





CONTENT DISCLAIMER

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Getting Started – What is Marketing?



Today's marketing is about creating *customer value* and building profitable *customer relationships*. – Kotler



Background

The operating environment for tourism continues to evolve in this ever increasing competitive global tourism marketplace. Caribbean destinations are under tremendous pressure in some instances to remain competitive and others are striving to become competitive. The financial challenges facing some of the main source markets including the USA and Western Europe have caused a ripple effect throughout several of the islands.

As a result of the negative fallout in passenger arrivals to the Caribbean, owing to the financial crisis, many Caribbean islands have turned to marketing as a strategic tool to regain some of the lost market share.

As regional small hotels navigate this competitive global market, it is those properties that understand who they are, what they are about and can effectively communicate their message to potential visitors that will be recognized and patronized as they move towards growth to 2020 and beyond.

Module Objectives

Upon completion of this module you will be able to:

1. Understand and embrace the meaning of marketing in a small hotel context
2. Understand the importance of marketing to your business
3. Understand what is a marketing strategy

Perceptions of Marketing

A recent study undertaken on Small Hotel owners in the Caribbean and their understanding of marketing showed that many small businesses do not fully understand the reason why marketing is important and therefore adopt certain views that are not necessarily true or beneficial to their businesses.



Review the statements below and indicate in the space provided whether the statement is true or false:

Perceptions of Marketing	True or False
Doing any marketing at all, is better than doing nothing	
Advertising and marketing are the same	
Sales and marketing are the same	
Marketing has to be expensive to be effective	
Marketing campaigns are only useful for large companies	
The best marketing presents a company and/or its products as beautiful, creative, sexy.	
Great marketing is dreamt up by highly paid executives	
Good marketing is based on rules	
Great marketing agencies are the ones who win lots of awards, so choose them	

Discussion Point

What do you think marketing is?



The following list describes four common views of marketing. Indicate in the space provided whether you agree or disagree with each statement:

Common Views	Agree or Disagree
A function, primarily selling and promoting	
A department, one carrying on a number of activities	
A process, a way of reasoning and making sound marketing decisions	
A philosophy that the company's success will depend upon creating and delivering superior value to target customers	

Definitions of Marketing?

A few common definitions of marketing:

"Marketing is the management process responsible for _____, _____ and _____ customer requirements profitably."

(The UK Chartered Institute of Marketing)



"The activity, set of institutions, and processes for _____, _____, _____, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association)



"Marketing is a social and managerial process by which individuals and groups obtain what they need and want through _____ and _____ products and value with others". (Kotler, 2005)

Based on the above definitions, there are four conditions that are necessary for effective marketing to occur:

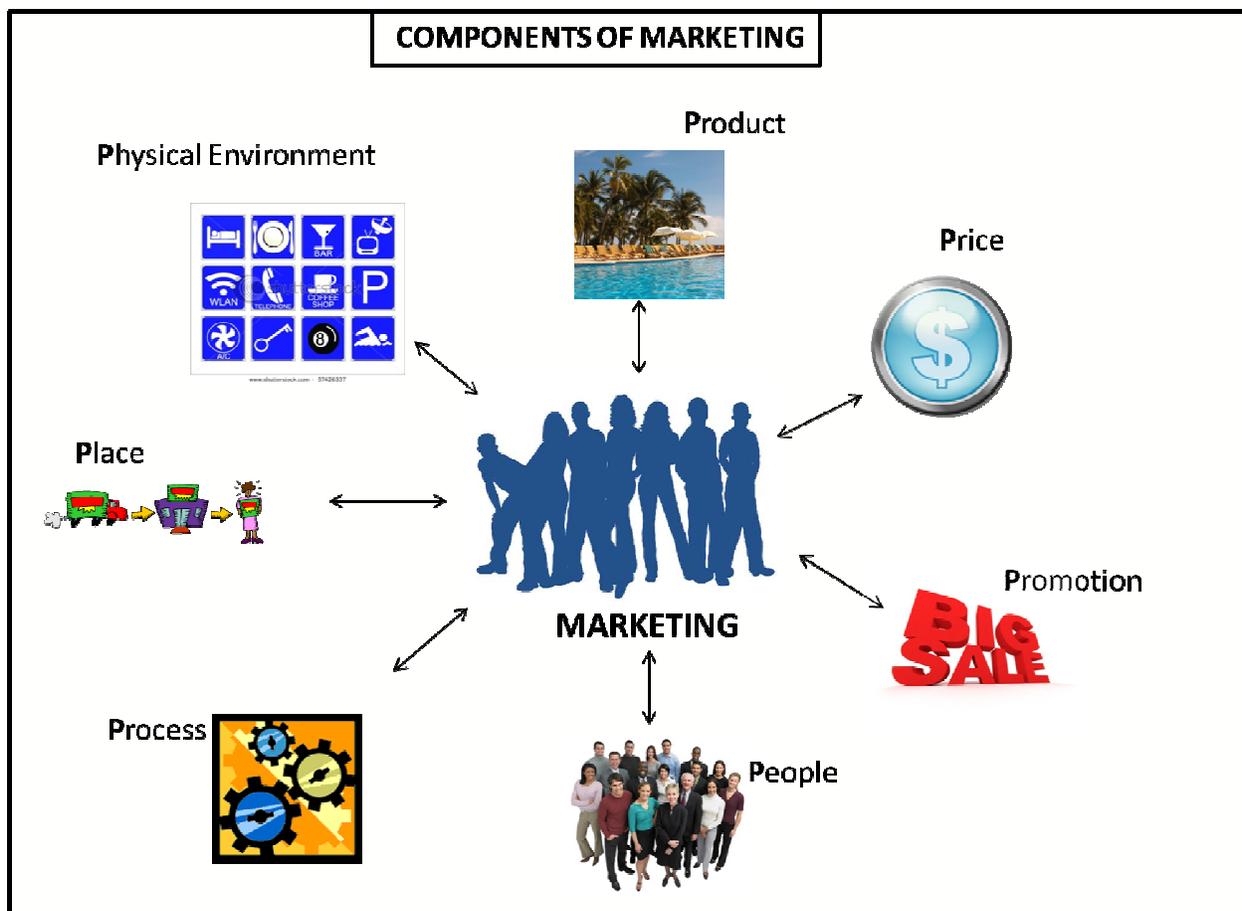
- Two or more parties (usually buyer and seller) with unmet needs
- A desire and ability to satisfy each other's unmet needs
- Communication between parties
- Something to exchange (as depicted in the following diagram)

The Marketing Exchange

THE SMALL HOTEL/RESORT	PRODUCT	SERVICE	REWARDS	TARGET
	ROOMS		  	SINGLES
	FOOD		  	COUPLES
	BEVERAGES		  	GROUPS
	CONFERENCE FACILITIES		  	ADVENTURER
	EVENTS: Weddings, Banquets, Entertainment		  	SPECIAL PACKAGES
	GENERAL (HUMAN RESOURCE) SERVICE: INTANGIBLE		  	ALL CUSTOMERS

The 7 P's of Marketing (Introduction)

Once you've developed your marketing strategy, there is a "Seven P Formula" you should use to continually evaluate and reevaluate your business activities. These seven are: **product**, **price**, **promotion**, **people**, **process**, **place** and **physical environment**. As products, markets, customers and needs change rapidly, you must continually revisit the seven Ps to make sure you're on track and achieving the maximum results possible to succeed in today's market place.



Why is Marketing Important?

- Getting the word out - your product or service must be known by your potential guests
- Increase sales – as the word spreads about your property sales will increase
- Hotel reputation – be heard, be seen, be found
- Healthy competition – allows your hotel to enter and grow in the marketplace
- Communicate your unique offering

Discussion Point

What makes your product different from other similar providers?

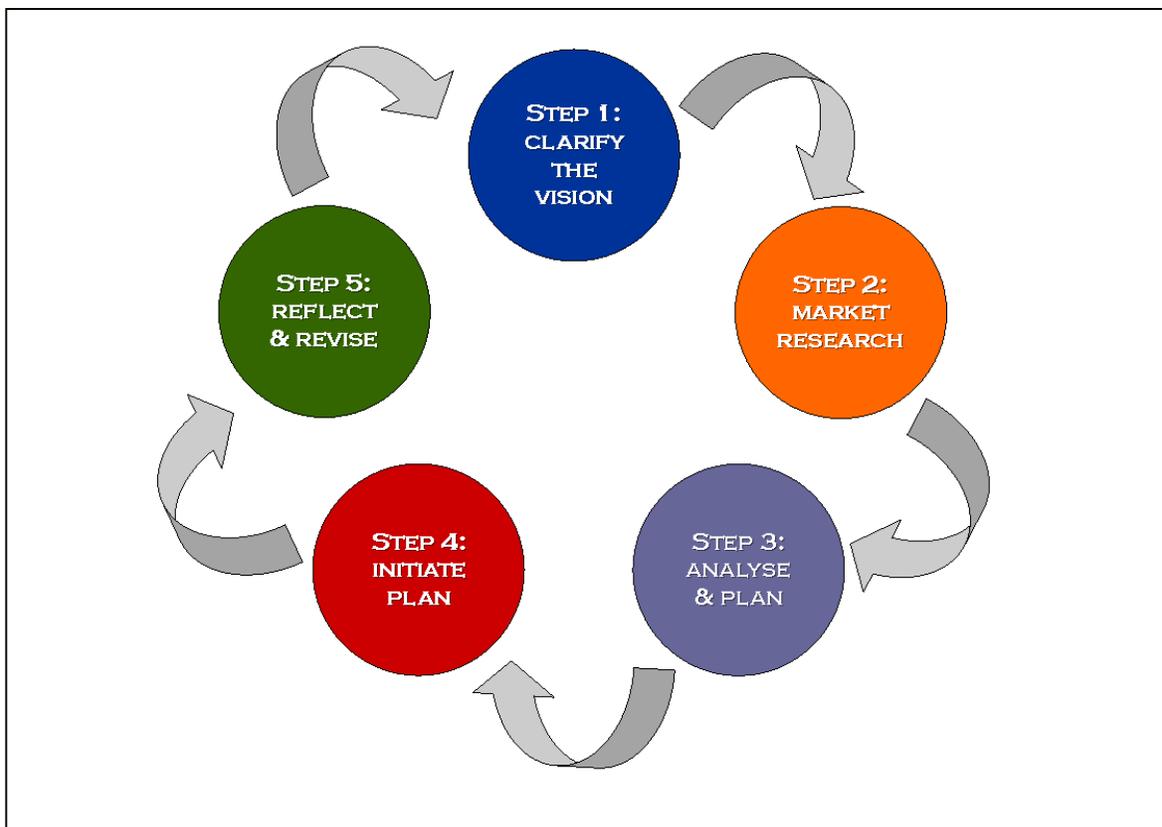
Discussion Point ¹

Read the attached case study on the small hotel and identify how marketing benefitted the property.

