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Marketing Training

Cotswolds Tourism

Simon Jones
Managing Director

Shannon D'Arcy
Project Manager

Howard Phillis
Paid Media Account Director

Olly Reed
Marketing Director

Today

Morning Session
10:00 - 12:15

- Introductions
- Trends & State of the Sector
- Q&A
- Digital Workshop 1

Lunch
12:15 - 12:45

Afternoon Session
12:45 - 14:00

- Digital Workshop 2
- Wrap Up

**Networking /
Discussion Time**

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Introductions

Getting to know each other
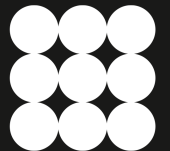
Hello.

Simon
Managing Director

Shannon
Project Manager

Howard
Paid Media Account Director

Name // Organisation // What you do

Context

51.4546° N, 2.5973° W

Certified

B

Corporation

We help visitor organisations grow

Tourism // Heritage // Culture // Nature

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ALVA

Association of Leading
Visitor Attractions

BIAZA

British & Irish
Association of Zoos &
Aquariums

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ASSOCIATION
for CULTURAL
ENTERPRISES

Association of Cultural
Enterprises

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Some of the organisations we're
proud to support…

THE
ROMAN
BATHS
BATH

THE
NATIONAL
MUSEUM
ROYAL
NAVY

BM
Birmingham
Museums

LEEDS CASTLE
KENT ENGLAND

All

NMA | NATIONAL
MARINE
AQUARIUM

KNOWSLEY SAFARI

HAWK
CONSERVANCY
TRUST

Paignton
Zoo
WILD PLANET TRUST

Monkey
forest
Trentham

SEA LIFE
TRUST
Protecting The World's Oceans

ocean
conservation
trust

M

The
Mary
Rose

H HAMPSHIRE
CULTURAL
TRUST

BeWILDerwood

The
Lost Gardens
of
Heligan

WILLOWS
ACTIVITY FARM

Trebah
Garden

IHG

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Strategy ———————

- ➔ Marketing/Communications
- ➔ Growth Planning
- ➔ Product Development
- ➔ Revenue Diversification
- ➔ Fundraising
- ➔ Impact Positioning

Marketing ————

- ➔ Digital Advertising
- ➔ Google Grant Management
- ➔ Content Production
- ➔ SEO Designed Articles
- ➔ Data Acquisition Campaigns
- ➔ Paid Search & Paid Social

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Simon Jones

Managing Director
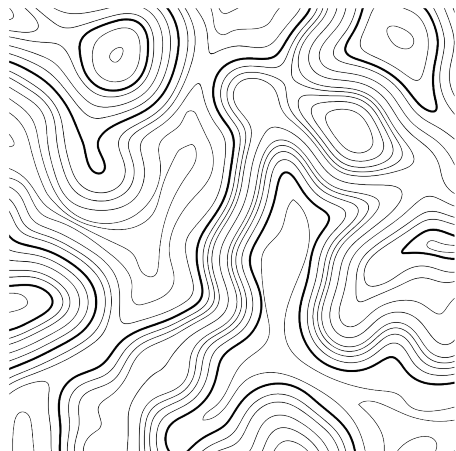
Head Marketing for Merlin Entertainment
Sealife London, London Dungeons, etc.

IMAX

Strategic Lead Euromax

we the curious

Commercial Director

100+

Co-founded Navigate 18 years ago, worked with hundreds of visitor organisations

Trends & State of the Industry

Where we are currently, and where things are going.
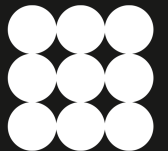
// Where we are currently

// Where we are heading

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Topline

⟫ 32 year involvement in the industry > 100+ visitor organisations in marketing and technology.

⟫ We've seen a crescendo in the rate of change.

⟫ 'Easier' days are gone, replaced with continually growing consumer expectation and choice.

⟫ Making it harder than ever to plan and make business critical decisions.

A question

How was summer for you?

one

mixed

sites

bag

targets

helped

free

bad

last

wash

great

honest

good

total

numbers

across

picture

record

weather

year

days

better

sluggish

expected

challenge

tremendous

revenue

visits

visitors

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Mixed summer for many - Some record breaking, others "sluggish"

Tough year for tourism as sun sets on peak season

BBC NEWS

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"Classic" tourist hotspots were down on last year

'It's not predictable anymore' - the tourism challenge Devon and Cornwall face

ITV NEWS

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Cost of living crisis and UK weather leading to late decisions

'We've not had a summer': retailers battle unpredictable British weather

The Guardian

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Record breaking summer for budget airlines

EasyJet forecasts record-breaking summer as profits jump

The Guardian

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On average the industry is around 10/15% down targets but on par with 2023

Factors 'scaring off tourists' identified as hopes pinned on late bookers

Visitor numbers are down this year

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The new benchmark is 10% below 2019

Attractions Survey Shows Slow Growth In Visitors With Numbers Remaining Below 2019 Level

VISIT BRITAIN

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Visitor Patterns

Free Return Visits

- Free return visits drove substantial visits, offsetting reduced paid admissions.

- Secondary income (food, drinks, retail) from repeat visitors helped sustain revenue.

- Value-added incentives soften the impact of lower ticket sales.

- Promoting free returns is best for the off-season to attract locals, not summer tourists.

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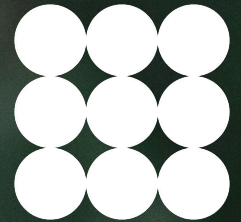
International Visitors

- The American market remained strong, boosting some destinations.

- Larger destinations like London struggled due to reliance on diverse international tourists.

- Destinations dependent on a wide mix of visitors are more vulnerable to fluctuations.

- Chinese market expected to return more strongly in 2025.

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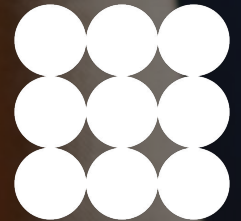
TV Moments

- Places featured in popular TV shows saw a surge in visitors (e.g., the "Bridgerton effect").

- Media exposure significantly boosts visitor interest and foot traffic.

- Tapping into popular culture through TV, film, or social media is a powerful tool.

- It's not easy but it does have significant impact and maximise where possible.

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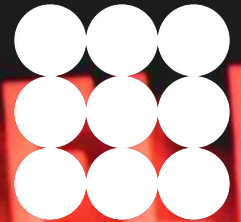
Influencers & Instagram

- Influencers and social media trends drive visitors to visually appealing locations.

- "Instagrammable" moments are a powerful tool for attracting visitors.

- Curating visually striking spots boosts social media engagement and viral marketing.

- Capitalising on these trends can enhance visibility and visitor numbers.

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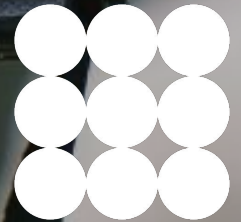
Pop Culture Programming

- Viral trends and pop culture exhibitions (e.g., Taylor Swift, Barbie) boosted visitor numbers.

- Attractions featuring familiar branded characters saw significant spikes in attendance (Bluey meet and greets, Peter Rabbit etc).

- People are drawn to familiarity and well-known icons for a guaranteed enjoyable experience.

- Leveraging iconic characters and themes is a proven way to maximise summer visitation.

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Festival Feeling

- People are increasingly drawn to experiences where they can create memories, and festivals or special events are a big pull.

- Stand-out experiences/ events saw strong attendance, providing a unique day out with high entertainment value.

- By hosting festivals or special events that offer something new, exciting, and shareable, attractions can keep visitors coming back for more as they feel they are coming back for a different experience.

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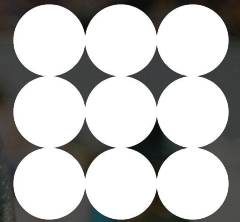
Shifts in Visitor Demographics

- We need to recognize a decline in the overall number of potential visitors, down by approximately 13%.

- Earlier this year, data from ALVA and the V&A indicated that older audiences were avoiding attractions.

- Now, many in this age group are stepping away from the tourism space entirely. In their place, there has been a 7% increase in the 16 to 35-year-old market.

- Unfortunately, this 7% growth isn't enough to offset the loss of older visitors, which explains why we're not returning to 2019 visitor levels.

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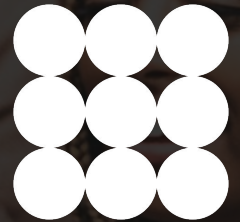
Shifts in Visitor Demographics

- Consider shifting your marketing efforts toward the 16 to 34-year-old demographic.

- This group represents a high-potential market for growth.

- They are eager to explore new experiences, willing to venture out in any weather, and are highly effective at sharing their positive experiences on social media platforms.

