Database Across Channels:

Use your email addresses to reach your audience on other platforms, reinforcing your brand and messaging.

## Create Lookalike Audiences:

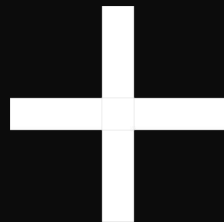
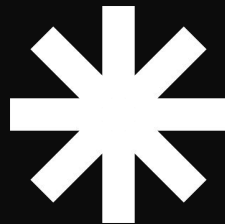
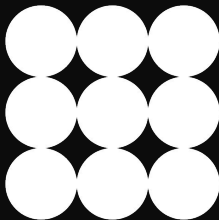
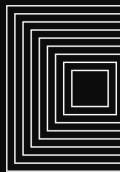
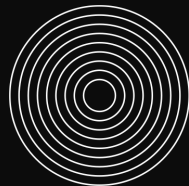
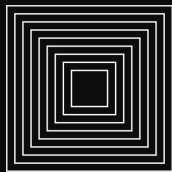
Use your email list to create similar audience groups for ad targeting, which often results in lower costs per click and higher conversion rates.

## Measuring ROI:

To show the ROI of your email marketing, consider the average conversion rates, transaction percentages, and the total value of transactions generated from your email campaigns.



# 6. Creative Development



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# Why Is Creative Important?

In an increasingly competitive digital and traditional landscape, standing out is more crucial than ever. While a solid content plan that consistently communicates the key reasons for visiting your organisation is essential, creating and sharing content is more than required. Your content must be compelling, attractive, and infused with genuine creative input to make a real impact.

## The Impact of Creativity on Brands

Research published in Science Magazine reveals a small but significant sales boost for brands that adopt a more creative approach, particularly in visual content and emotional messaging. From our experience working with visitor brands, we've observed a noticeable positive impact when vital creative elements are incorporated, especially in campaigns targeting new audiences.

For example, in our tactical data capture campaigns, engaging video and creative graphic executions have substantially increased conversion rates and a 50% reduction in cost per acquisition. Additionally, introducing engaging video ads has resulted in a staggering 1000% increase in click-through rates compared to standard advertising.

## What Should I Be Aiming For?

Your goal is to avoid the trap of creating average content or repeating what you've done in the past. Creativity, like all areas of communication, evolves, and it's vital to refresh your visual and written content regularly to maintain relevance and stand out.

Ideally, conduct a full creative review. However, if a complete overhaul isn't feasible, focus on incrementally improving key areas over successive campaigns or seasons. This might involve enhancing the quality of your images or video or hiring a skilled copywriter to convey your brand's message better. The changes should be ambitious yet achievable.





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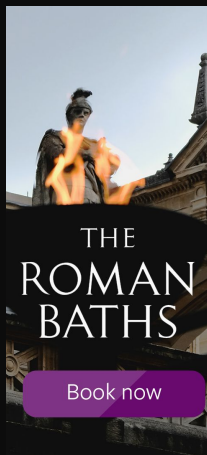
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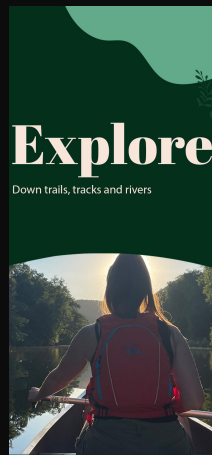


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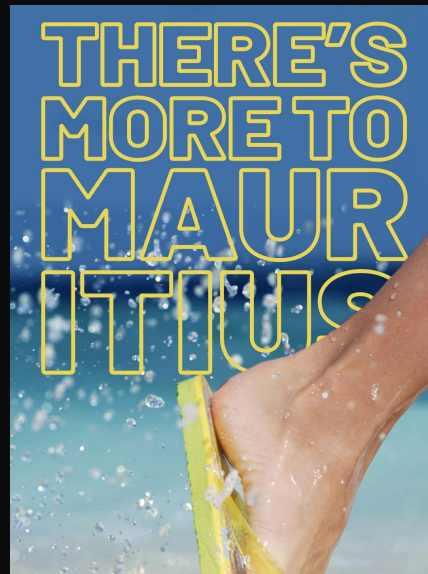