¹ See attached handout

The Marketing Strategy

At the heart of any business strategy is a marketing strategy. You are in business to deliver a product or service that satisfies customers. The marketing strategy is the roadmap that allows you to link your product or service to your customers' needs. See the following diagram:





Key Take Away

Based on your understanding of marketing thus far, list the marketing activities that you are currently engaged in:

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____

Based on your understanding of marketing thus far, identify other marketing activities that you think you can engage in:

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____

Key Review Points

- Marketing is a way to connect what products and services you have to offer with consumers who want and need such products and services
- Marketing encompasses several components including pricing, product definition, promotions, product placing, packaging, positioning, engagement with people
- Marketing is critical to grow your business
- Marketing strategy provides a roadmap to link the customer to your product or service

Achieving Results – Why is Marketing Important?



“A competitive advantage increases chances of *profitability* and *survival*”

Armstrong & Kotler



Background

The essence of marketing is to understand your customers' needs and develop a plan or solutions to meet those needs. One of the main benefits that most people enjoy from owning a business is to see their business grow. The most effective way to grow and expand your business is by focusing on various types of marketing.

In today's competitive world, small hoteliers must focus on strategies that help them to maintain market share, make a profit, retain and attract customers. Marketing remains an important business function necessary to accomplish these. Without adequate marketing efforts, a small hotel or any business for that matter may find it difficult to compete. While small hotels must deliver superior customer service in order to meet the demands of customers, they need to appreciate that customer' tastes and behavioural patterns are changing; therefore they also need to consider making changes to reach their customers.

Module Objectives

Upon completion of this module you will be able to:

1. Describe why marketing is important to your business
2. Understand why marketing knowledge enhances customer awareness
3. Discuss how marketing enhances business performance

Interactive Session

Imagine you are going on a vacation to St Lucia and researching your options for a hotel. You may choose your own or select from the following options:

Calabash Cove, Sandals Grande St Lucian Spa & Resort, Bay Gardens Inn, Sunset Hill Resort & Spa, MJI St Lucia or Lobster Pot Bay Beach Chalet.

Questions

(1) What avenues did you use to research your options? Describe in detail.

(2) What influenced your selection?

- | | |
|--------------------|------------------|
| a) Brand | b) Reviews |
| c) Price | d) Location |
| e) Value for money | f) Visual appeal |

If other, use the lines below to specify.

(3) On a scale of 1-10 where do you rank your property based on each of the above criteria?

(4) Based on your results, would you have stayed at your own property? Explain the reason for your answer.

So Why is Marketing Important?

The Bottom Line

Keeping ahead of the game helps to increase your profit margins, which keeps your business afloat. You cannot assume that people are going to stay at your accommodation just because you exist. In fact, attracting customers may be one of the biggest challenges you currently face. You must therefore identify your hotel's Unique Selling Points (USP), position yourself as such and market these to potential customers. This will help you to attract new business which will ultimately lead to increased sales.



Attracting a new customer may cost *5 times* as much as doing a good enough job *to retain* an existing one – Lovelock & Wirtz



Changing Customer Tastes and Preferences

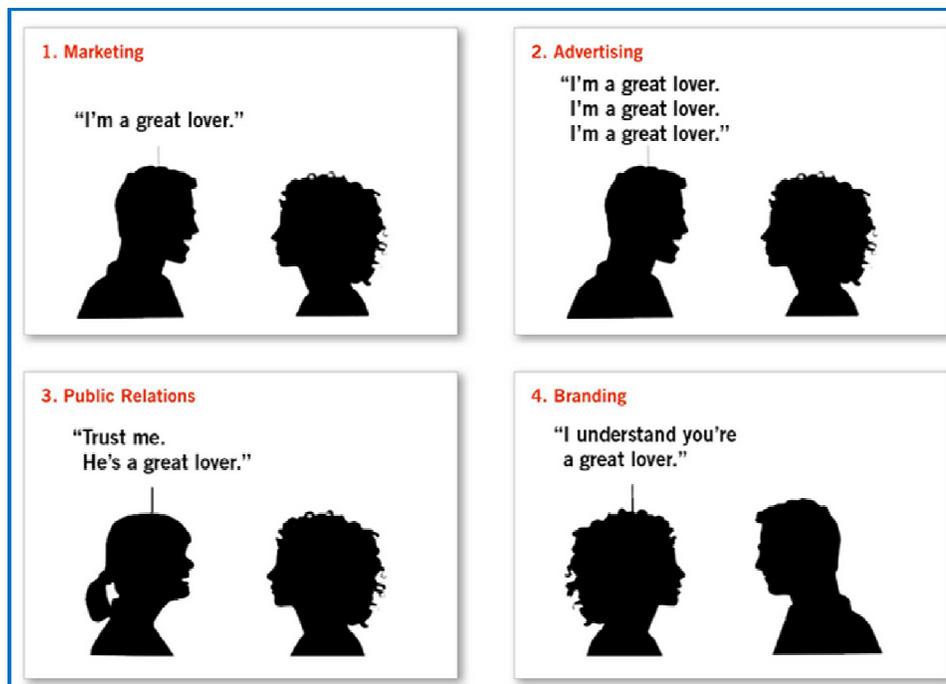
In responding to the new age of customers, hoteliers have to become more aggressive and creative in marketing their product. We see that Facebook for example is constantly innovating and changing to anticipate its customers' needs. Facebook is currently the largest social network with over 1.1 active billion users. This shows us that the marketing tactics we design should be different.

Today, customers are more health conscious about their dining options. Thus, hotels with restaurants should include additional items to their menus to meet these changing demands. Between 600-900 million people worldwide would travel if more hotels offered wheel chair accessible facilities. This is an opportunity for the hotelier to provide services to better aide this segment and to create more user friendly facilities. Hence the success and creation of a competitive product will be determined by the hotel's ability to anticipate and respond to changing customer preferences.

Brand Recognition and Awareness

While you may have a great hotel, if nobody knows about it, you are not going to be successful. To be profitable, customers must first know about your property and recognise its value. With an investment in effective marketing, you build awareness of your brand, which helps to attract new customers. You have to make sure that you have a brand that differentiates you from your competitors and, which presents the image that you want. This means that you must first identify your product offerings and choose an appropriate medium where it clearly communicates such to your potential customers. Once awareness has been established, the way in which you present yourself becomes important in influencing a potential customer to choose your accommodation over other similar ones.

See Illustration below of how different marketing mediums affect the message.



Social Networking (Introduction)

Your customers are talking about you, but are you in the conversation? In our current age of technology, customers now have simple, and easy access to 'like' your hotel, check in at your property, tweet about the service they have received or even pin and upload pictures and videos of your property. Feedback, good or bad, is now instant. With effective marketing tools, such as a strong and engaging online presence, small properties have the opportunity to shape the perspective of current and potential customers and highlight their property.



What do you market?

- Goods-** Consumer goods
- Services-** Intangible offerings of people or organizations
- Experiences-** Tourism, adventure, recreation, leisure
- Events-** Anniversaries, weddings, special occasions, shows, testimonials
- Persons-** Personal Marketing such as: politicians, campaigners

Interactive Session

- (1) Why Market?
- (2) How do you retain and attract your customers?
- (3) What are you marketing?
- (4) How can you improve your marketing?

Implication of Marketing: Pros and Cons

Pros of Marketing

- Increases profit margin
- Improves Brand Awareness
- Identification of demand for the product
- Attracting and retaining new customers
- Gain a competitive edge through differentiation of your product / service
- Increases awareness of your competitors
- Recognizing changing taste or preference of customers- Keeping up with trends
- Identify target market
- Allows monitoring of desired results
- Free marketing tools such as Social media levels the playing field for all – *Small properties are on the same playing field as large hotels
- Identifying possible market niches

Cons of Marketing

- Traditional marketing methods may be expensive i.e. print, brochure etc
- Marketing can be time consuming
- Lack of resources or personnel to execute marketing strategy and plans

Key Review Points

Marketing:

1. Focuses on strategies that help you to make a, retain and customers.
2. Helps to and margins
3. Builds awareness of your by making an investment in effective marketing.
4. Helps you to gain a edge.

Attracting the Right Customers

- Getting the Right Players



“You can’t *just ask customers* what they want and try to give that to them. By the time you get it built, *they’ll want something new.*”

Steve Jobs



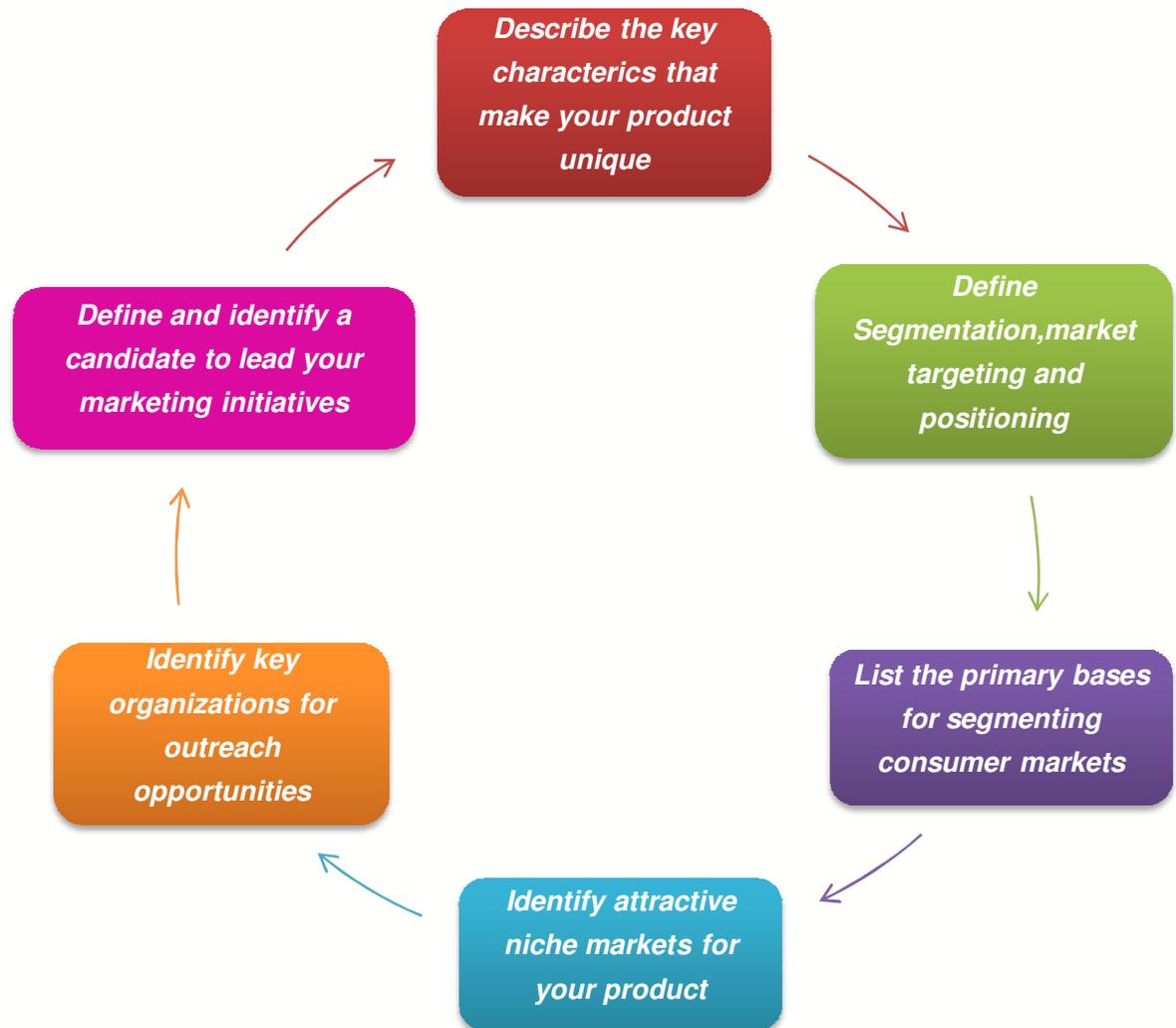
Background

Every company has to be equipped with marketing tools that help to identify the distinct characteristics that make their products unique. Through having the right components in your marketing campaign you will be able to identify and attract the right players to achieve financial success.