- AdSmart by Sky an additional channel to consider.
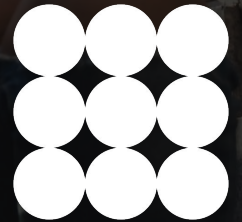
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Marketing Tactics

Tracking

Track digital activity effectively.

If you understand what is working and what isn't you can be agile with your marketing budgets upweight / downweight activity quickly

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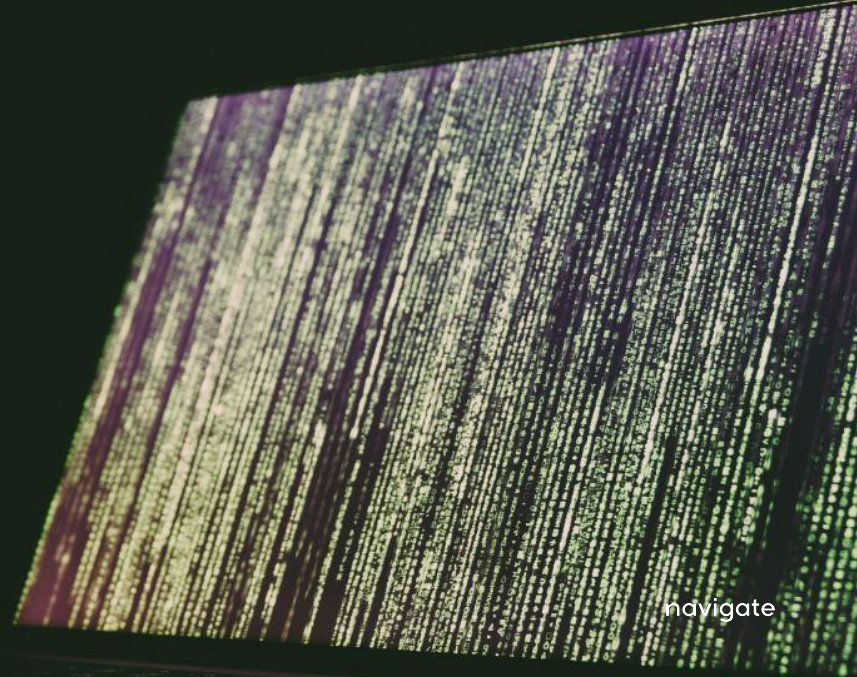
Data

Email data is more than just email marketing, whilst this is important you should be getting much more value from your databases. Use data to:

- Reach known audiences through social channels

- Create lookalike audiences

- Audience profiling

- Display advertising

Creative & *Relevant*

- Capture attention

- Be relevant to your audience

- Be clear on what you want them to do

- Respond to market / weather conditions
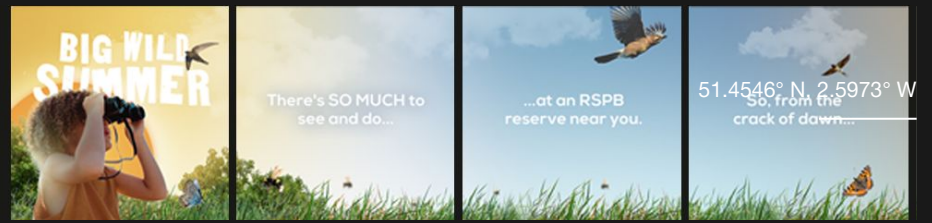
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Which Channels

There is a lot of channels to choose from.

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Which Channels

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There is a lot of channels to choose from.

bing

navigate
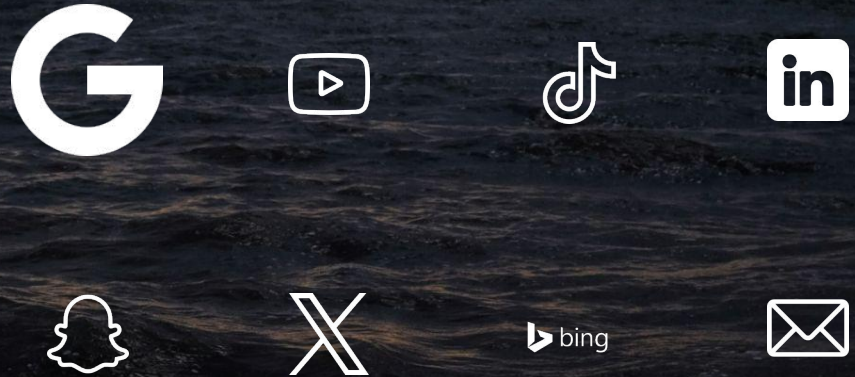
Which Channels

There is a lot of channels to choose from.

(more on this later)

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Audience profiling and targeting

- The more relevant you can be to people, the more likely you are to drive a response.

- How many people use segmentation tools or solutions, such as Morris Hargreaves McIntyre?

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Understand your audience, their motivations, where they are, brands they like, people they are influenced by.

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BBC BREAKFAST

BBC NEWS

Listen

MARKS & SPENCER

Shop

Visit

National Trust

Watch

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Digital segmentation

Use data and social profiles
to create interest groups

Demographics

They are	They are	Top country
Female	55-64 years old	United Kingdom
53.98%	69.65%	100%

They speak	Top city	Interested in
English	London	Science
90.83%	31.99%	44.15%

They describe themselves as...

Love	Views	Life
5.96%	5.48%	4.77%

See all demographics

Top Brands

The Royal Family	BBC Breaking News	UK Prime Minister

See all brands

Top Influencers

The Prince and Princess of Wales	Stephen Fry	Mayor of London, Sadiq Khan

See all influencers

Top content sources

BBC Breaking News	BBC News (UK)	The Guardian

See all sources

Segments

Sports Fan & Cricket Lover 🏏

Creative Writer & Theatre Enthusiast 🎭

London Visual Creative 🎨

Proud Mum & Music Lover 🎶

Retired Director & Political Observer 💻

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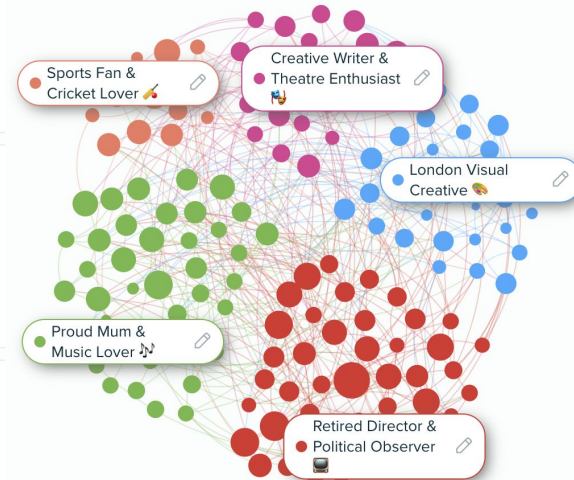
Older affluent history and education

Data driven mini-personas:

From this you can create mini segments.

From these segments we are then able to create individual personas which provides specific information for targeting across each digital channel.

Retired Director &...   Actions ⌄

Segment size   Distinctive bio keywords

27.17%   social 3%

                      politics 2%

                      chair 2%

Distinctive affinities

BBC Politics   Nick Robinson   Faisal Islam

Top hashtags

#generalelectionnow   #covidinquiry

#ceasefirenow

Top characteristics

Age	55-64	71.13%
Gender	Male	60.77%
Countries	United Kingdom	99.99%
Interests	Work	51.67%

Proud Mum & Music ...   Actions ⌄

Segment size   Distinctive bio keywords

24.98%   ♥ 2%

                      beautiful 2%

                      children 1%

Distinctive affinities

Olly Murs   Simon Cowell   Peter Andre

Top hashtags

#bbuk   #strictly   #mafsuk

Top characteristics

Age	55-64	69.26%
Gender	Female	73.78%
Countries	United Kingdom	100%
Interests	Rugby	71.63%

London Visual Crea...   Actions ⌄

Segment size   Distinctive bio keywords

18.1%   design 3%

                      based 3%

                      creative 2%

Distinctive affinities

V&A   Tate   the Design Museum

Top hashtags

#kindleunlimited   #win   #aiart

Top characteristics

Age	55-64	67.39%
Gender	Female	58.2%
Countries	United Kingdom	100%
Interests	Science	

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Creative Arts sub-segment details

Manager

Simon Jones

Creative industry careers adviser, now starting a new enterprise, wife, mum, trail runner, nature lover, foodie.

Personality:

They are expressive, genial, and authority-challenging. Hedonistic and prone to melancholy. A confident, trusting, and excitement-seeking creative professional. They seek adventure and new ideas.

Buying habits:
High mobile use. Influenced by Manchester's cultural organisations and events. Subscribes to arts/culture email lists for early access. Uses social media extensively and is influenced by visual, inclusive marketing.

