

## MINI-TOURISM GUIDE

### Introduction

This mini direct marketing guide is dedicated to both large and micro companies.

Direct marketing is becoming increasingly important and effective for a number of reasons:

- I. the emergence of new technologies.
- II. the availability of specific lists with the tastes and behaviours of tourists.
- III. the use of affordable software for database management.
- IV. multimedia.

But the most important thing is that the expectations of tourists have changed, more and more informed, with more offers and options available, with high technology at their disposal, but, despite the crisis, willing to pay travel expenses.

We believe that direct marketing techniques allow you to get directly to the heart of tourists.

### Direct Marketing and Strategy

Direct marketing is a set of actions combined to achieve a single goal. The downside is that a piece placed in the wrong place undermines the entire project. Thus, in addition to the theoretical ideas, it is necessary to professionally place the different pieces that make up the mosaic.



### The 11 pieces of the mosaic.

#### 1) List of clients:

Tourism marketing gives us the opportunity to gather a great deal of information on the behaviour of our customers, possibly complemented by questionnaires.

Important information stored in a marketing database can then be used as targeted communications through a variety of media.

The list of customers in a marketing database has one main purpose:  
Fidelity.

Once we have client fidelity that means:

1. repeat shopping.
2. increase spending.
3. will remain active as long as possible.
4. and, in some cases, will become the "ambassador" of our product/service.

## WHY KNOWING YOUR CUSTOMER IS IMPORTANT

With the information collected in a marketing database submitted to the imagination and the initiative of the businessperson to communicate with their clients, provide great campaigns for:



Communicate Events  
News  
Promotions  
Birthday congratulations  
Offers  
To reactivate sleeping customers  
Promote special services, etc.

### 2) Collection of information

The Informative is always obligatory when data is recollected as for example the simple mail address It focuses only on the basic data related to the purpose of tourist communication. In the initial customer list no express consent will be required, but if data of certain invasion (email, mobile phone, fax) or personal socio-demographic data are collected, in these cases it is necessary for the customer to give express consent for the processing of this information, for the contractual purpose of receiving tourist communication.

After collecting customer information, and organizing the data into a marketing database, the commercial initiative is thought up.

Then it should be shaped through communication that will use simple, direct, concise and "universal" phrases.

### 3) Communication in Direct Marketing.

- Personalization. In practice, it means calling the client by name and surname (on the envelope or letter).
- Clarity. Clearly show who is writing, because they are writing and further personalize the message based on the information available.
- The advantages!!!: the heart of communication is a list of advantages that the customer will recognize by reading (discount, personalized promotion) to encourage a positive holiday experience.
- Greetings and nothing else? No! We must seek an answer from the customer to this letter, even negative or indifferent. Other instruments come into play here: the answer with a mini-questionnaire, the green number, the e-mail, etc.
- Guarantees. They are always communicated in accordance with consumer law (right of withdrawal and contract rescission) and give the customer the option to express his wish not to receive further communications of this type, change his data or unsubscribe from our list.



Finally, for less reliable means, such as email marketing, which is subject to the phenomenon of spam, social authorization and/or approval is important. So the message should include: serious content, testimonials, proof that the service is highly appreciated and that gives credibility to the message.

In email communication there are still two tricks:

- 1) The sender and the object must be persuasive, so that the e-mail is opened.
- 2) Normally the links lead to a web page with more details and information, and where it is usually also a form to request information or to place an order.

#### 4) The website

The email marketing is based on the website, but in a multimedia context with the other media (telemarketing, mail, etc.), these also depend on a website where the presentation and characteristics of the tourist offer are carried out.



The website, in addition to being located through search engines, is also the point of reference for customers and non-customers who receive an advertising entry. For this reason it must be up to date with fresh news and in line with changing advertising. A contact form allows you to collect organized entry information in a database.

#### 5) Search engines and positioning

There are search engines. The important thing is to enter the top ten search sites.

However, the basic rules are: study of the words that will be included in the title of the page and the description of the page and the keyword. The text content of the page should always focus on the keywords, ie words that potential customers are supposed to write in search engines.



A special mention deserves the discourse of marketing agreements with other companies and that consists of the exchange of information, directories, reciprocal links, which share the costs of operations, etc..

In conclusion: in an organized way, they gather marketing data from customers, which are organized in a database, the preparation of messages (there are predetermined models) and the asset retention strategy that is the cheapest, most effective and successful, but pity that usually all this is not enough ...