Module Objectives

Upon completion of this module you will be able to:

1. Describe key characteristics that make your product unique
2. Define market segmentation, targeting and positioning
3. List the primary bases for segmenting consumer markets
4. Identify attractive niche markets for your product
5. Identify key organizations for outreach opportunities
6. Define and identify a candidate to lead your marketing initiatives



The Players

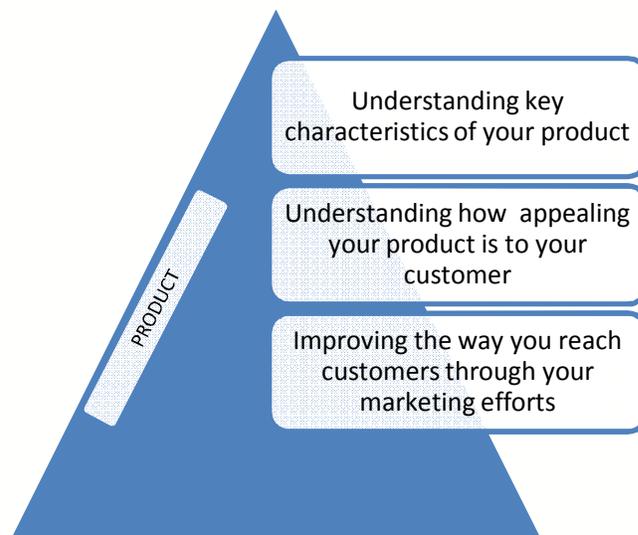
The term “PLAYERS” includes the following elements essential in achieving your marketing goals:

- Customers

- Internal Staff

- External Organizations

How do you identify and maximize the unique characteristics of your product?





Interactive Exercise

Describe and list the unique characteristics of your product.

Describe the customers you would match with your unique product.

Reaching Your Players – Targeting Your Customers!

Research is a key stage in the marketing process to ensure that you get your marketing message out to the right people. There are four key phases in the marketing process that will help you reach each of these players successfully.

Segmentation, Targeting, Niche Marketing and Positioning are key steps in your research process to achieve your marketing objectives. These steps ensure that the right product information matches the unique criteria of your customers creating the best opportunity for them to make the purchase decision. This module introduces a model of segmentation and positioning as part of the research process.

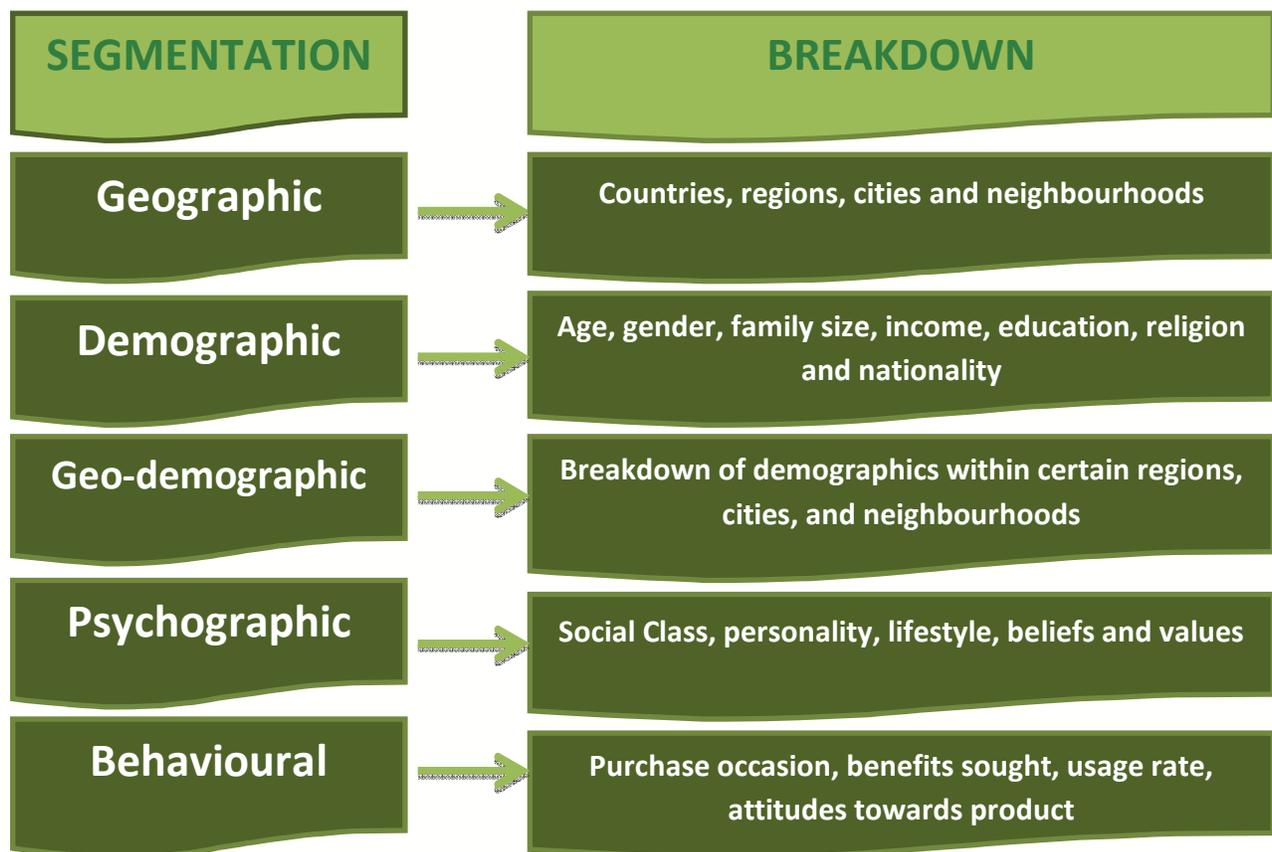


1. Segmentation is the division of customers into groups with common characteristics and marketing products specifically to that segment.

The purpose of segmenting a market is to group together consumers with similar characteristics. Since markets are made up of numerous consumer segments, with different needs, wants, spending power and locations the aim of segmentation is to fulfil your customers' needs in a way they value.



Key Approaches to Segmentation:



Interactive Exercise

Give examples of how you would segment your market to attract customers to your product:

SEGMENT	EXAMPLE
Geographic	
Demographic	
Psychographic	

Now that you have decided on segmentation group (profiles), the next step is Targeting.

2. Targeting (Target Marketing) is focusing on specific groups to build your customer base. **A target market is a group of customers to whom a business aims its**



marketing efforts, products and services. In targeting, you aim your marketing efforts at that group of customers whose needs and interests you have identified through your research as matching your product. With a well-defined target audience, it is easier to develop your marketing plan, implement your marketing campaign and achieve success in building your customer base.

Benefits of Targeting:

- Increase in your chances of making sales
- Ensure that you save time, effort and money

Use your past guests data to help determine characteristics of your primary (majority) and secondary (second largest group) target markets.

CRITERIA	CONSIDERATION
Frequency of visits	Length of stay How many times per year
Expenditure of visits	Total revenue per room Preferred room categories How far in advance people are booking
Purpose of visit	Why are people choosing your hotel? - Leisure - Business - Weddings - Events - Weekend getaway
Origin of visitor	Where are most of your guests coming from?

Complete the table below.

