

UNIT 5.1 RURAL TOURISM MARKETING STRATEGY

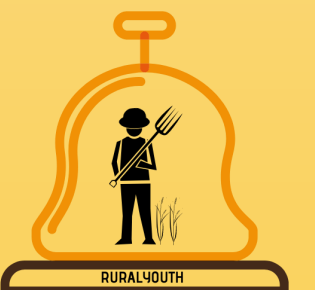
MODULE 5: Rural tourism marketing

OBJECTIVES

In Unit 5.1 you will learn about marketing strategy and its relation to rural tourism.

Keywords:

- rural
- marketing
- strategy
- tourism



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand what is the relation between marketing strategy and rural tourism



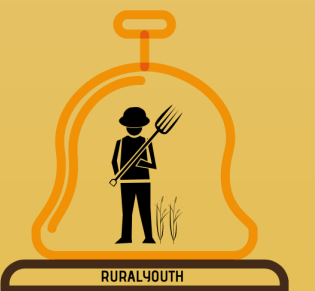
Explain the Role of tourism in marketing strategy development



Understand how marketing strategy affect rural tourism development



Understand the importance of marketing strategy for tourism experiences development





TOPICS

1. Rural tourism marketing strategy overview
2. The meaning of rural tourism marketing strategy
3. The importance of rural tourism marketing strategy
4. Role of marketing strategy in tourism experiences

Rural Tourism Marketing Strategy Overview



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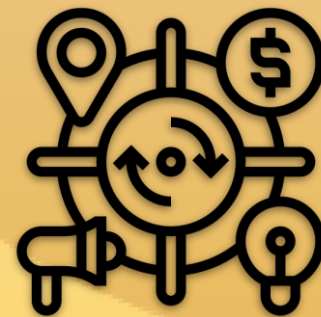
You cannot achieve success in any area of your life without a strategy. The same is true of marketing. Marketing is not a standalone activity, distinguished from all other aspects of the business. Rather, marketing is a joint effort that involves collaboration from creative, financial, sales, and technical departments.

The business goals



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Marketing mix

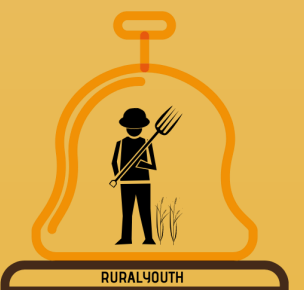


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The bottom-line

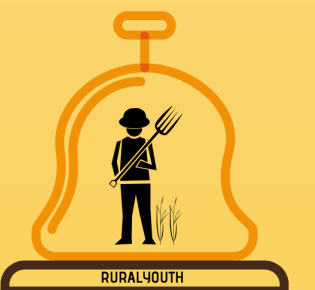


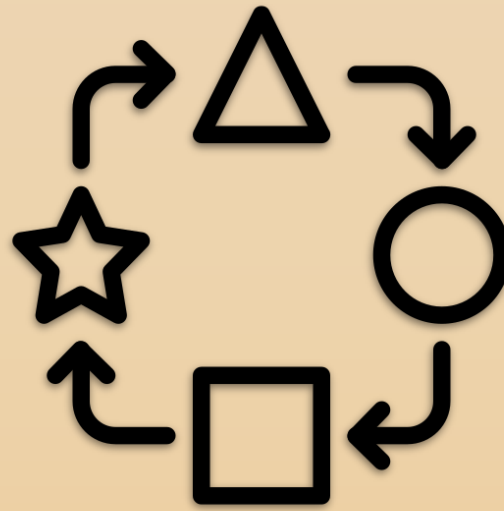
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RURAL4YOUTH

Marketing strategy is a small part
of Business strategy

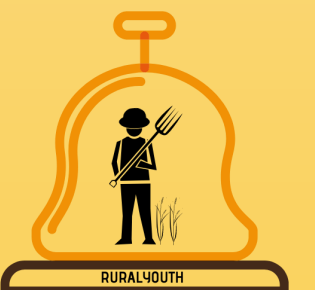




Created by M. Oki Orlando

Thus, what is marketing strategy?

In basic terms, a marketing strategy analyzes all aspects of your sales activity and combines it in a way so that all departments know what it going on. Hence, a marketing strategy is the process that allows the organization to focus on available resources and utilize them in the best possible manner to boost sales and gain leverage over competitors.