Example Meta Targeting Pack

Social & Display ads ⓘ

Targeting pack	Twitter tailored audiences	DSP integration	Facebook Campaign	Instagram Campaign
Learn more	Learn more	Learn more	Learn more	Learn more
Download	Create	Request	View attributes	View attributes

... made by our team of Manchester makers, artists & designers. Open Mon-Sat 10am - 5.30pm | 2nd Sunday of the month 11am - 5pm.

MCR Art Gallery,	We are open Tues - Sun 10-5pm & Bank Holiday Monday #BehindTheScenes @mag_platthall http://linktr.ee/mcrartgallery
pro-manchester,	A business development organisation in the NW representing the business community for over 30 years. Want to hear more from us? Sign up here http://shorturl.at/gwNS3
Manchester Wire,	The best things to see, eat and do in and around Manchester. Contact us: info@manchesterwire.co.uk.
GM Chamber,	The largest Chamber of Commerce in the UK with the best business advice, opinion, news & expertise in Greater Manchester and beyond. #ThisIsMembership
the Whitworth,	We are open Tuesday to Sunday, 10am-5pm, (9pm on a Thursday) FREE entry Exhibitions, Events, Cafe, Shop, Art Garden & Park
Go See This,	We've moved! We've joined forces with our sister website, but not to worry… You can now find us at @CultureCalling. See you there 👏
Z-arts,	Manchester's dedicated theatre, arts and music venue for children, young people and their grown-ups! Come along, be inspired, get creative and DREAM BIG! 🙌👏🎵
Teacup Kitchen,	Award winning restaurant, tearoom and bar in Mcr's NQ. Pretty serious about tea & cake.
Now Then Manchester,	Now Then Mcr existed 2010-2022 as a platform for #independent creativity & collaboration across #GreaterManchester & beyond. Sheffield @NowThen lives on.
❤️ All Of MCR 🤘,	A place to find out what's happening in Greater Manchester community. Too many tweets? Try our mailing list: http://eepurl.com/bskXhb
Sandy Lindsay MBE 🤘,	Chair @TangerineComms & @TheJuiceAcademy 👩 #NED @TheRFL 👏 VC @4EVERManchester 😺 Cat Mum 😸😸 #MUFC #BeKind #Gryffindor (she/her)
Taste of Manchester,	The latest news, reviews and all things food & drink across Greater Manchester. Follow us to enjoy something tasty taste@manchesterwire.co.uk
Common,	We're not vibing with Twitter much any more - see our Insta for the latest. Home of @nellspizza
Jonathan Schofield,	Writer. Guide. Uni of Mcr Medal of Honour, 2021, for services to the city. For 2023 90+ tours, 30+themes. Books @mcrbooksltd stories @mcrconfidential
Islington Mill,	Independent artist-led endeavour in Salford.
Helen,	Didsbury news & events. And other things that take our fancy... *Not a business account*.
MEN Business,	The latest business news and views from @BusinessLive and @MENnewsdesk from across Greater Manchester
MIDAS Manchester,	Greater Manchester's award-winning inward investment agency, responsible for securing significant levels of new investment and employment for the city region.
North Tea Power,	Triple Hand Crafting Fine Coffee, Loose-Leaf Tea, Hot Soup, Grilled Cheese Sandwiches, Cake. Multiple Award Winners. Mon-Fri 8am-7pm, Sat 10am-7pm, Sun 10am-6pm
Odd & Oddest,	A duo of Manchester's most aberrant hang outs
Bakerie - Bread&Wine,	• Bread & Wine • Ales • Cocktails • Eatery • Happy Hour Monday to Friday 4-9pm/ 2 boards & a bottle of 🍷 for £30 mon - wed http://longtabledining.fikket.com
Band on the Wall,	Multi award-winning historic music venue, promoter and music learning centre. Where The World Comes to Play.
The Edge,	Manchester's award-winning theatre for participation
Victoria Baths,	Manchester's unique Grade II* listed heritage swimming pool and Turkish Baths complex, now open for visits, tours and events. Contact us via our website please.
Helen,	Our plans have changed significantly. If anyone is interested in the purchase of the Chorlton Life domain (inc twitter acc), email helen@wearelife.co.uk
Michael Di Paola,	founder @Freshwalks ⏱ previously @StudioNorth @TwitFacedEvents @RiverPlateReds	🏅 Glory and Honour
Nexus Art Cafe,	Nexus Art Cafe (fair trade and free wi-fi!) is a non profit organisation working towards building community and celebrating creativity in Manchester.
Creative Spark,	
Simon Donohue,	Comms pro - PR, content, journalism. Pics https://tinyurl.com/2p9fu66u Vid http://tinyurl.com/yr2ezpxt TfGM now, ex of @marketing_mcr, MEN.
Archibald The Cat,	Cat shop! All things cat! No dogs!
Matt and Phreds,	The only club in the North-West dedicated to live Jazz, Blues, Soul, Funk & Brass. Introducing Club+: THE Online Hub of all things Matt & Phred's!
Sarah Walters,	PA & Comms Mngr @mcmlive	TV Producer/Snr Researcher	Book Editor @factoryintl Everything That Happened	Interview Host @LISTENING_PARTY	Prev CityLife/MEN
Altrincham Market,	Passionately Regional. Fiercely Independent! Open for shopping Tuesday, Friday 8am-3pm Saturday & Sunday until 4pm 🍽 hello@marketoperations.co.uk
The Kings Arms,	Salford real ale pub, 3 refurbished theatres (1 in cellar), Great food, artists studios - bit more than your average boozer.
Thom Hetherington,	Founder @LandingLight_; Exec Chair @mcrartfair; Critic @mcrfinest. Consults/Speaks on Restaurants/Culture. Invests/Collects/Eats/Runs. Northerner/Husband/Dad.
Phil Jones MBE,	MD @Brother_UK	I/We help people & businesses thrive with Tech & Tips	Tweet/Speak on #Leadership #Success #Sales #CEO #Business	Event Host	Views my own	
Simon Binns,	Head of content development for @GOVUK @cabinetofficeuk. Ex @ladbible Group @citylifemanc @MENnewsdesk @BBCNWT among others. Tweets, like marzipan are personal.
Black Dog NQ,	Black Dog is a New York styled Speakeasy Diner & Pool Room in Manchester's Northern Quarter. Food by Kong's Cantina.
The Castle Hotel,	Letting the good times roll since 1776! Iconic NQ pub and music venue serving a selection of craft beers, wines and spirits. Check our website for listings.
Art Battle Manchester,	Manchester's most energetic art event where YOU decide the winner. Next battle... announced soon
Tariff & Dale,	Bar & Restaurant	Northern Quarter, Manchester Open from 12 every day.
Levenshulme Market,	Community-powered market held in Levenshulme, Manchester. We're currently taking a break hatching a plan to return bigger & better in 2024.
The Quick Brown Fox,	Lots of wine, beer, and cocktails
Manchester Art Fair,	For the collector, curator and the simply curious... 15/16/17 November 2024 at Manchester Central @mcrcontemporary Shop @_easelart

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Value

Whilst people are looking for value this year, this doesn't mean cheap.

People are prepared to spend for good experiences

Can you offer value - multi entrance pricing over key areas. Visit 5 times over the summer

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Brand Partnerships

Use partnerships to

- Extend reach
- Capture new data
- Drive additional revenue

ocean conservation trust

DFDS

PLYMOUTH GIN 1793

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And the rest…

- Revenue diversification

- Online distribution

- New experiences

- Seasonal pricing

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Summary

Last minute bookings are here to stay

Provide added value where possible

Use technology to build your target audiences

Track what you do and respond accordingly

Q&A

A lot of information, any questions?
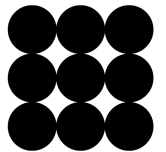
TEA BREAK
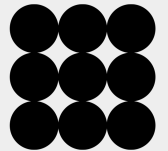
// Marketing Training

Workshop 1

Digital Advertising
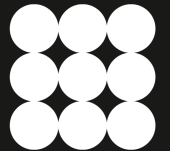
Howard Phillis

Paid Media Account Director
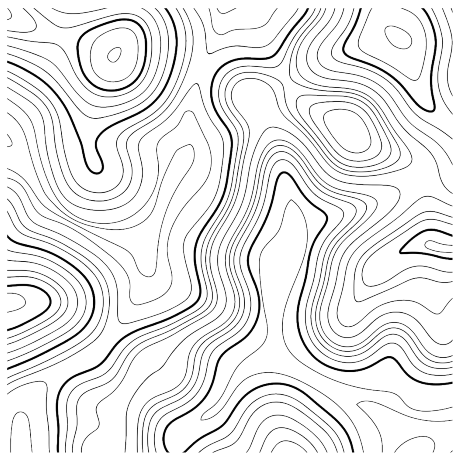
20 Seasoned Digital Marketing Professional // 20 years in the industry // Deep understanding of digital marketing