1. What do most of your past customers look like?
2. Has this customer segment worked for you?

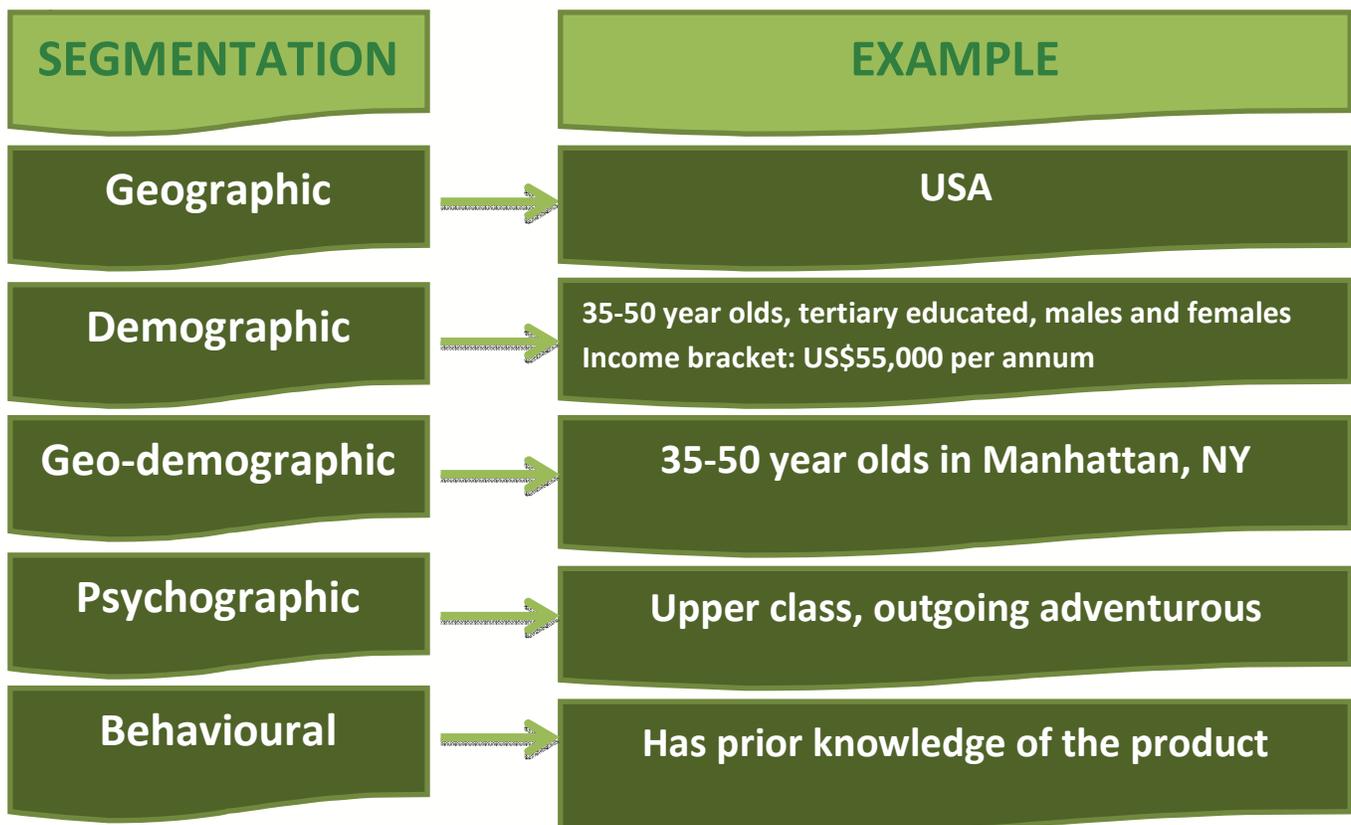
CRITERIA	MY RESULTS
Frequency of visits	1. 2. 3.
Expenditure per visit	1. 2. 3
Purpose of visit	1. 2. 3
Origin of visitor	Where are most of your guests coming from? 1. 2. 3.

In analyzing the above data to develop measures of segment attractiveness, it is necessary to consider the following:

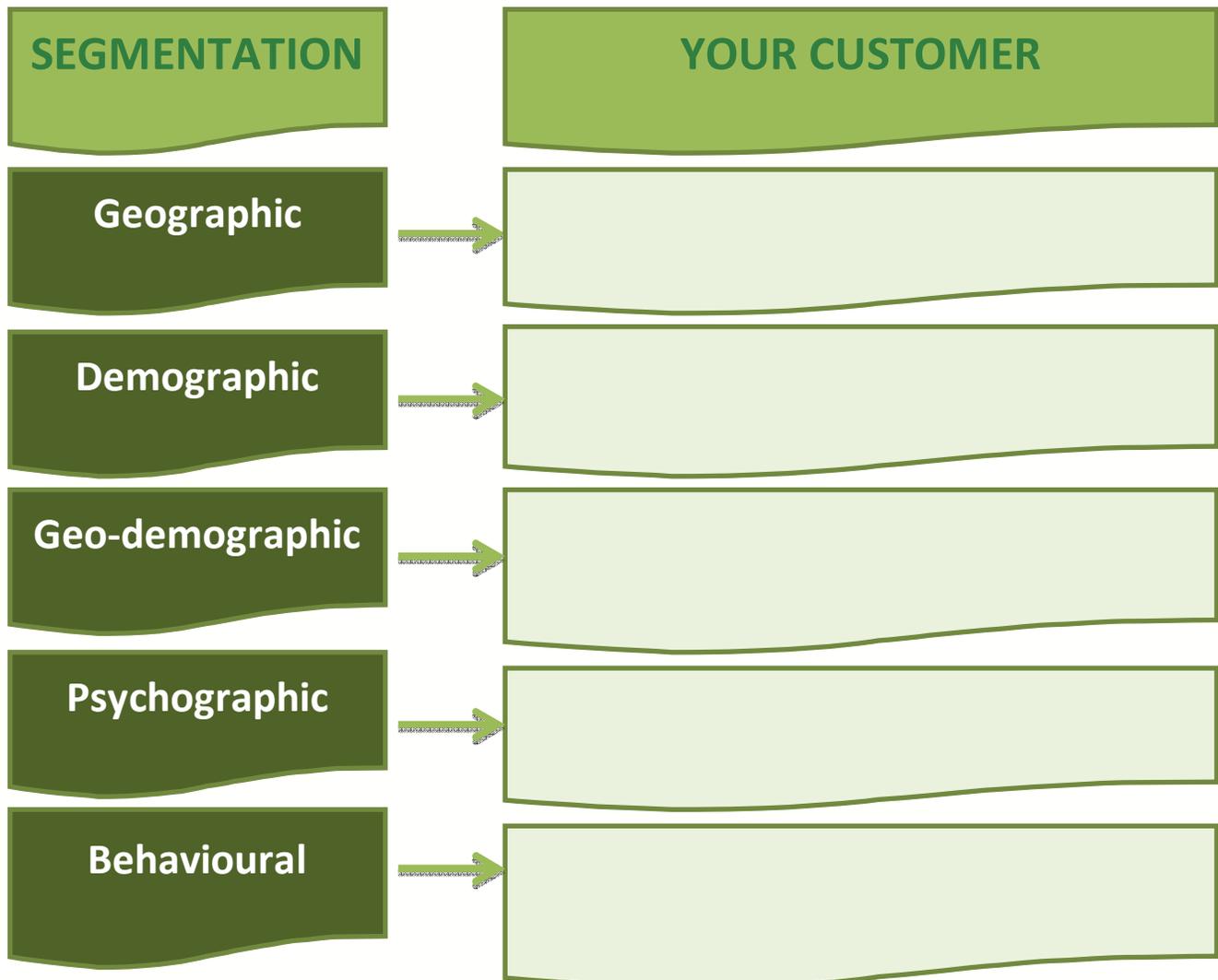
- a) How **Big** - Is the market large enough in terms of sales?
- b) How **Profitable** - What are the economic strengths, incomes in the segment)?
- c) How **Accessible** - Is there air access and are there language barriers to promotion?

In the following activity, you will develop a key customer profile by applying your actual customer list to the segmentation graph provided below. This exercise will enable you to arrive at a profile for your target market.

EXAMPLE:



Select the relevant target segments for your product from the groups in the chart and then fill in the table below to match your product.



3. Niche Marketing is concentrating significant marketing efforts on a narrowly defined group of customers based on a segment of the population.



“A first step in developing a niche market is to *identify competitors and gain feedback* from their customers about their *changing needs and perceptions.*”

Kotler and Keller



Niche marketing mainly deals with:

- Satisfying consumers' specific (distinct) needs
- Fulfilling their expectations
- Developing a focused approach with a predefined customer segment
- Providing a customized product-related marketing strategy

Small hotels can effectively use niche markets to compete in larger markets. All of these actions result in higher return on your investment.

Features of niche marketing

- The customers in the niche have a distinct set of needs
- They will pay a premium to the company that best satisfies their needs
- The niche is not likely to attract other competitors
- The niche can deliver economic benefit through specialization
- The niche has size, profit and growth potential (See Asa Wright Nature Center)

Differences between traditional and niche marketing:

	Traditional Marketing	Niche Marketing
Appeal to customer	Mass market appeal	Segment specific appeal
Objectives	It is an organized function and process for delivering value to customers while benefiting organizational stakeholders.	Satisfying consumer's needs and meeting their expectations acts as the major driving force.
Role of Price	Price acts as a major tool for dealing with competition and increasing market share.	Price does not act as a major constraint.
Role of Information	Information obtained about the basic needs and values of <u>the largest market segments</u> is used to develop and implement the broad marketing plan.	Information obtained about <u>specific, targeted, market segments</u> is used to develop and implement an appropriate marketing plan to reach the market niche.

Overall Niche Marketing offers Customized Service:

Beyond selling your product to a focused group of customers, niche marketing includes receiving feedback from the customers who are the heavy users of your products and in turn using that feedback to enhance your product.

Examples of Mass Marketing and Niche Marketing

- **Procter & Gamble**

The Procter & Gamble Co. Sells 11 brands of detergent world-wide.²

The Procter & Gamble Co. sells 7 different brands of Tide detergent

- **Asa Wright Nature Center, Arima, Trinidad**³

The Asa Wright Nature Center began catering to one specific market and has now diversified into marketing to several groups within their primary brand.

Eco Tourism--Niche Marketing Groups

Bird Watchers

Eco Tourism

Environmental Conservation

Artists for Conservation

Positioning, the final stage in the segmentation process, is **creating the image of the product in the customers mind based on its various attributes.**

Successful product positioning must:

- Differentiate your product from your competitors
- Address important customer buying habits
- Articulate key product characteristics
- Better meet the needs of your target market

² See appendix for Procter & Gamble Case Study Reference

³ See attached handout

Data derived from the previous segmentation activity (reviewing your past guest list) will allow you to see your product position more clearly and help determine whether you wish to continue to refine and target this past primary customer profile into your ongoing marketing efforts.

Outreach

While it is important to understand who your customers are and how you reach them, your marketing program should also include forming synergies with appropriate organizations/individuals through memberships, partnerships and collaborations, all of which can have the following benefits:

- Pooling resources to achieve common purpose
- Leveraging your marketing expenditures
- Maximizing your effectiveness



Examples of potential membership, partnership, and collaborative opportunities are:

Memberships (Aligning Products/Service)	Partnerships (Complementing your business)	Collaborations (Achieve common purpose)
Local Hotel Associations	Local Restaurants	Company/Company
Local Chamber of Commerce	Tour Operators	Company/NGO
Caribbean Tourism Organization	Communities	Multi-Industry
Caribbean Hotel and Tourism Association	Online Travel Agents	Single-Industry

 List possible benefits for each example:

Memberships	
Local Hotel Associations	
Local Chamber of Commerce	
Caribbean Tourism Organization	
Caribbean Hotel and Tourism Association	
Partnerships	
Local Restaurants	
Tour Operators	
Communities	
Online Travel Agents	
Collaboration	
Company/Company	
Company/NGO	
Multi-Industry	
Single-Industry	



Who are you aligned with at present?

Memberships (Aligning Products/Service)	Partnerships (Complementing your business)	Collaborations (Achieve common purpose)



What other alignment opportunities are available in addition to examples given?

Memberships (Aligning Products/Service)	Partnerships (Complementing your business)	Collaborations (Achieve common purpose)

Staffing: Having the right person in the right role

Both your internal staff and external players are important in attracting the right customers, continually improving and achieving financial success. For small hotels, having the right persons in the right roles includes frontline and marketing staff.

- Frontline staff: All positions that interact directly with your customers and can WOW customers each time with excellent service.
- Frontline staff includes (but is not limited to) front desk, bartenders, and waitresses.



