

On the Map - Ashford & Tenterden's Visitor Economy Programme

Reaching Your Audience



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Overview

Welcome & introductions

What are the different channels?

Case studies

What's your budget? Financial considerations

How will you measure success?

Distribution Action Plan



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Welcome

Your Hosts

Jim Dawson: Visit Kent

Alanna Kite: Visit Kent



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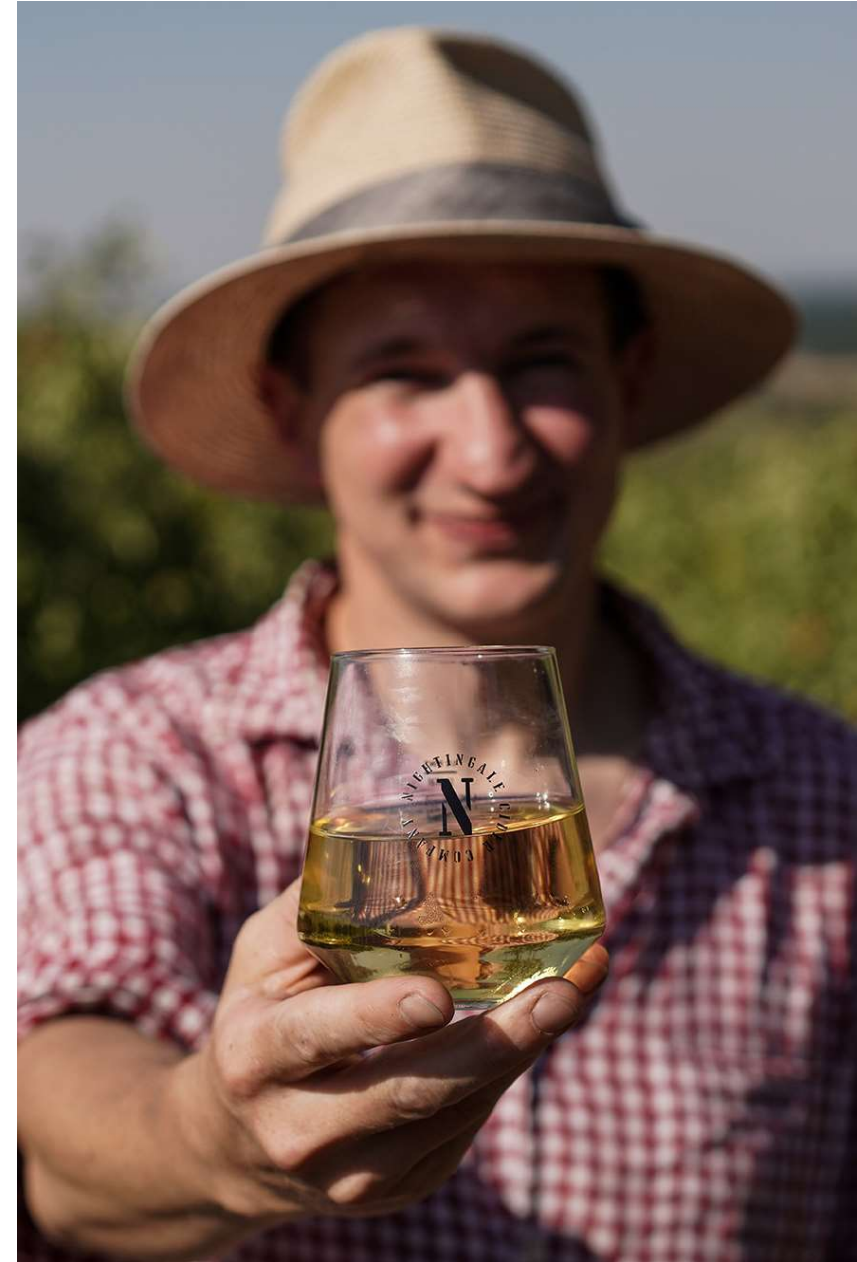
So far...

- **Developed your new visitor experience**
- **Identified your key target audience**



3. How do you reach your audience?

Marketing channels and distribution



Key digital channels

- **Primary promotional channel for most is their website**
- **Social media**
 - **Instagram**
 - **Facebook**
 - **TikTok**
- **Generating traffic via paid search or paid social**
- **Online Travel/booking providers**

Other digital activity

Influencer/ content creator marketing



How best to use them? - what do you need to think about?

- How will people find your website/social channel?
- What will they find when they get there?
- What do you want people to do next?
 - What are the primary calls to action?

Case Study - Tansy in the Wild

Website focuses on presenting Tansy's passion.