Expert in Visitor Marketing // Proven track record of enhancing the visibility and appeal of visitor organisations

Strategic Campaign Management // Develop and execute marketing strategies

Experienced Trainer and Speaker // Dedicated to educating and empowering marketers with practical insights and strategies in digital marketing, tailored to the travel and tourism sector

Overview of Digital Advertising Channels

Digital Advertising Channels

Awareness

Consideration

Action
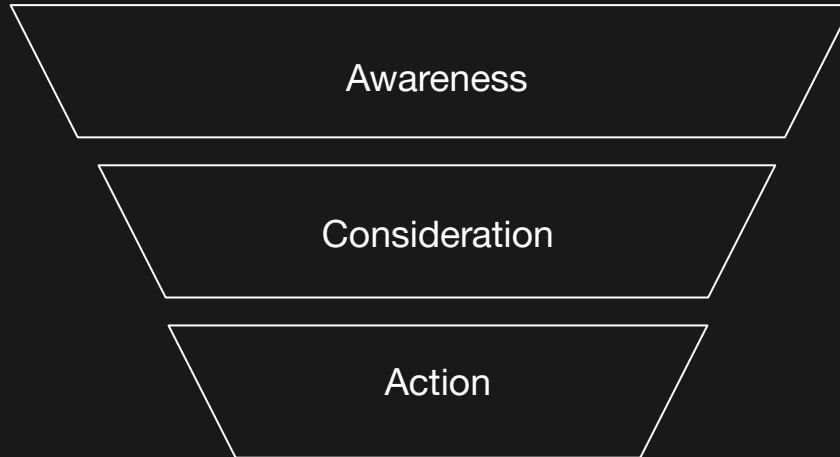
- Display

- Video

- Paid Social Media

- Generic Search

- Brand Search

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Display Advertising

What?

- Visual ads that appear on websites or apps in the form of banner or images.

- Often used to raise awareness or reinforce a brand with a wider audience.

- Delivered through platforms like Google Display Network, reaching users across millions of websites.

- Can target users based on demographics, interests, or behaviour.

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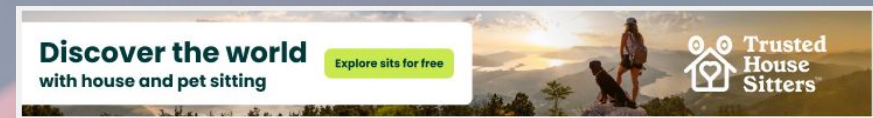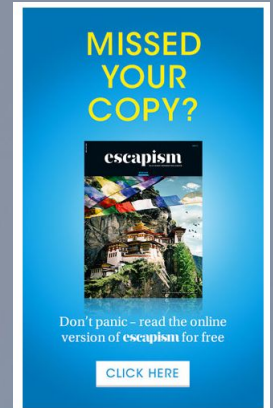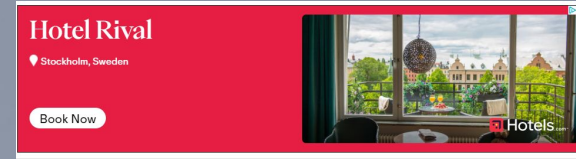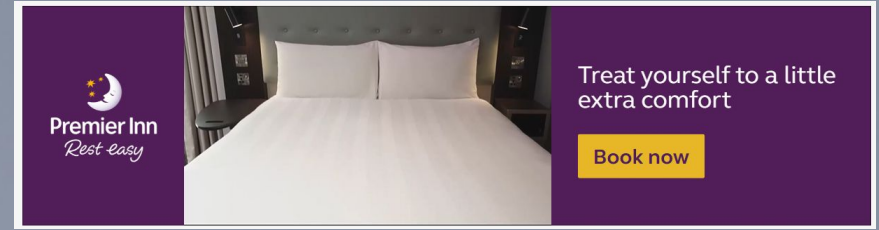
Display Advertising

How?

- Choose a display network like Google Display Network or a programmatic ad platform.

- Set up a campaign by selecting your target audience, ad formats (e.g., fixed size banners or responsive ads), and budget.

- Design visually engaging ads with clear messaging, aligning them with your campaign goals.

- Launch and monitor the performance using analytics to track impressions, clicks, and conversions.

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Premier Inn
Rest easy
Treat yourself to a little extra comfort
Book now

Hotel Rival
Stockholm, Sweden
Book Now
Hotels

MISSED YOUR COPY?
escapism
Don't panic – read the online version of escapism for free
CLICK HERE

ADVERTISEMENT
National Trust
Become a member from £3.80 a month
Join now

Discover the world
with house and pet sitting
Explore sits for free
Trusted House Sitters

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Display Advertising

Why?

- Ideal for building brand awareness and reaching a broad audience quickly.

- Great for remarketing to users who have previously visited your website but didn't convert.

- Effective for visually engaging and creative campaigns, especially in industries like travel and entertainment.

- Can help increase visibility for products or services even before users actively search for them.

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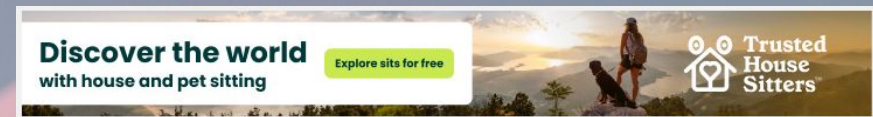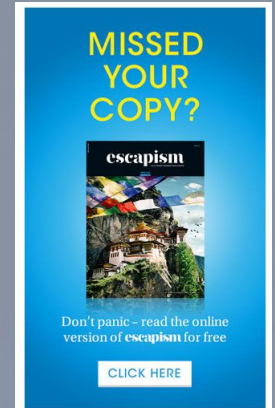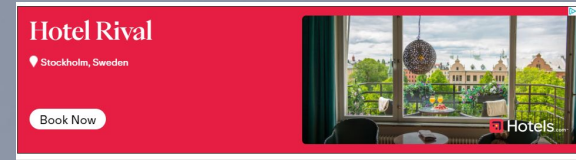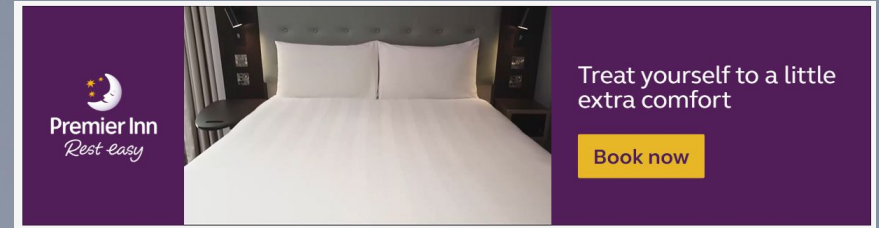
Display Advertising

Why Not?

- Can have low click-through rates (CTR) compared to other channels like search ads, especially if not targeted properly.

- Users may develop "banner blindness" and ignore the ads completely.

- Requires strong creative assets—poor design or unclear messaging can lead to wasted spend.

- Not ideal if you need immediate conversions or have a limited budget focused on direct-response marketing.

navigate

Video Advertising

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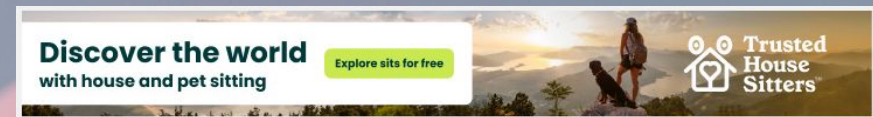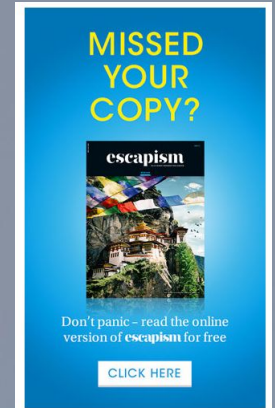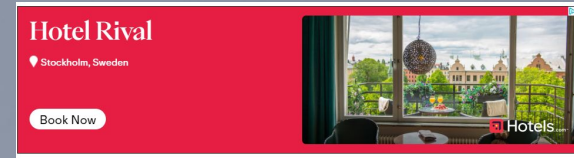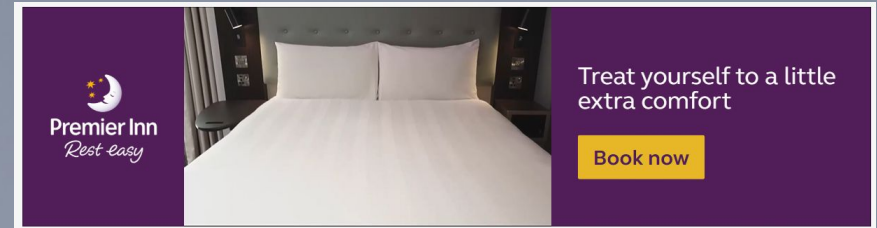
What?