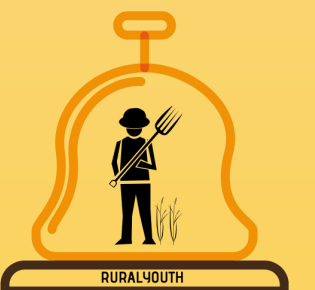
MARKETING STRATEGY

DO YOU HAVE ONE?



[Huemarketing](#)

A marketing strategy is your plan of action. Each step should be measurable so you can improve over time. As a byproduct of hitting your smaller strategic goals, you start to see your bigger goals come to light.

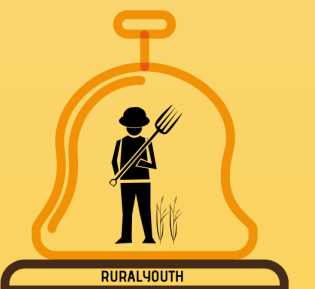




The importance of business goals for marketing strategy development

Putting all of this information together, you should with creating your marketing plan, laying out specifically how plan to achieve the short-term marketing goals (boosting sales, reaching to existing customers etc.) and long-term business objectives (ousting competitors, expansion etc.)

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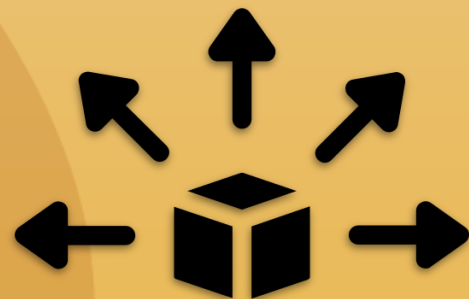


Why Create a Marketing Strategy?

To begin with, marketing strategy helps to create harmony among the organizations. Organizational efficiency improves as everyone is on the same page. So the product development team goes hand in hand with the advertising department to come with the most relevant marketing message.

Here are three additional benefits of developing marketing strategies:

Distribution Becomes More Efficient



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Establish Brand Image

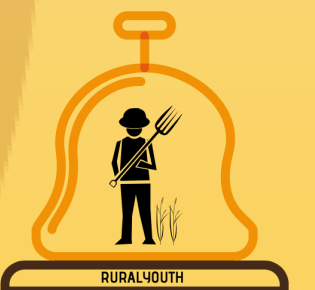


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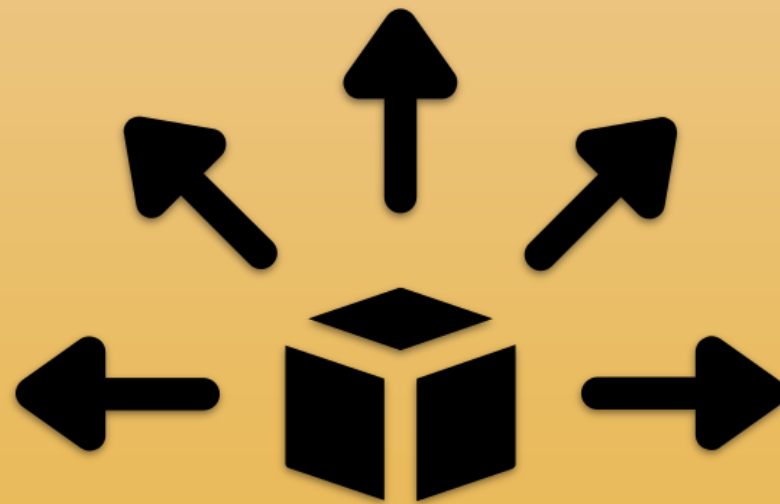
Creating Products That Sell



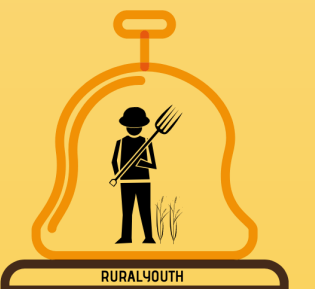
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Distribution Once your marketing strategy is in place, you know all the necessary details, such as who your target customers are and what price range can you offer. This will help you determine the most effective means of distribution. For instance, if you are catering to a younger demographic, you will have to provide purchase options for mobiles and tablets using services like PayPal and credit cards. Indeed, providing your customers easy methods of shopping is a great way to boost sales and improve customer loyalty.