The invitation is "Come on a journey with me"

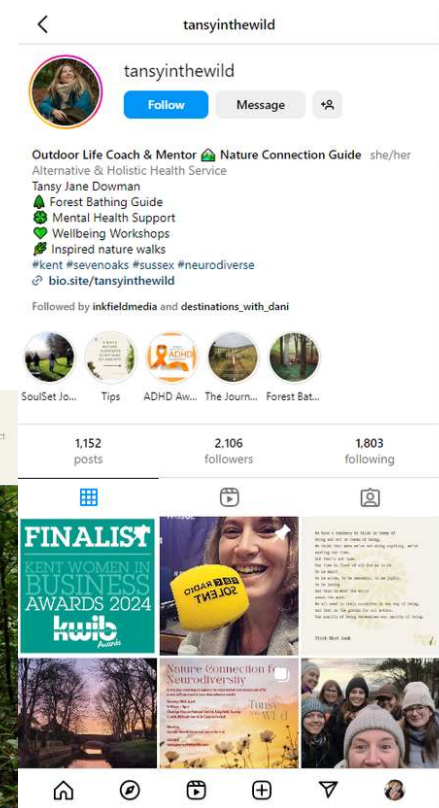
The call to action is "Contact me"

Instagram

2-3 posts per week

Mixture of inspirational posts
and stories about her work

2000+ followers



Case Study - Gusbourne

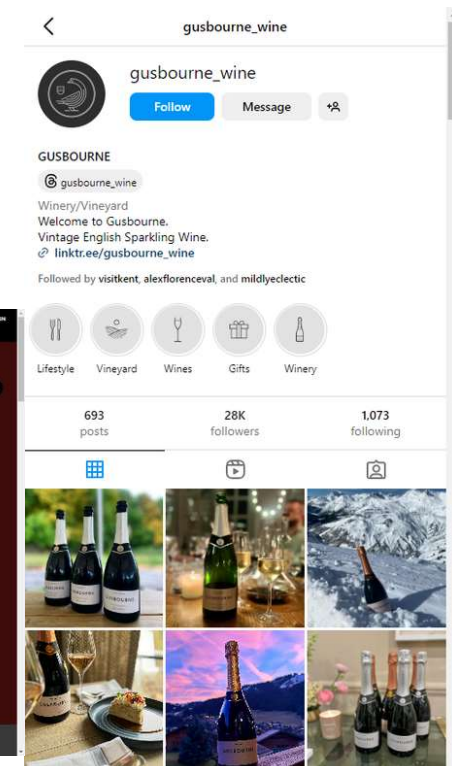
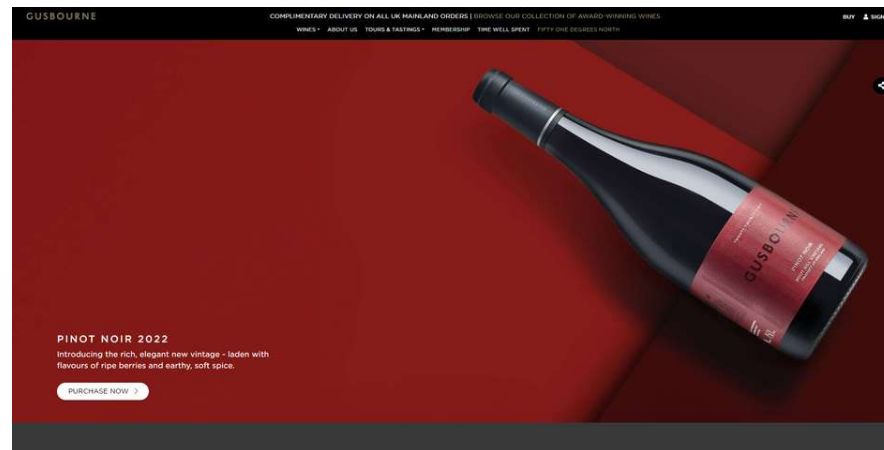
The website focuses on the quality of the wine but also a sense of the people behind it.

High quality imagery

The invitation is “Discover”

The call to action is “Buy now”

Instagram account works hard to illustrate the experience of enjoying the wine



It's not all about online...

Utilising press and media



- Using media channels to promote your business / product service
- Managing your business' brand, communications and reputation

Press relations

building positive relationships with
journalists, publications and other news
outlets

writing press releases
scheduling interviews
press trips and assists

Advertising

Out of home (OOH) - billboards / signs /
a-boards / leaflets

Radio advertising - don't forget
podcasts!

Newspapers and magazines
Events / networking

It's not all about online...