- Ads presented in video format on platforms like YouTube, Vimeo, and TikTok.

- Can be skippable or non-skippable, with placements before, during, or after content.

- Reaches users through specific targeting options such as interests, behaviors, or content categories.

- Can include various formats, such as short-form, long-form, and bumper ads.

navigate

Video Advertising

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How?

- Choose a video platform, such as YouTube, TikTok, or Vimeo's ad services.

- Set up your campaign by defining your target audience, ad format (e.g., skippable, non-skippable), and budget.

- Create engaging video content with a clear message in the first few seconds to capture attention.

- Launch your campaign and measure success through metrics like video views, completion rates, and conversions.

navigate

Video Advertising

Why?

- Ideal for telling compelling stories, showcasing experiences, or launching products in a visually engaging way.

- Perfect for reaching audiences on video-dominant platforms where consumption rates are high.

- Great for brands that want to build awareness or appeal to users who consume video content on platforms like YouTube or TikTok.

- Effective for reaching mobile-first users, especially younger demographics who prefer video content.

navigate

Video Advertising

Why Not?

- High production costs can make this channel expensive, especially for high-quality videos.

- Limited in driving direct conversions, as video ads tend to focus more on building awareness.

- Requires strong creative assets—poor-quality or irrelevant content can lead to users skipping or ignoring your ads.

- Not suitable for every sector, particularly if your focus is on immediate sales or budget-driven direct-response marketing.

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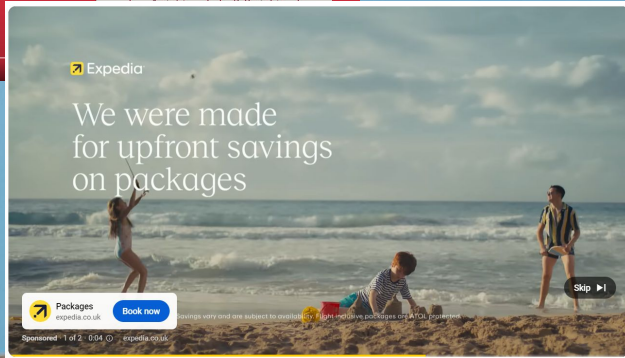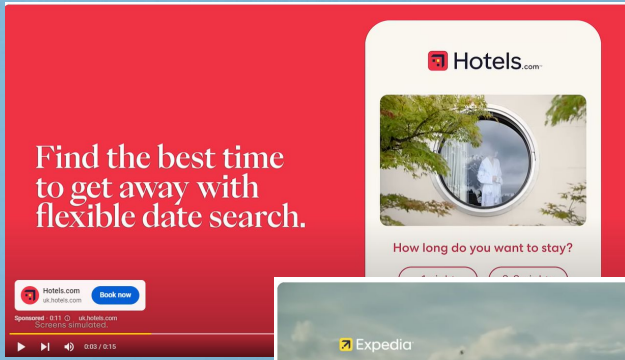
Social Media Advertising

What?

- Ads that appear on platforms like Facebook, Instagram, Twitter (X), LinkedIn, and Pinterest.

- Includes a variety of formats such as image ads, carousel ads, video ads, and stories.

- Targets users based on demographics, interests, behaviors, and even custom audiences (e.g., email lists).

- Ads can appear in feeds, stories, or other prominent locations within the platform.

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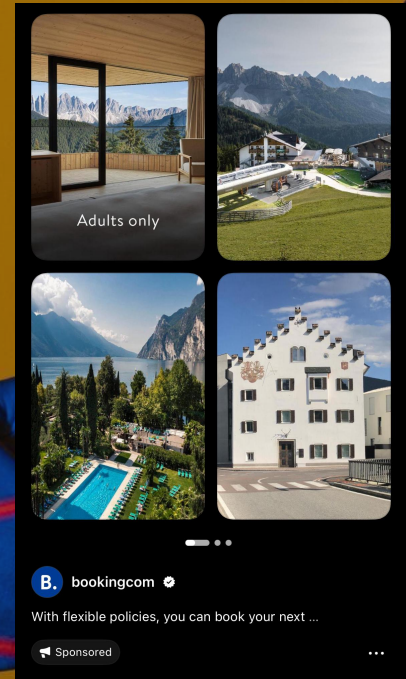
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Social Media Advertising

How?

- Choose a platform based on your audience and campaign objectives (e.g., Facebook for broad demographics, LinkedIn for professionals).

- Set up a campaign by defining your target audience, selecting ad formats, and setting a budget.

- Design engaging visuals and write compelling copy tailored to the platform's style and audience.

- Launch the campaign, and monitor performance through built-in analytics tools to track engagement, reach, and conversions.

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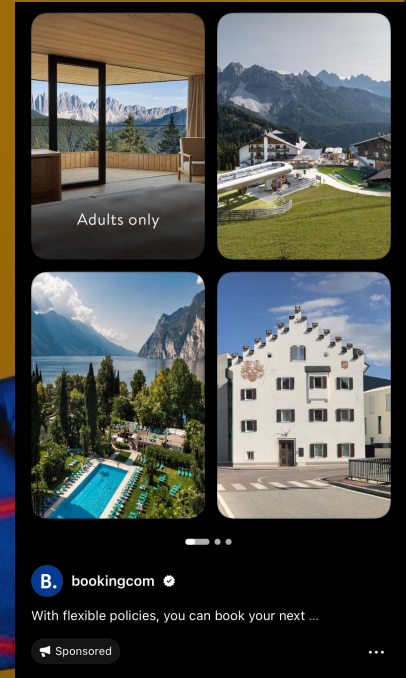
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Social Media Advertising

Why?

- Perfect for highly targeted advertising, allowing precise control over who sees your ads based on their behaviors and demographics.

- Great for increasing brand awareness, generating leads, and driving traffic to websites or specific landing pages.

- Ideal for engaging users in a more interactive way, encouraging likes, comments, shares, and community building.

- Effective for reaching users where they spend the majority of their online time, particularly on mobile devices.
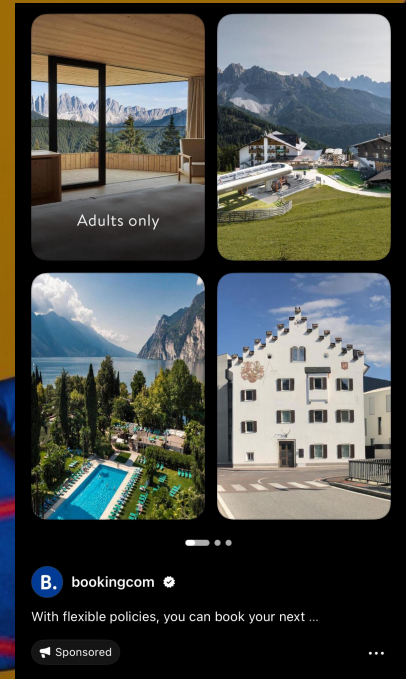
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Social Media Advertising

Why Not?

- Requires constant attention and optimisation; performance can decline quickly without active management.

- Creative fatigue can set in if ads aren't refreshed regularly, leading to diminishing engagement over time.

- May not work well for every sector—if your audience doesn't spend significant time on social media, it may not deliver strong results.

- Ad costs can rise quickly due to competitive bidding, particularly in popular or niche markets.

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Search Advertising

What?

- Ads that appear at the top of search engine results when users enter specific keywords or phrases.

- Platforms like Google Ads and Bing Ads allow businesses to bid on keywords relevant to their products or services.

- Typically text-based ads, though they can also include extensions like call buttons, sitelinks, or location info.

- Paid ads are labeled as sponsored and appear above or alongside organic search results.

navigate

Search Advertising

How?

- Choose a search engine advertising platform like Google Ads or Bing Ads.

- Set up a campaign by selecting keywords, creating ad copy, and defining a budget, bid strategy and bid amount for each keyword.

- Write concise, compelling ads with a clear call-to-action to capture user interest.

- Monitor and optimize campaigns using performance metrics such as click-through rate (CTR), cost-per-click (CPC), and conversions.

navigate

Search Advertising

Why?

- Highly effective for capturing users with high intent—people searching for specific products, services, or solutions.

- Great for driving immediate traffic and leads, especially when users are ready to take action (e.g., making a purchase or signing up).

- Allows you to target ads to specific geographic areas, making it useful for local businesses.

- Gives businesses control over their budget with options to set daily limits and bids per click.

navigate

Search Advertising

Why Not?

- Can be expensive, especially for competitive keywords with high cost-per-click rates.

- Requires careful keyword research and ongoing optimisation to avoid wasting budget on irrelevant clicks.

- May not be ideal for sectors with low search volume or where awareness building is the primary goal.