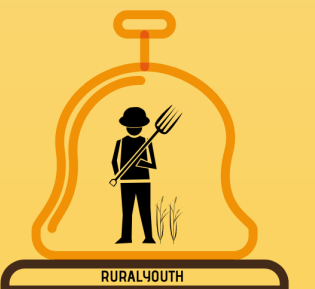
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Brand image. No business in the world can survive in the long without a solid brand image, and this is yet another aspect where a marketing strategy helps you out. A lot of advertising dollars are wasted when you buy media and place adverts on platforms that do not go in line with your brand image. As you develop a brand image, you will know better than placing ads on every website and radio slot that you can get your hands on.



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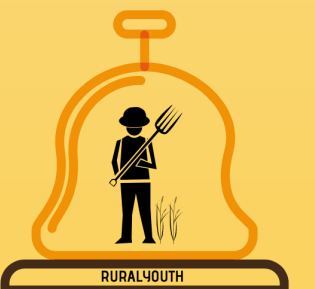


Selling. Marketing is not only about promoting your existing line of products. Marketing is getting to the heart of your clientele and understanding their needs. And if you think that your existing products are not doing justice to the customer demand, then you have to redesign your offerings. This is the best way to serve your clientele and solidify your status in the market. And with changing technology and economy, you will have to reinvent yourself to stay relevant, and this is where marketing strategies play a major role. The bottom-line is that a marketing strategy is necessary if you are to sell the right products at the right price to the right people with the right promotion and distribution methods.





Marketing strategy



The Meaning of Rural Tourism Marketing Strategy



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Marketing strategy clearly explains how an organization reaches its predetermined objectives, thus importance of Marketing Strategy :



Marketing strategy provides an organization an edge over its competitors.

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Strategy helps in developing goods and services with best profit making potential.



Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.

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It helps in fixing the right price for organization's goods and services based on information collected by market research.

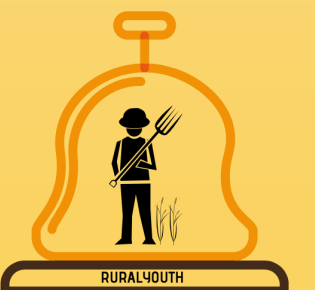
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Strategy ensures effective departmental co-ordination. It helps an organization to make optimum utilization of its resources so as to provide a sales message to its target market..