Too bad that it's usually not enough, because every company has a constant need to hire new customers, if only to protect itself from the natural rate of decline of customers ranging from 10% per year, in the fortunate cases, to 90% in the most unfortunate.

#### 6) Recruit new customers

For years, specialised companies have been collecting data on consumers. For example, DLG collects 50000 responses a month in England through telephone interviews, Harte Hanks interviews the most important companies and has the e-mail of all directors.

Besides B2C research there are other socio-demographic data also requesting the tastes of holidays: sea, mountain, city of art, beauty center, cruises, agricultural, sports, gastronomy, folkloric festivals, excursions, cultural events, amusement parks, themes, tourist villas, rental houses, etc, etc., etc. In England, France and Germany, there are asks the consumer, even if he is planning a holiday for the Mediterranean countries, the limit of his budget and at what time of year, how many holidays abroad does a year, whether it is a weekend in a city and other information in detail. Practically all tourist facilities are able to forge a profile of potential customers.



Lists are rented. The company owning the marketing data covers the sending of email and analyzes the results. You just need to prepare a message in HTML format and have provided other things like: an attractive and complete landing page - the green No., etc..



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For certain operations such as the collection of information, the data collection questionnaire can be performed and managed by the company, which will then send the data in Excel format.

Remember that the most complete supplier database can provide postal and/or telephone addresses for those who opened the email.

### 7) The recruitment offer

Every detail is important: the period, the attraction of the message, the offer, the information that is communicated...

It is often not important to sell at an early stage, but it is a good way to collect data that enters the list as "requests for information".

The questionnaire could include specific questions to segment further in the future. The data collected can be used "n" times to send newsletters or offers.



A technique is first to send an email (a demo) presenting the event, then a "remind" to remember the offer, and finally a "last chance".

Especially in tourism marketing, the limited site offer or an expiration date of the offer, play an important role in communications.

Surely the strongest offer is that which gives a "symbolic" price that invites to try the service (often in a period of low season).

### 8) Analysis of the results



Usually after the sending of an email marketing campaign the data is analyzed and a report is drawn up indicating:

- I. The percentage of reading, usually 20% to 30% in open emails.
- II. The percentage of clicks in the email read to go to see the offer/web site.
- III. Percentage of sales/e-mail response.

If the message contains more links you will also get the statistics of those clicks.

### 9) The Test

Statistically the minimum sending for a test is 25,000 messages. Sending for example 50.000 messages 4 tests can be measured.

For instance

Test	Testimonial	Non testimonial	Total
Discount 50%	12.500	12.500	25.000
No discount	12.500	12.500	25.000
Total	25.000	25.000	50.000

Without a doubt, the 50% discount test with testimonials will be the most effective, but will be measured in relation to an offer at list prices.



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The next step is to calculate if it is also profitable.

The use of the test serves to find the right combination of discounts, communications, testimonials, deadline, creativity, periods, gifts, etc. etc. These are variables that with traditional advertising can not be measured or compared.

Direct marketing, through the use of evidence, can improve and develop the most appropriate combination in each case.

In general, the least expensive average provides a low percentage of new customers. In general terms we can say that to find 1 new customer you have to make: 20 personal visits - 50 calls - 100 postal mailings - 700 mailings - 1000 advertisements in the press - 2000 open emails - 10000 generic or old online emails, and they are illegal).

It all depends on the list and the choice of source. If the list is good and the source is professional, you can invest 1€ of cost per contact by printing and sending a letter with brochure, instead of the 5 cents for a new e-mail contact. The indicators to measure the action are: CPL is the cost of each place (of the person requesting the information) and CPS, which is the cost per sale. And, finally, the reception, which is the % of the answers on the total of shipments.

### 10) The choice of the source

The choice of the source is fundamental, all direct marketing experts agree that the success of an action depends on 80% of the choice of the corresponding list. It consists of sending the right offer at the right time to the right target.

The offer and the moment the tour operator knows, but the target is a matter of sector specialists, listbrokers who at European level are able to advise on the most effective list with a proven experience of success behind them.



### 11) The choice of the means of communication

There is no one means of communication that prevails over another, because there are multiple channels.



If the target is young, it will be easier to get in touch via the Internet, but if the target is elderly, postal mail will be more appropriate. There will be those who find telemarketing invasive and those who prefer an offer by phone, etc ...



Economic indicators and tests can evaluate the best way to communicate. In this sense, it is necessary to calculate and keep in mind the "time life value", i.e. the life cycle of the client.