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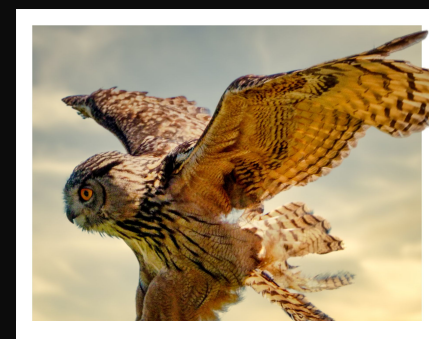
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# Tips for Success

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To help you improve the creative aspects of your marketing efforts, here are some unfiltered insights from our team:

## Is Your Ad Interesting?

Be honest—does your ad truly capture attention?

## Will Your Ad Make Audiences Want to Visit?

Consider this without bias.

## What's the Experience?

Can your audience see what you're offering? Does your ad show them what they'll experience and how it will make them feel?

## Is It Inspiring?

Does your content promote fun, provide valuable information, or inspire action?

## Does It Promote Value?

Does it communicate the complete offer, not just the entry price?

## Are You Testing Different Versions?

Use multiple images and write different ad copy versions to test what resonates best with your audience.



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# Creative Development

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For a long-term creative review, consider the following key points:

## Understand Your Current Creative Position:

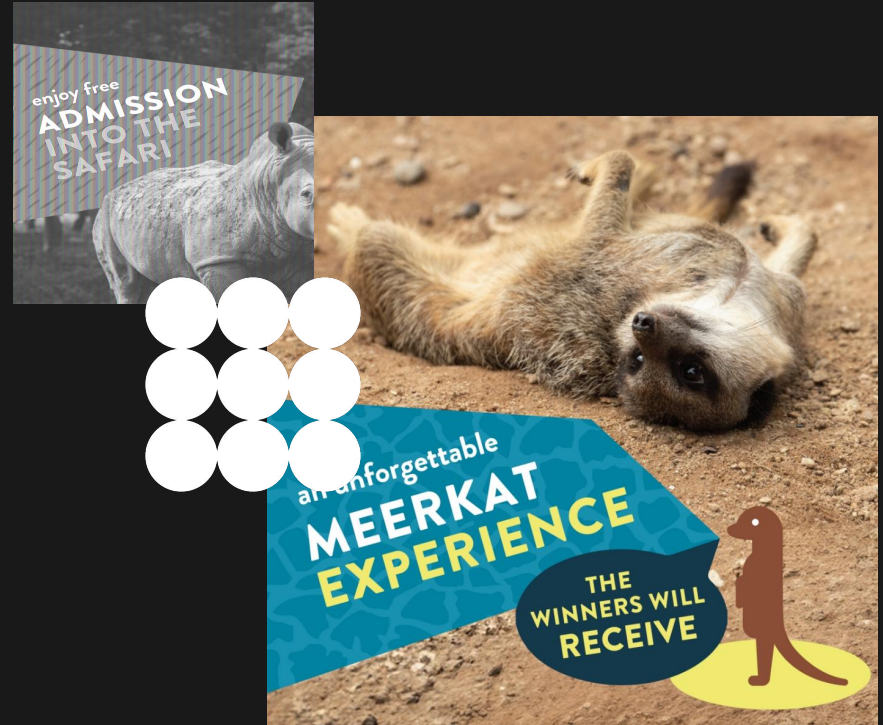
Evaluate where you stand creatively compared to local, regional, and national competitors. A full creative review is essential for understanding your position and determining how to stand out.

## Gather All Marketing Collateral:

Collect everything related to your visitor brand—flyers, brochures, website content, social media posts, and emails.

## Review Brand Values and USPs:

Ensure all marketing materials align with your brand values, mission, and unique selling points (USPs).





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# Creative Development

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## Identify Your Target Audience:

Clearly define your most important audience, including their interests, age, location, behaviours, and reasons for visiting. Tailor your marketing materials to speak directly to them.

## Evaluate Messaging:

Assess whether your current messaging still aligns with your brand values and USPs. Comparing your messaging with competitors' can provide valuable insights.

## Assess Assets for Quality and Variety:

Review the quality, consistency, and variety of your assets. Identify areas for improvement, and consider how you can stand out—perhaps by using optimal formats or more innovative content.