List the Frontline positions you have within your organization:

Frontline Staff can shine using “soft skills” in delivering customer service. Key “Soft Skills” include:⁴

Confidence	The confidence to make eye contact and strike up a conversation with strangers is absolutely essential.
Professional appearance	Company uniform, crisp appearance; good grooming
Innate friendliness	Customers don’t want to deal with front line staff who have to force themselves to be pleasant and nice.
Flexibility	When dealing with the public, things can go wrong. You have to be flexible enough to roll with the punches and think outside the box sometimes.
Ability to multitask	Front line staff have to juggle customers, their questions and needs, and at the same time attend to their other store duties.
Patience:	Dealing with people means that you will have to take the good with the bad. The patience to deal with all types of customers is vital.
Articulate	Front line staff must be conversational and have the ability to formulate answers and provide information when asked.
Respectful	The customer might not always be right, but she is always the customer. Customers must be treated with respect, even in the most challenging situations.
Proactive	It’s never a good idea to wait until a customer is stressed or agitated before offering assistance. Being one step ahead to gauge when someone needs help is the best way to minimize a brewing situation.
Positivity	The ability to smile in the face of a long and possibly chaotic day can make a world of difference to customers.
Empathy	Being able to look at a situation through the eyes of a customer is an extremely valuable skill that can enable you to provide the highest degree of service.

“Hard Skills” are also essential when contracting the right people in the right position.

⁴ Frontline Staff full report available at <http://www.retailcustomerexperience.com/>



Consider the persons you have in Frontline positions, are they well suited?

Lead Marketing Staff should have the skills to effectively carry out the following key functions:

- Market Research
- Develop your marketing Plan
- Execute your marketing plan
- Evaluate/Assess your marketing plan

Your lead marketing staffer should have a combination of hard and soft skills



Who is leading your marketing initiatives within your property and why?



What skills do they possess?

HARD SKILLS	SOFT SKILLS

The attributes of an ideal candidate



Looking at the above skill set, is your lead marketing staff adequately suited for the role?



Identify any gaps/weaknesses demonstrated by your staffer in comparison to the ideal candidate:



Describe what training may be necessary:

Should you re-assign the individual or outsource the work? During assessment, ensure to consider the following:

- a. What training can you provide?
- b. Skill sets among your staff (Computer skills, research capabilities etc.)
- c. Commitment/passion
- d. Business needs
- e. Your budget

Key Review Points

- The right marketing tools can help you identify the distinct characteristics that make your product unique
- Segmentation, Targeting, Niche Marketing and Positioning are vital to the success of achieving your marketing objectives
- Outreaching and networking are key components to leverage your business, learn from others in the business and maximise your effectiveness
- Getting the right people in the right roles is necessary for your marketing efforts to be truly effective

Doing it Right – How to Market your Products



"Define your market as accurately as possible so you have a deeper understanding of exactly *who you're selling to.*"

Tamara Monosoff



Background

Micro, Small and medium sized business owners have more options today for how to market their products and services than ever before. Although this creates great opportunity for small businesses it can possibly be confusing as well. In a competitive climate such as tourism, marketing effectively is critical.

After a hotel owner understands what marketing is, why it is important and who are they are marketing to, it's time to decide on what methods of marketing can be used to effectively implement the plan.

Module Objectives

In a world that is cluttered with ads, websites and other marketing paraphernalia, this module aims to help define and explain some of the marketing options that are available, how they work and how to implement them.

Upon completion of this module you will be able to define and/or implement your:

Product Life Cycle

1. Identify what your products are from the customer's perspective
2. Categorize products

Phases of the Marketing Process

1. Recognize and appreciate the importance of an effective marketing plan
2. Identify the necessary tools for each phase of the marketing strategies

The 7 P's of Marketing – The How To

1. Ability to consistently manage the relationship among the 7 marketing elements
2. Understand the marketing mix

Promotional Mix

1. Distinguish between the various elements of the mix

Social Media

1. Effectively use of social media as a marketing tool
2. Become aware of the various social media available
3. Integrate social media into marketing activities

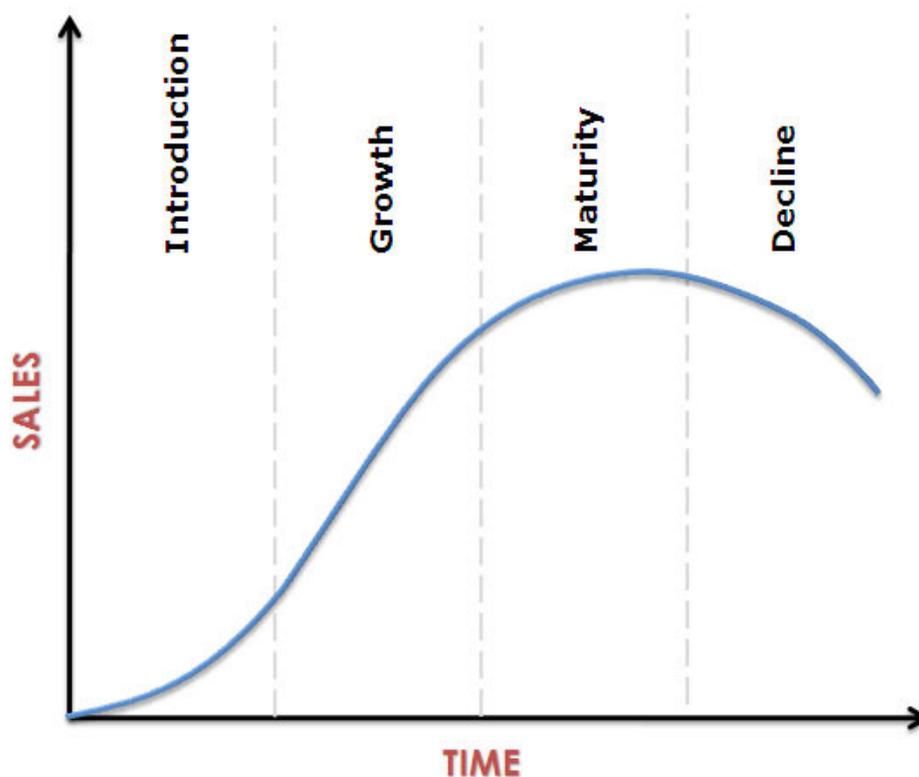
Branding

1. Understand the elements of branding
2. Apply the elements to the branding strategy of their own organization
3. Understand how branding affects their ability to generate revenue

The Product Life Cycle

The Product life cycle is a business study or analysis that attempts to identify a set of common stages in the life of commercial products, for example, introduction, promotion, growth, maturity and decline. Every business owner must be aware of these four cycle areas in order to easily identify what stage of the cycle their business is in and what marketing strategies need to be adopted at each particular stage.

THE PRODUCT LIFE CYCLE MODEL



PRODUCT LIFE CYCLE

Introduction

- a) Advertisements and publicity of the product offering may be given to stimulate guests to try out your product
- b) Attractive gifts can be presented to guests as an 'intro offer'
- c) Attractive discounts may be offered to tour operators
- d) A higher price of product offering to earn more profit during the initial stages

Growth

- a) Advertise product offering heavily to stimulate sales
- b) Strengthen the channels of distribution [tour operators] so that the product is easily available [websites, social networks etc]
- c) Create a brand image of your product offering through promotional activities
- d) Establish competitive prices
- e) Greater emphasis should be placed on customer service

Maturity

- a) Differentiate your product offering from your competition and more emphasis should be placed on brand image
- b) Implement appropriate packaging
- c) Develop new markets
- d) Develop new product niches

Decline

- a) Select the best type of promotion for your product offering. Wasteful advertising should be avoided
- b) Economical packaging should be introduced to revive the product offering

Swot Analysis

A (SWOT) is a structured planning method used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project or in a business venture. This form of analysis can be used to measure internal and external techniques, resulting in a comprehensive overview of everything that may affect the hotel positively or negatively.

It is imperative to find out the strengths of the hotel as well as what might cause the hotel to be weak. The characteristics that can be described as opportunities from which the hotel can grow also need to be included. Finally an investigation into characteristics that can be potentially be threats.

To gather successful and informative data from the SWOT a business must identify Key Business Requirements (KBR's) and measure the Strengths, Weaknesses, Opportunities and Threats against the KBR's.

Introduction

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Strengths - Describe positive attributes, tangible and intangible that are internal to your establishment. These suggest things that are within your control.

Consider:

- What do I do well?
- What resources do I have?
- What advantages do I have over my competitors?

Weaknesses - Are factors that detract from your ability to obtain or maintain a competitive edge. Again these are factors that are under your control but for a variety of reasons are in need of improvement to effectively accomplish your marketing objective.

Consider:

- Which areas do I need to improve upon?
- Do I have a lack of expertise in the field of marketing
- Do I have limited resources that restrict my ability to market my product?
- Is there a lack of access to the relevant skills or technology in my country or region?
- Do I offer an inferior service offering
- Does the location of my property negatively impact meeting customers' needs?

Opportunities - Assess the external attractive factors that represent the reason for your establishment to exist and prosper. Opportunities may be the result of market growth, lifestyle changes of your existing and potential target market, positive market perceptions about your business, or the ability to offer greater value that will create a demand for your products and services. These factors are external to your business.

Consider:

- What opportunities exist in your market from which you can benefit?

Threats -are factors beyond your control that could place your marketing strategy at risk. They are also external and you may benefit by having contingency plans to address them if they should occur. These factors could be existing or potential competition, intolerable price increase by suppliers, government regulations, economic downturns, devastating media or press coverage of your business or destination, a shift in consumer behaviour [guests/visitors suffering from destination fatigue].

Consider:

- What situations might threaten your marketing efforts?

It is advisable to classify your threats according to the seriousness and probability of occurrence.

Key Take Away

Use the information presented during your SWOT analysis to fill in the empty box above to identify the Strengths, Weaknesses, Opportunities and Threats of your business.

Interactive Exercise – Kalypso Bay Resort

Based on the information presented, conduct a SWOT analysis on Kalypso Bay Resort and suggest five recommendations that KBR's management can adopt in order to effectively market their product offering.



Re-launching an eco-boutique resort

PROBLEM:

Kalypso Bay Resort is a 28-room eco-boutique resort on Bavaria Island. After nine years of development, the resort opened in 2009 with modest marketing or PR support. Problems included:

- No clear positioning
- A low-traffic website with few visitors
- An inconsistent Facebook Fan Page
- Sporadic PR support
- Few TripAdvisor reviews
- No business listing

The biggest problem: both occupancy and revenue were growing slower than owner expectations.

Implication:

The resort needed to boost occupancy by creating more awareness among prospects and build relationships with past guests to encourage word-of-mouth marketing. DB&A, an external PR firm was hired in November 2011 to launch an integrated customer relationship marketing campaign.