- Success depends heavily on the quality of ad copy, landing pages, and keyword targeting—poor optimisation can lead to poor results.

navigate

Choosing the Right Channels

Determine Audience

Identify Campaign Goals:

Are you driving bookings, increasing brand awareness, or promoting a special offer? Your goals will shape your audience.

Analyse Current Customers:

Review your existing customer base (demographics, purchase behaviour, etc.) to find trends and insights into who is most likely to convert.

Consider the conversion funnel:

Are you looking to reach new customers who are unaware of you, convert customers who are considering you, or encourage repeat visits from previous customers?

navigate

Budget Allocation

Align with Campaign Goals: Allocate more budget to the channels and tactics that best support your primary objectives (e.g., awareness, engagement, conversions).

Prioritize High-Performing Channels: Analyze past campaigns to identify which platforms (e.g., social, search, display) drive the best ROI and allocate accordingly.

Test & Adjust: Start with a flexible budget across different channels, then reallocate based on real-time performance data to maximize effectiveness.

Consider Seasonality & Timing: Increase budget during peak travel seasons or key booking periods to capture higher demand.

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Targeting Strategies

Audience Segmentation

Segment by Demographics: Consider factors like age, gender, income, and education to define key audience segments.

Example: Promote hands-on activities and interactive exhibits to families with young children, while targeting seniors or retirees with special discount days

Consider Geographics: Target travelers from specific regions or cities, based on where your destination or service appeals most.

Example: Day trippers vs Staycations vs International travellers

Look at Psychographics: Understand your audience's interests, values, lifestyle, and motivations.

Example: Adventure seekers, luxury travelers, or cultural enthusiasts.

navigate

Crafting Effective Copy

Ad Copy Tips

- **Focus on Benefits, Not Features:** Highlight the experience your attraction offers (e.g., "Immerse yourself in ancient history" vs. "Guided tour available").

- **Use Action-Oriented Language:** Include strong calls to action (e.g., "Book your dream getaway now" or "Explore the city's hidden gems").

- **Tailor to Your Audience:** Speak directly to the desires and motivations of your target audience (e.g., adventure seekers, luxury travelers, families).

- **Create Urgency:** Use limited-time offers or scarcity to encourage immediate action (e.g., "Limited spots available – book today!").

- **Keep It Clear and Concise:** Avoid jargon and keep your message straightforward to quickly grab attention and convey the value.

- **Incorporate Social Proof:** Use testimonials, reviews, or mentions of awards to build trust and credibility (e.g., "Rated the top attraction by travelers worldwide").

navigate

Test & Learn

A/B Testing

Develop a Clear Hypothesis: Formulate a specific, testable hypothesis about what you expect to achieve with the changes you are making.

Example: "Testing a headline emphasizing value for money ('Save 20% on Your Next Adventure!') against a headline highlighting features and benefits ('Explore Stunning Destinations with Expert Guides') will show which approach results in higher click-through rates."

Test One Element at a Time: Focus on changing a single variable in your ad or landing page, such as the headline, image, call-to-action (CTA), or color scheme.

Example: Test two different headlines to see which generates more clicks or conversions.

navigate

A/B Testing

Ensure Statistical Significance: Ensure that your sample size is large enough to yield statistically significant results so that the differences observed are due to the changes rather than random chance.

Example: Use statistical tools or calculators to determine the minimum sample size needed based on your desired confidence level and margin of error.

Divide Your Audience Evenly: Randomly split your audience into two or more groups to ensure each group is statistically similar.

Example: Show Version A to 50% of your visitors and Version B to the remaining 50%.

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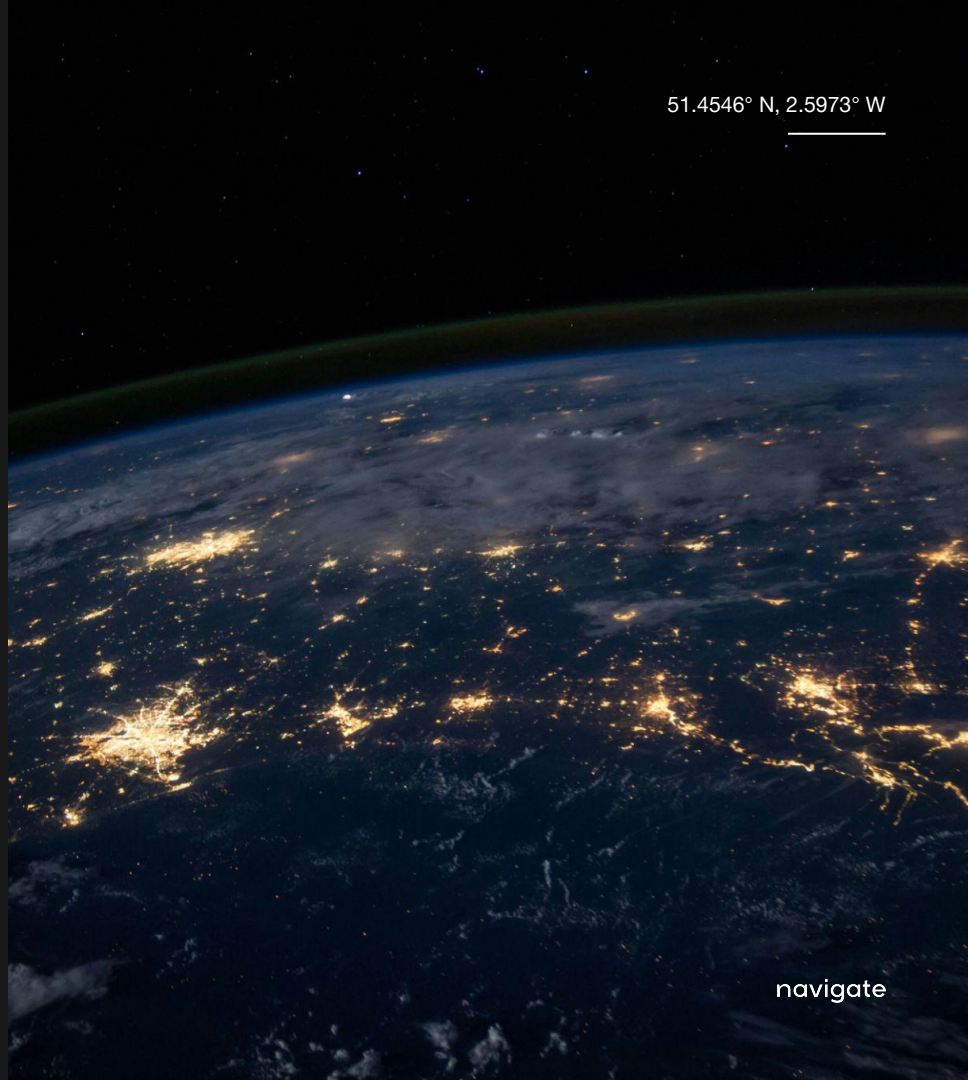
A/B Testing

Measure Meaningful Metrics: Track key performance indicators (KPIs) relevant to your campaign goals such as CTR, conversion rate, bounce rate or engagement levels.

Example: Compare the conversion rates of the two versions to determine which performs better.

Document and Analyse Results: Keep detailed records of your tests, including what was changed, who was targeted, and the outcomes.

Example: Create a report summarising test results, insights, and actionable recommendations for future campaigns.

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Measuring Success

What Success Looks Like

Define Key Performance Indicators (KPIs)

Identify the metrics that align with your campaign goals, such as reach, click-through rate (CTR), conversion rate, return on investment (ROI), return on ad spend (ROAS) or cost per acquisition cost (CPA).

Compare Against Benchmarks

Measure your campaign's results against industry benchmarks or past performance to determine relative success.

Attribution

Understand and analyse how different touchpoints contribute to conversions. Use attribution models (e.g., first-touch, last-touch, multi-touch) to evaluate the effectiveness of various channels in the customer journey.

Data Sources

Compare different data sources (eg Google Analytics, ad platforms, ticketing provider) but measure and report consistently
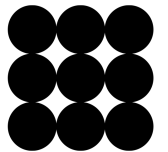
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Summary

- Define your objectives and be single minded

- Understand your audience

- Test and learn

- Be consistent with your measurement
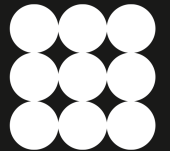
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Q&A

A lot of information, any questions?

