Defining Your Markets & Marketing Strategy

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Who is your market?
What do they want?
How will you reach them?
Markets and Marketing - some trends

The market is going digital......

Online presence vital

Increasing numbers of bookings via mobile phones

.....but human interaction an important part of the business revenues despite the increase in online bookings
Group Work

Thinking about the experience that you are offering. Then using the tourist profile you picked earlier, also choose a secondary market - Describe 2 profiles of typical customers you’re looking to attract.

- How old are they? Are they married/single? Are they travelling alone or with family?
- Where are they staying in Fiji?
- What do they like doing in their spare time? What are their interests?
- How do these people currently book their travel?
- How will they find out about you & your products?
- What are the main ways that you will reach your customers?
- List your key market segments & marketing channels that you will use to reach your customers.