Target audience:

Bavaria Island is a difficult island to access, with no direct flights outside of the Caribbean. The type of consumer who visits Bavaria Island differs from the traditional sun, sea and sand Caribbean vacationer.

Visitors tend to be more eco-conscious, wellness/healthy travellers, and/or active who enjoy the outdoors. As an eco-boutique resort, Kalypso Bay Resort targets more affluent consumers with these qualities.

Due to the strong ecological nature of Bavaria Island and Kalypso Bay Resort, the resort attracts a significant number of visitors from beyond the prime Caribbean gateways.

Rationale:

DB&A developed a comprehensive integrated customer relationship marketing program for Kalypso Bay Resort, which began almost immediately. The program included the following:

- **Positioning and Tagline** – The first step was to create a benefit-oriented positioning and tagline, which would be reinforced in all communications. After speaking with past guests and conducting an evaluation with the resort, DB&A positioned Kalypso Bay Resort as an eco-boutique and wellness retreat.

The tagline "Nature's Garden" plays off the unsurpassed natural beauty of the resort and destination, as well as the positive feeling guests get from eating healthy, being active and relaxing. The Nature also highlights the incredible guest experience of watching sperm whales and dolphins migrate on the resort's protected black sand beach.

- **Website** – The next step was to develop a new, search engine optimized website with large photos to entice visitors (launched in December 2011). The website established Kalypso Bay Resort's online visibility and thus, part of the initial research phase for travellers.

To achieve Search Engine Optimization (SEO) and website visits, a pay-per-click campaign was launched. All marketing, advertising and PR efforts were designed to drive traffic to the website and encourage visitors to call, or to conveniently book immediately online.

- **Sales** —To help boost sales DB&A accompanied management and owners to CHTA Marketplace helping to negotiate contracts with wholesalers, tour operators and online travel agencies (OTAs).
- **TripAdvisor** – The next critical item was online reviews. DB&A developed a custom-tailored TripAdvisor strategy to increase reviews and prominence on the site. A Business listing was also secured.
- **eNewsletter** – To build relationships with past guests and prospects, DB&A developed a bi-monthly eNewsletter focused on news, wellness programs and special offers.
- **Social Media** – Relationships were strengthened with regular interaction on the Facebook page, Google+ page and blog, all managed by DB&A.
- **Travel Agents** – To reach travel agents, DB&A targeted trade publications with Familiarization (FAM) rate announcements, created a travel agent page on the website, and distributed emails via a national travel agent database.
- **Database** – As a fairly new resort, generating awareness among prospects is key to the strategy and several tactics were used. To build the database, DB&A created a prominent newsletter sign up on the website and created a system at the resort to better capture guest email addresses. It also redesigned the registration card and worked with the resort on training staff to accurately capture contact information, confirm it upon checkout and build a database.
- **Public Relations** – A proactive PR campaign was launched using press releases, pitching journalists and most importantly, hosting individual press trips for writers with online and print publications to experience the product first-hand for feature article coverage.
- **Barter Advertising** – DB&A negotiated numerous barter arrangements and cost-effective opportunities for print advertisements in targeted publications.

Results:

In the first ten months of the integrated marketing program, Kalypso Bay Resort has achieved the following results:

- Monthly website traffic more than tripled
- The resort has been mentioned in more than 80 online and a dozen print publications
- Facebook fans and engagement significantly increased
- Room revenue more than doubled vs. the previous year.

Kalypso Bay Resort is on pace to increase occupancy and revenue by a factor of 2.5% in 2011 compared to 2010.

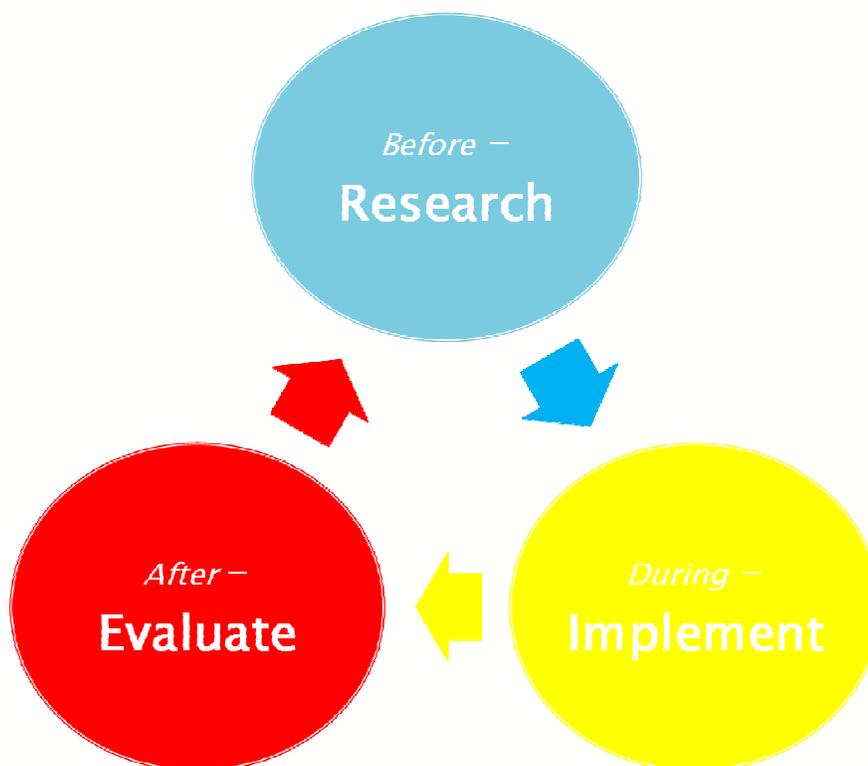
Phases of the Marketing Process

The strategic marketing process consists of three phases: planning, implementation and evaluation. Once this process is implemented in the right way it ensures the success of a company's marketing strategy.

Research – Gathering information on the various marketing components used for the establishment.

Implement – Weeding out what doesn't work and utilizing what does.

Evaluate – Continuously monitor and evaluate the results from your marketing efforts.



The 7 P's of Marketing

In module two you were introduced to the concept of the 7 P's of Marketing. In this module you will learn exactly where it sits in the entire scheme of the marketing strategy and how important it is to making your marketing efforts successful.



- 1. Place** is in regards to distribution, location and methods of getting the product to the customer. This includes the location of your business, shop front, distributors, logistics and the potential use of the internet to sell products directly to consumers.
- 2. Price** concerns the amount of money that customers must pay in order to purchase your products. There are a number of considerations in relation to price including price setting, discounting, credit and cash purchases as well as credit collection. Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. The remaining 3p's are the variable cost for the organization. **It costs to produce and design a product; it costs to distribute a product and costs to promote it.**
- 3. Promotion** refers to the act of communicating the benefits and value of your product to consumers. It then involves persuading general consumers to become customers of your business using methods such as advertising, direct marketing and personal selling.
- 4. People** are an essential ingredient in service provision; recruiting and training the right staff is required to create a competitive advantage. Customers make judgments about service provision and delivery based on the people representing your organization. This is because people are one of the few elements of the service that customers can see and interact with.
- 5. Process** looks at the systems used to deliver the service. The behavior of those who deliver the service is crucial to customer satisfaction.

- 6. Physical Environment** is about where the service is being delivered from. This element of the marketing mix will distinguish a company from its competitors. Physical environment can be used to charge a premium price for a service and establish a positive experience. For example all hotels provide a bed to sleep on but one of the things affecting the price charged, is the condition of the room (physical evidence) holding the bed. Customers will make judgments about the organization based on the physical evidence. For example if you walk into a restaurant you expect a clean and friendly environment, if the restaurant is smelly or dirty, customers are likely to walk out. This is before they have even received the service.
- 7. Product** are the goods and services that your business provides for sale so you should consider quality, design, features, packaging, customer service and any subsequent after-sales service.

Key Take Away

Assess your management of the 7 P's and develop a strategy for improvement for each principle.

Promotional Mix?

The promotional mix is the total marketing communications programme of a business. There are several components that make up the promotional mix.



Five Finger Story

Advertising is any paid form of non-personal communication of ideas or products in the “prime media” e.g. television, newspapers, billboards, cinema etc.

Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”⁵

“Using the news or business press to carry positive stories about your company or your products; cultivating a good relationship with local press representatives.”⁶

⁵ Public Relations Society of America

⁶ Anonymous

Direct Marketing is a channel free approach to distribution and/or marketing communications. So a company may have a strategy of dealing with its customers 'directly, There are no channel intermediaries i.e. distributors, retailers or wholesalers. Therefore - 'direct' in the sense that the deal is done directly between the hotelier and the customer.

Personal Selling involves oral communication with potential buyers of a product/service with the intention of making a sale. The personal selling may focus initially on developing a relationship with the potential buyer but will always ultimately end with an attempt to 'close the sale.'

Sales Promotion is the provision of incentives to the consumer or to the distribution channel to stimulate demand for a product/service.

Discussion Exercise

In your groups discuss and note the advantages and disadvantages of each promotional mix elements.

PROMOTIONAL MIX ELEMENT	ADVANTAGES	DISADVANTAGES
Advertising <ul style="list-style-type: none"> • Radio • Television • Print Advertising • Guerrilla Advertising • Broadcast Advertising • Outdoor Advertising • Public Service/Community Calendar Advertising • Product placement advertising • Cell phone & Mobile Advertising • Online/Digital Advertising 		

PROMOTIONAL MIX ELEMENT	ADVANTAGES	DISADVANTAGES
Public Relations <ul style="list-style-type: none"> • Attendance at Public Events • Sponsorship • Press Conferences • Press Meetings • Press Release • Newsletters • Blogging • Social Media Marketing • Papers & Speeches 		

PROMOTIONAL MIX ELEMENT	ADVANTAGES	DISADVANTAGES
Direct Marketing <ul style="list-style-type: none"> • Direct Mail • Telemarketing • Email Marketing • Text (SMS-short message) marketing • Leaflet marketing using letterbox drops and handout • Social Media marketing • Direct Selling 		

PROMOTIONAL MIX ELEMENT	ADVANTAGES	DISADVANTAGES
Personal Selling <ul style="list-style-type: none"> • Sales Calls • Telephone Calls • Internal Selling • Entertaining • Retail selling • Field Selling • Inside Selling • Point-of-sale merchandising 		

PROMOTIONAL MIX ELEMENT	ADVANTAGES	DISADVANTAGES
Sales Promotion <ul style="list-style-type: none"> • Free Samples • Coupons and Discounts • Mystery Rewards • Money Back Offers • Branded Pens and Magnets • Coupons • Rebates • Premiums • Loyal Marketing • Contests & Sweepstakes • Sampling • Point-of-Purchase Promotions • Online Sales Promotion 		

Branding

Branding forms an integral part of a company’s marketing plan as it allows customers to identify and associate with a company based on the image portrayed or brand association that customers have developed. How then is a brand perception formed?