Workshop 2

Digital Content

LUNCH
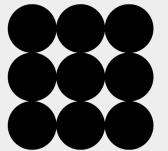
Shannon D'Arcy

Project Manager
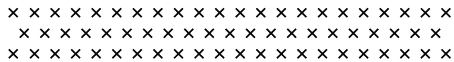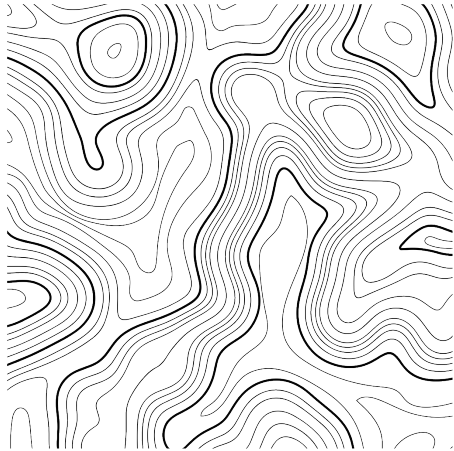
Bath & North East Somerset Council

Improving People's Lives

Assisted hundreds of small businesses in navigating the council's business support programs, while also administering COVID-19 grants.

techSPARK*

All things tech in the west

Supported numerous tech and digital companies in the West of England by facilitating access to government support, grants, and connections to private investors. Additionally, organised large-scale networking events to strengthen industry ties.

huboo

Played a key role in shaping and promoting a disruptive eCommerce brand, crafting its vision and identity, which led to millions in funding and strategic partnerships like professional football and rugby clubs. Spearheaded marketing efforts through out-of-home (OOH) campaigns and high-profile events.

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Managing project strategies and travel and torusim seasonal campaigns. Conducted influencer campaigns, newsletter account management, and provided creative direction for ad production, ensuring cohesive execution across multiple platforms.

Content

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The channels

Do's & Don'ts

Actions

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"Content"

"Content" is anything your brand publishes online.
What does your content say about your brand?

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Educate
Provide valuable information or a new perspective on a topic. This can help establish you as an expert in your field.

Entertain
Make dry topics more interesting with personal stories, flair, and brand personality.

Engage
Give the audience the tools and desire to respond. This can be done by providing your own take on a topic.

Empower
Make the audience feel capable and motivated. By positioning yourself as a role model to advise readers on the next steps

If it doesn't do one of these or more, **don't publish it.**

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➜   Who do you want to talk to?

➜   What do you want them to do?

➜   How do you want them to feel?

→ Who do you want to talk to?

→ What do you want them to do?

→ How do you want them to feel?

What platform do you find them on?

How do you get them to do this?

What language are you using?

Find your community, if it doesn't exist **build** it!

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Website

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Looks good on entrance

Easy to find what you're looking for

Always evolving based on patterns

It's a window not a warehouse

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Tools

- Health Checks
- Keywords relevant to your industry
- Clear time estimates for each task
- How-to guides

This week's SEO opportunities:

Mention at least one keyword exactly within your page title	10 mins	
You have a new review in Google! Respond to it now	10 mins	
You have images that are too large and need to be optimized	20 mins	

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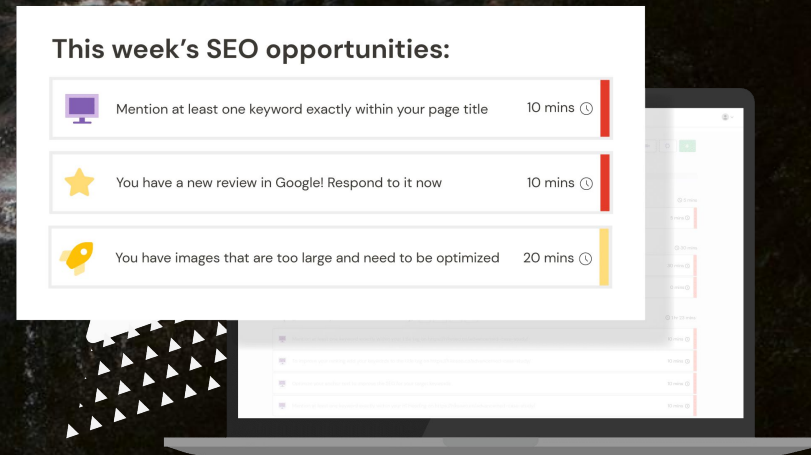
Tools

Page Speed Insights

Tools
Page Speed Insights

Domain	Organic Keywords	Organic Traffic	Paid Keywords	Paid Traffic	Ref. Domains	Authority Score
🇬🇧 UK	1K +9.12%	575 +19.29%	13 -76.36%	28 -97.52%	1.2K -5.42%	30 +2
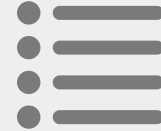
- Track authority score
- Track performance against competitors
- Track your keywords

navigate

Tools

Page Speed Insights

Website carbon results for: wolfordwood.com

B

Hurrah! This web page achieves a carbon rating of B

This is cleaner than 64% of all web pages globally

A+ A B C D E ↘Global average F

Learn about our rating system

This page was last tested on 18 Sep, 2024.

Copy URL

Website carbon results for:

F

Oh no! This web page achieves a carbon rating of F

This is dirtier than 93% of all web pages globally

A+ A B C D E ↘Global average F

Learn about our rating system

This page was last tested on 18 Sep, 2024.

Copy URL

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Google Analytics

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- Set up
- Get Reports Working
- Check Regularly

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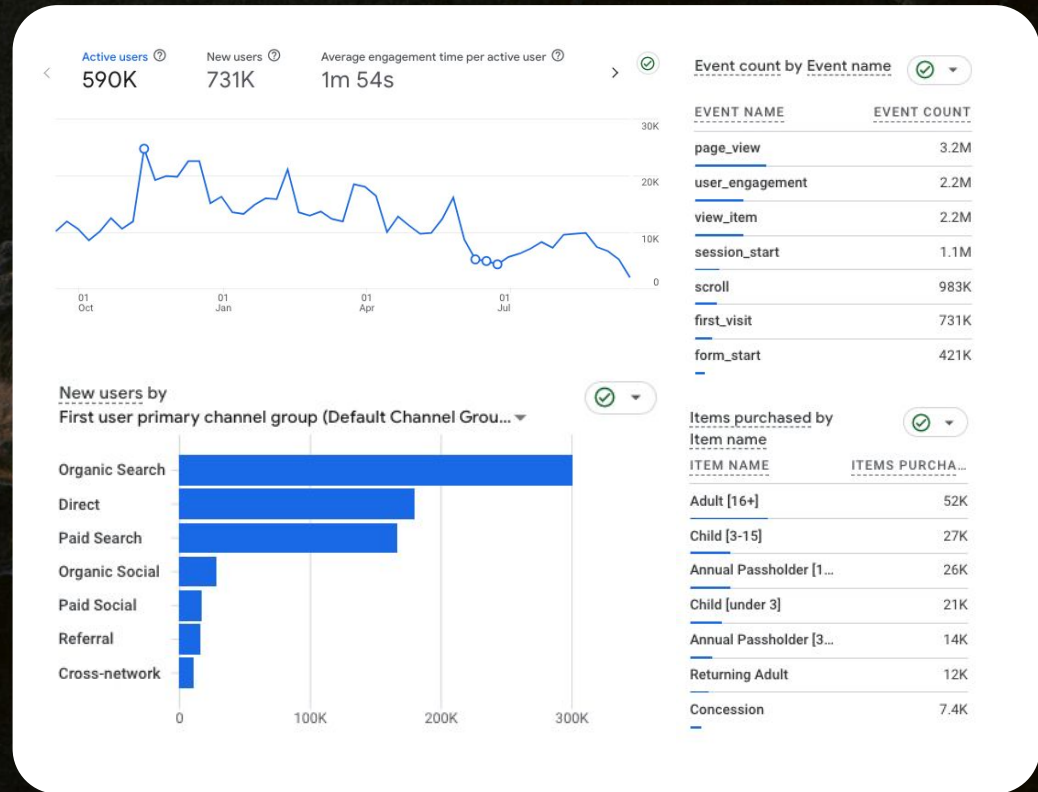
Google My Business

- Update EVERYTHING
- Add reviews
- Post like a social platform

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Blogs

- SEO benefits; builds authority.
  - *"Top 5 Cocktail bars in the Cotswolds"*
- Requires regular updates; can be time-consuming.

- Quality, not quantity

n-sight navigating marketing

How was the summer of 2024 for visitor attractions?
Read more

Four Lessons Visitor Attractions Can Learn From the Oasis Ticketing Saga
Read more

Cultural Enterprises Announce Navigate Partnership
Read more

More Blogs →

navigate

Social Media

Top Channels

Not including messaging apps

Facebook	3 billion
YouTube	2.5 billion
Instagram	2 billion
TikTok	1.5 billion
Snapchat	800 million
X	600 million
Pinterest	500 million
LinkedIn	134 million

But which is best?

Who's your target?