Work with the travel trade

*More detail
in next
workshop*

- tour operators, wholesalers, travel agents, travel advisors, online travel agents (OTAs)
- reach larger numbers of potential travellers in global markets
- Not just group market - small groups and individual travel also!
- It's important to understand the roles of each type of distributor and how they distribute product - **pick which is right for you.**



**GET
YOUR
GUIDE**

viator

ctsreisen

JacTravel

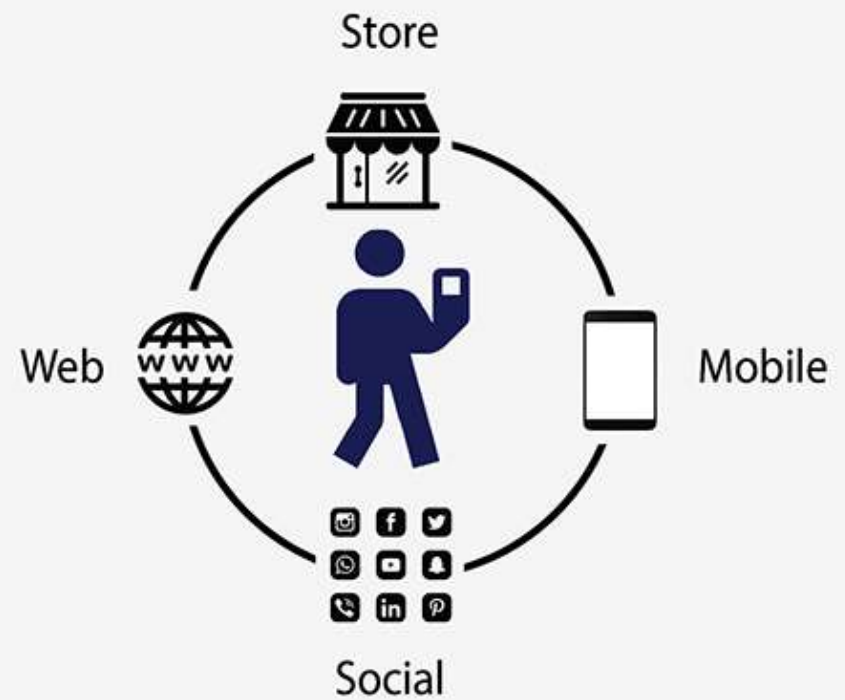
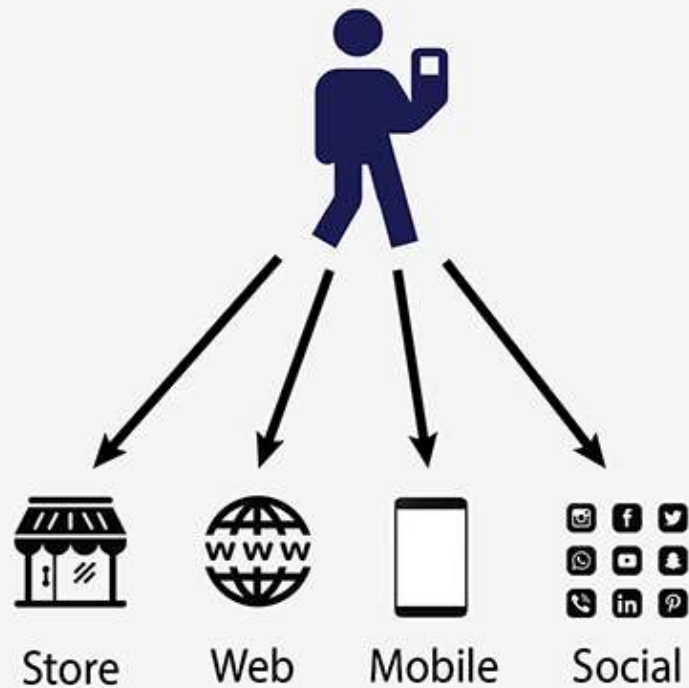
**Where are your target
customers looking?**

You need to be where they are

Multichannel

Vs.

Omnichannel



What budget and where?

70% toward established, core marketing efforts (often organic channels like search) known to yield steady, sustainable results

20% for strategies that fall between core and experimental tactics, like scaling up newer but proven strategies

10% reserved for high-risk, high-reward experimental channels that can generate rapid results but might be less sustainable in the long run. Like paid advertising.



How will you measure success?

- Cost per click/lead
- Conversion rate
- Overall lead quality
- Reach
- Impressions
- Engagement rate
- Newsletter sign ups
- Customer retention
- Partnerships / relationships built
- Sales/footfall



Remember!

Owned, organic channels like your website or FB page, or earned organic channels like news articles and product reviews - will take longer to develop. Have patience!

Post-workshop task: Distribution & Channel Action Plan



- Reflect on your key audience
- Identify the key touchpoints for that audience
- Decide between direct-to-consumer or distributor
- Research and select suitable channels for your business
- Identify your promotional budget and best way to spend it
- Set clear timelines and performance metrics - what elements do you need to see to gauge success?
- Monitor, track and refine where needed

Future workshops



Pricing and Packaging Visitor Experiences

Thursday 14 March, 10:30-11:30

Working with Influencers

Thursday 21 March, 10:30-11:30

Thank you for joining us!



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