“Customers define themselves through brands they use. The branded clothes they wear, the cars they drive, the drinks they consume, university they attended, favourite spots to hang out and so on.”⁷

A brand is, “The name associated with products or services that conveys a specific perception related to the needs of consumers.”⁸

Perception is more important than reality. How your brand is perceived can be more important than what you sell.

Branding strategies include:

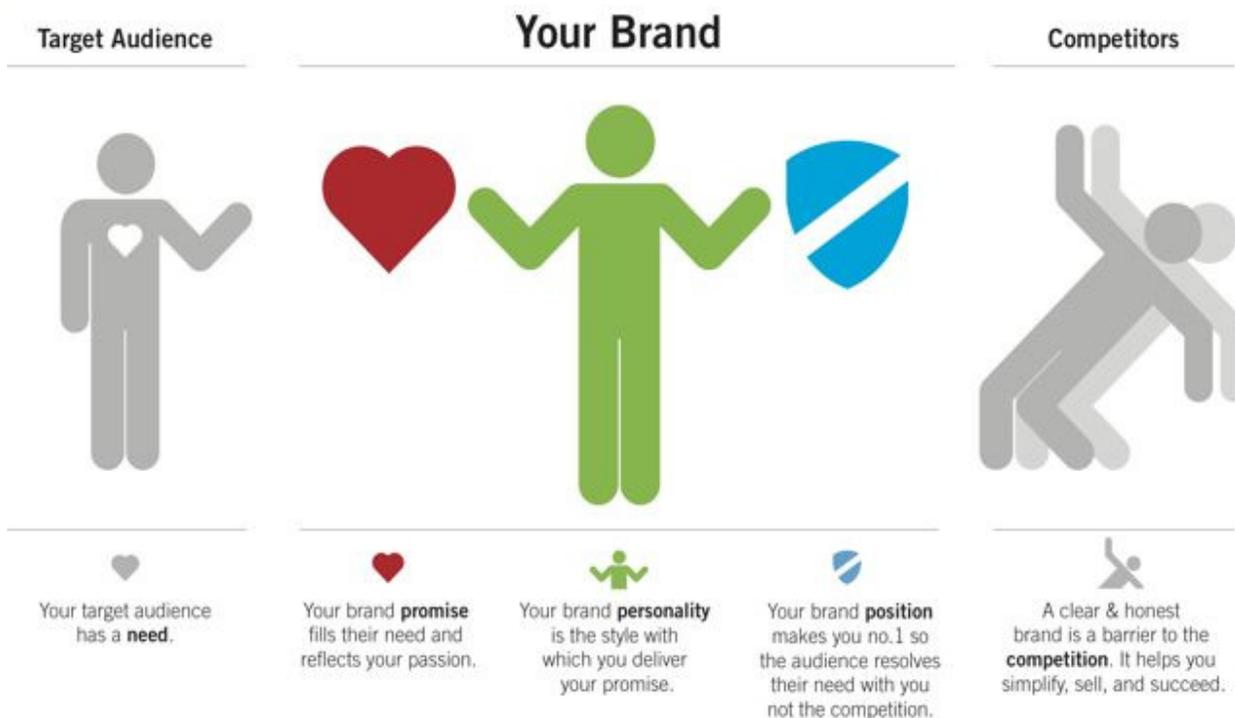
Emotional Branding

Cultural Branding

⁷ Nyimpini Mabunda – Head of Portfolio at Brandhouse Beverages

⁸ Ronald A. Nykiel, B.A., M.A., Ph.D., CHA, CHE

Viral Branding



When creating a brand for your company the questions that should be considered are:

- Is my brand relevant to my business?
- Is my brand supporting sales?
- Is my brand unique?



 What services do these brands represent?

Interactive Exercise

In your groups identify the branding strategies that are evident in the following advertisement.



Social Media



Social Media can be used more effectively in marketing with the correct approach and understanding of the various social media networks. Social media can be very cost effective, easy to implement and IS NOT RESERVED for neither large properties nor highly technical individuals.

What is Social Media?

- Media for social interaction
- Use of technology to turn communication into interactive dialogue

2 Ways you can Integrate Social Media into your Marketing Efforts

1 Build Credibility through your service and get your customers to promote you to others.



jim h
London, United Kingdom

Reviewer

★ 4 reviews

🌐 Reviews in 2 cities

👍 2 helpful votes

“You will never find friendlier staff”

★★★★☆ Reviewed May 17, 2013

The staff at the Bay Gardens are some of the friendliest people I have met anywhere. I was booked in for 2 weeks with Ramblers from 2nd to 16th May 2013 which coincided with the St Lucia Jazz festival. The hotel gardens and pool were virtually mine for most of the time even though the hotel was busy during the main weekend of the festival. Great beach at the Bay Gardens Beach resort with all the water sports. The only problem we had was that the resident rep from Ramblers was unavailable for personal reasons and they sent a real Numpty called John in her place. The St Lucian coach driver Lincoln could have done a far better job without taking the idiot out of the village.

Room Tip: I was in 150, no complaints except TV had some annoying test signals at the bottom of the screen, bu...

[See more room tips](#)

Stayed May 2013, traveled with friends

★★★★☆ Value	★★★★☆ Rooms
★★★★☆ Location	★★★★☆ Cleanliness
★★★★☆ Sleep Quality	★★★★☆ Service

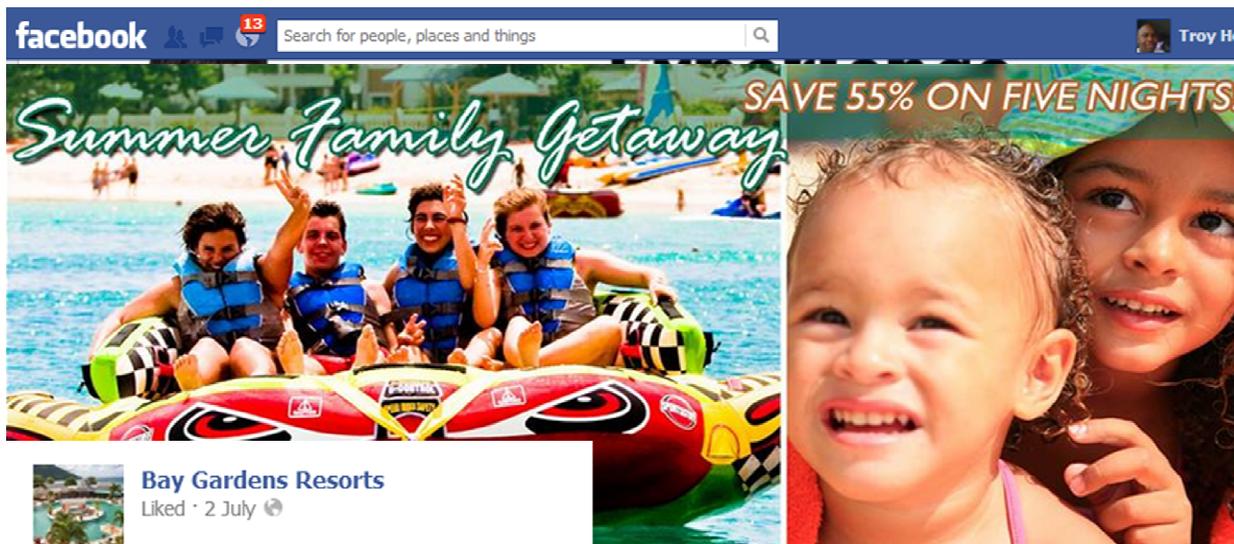
Was this review helpful? Yes 2 [Problem with this review?](#)

[See 2 more reviews by jim h for Gros Islet](#)

“You will never find friendlier staff”

★★★★☆ Reviewed May 17, 2013

2 Online Promotions can help you to attract more people (traffic) to your site. This way you can measure how effective your market efforts have been.



DETAILS HERE: <http://www.baygardensresorts.com/promotion/summer-family-getaway>

3 Social Media Platforms Every Hotel should Consider

		
<p>200 million unique monthly visitors</p>	<p>Over 1 Billion Users</p>	<p>Over 500 Million Users</p>
<p>direct commission-free reservations</p>		

3 Main Personality Types of Social Media for Business

- ✓ 1) INFORMER
- ✓ 2) CONNECTOR
- ✓ 3) MOTIVATOR



Identify your ideal social media personality to use on selected social media networks.

Using just 3 describing words, answer each question below.

1) How do you **see** yourself?

2) How do you **think** others see you?

3) How do you **want** others see you?

Commit to actively using a minimum of one social media network to market your property.

Discussion Exercise

Would you like to know more about your guests and how they feel about your property?

- Review reports of existing hotel data.
- Discuss findings and identify the elements that are specific to your property.
- Start to build your monitoring system using the guidelines provided below.

Monitoring System Guidelines

Develop a systematic monitoring and evaluation plan including:

- Number of sales / advance bookings
- Sales response to particular activity
- Customer awareness of advertising messages
- Sales response to any price changes
- Customer satisfaction with your product quality as measured by questionnaires or other methods
- Customer origin to identify new and emerging markets

Appendices

- i. Marketing Action Plan
- ii. Bibliography
- iii. References
- iv. Glossary

MARKETING PLAN

Business planning requires that you have a vision of where you would like your business to be in at least the short to medium terms.

- How your business gets from where you are today to where you want it to be
- How will you know when you actually get there?
- Do you have a strategic plan, and do you review it regularly?

Elements	Description	
Company - About/Background	A synopsis of a business' capabilities and opportunities within the market in helping businesses meet customers' needs, the industry and general economy that your business is operating in. Trends, characteristics, etc. may be noted.	
Logo		
Document Name	Marketing Plan	
Vision:	Vision is informed, shared, competitive and enabling. Articulation of the nature of the marketing of the business / intentions for the <i>future</i> , based on how the business environment is believed to unfold.	
Goals/objectives: <ul style="list-style-type: none"> • Financial • Non-financial 	Specifically what you want this marketing plan to accomplish. These goals set by your business for promoting its products or services to potential customers achievable within a specific time frame.	