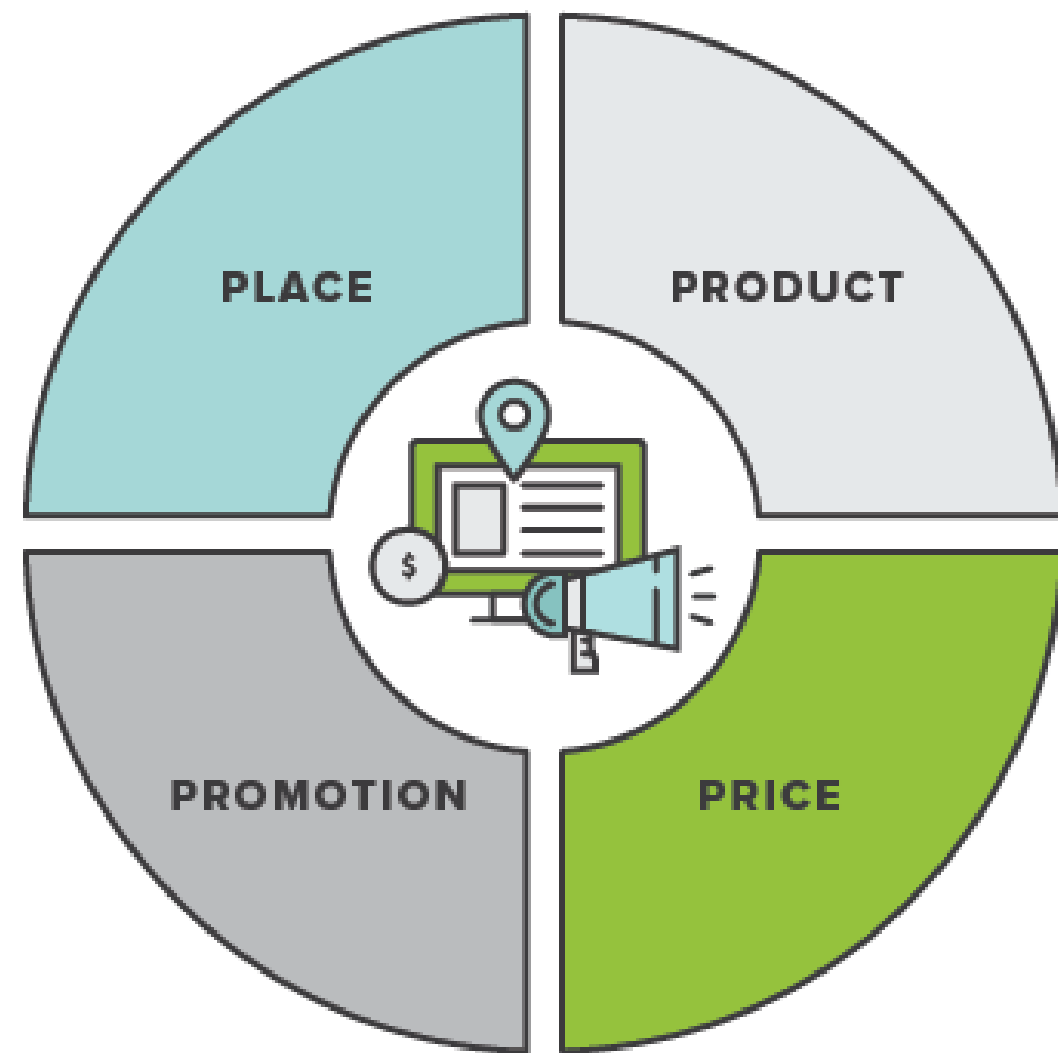
A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.



RURAL YOUTH

THE 4P's: MARKETING MIX

B



PRODUCT:

What are you selling? A shiny new business widget? A hand-crafted luxury item? Chicken tacos? Whatever it is, you'll need to think about how to package or present it. Marketers should be familiar with all the features and specifications of the products they sell.

PRICE:

To determine how much your product should cost, you'll need to do some research. Learn how your competitors price their offerings, and understand how much consumers are willing to pay.

PROMOTION:

These days, marketers have many channels through which to promote their products. From radio ads to social media banners, you'll need to decide which are right for your brand.

PLACE:

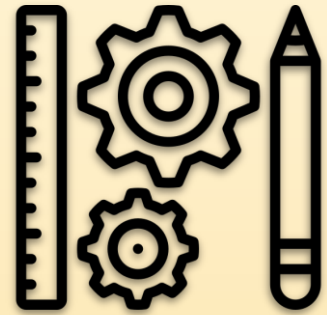
Your customers need to be able to find and purchase your product. Can they buy your product online? Do they need to visit a store? Additionally, you'll need to consider how much inventory to hold and where to keep it. These days, inbound marketing strategies rely on engaging content to bring customers to you (or your website).

The four Ps of marketing

“Marketing Mix,” a set of concepts and tools that help companies achieve their objectives within a market. At the core of this model are the four Ps.

Benefits of Marketing Strategy for Your Business

When you have a thoughtful marketing strategy you can rest easy knowing your day-to-day marketing decisions and actions are informed by research and driven by your company goals.



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Simplicity

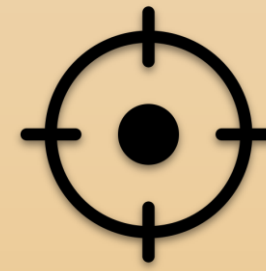
Following your marketing strategy simplifies your daily execution of marketing tasks when your branding, messaging and goals are clearly defined. Every marketing and sales tool in your arsenal is there for a reason, your team knows what to use each for, and the use of a marketing and sales tactic is deliberate.



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Intelligence

Aligning your marketing strategy with your overall company growth goals ensures all of your marketing efforts and dollars are contributing to further developing your business. Your marketing strategy will inform your marketing team where to spend the most time, what channels to invest the budget in, and who to focus your messaging on for the highest ROI.



