

Using marketing tools to reach your target audience

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Working for Edinburgh International Festival



- The Festival is a £10m business estimated to bring around £25m to the Scottish economy every year.
- Work with the whole organisational team to deliver sponsor benefits and public stakeholder KPIs (Key Performance Indicators)
- Work with team of 5 to deliver £2.5m ticket sales and audiences estimated at c. 400,000.



You've identified your product or products.
It's time to get marketing...

- What's unique or interesting about your proposition?
- What is your ambition for your business and where these new products fit into the current set up in terms of resource both budget, human skills and time.

SWOT

- Conduct a SWOT analysis of your micro and macro environments from a product and marketing position.
(Strengths, Weaknesses, Opportunities and Threats)
- What will success look like for you?
- Analyse your main competitors marketing.
- Set some objectives which are SMART.
(Specific, Measurable, Achievable, Realistic and Timely)

Your target audiences

- Who are your target audiences... how many distinct subgroups are there?
- Families/local community, Eco/environmental warriors and tourists, Silver tourism (quality, luxury lifestyle in retirement), National tourists, International tourists,others including stakeholders and intermediaries?
- Each of these target audiences has preferred communication channels...learn about your audiences and how they consume information and select.

Who are you?

- Do you have a brand?
- A tone of voice?
- Have you identified brand values? What 3 words sum up how you want to be viewed and what 3 words sum you up now?

Developing your key messages

- It's time to develop key messages... about you and your business, about your products in order to build on any competitive advantages and remain consistent in your communications.
- Think about your central communication messages and then expand to consider target audiences and channels and how those messages will be tailored and adapted to each.
- Don't forget timing! Different messages for the same audience at different points in time.

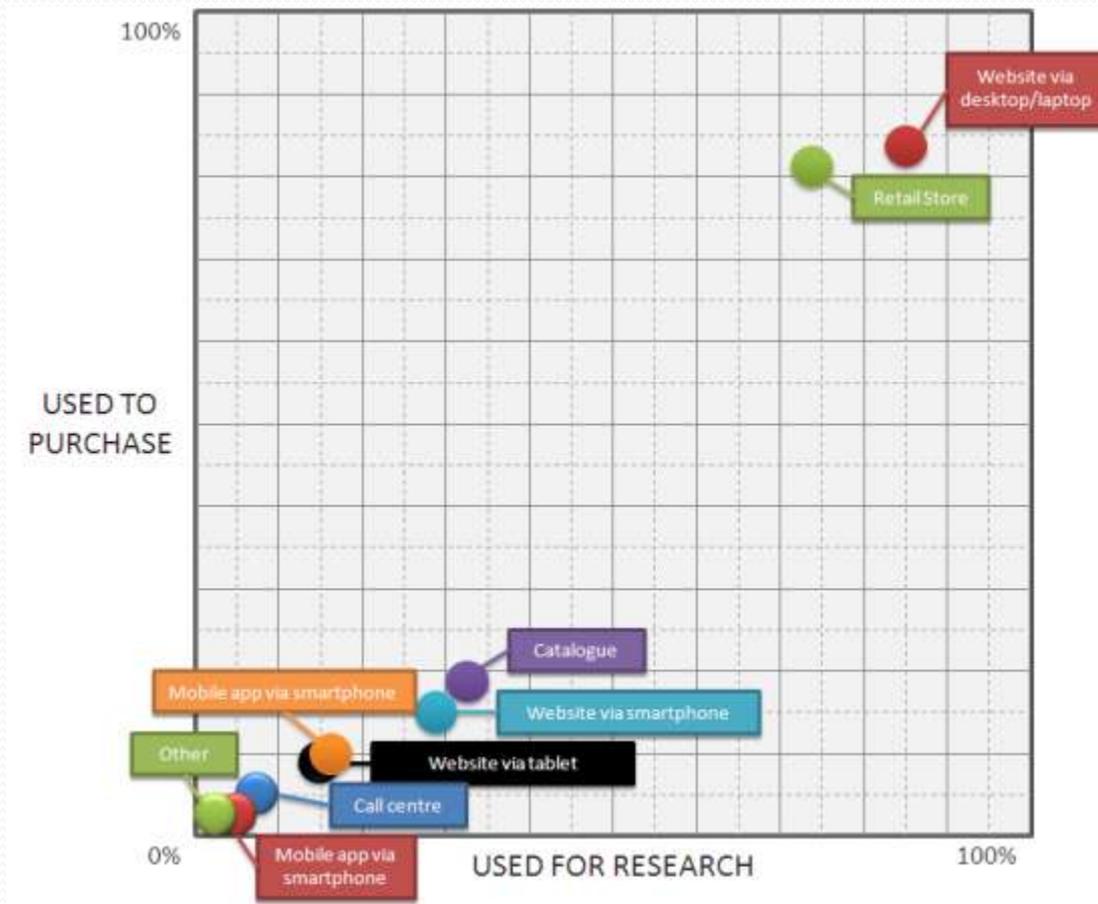
Which marketing channels are open to you?