MARKETING PLAN

Elements	Description	
The Market:	<p>People or businesses that may be willing to pay for your products/services.</p> <p>Target market profiling may help you make critical marketing and management decisions – cash flow projections, recognizing how many people are willing to purchase.</p>	<p><u>Customer Demographics:</u> Age Range _____ Income Range _____ Gender _____ _____ Marital Status _____ _____ Dependants _____ _____ Occupation _____ _____ Location _____ _____ Average purchase value (\$) _____ Frequency of purchase _____</p> <p><u>Customer Psychographics:</u> Lifestyle Description _____ What need in their lifestyle does your product fill? _____</p> <hr/> <p>What are the major influencers on their choice to purchase? _____ Are there any demographic or market shifts occurring? Is this market declining, growing or steady? _____</p> <p>What is the size of this target market? _____</p> <p>How much of this market can you capture in 6 months? ____% How much of this market can you capture in 5 years? ____% Are there any secondary target markets that will have a need filled by your product or service? ____ If yes, what are the characteristics of that target market? _____</p>
Products/services detail:	<p>The features and benefits of the product/service offering, defining the product function- how it will be used, what is the new feature that it brings to the market, etc.</p> <p>A clear and concise description of your product/service offering, stressing the unique differentiating areas - noting the advantages over the competition.</p>	<p>Product/ service's unique features: _____</p> <p>Value added features to the customer/guest: _____</p> <p>Complimentary products/services that your product/service is dependent on: _____</p> <p>Your product/service positioning against the competition: _____</p> <p>What you doing differently from what is currently on the market: _____</p> <p>How is your product/service or a similar product/service performing in the market? _____</p> <p>Further descriptions of the product/service (include photos, specifications, diagrams, complimentary features to related products/services, functionality description, design components, etc.) _____</p>

MARKETING PLAN						
Elements	Description					
<ul style="list-style-type: none"> Anticipated demand 	<p>A down-the-road look is needed to determine future purchasing decisions and season etc in the market</p>					
<ul style="list-style-type: none"> Pricing structure 	<p>A pricing structure depend on the type of product you are selling and the type of market in which you operate.</p> <p>How the fee charged for the product/service is derived - based on your costs, competition, and customers' perception of value for your product or service, etc</p> <p>An effective pricing strategy will help you:</p> <ul style="list-style-type: none"> — meet your profit objectives — meet or beat your competitors' prices — retain or increase your market share — match the image or reputation of your business, product or service — match your offer to market demand <p>— The pricing strategy should provide a desired profit level, and should be consistent with the positioning of the product/service in the market.</p> <p>— Pricing should reflect supply and demand relationship.</p> <p>— Pricing a product too high or too low could mean a loss of sales for the organisation.</p> <p>Pricing should take into account the following factors:</p> <ul style="list-style-type: none"> — Fixed and variable costs. — Competition — Company objectives — Proposed positioning strategies. — Target group and willingness to pay. <p>Your company may adopt a number of pricing strategies based on the objective's set.</p>	<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">Pricing a Product/ Service</td> </tr> <tr> <td>Labor ____</td> </tr> <tr> <td>Overhead ____</td> </tr> <tr> <td>Materials ____</td> </tr> </table> <p>The pricing structure</p> <p>Some common price modifiers include:</p> <ul style="list-style-type: none"> • Quantity discount – an incentive to buy more. • Settlement discount – an incentive to pay quickly. • Promotional discount – a discount for a specific period of time. • Seasonal discount – an incentive to clear seasonally sensitive stock. • Cash rebate – an after-sale incentive linked to a specified target. • Ranging allowance – paid to a reseller in return for them stocking your product. • Promotional allowance – for participation in a promotional campaign. • Delivery fee – an amount you charge for delivering the product. 	Pricing a Product/ Service	Labor ____	Overhead ____	Materials ____
Pricing a Product/ Service						
Labor ____						
Overhead ____						
Materials ____						
<ul style="list-style-type: none"> Value to customers 	<p>How important is value to the customer? Will the price reflect the perceived value of the product?</p>					

MARKETING PLAN										
Elements	Description									
<ul style="list-style-type: none"> Growth potential 	The expected volume of business increase expected to be achieved following the relevant strategic marketing programs\activities. This may be indicated by key factors such as an increase in customers/a general trend of sales volume increasing - the positives or gains and not necessarily the potential of a market shrinking or failing.									
SWOT Analysis	Applies to the principles of the techniques used towards a comprehensive overview of everything within the internal and external environment that might affect the establishment. These are the strengths, weaknesses, opportunities and threats.	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Strengths<i>(internal)</i></td> <td style="width: 50%;">Weaknesses<i>(internal)</i></td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Opportunities<i>(external)</i></td> <td>Threats<i>(external)</i></td> </tr> <tr> <td> </td> <td> </td> </tr> </table>	Strengths <i>(internal)</i>	Weaknesses <i>(internal)</i>	 	 	Opportunities <i>(external)</i>	Threats <i>(external)</i>	 	
Strengths <i>(internal)</i>	Weaknesses <i>(internal)</i>									
Opportunities <i>(external)</i>	Threats <i>(external)</i>									
Sales/marketing personnel	Identifying resource persons who in some way positively impact the customer relationships									
Marketing budget	Financial resources allocated for sales and marketing initiatives directly/indirectly									
Supporting Documentation	Use this section of the marketing plan to reference and attach documents supporting the claims or assumptions made within the marketing plan.									
Evaluation and monitoring strategies	To ensure ongoing improvement it's critical to test and measure the results of your marketing activities. Whatever method or technology you choose to use - formal methods of evaluation and monitoring will help you to understand the effectiveness of your marketing and return on investment.									

MARKETING PLAN

Elements	Description	
Marketing Mix	<p>The elements that make up your market positioning are influenced by the following:</p> <ul style="list-style-type: none"> • Market Leader vs. Follower • Price vs. Quality • Innovator vs. Adaptor • Customer vs. Product • International vs. Domestic • Private Sector vs. Government 	
Marketing Strategy	<p>An effective marketing strategy will help you to define the overall direction for your marketing program. It will also detail how you are going to bring your products and services to market in ways that will satisfy customers.</p>	

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Glossary

A

Action Plan Detailed steps taken by an individual, unit, department or a team to achieve long or short-term objectives

Advertising is all paid, non-personal communications including television, radio, print, outdoor, and the Internet.

B

Bottom Line A colloquial term meaning "profits"

Brand is an identity that distinguishes one company, product, or service from another by communicating the benefits.

Brand Image The feelings, moods, emotions and connotations evoked by a brand.

Business Plan A blueprint for growing a company, containing a definition of the company's mission, identified opportunities, objectives, strategies and action plans.

C

Competitors Companies vying for customers in the same market.

Consumer The end user of the product or service.

Customer usually meaning the purchaser, organization, or consumer after the sale is made, before the sale was known as a prospect

Customer Retention is the tendency to keep customers buying from you. Customer retention is essential to sustaining business growth and profitability. In most businesses, it costs much more to acquire a new customer than it costs to retain an existing customer.

Customer Service All of the activities intended to ensure that customers receive the goods and services they expect to satisfy their needs or wants in the most effective and efficient way

D

Demographics The study of, or information about, people's lifestyles, habits, population movements, spending, age, social grade, employment, etc, in terms of the consuming and buying public, anyone selling to the consumer sector will do better through understanding relevant demographic information

Direct Marketing

Direct marketing is the practice of delivering targeted promotional messages directly to potential customers on an individual basis, as opposed to mass media. Direct marketing includes direct mail, e-mail, telemarketing and other media channels that are used to reach individuals who are likely to respond to your offer. The results of a direct marketing campaign should be measurable.

I

Interactive Media Interactive media is integration of digital media such as electronic text, graphics, and sound, into a structured digital environment that allows people to interact with the data.

Internet The internet is an electronic communications network that connects local computer networks and organizational computer facilities around the world.

L

Logo A mark, graphic design, symbol, etc used to identify, and reflect an appropriate image of a company

M

Mailing List A mailing List is A collection of names and addresses used by a company to send material to multiple recipients, most often as part of a direct marketing campaign.

Market A market is the target audience for a direct marketing campaign. The market may be generally defined as business, consumer, government, or other. The market is more specifically defined through the segments of the mailing lists chosen for the campaign.

Market Penetration Market penetration is the percentage of actual customers you have divided by the total number of consumers and/or businesses that define your market.

Market Research Market research is the systematic gathering, recording, and analysis of data about problems and opportunities relating to the marketing of products and services.

Marketing Consultants independent marketing specialists hired by companies, usually on a short-term contract basis, to advise on a wide range of marketing matters, including marketing planning and management, marketing research, marketing communications, etc

Marketing Mix The marketing mix is the combination of product, price, promotion, and place (distribution) in a marketing plan.

Marketing Strategy The determination of a firm's objectives, the selection of its target markets, the development of an appropriate marketing mix for each, and the allocation of the resources necessary to achieve its goals

Mass Marketing Mass marketing is selling to everyone through mass media channels as opposed to targeted channels like direct mail.

N

Networking establishing an informal set of contacts among people with common social and business interests as a source of prospects, for the exchange of information, and for support.

Niche A Small defined target market that may have few or no competitors.

Niche Market is the subset of the market on which a specific product is focusing.

Niche Marketing A small but profitable segment of a market unlikely to attract competitors.

O

Offer An offer is what the mailer is promoting via direct marketing to their customers and/or prospects.

Opportunities Circumstances in the external environment which offer an organization the chance to satisfy particular consumer needs and wants at a profit.

P

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the *process* of design, evaluation, and production of packages.

People The final P of the marketing mix is people. These are the people inside and outside of your business who are responsible for every element of your sales and marketing strategy and activities.

Personal Selling is Face-to-face selling in which a seller attempts to persuade a buyer to make a purchase.

Positioning The size or value in dollars of a total market should all those who profess a level of interest in a product, and can afford to buy, purchase it.

Promotion is one of the market mix elements, and a term used frequently in marketing. Promotion is the specification of five promotional mix or promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity.

Price of all the aspects of the marketing mix, price is the one, which creates sales revenue - all the others are costs. The price of an item is clearly an important determinant of the value of sales made.

Product Physical item being sold or service you are selling.

Public Relations The relationship which exists between an organisation and its several publics, efforts to influence this relationship by obtaining favourable publicity.

S

Sales Promotion is one of the seven aspects of the promotional mix.

Segment A segment is a major subgroup of a mailing list. Each segment typically has a name, count, and price and is shown on the list's data card. For example, 30-day hotline buyers might be a segment of a catalog list.

Seven (7) P's of Marketing is a "Seven P Formula" you should use to continually evaluate and re-evaluate your business activities. These seven are: product, price, promotion, place, packaging, positioning and people.

Segmentation is the process of grouping customers based on demographics, psychographics, and/or behavior.

Social Media Marketing refers to the process of gaining website traffic or attention through social media sites.

Source The source is the origin of the names on a mailing list. For example, names might be sourced from catalog buyers, magazine subscribers, trade show attendees, etc. It's important to understand the source of a list because it is a good indicator of its responsiveness to your offer. There is a big difference between mailing lists sourced from purchasing behaviors and mailing lists that are surreptitiously compiled.

T

Target Market is a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise towards.

W

Web browser A web browser is a software program that enables users to access the World Wide Web.

Website is a set of related web pages served from a single web domain.

World Wide Web is a system of interlinked hypertext documents accessed via the Internet.