## Analyse Marketing Channels:

Examine the effectiveness of your current marketing channels in reaching your audience at various stages of the sales funnel.

## Develop a Creative Brief:

In a creative brief, outline your objectives, target audience, key messaging, and desired outcomes. This will ensure alignment and focus across your team.

## Brainstorm Tactics:

Collaborate to agree on your plan, scope the work, and set timelines for delivery and launch.

*Following these steps ensures that your creative development process is thorough, targeted, and practical, leading to more robust engagement and better results across all your marketing efforts.*

# 7. Quick Tips & Actions

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# Search Engine Optimisation (SEO).

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One of the most critical aspects from a digital perspective is ensuring that your local search listings are optimised according to best practices across all search engines, notably Google. Visibility in local search is vital to attracting audiences looking for activities nearby, and ensuring your organisation's location is listed correctly is crucial to being found.

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# Google Business Profile

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You'd be surprised how many organisations fail to keep their Google Business Profile up-to-date, resulting in missed opportunities to attract customers. Conducting a check on your profile is essential, and we've provided a few tips to help you make sure everything is in order.

## Google Business Profile Checks

### Incomplete or Inaccurate Information:

A common mistake is not providing complete and accurate business information, including your address, phone number, website URL, and hours of operation. Ensure all details are correct and current.

### Inappropriate Categories:

Selecting the wrong categories can negatively impact how your business is listed on Google Maps and search results. Choose the most relevant categories for your business to maximise visibility.

### Ignoring Customer Reviews:

Monitoring and responding to customer reviews is crucial. Respond promptly and professionally to positive and negative reviews to demonstrate that you value customer feedback.

### Poor Quality or Lack of Photos:

High-quality photos are an opportunity to showcase your business. Make sure to include images that accurately represent your organisation.

### Neglecting Google Posts:

Google Posts are a free, easy way to promote events, specials, and other promotions. Many businesses need to pay attention to this feature, as they are missing out on potential customers.

### Not Regularly Updating Information:

Keep your Google Business Profile updated, especially during holidays, special events, or changes in operating hours.



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# And the rest...

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Then There Is Everything Else

Traditional marketing channels like out-of-home, print, and PR offer valuable campaign opportunities. However, these channels are less measurable than digital ones, so we wouldn't recommend focusing heavily on them.

The challenge with traditional channels lies in their lack of agility and the significant upfront commitment required, without the ability to test or adapt. These channels often represent the "80% effort for 20% results" principle, whereas we advocate for the reverse—maximising impact with less effort.



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# That's a Wrap

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As a busy Marketers with limited time and budget, this Toolkit is designed to help you maximise your marketing investment and resources to increase visitor numbers and revenue. Use it frequently to review your progress and stay on track.

If you have any questions or want more information about the suggested tactics, please reach out to our team on LinkedIn or email us at [hello@navigate.agency](mailto:hello@navigate.agency).

We'd love to hear what you find useful about this guide. Keep in touch, and good luck with increasing those numbers.

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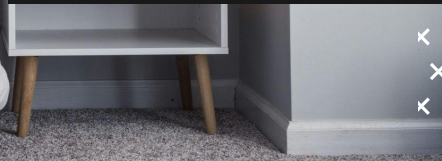
# Conclusion

In conclusion, implementing the tactics outlined in this guide almost guarantees growth in visitor numbers and revenue this year. While some of these areas may seem obvious, the real value lies in the details. Optimising these aspects can lead to thousands of new visitors and a substantial increase in revenue.

Marketing investment should directly correlate with visitor and revenue growth. If it doesn't, we're here to help.

We're always available to discuss any of these areas, whether you need specific advice or a casual conversation. We're passionate about this industry and believe in the value of your organisation—whether for education, enjoyment, memory-making, or conservation.

Let's chat, even if it's just for fun, and we're confident you'll come away with some new ideas.



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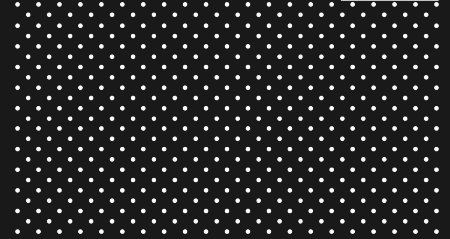
Our mission is to help people  
**explore** and **protect** our world.

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# Thank you

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