- Proportion of online to offline?
- Consider budget, priorities, and strategic versus tactical marketing.

How many channels!?

- Account team Advertorials Affiliates Aggregator inclusions Amazon/Ebay store Barkers Beermats Billboard adverts Blimps Blog/microblog 'Bookends' Brand hijacks Brand to hand Call centre Carrier bags Catalogue Celebrity endorsements Concession in larger store Content marketing Desktop app Digital banners and signage Display remarketing Door-to-doors Email Email signatures Events Facebook advertising Facebook page Fax Field sales agents Film/TV product placement Forums Hold music Images & Infographics In-box ads In-game ads Influencer outreach Inserts Interstitials Jingles Kiosks LinkedIn advertising LinkedIn company profile LinkedIn group Local search marketing Loyalty card Magazine adverts Marketing email 'Member get member'/Recommend a friend Microsites Mobile advertising Mobile app NFC (Near field communications) Onserts Paid placements Paid reviews Partner sales Pay per click Peer to peer support Pop up stores POS displays Postal/White mail PR Stunts Presentations Press releases Prizes/Exhibitions Product listing adverts Product packaging Program sponsorship Promotional items Push notifications QR codes Radio advertising Receipts Relationship marketing Report sponsorship Research paper RFID tags Sandwich boards Search engine optimisation Signage Smart TV/Xbox/Console app Smells SMS Songs Sports sponsorship Stores Street vendor Tablet app Telephone automation (IVR) Telephone on hold messages Telesales/marketing Transactional email TV advert Twitter account Twitter advertising Video Chat Videos Wearable technology Wearables Webchat Website via desktop Website via tablet/mobile Wifi YouTube 'pre-rolls' and TrueView Youtube channeland that's not even conclusive!!

Purchase or research



Channels and tools in the offline world -

- Brand/signage/customer experience
- Print production
- Advertising
- Direct marketing and data capture
- Sponsorship
- Personal selling, Word of Mouth
- Sales promotions
- Networking and Partnerships

Brand and signage

- One of the keys of all stages of brand development is consistency. Being consistent with the look and feel, the language and the layout of your communications can quickly generate recognition across multi channel campaigns.
- Ensure the customer experiences that consistency throughout their journey from research, to purchase, to post purchase communications, to their first in person experience of the product or service.

Print production

- Likely to still be an important channel in your marketing mix.
- Potentially one of the biggest areas of spend in offline work.
- Where will it be seen? Who is it aimed at? How many different iterations do you need? How many languages will you serve? How do you make that cost effective? How will it be distributed? When is it most effective?
- Monitor it. Embed tracking methods and adjust and adapt.

Advertising

- It's a way of reaching a large audience in a cost effective fashion, but it's not cheap and it's not particularly targeted. Can be best suited to mass purchased products. Unless market knowledge is strong.
- Not all advertising is on a large scale, be clever about it and target your audiences.
- It supports sales, encourages trial, creates awareness, informs potential customers of benefits, reminds, reassures and helps create an image.

Direct Marketing

- Direct marketing can be defined as marketing which puts the focus on the customer, relies on good data and is strong on accountability.
- Types of offline direct marketing are direct mailings, telemarketing, text marketing and inserts in partner mailings.
- Downside can be cost and time spent per potential customer.
- Two main benefits are measurability and high level of targeting.
- But once potential customers are converted it is good for relationship building and increasing loyalty and repeat sales.
- As responses analysed campaign after campaign, more cost-effective methods are developed.

Sponsorship

- The most common examples are of major banks and food and drink brands sponsoring sports teams, television shows, festivals and events.
- Think of niche and local opportunities.
- Local facing: community teams, competitions and events
- Professional contexts: conferences and awards
- Editorial/Content: column or blog, podcasts or area online tv channel
- Individuals: video maker, photographer, young creative talent

This bit is free!

- **...Personal selling and Word of Mouth**
- This bit is free!
- It is targeted and direct.
- And it can be self generating.
- It can take the form of occasions on which you speak or are invited to demonstrate your business.
- Or through the delivery of consistent good service and experience which generates good user comments.
- Where you have good customer feedback, use it! But stick to one or two good quotes in any one message, it can be diluted too far and lose impact.

Sales Promotions

- You can use as leverage to gain free/cheap space in local papers, but they are not necessarily going to deliver numbers of customers.
- They are most effective when delivered to customers who are already aware and already have some interest.
- They encourage repeat performance or purchase and can help smooth dips in seasonal demand.
- They can encourage a switch from a competitor, or to increase interest in potential, warm audience.