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IT DEPENDS

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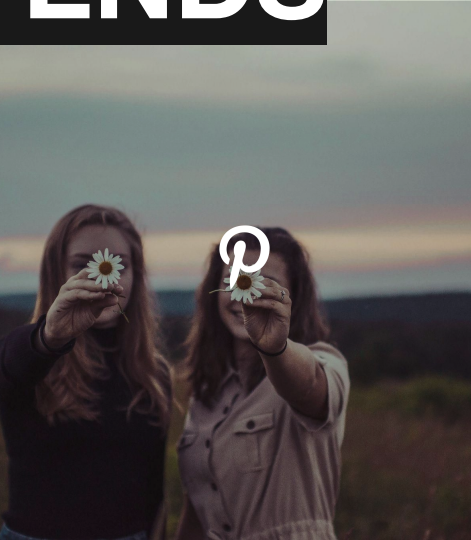
Social Media

Don't use your organic social feeds like adverts

Think of the brands/ people you follow

Create a community

Use your voice, have a unique tone and stand out

Less is more

Have a social media policy/ guideline, then react and run with it

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The Future of Commerce is… Social

- Trend #1: Social media = the top mode for product discovery

- Trend #2: Influence starts within one's own social network

- Trend #3: Social media has the power to collapse the purchase journey

Top Online Sources for Product Discovery
% Selected

Social Media Platforms*	67%
Online Marketplaces	52%
Search Engines	48%
Online Video Sites	37%
Company Emails	18%
Blogs	7%
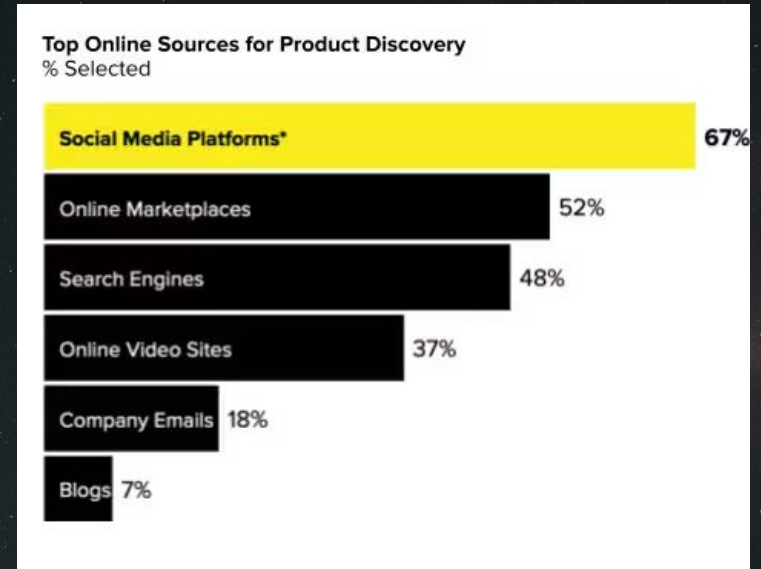
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Email

Why Email?

- Direct communication; high engagement.

- Requires a good list; segmented by type of customer.

- Email regularly. (It's good if they don't unsubscribe)

- You own this audience.

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Email Tips

- Write compelling email copy

- Break up templates with icons and shapes

- Use action based button copy

- Opmtimise for mobile

- Develop great subject lines

Your newsletter should have a clear and defined goal.

Email Growth

- Newsletter signups on your website.

- Opt-ins when booking.

- In-person at the entrance/ reception.

- On-site when signing up for your Wi-Fi.

- Consider investing in a data capture campaign.

AI

Who?

Impact of ChatGPT

Quantity produced, but quality prompts & editing needed

- Get the brief right
- Let it do the donkey work
- Invest time to enhance the final product

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The prompt is key:

In the **style** of the **head of culture at The Guardian**, write an **article** about the best ways to save money in the Cotswolds. Make it **engaging**, add some **recommendations** and then a summary at the end about going to visit **Blenheim Palace**.

navigate

Developing a Content Framework

Content Themes

- Align content with audience interests and seasonal trends.

- Go into the audience insights in each social platform and work out your audiences;

  ○ Age, location, gender, interests.

  ○ Then ask, are these the right audience for me? If not, create content for the audience, not the content you **want.**

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Creating Content

- Try to create a content calendar (Google Sheet/ a Word Doc is fine).

- Plan your content themes out quarterly

- Then aim to create your content the previous month.

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Creating Assets

➔ **Leverage User-Generated Content (UGC)** it adds authenticity and variety without heavy production costs.

➔ **Batch Content Creation:** Create a detailed shot list for each shoot, capturing both hero images + and lifestyle shots.

➔ **Encourage Employee Participation:** Establish simple guidelines (like shot composition and brand tone).

➔ **Use Free or Low-Cost Design and Editing Tools:** Canva even offers templates designed for small businesses and discounts for Charities.

➔ **Create a Visual Style Guide:** Stick to 2-3 core colors and a few font types to make the guide easy to follow.
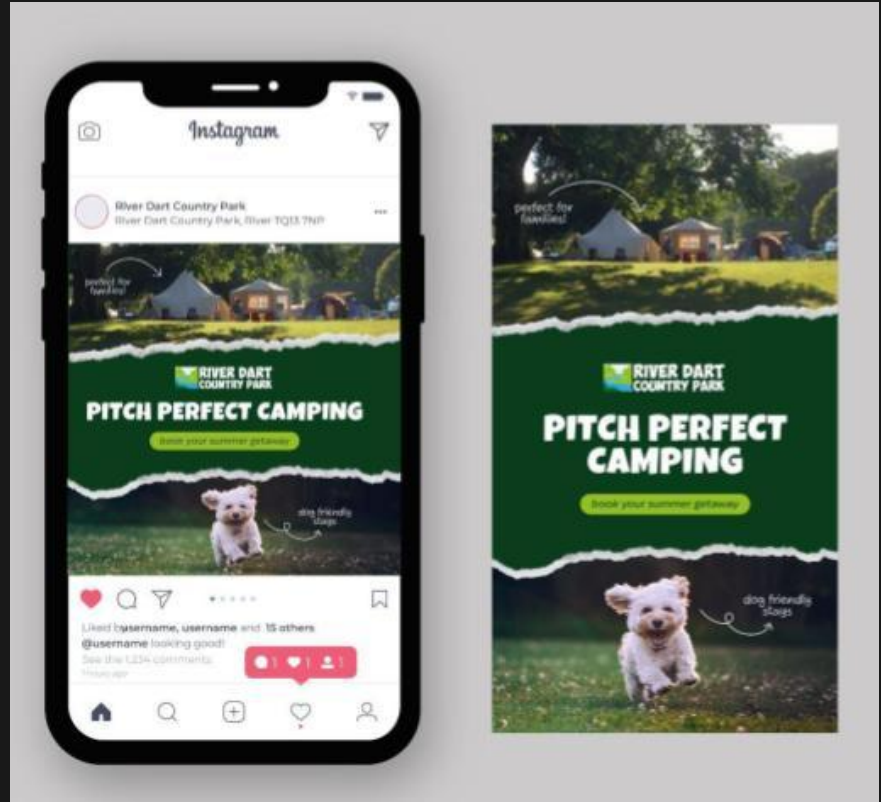
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Top Tips

➔ Keep It Simple and Clear

➔ Leverage High-Quality Photography

➔ Create a Strong Call-to-Action (CTA)

➔ Use Consistent Branding

➔ Design for Mobile First

➔ Focus on Emotional Appeal

➔ Experiment with Animation or GIF Ads

➔ Highlight a Unique Selling Point (USP)

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REALITY CHECK

A weekly meeting/ a morning of marketing content creation

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Posting Frequency and Strategy

- Email
  - Bi-weekly
- Blogs
  - Weekly
- Social Media
  - Frequency for each platform
  - 5 posts Insta/Facebook
  - 3 posts YouTube/ TikTok/Linkedin

Content hack: Don't forget you can repost old content. If you took the time to make something last year/ last quarter, reshare, the chances are most people won't have seen it before.

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Measuring Success

Process

- Engagement Metrics
    - Open rates, click-through rates, social interactions, engagements, comments

- Content Performance
    - Track which content drives the most traffic and conversions to your website

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Summary

Ensure you know your audience and make content for them

Use tools to make your brand content pillars the best they can be

Focus on all content equally (social is fun, but email is more likely to convert)
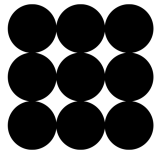
Track and measure everything.

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Q&A

A lot of information, any questions?

Wrap Up

Summary
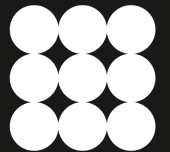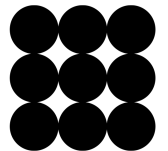
Toolkit

We've created a toolkit based on the information we've provided you with today.

This will be shared digitally with you after the second training day we provide on the 7th October.

// Marketing Training

More info

www.navigate.agency

Networking/ 1-2-1 sessions