Focus

Having a clearly thought out and informed strategy helps filter out the distractions of less effective tools, tactics, and personas so you can stay competitive in your market. Abiding by the guidelines of your marketing strategy helps your marketing team stay focused on your brand's mission, vision, values, and goals.



Created by Kamin Ginkae

Impact

When you thoroughly research your market and current best clients, you can boost your marketing efforts by engaging more qualified leads. Your messaging (content) is more meaningful to the right people (personas) at the right time (context). Make it easier for your customers, clients, or patients to make their next step or decision!

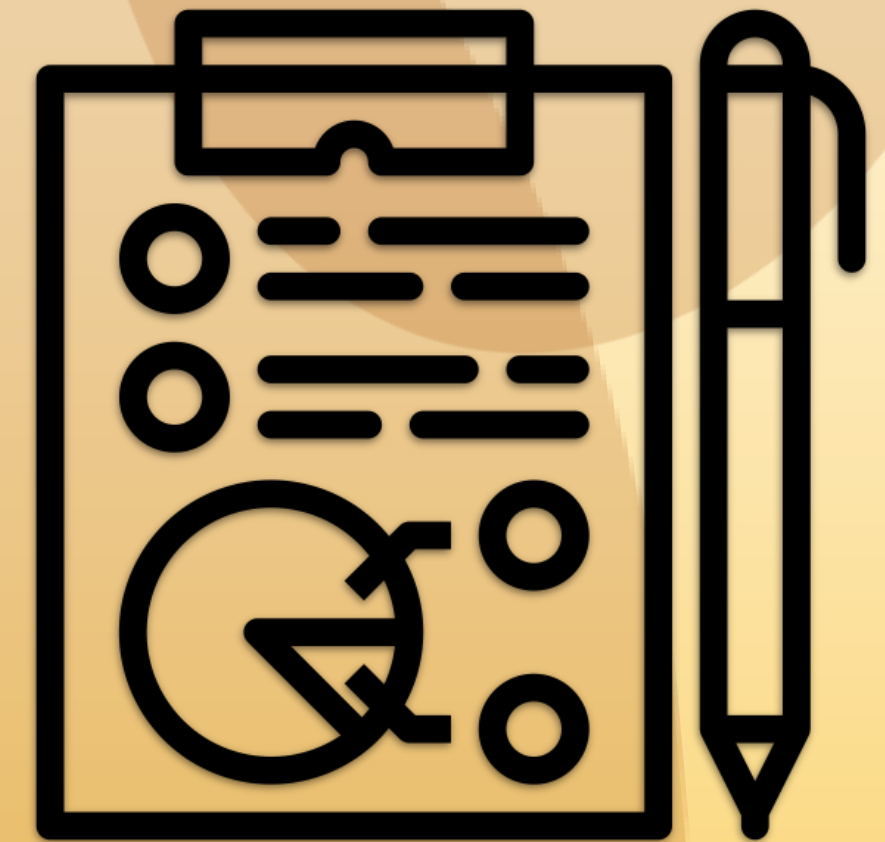
Marketing Strategy Tools



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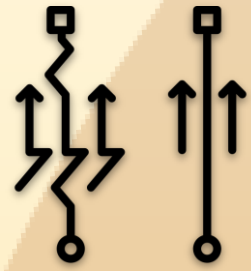
Marketing plan. A simple marketing plan is your road map for achieving your goals and guiding your decisions throughout the year. The strategic part of the plan is where you define your vision, goals and target audience for your business. But once you have that piece in place, you need your action plan that will guide you forward and help you adjust when necessary.

If your marketing plan is only looked at once a year, let's start over and create a plan that helps you consistently execute and move you closer to your ultimate outcome.



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A successful marketing plan should be:



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Simple – clearly identifies the activities needed to achieve your goals



Actionable – prioritizes the projects and tasks to help you work on the right thing to move your business forward



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Achievable – uses only the resources you have to work with



Created by Template

Relevant – stays focused on what is important to the success of your business

Create your winning marketing plan

The best way to develop a marketing plan is to take each outcome goal for the business that requires marketing and determine what it will take to achieve this goal.