Media and PR

- Media and editorial spans both the off and online worlds.
- Aim for Proactive PR rather than reactive
- Develop a media kit: press releases, photography, short films, articles, features, reviews, background materials.
- Bloggers are a powerful tool, don't underestimate online media.
- Lot of businesses believe PR is beyond their resource, but actually it's intrinsic. Establish a two way communication with your customers, potential customers and stakeholders and your brand profile, coverage and sales will increase. It should be embodied across the business.

The digital world

- Website
 - Direct e-marketing
 - Online advertising
 - Social media
 - Online communities and forums
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- If you don't know how to do it there'll be an online guide to lead you.

Websites

- Customers expect a website. It is potentially your most effective tool but it must be up to date, embody your brand and speak to your customers.
- Consider navigation. What do you want your customer journey to be through it? What do you want them to do and how do you lead them there?
- Website should be up to date. Its a cardinal sin if they are not! And it will lose you business.
- Consider the users and their context – responsive websites suited to tablet and mobile.
- Collect data and customise the user experience.
- The holy grail of offline/online customer data amalgamation.
- Making your website sticky... Content is King.
- The art and importance of SEO

Direct e-marketing

- Direct e-marketing, short for email-marketing, is the digital equivalent of direct marketing with one major bonus, it's cheaper!
- You can stay in touch regularly with your customers and market products and offers which match their preferences directly.
- It's a portal through which you can invite them to engage with more content on your website and drive them through to a sale
- You can target subsections or a test section of your database.
- You can work with partners to insert your offer into their e-marketing.
- It provides wholly trackable customer journeys from receiving the email through to their final online actions.
- Test, monitor, tailor, react and respond.

Online advertising

- Benefits are cost, measurability, flexible formatting, targeting, coverage, speed.
- Follow same strategies of targeting & customer analysis
- Options on third party sites, partner sites, social media sites, YouTube, and search engines (SEM)...e.g. google adwords.
- Often niche sites and appropriate blogs are effective option.
- Clear click through means traceable through your site, have analytics in place to monitor success.

Social media

- Europe's most popular social media communities remain Facebook and Twitter.
- Free, powerful marketing tools to warm prospects. Takes resource in terms of time and content research and creation.
- Facebook useful for learning about customer preferences, marketing to friends of friends, promoting events, potentially bookings, showcasing content and linking back through to website.
- Facebook advertising also highly controllable, adaptable and targeted and reasonably priced.
- Twitter useful to position as part of a community, interact, raise visibility, position as leader, knowledge source, guide.
- Interactivity is the key to generating and keeping followers in any social media forum, whether that's retweeting, sharing, commenting and responding or competitions.
- Positioned here as marketing tool, also important to apply the two way communication aspect of PR to manage comms well.
- Many other social media outlets – instagram, tumblr, storify, flickr, blipfoto and so on....

Online communities

- Keep an eye on all relevant social communities particularly tourism and business relevant ones, for example Trip Advisor, Lonely Planet, Gogobot, Spotted by Locals.
- Business appropriate forums such as WorldSeaFishing, EuroFlyAngler.com, fishing-forum.info
- Weblogs including <http://blogs.ec.europa.eu/damanaki/>, www.uncorneredmarket.com, www.isabellestravelguide.com/
- Picture sharing communities like Instagram, flickr and blipfoto
- Aggregate blog sites like traveldudes.org

Having done the thinking and planning...

- Ensure you are confident of your timescale
- Have you identified the required resource in human, financial and skills terms.
- Can you identify landmarks in the timeline of the project which provide cross channel synchronised marketing and communication opportunities?

Retention and development

- Build a database.
- Collect data on past, current and potential customers. It allows you to predict new areas of growth, increase loyalty and retention and through efficiency bring down costs of marketing.
- Focus on prime prospects for development. They are already warm, already aware, and identifiable.
- Cross-sell related products to those already buying from you or engaged in your business.
- Identify new sales channels and evaluate those that work most efficiently and effectively. Don't keep doing the same thing. Keep abreast of developments and adopt and adjust.
- New, fresh but likely customer prospects may be secured through legal data swaps with partners, competitions, exhibition organisers, associations and clubs.

Monitor and respond.

- Evaluation should be continuous, not at the end of any campaign or time period.
- Identify benchmarks and targets in advance and set regular checks.
- Be prepared to re-weight or re-focus.
- Ask for feedback – customers, suppliers, colleagues, friends. It's invaluable even if it's hard to hear.
- Build on your strengths and solve areas of concern.

Thank you for listening.
Best fishes,
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