

# MARKETING PLAN



**\*\*Please note: This plan is completely fictitious - it should give a good idea of how this template can be utilised in your business \*\***

NAME	DATE	SIGNED
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## MARKETING OVERVIEW

### TARGET MARKET

#### Touring and Explorer Group

This market segment includes broad leisure areas, seeking sightseeing and soft-adventure experiences from nature viewing, to cultural experiences, to hiking, and other similar activities. Demographically, research reveals them to be singles and couples who have no family commitments and are in the broad range of ages from 25-34 or 45 and up. They see themselves as experienced travellers, seeking more unusual places and experiences 'off the beaten track'. They're interested in discovering and experiencing unspoiled natural environments.

#### The Eco Traveller

The eco traveller is typically a person that prefers to travel the 'green' way, in other words someone who prefers to take an environmentally friendly approach to travelling. People in this category tend to seek out experiences that are nature based and have an emphasis on conservation and sustainability.

#### Domestic and International

Domestically, Be Eco tours wish to focus on people who are interested in exploring and discovering new areas of their home country. Additionally, we'd like to target people who wish to deepen their knowledge on a specific region of interest that we provide tours to. The international target market will be travellers who have an interest in the Australian terrestrial and marine landscapes and enjoy outdoor recreation.

#### Students and Research Groups

Be Eco Tours aims to target student and research groups that are studying natural environments and their ecology, biodiversity, flora and fauna and conservation practices required for specific regions which we provide guided access to.

Descriptor	Potential Visitor Profiles
Location	Domestic and international
Demographic	Young adults, mature aged adults
Factors	Income level, fitness level, time availability
Motivation/Interest	Nature-based tourism, adventure enthusiasts, hikers and bushwalkers, sailing enthusiasts, health and fitness
Customer Loyalty	First-time travellers and returning visitors

## MARKETING OBJECTIVES AND THEIR STRATEGIES

### MARKETING OBJECTIVES

#### 2018 – 2019

The key objectives for Be Eco Tours for the first year were:

- 1) To establish and brand the company as a unique tour provider that will appeal to all target markets and be well recognised as an involved contributor to conservation of the environment and sustainable tourism, and has highly valuable experiential knowledge and expertise on product offerings and regions
- 2) To obtain visitor awareness of Be Eco Tours by 10% over the benchmark of 50% by 31 Dec 2019.
- 3) To connect with our target markets through social media outlets and maintain relationships with local communities and current client base
- 4) To maintain our health, safety, and environmental policy and procedure guidelines to stay up to date with changes in the environment and health and safety risks in the regions we explore
- 5) To improve upon our certification responsibilities to maintain standards and begin to evolve our standards to meet demand

#### 2019 - 2020

- 1) To showcase 3 new creative and innovative ecotourism programs of Be Eco Tours by 30 Jun 2020, capable of attracting experienced customers and expanding our market share
- 2) Increase our employee numbers in order to be able to effectively maintain tour operations and expand the business
- 3) Increase sales through new marketing tactics and receiving feedback from clients
- 4) Upgrade to Advanced Ecotourism certification by December 2020
- 5) Increase presence within the Eco and Sustainable tourism industry to be considered as a leader in environmental conservation education and practice, as well as establish ourselves as a competitor competing with well recognised tour operators
- 6) Add additional 1-2 day tours for customers who are time poor, and also cater more to beginners in relation to our trekking products

### STRATEGIES

- 1) Public Relations – Collaboration between Be Eco Tours and the major tourism stakeholders and media should be fostered
- 2) Digital Marketing – Pictures, video, electronic posters, e-brochures, and introduction of new programs will be advertised on Be Eco Tours' official website and social media account to access target markets
- 3) Resources and Management – All usage of resources and environmental management practices will be reviewed, altered and upgraded to align with our certification, environmental and sustainability goals
- 4) Products and Services – Programs will be upgraded to incorporate objectives of 2019-20

## MARKET RESEARCH AND COMPETITIVE ANALYSIS

There are numerous trek and sailing tour operators within Australia and globally that are well established and have been operating for many years. We have entered a longstanding segment of the ecotourism industry. However, there are few operators that have a combination of trekking and sailing tour offerings under the one business, which gives Be Eco Tours an advantage.

Another advantage of Be Eco Tours over other tour operators is that we have 60 years of experience that we utilise in our product and services.

Travellers are attracted to high definition imagery that projects an environment they desire to be in and explore. They are after user friendly, aesthetically pleasing website material and somewhere they can easily access information about the company such as a social media presence.

Strengths (internal)	Weaknesses (internal)
<ul style="list-style-type: none"> <li>• Diverse tour programs for different targets from the perspective of new travellers</li> <li>• 60 years of combined experience</li> <li>• Strong promotion for domestic tourists</li> <li>• Strong promotion for domestic tourists</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of creative and innovative programs from the viewpoints of local residents</li> <li>• Concentrated promotion only for domestic market</li> <li>• The financial loss of recent businesses</li> </ul>
Opportunities (external)	Threats (external)
<ul style="list-style-type: none"> <li>• The growth of the Asian inbound market</li> <li>• Stable economy growth in tourism sector</li> <li>• Growing interest in sustainable travel, particularly from international markets</li> <li>• The development of internet technology leading to the creation of a variety of marketing, public relations and media opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• The decline of the western market in Australian tourism</li> <li>• The slowing Australian economy affecting marketing budgets and their execution</li> <li>• A range of similar ecotourism companies in the same category over the world</li> </ul>

## MARKETING STRATEGIES

Strategies	Timeframe	Responsible Person	Budget Implications
Keep in touch with all local organisations and maintain good working relationships as referrals remain the most important contributor to the success of the business	Ongoing	Emma	
Upgrade website to be mobile responsive so can be viewed properly on smart phones, tablets	Next 6 – 9 months	Sam (marketing coordinator)	\$12,000
Add multilingual pages to our website	Next 6 – 9 months	Outsource	\$2,000
Create success stories and social media campaigns	Ongoing	Sam (marketing coordinator)	
Provide discount opportunities to local community members	Next 3 months	Sam (marketing coordinator)	
Involvement in famils for journalists, film crews and bus operators organised through local and regional tourism organisations and key resorts	Ongoing	Johnathan, Emma & Sam	
Commission design and production of three pull-up displays, brochures, fliers	Next 1 month	Sam (marketing coordinator)	
Book three advertisements in the regional newspaper	Next 2 months	Sam (marketing coordinator)	\$3,000
Create a daily roster for Facebook updates on product profiles	Next 1 months	Sam (marketing coordinator)	
Update website and media outlets to incorporate certification status, conservation work and educational information and benefits of each	Next 1 month	Johnathan, Emma & Sam	