Breaking your plan into two week segments allows you to focus on what needs to be done in a manageable time frame to achieve your goals. Getting feedback on how things are progressing every two weeks also ensures we pivot and move in another direction if things aren't going as planned.

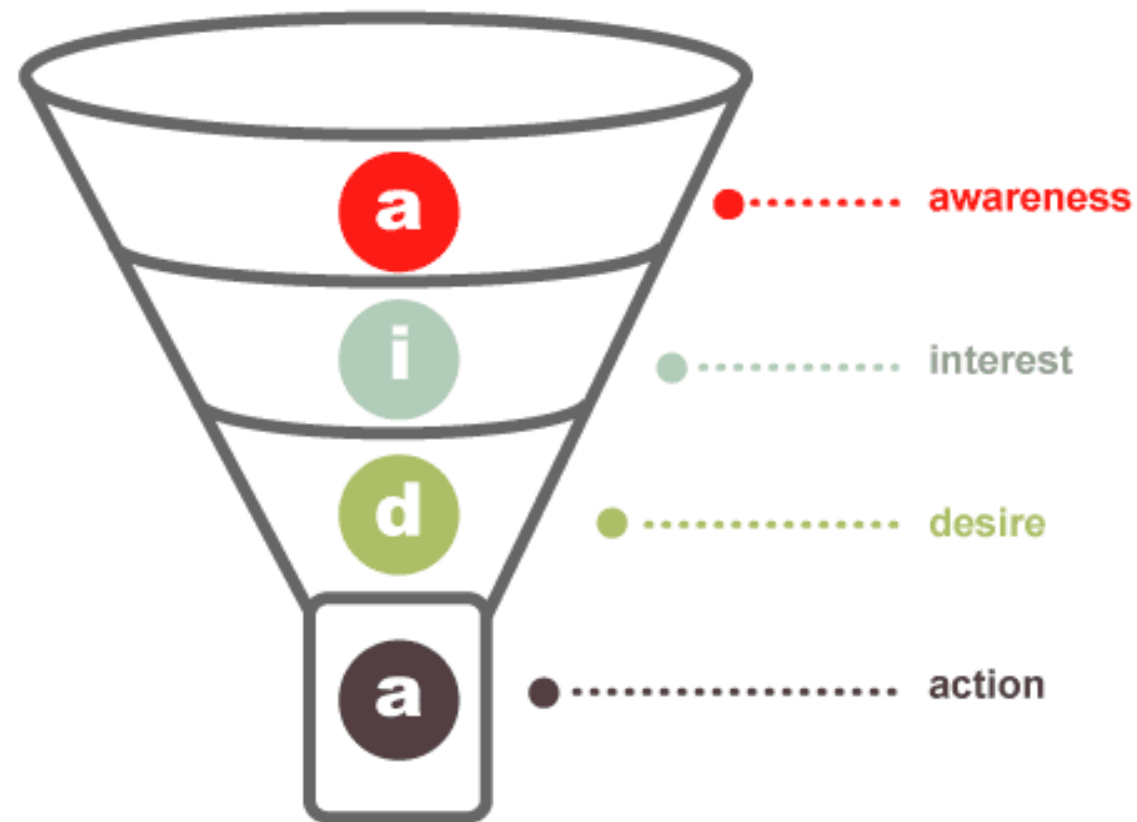
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Marketing plan structure

Using a hierarchy of outcome **goal -> strategies -> projects -> tasks**, we can break down what we need to do in a two week window to ensure we are working on the right things to move the business towards your goal.

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The Marketing Funnel



Provenmodels

This path is illustrated by the **marketing funnel**. The most well-known version of the funnel is the AIDA model, attributed to turn-of-the-century advertiser Elias St. Elmo Lewis.

The steps in this funnel are:

Awareness of the existence of a product

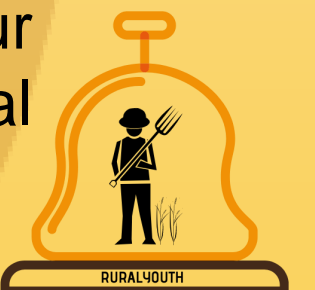
Interest in evaluating the product's benefits

Desire for the product

Action by trying or purchasing the product

The funnel has many variations and modifications, such as the sales funnel, purchase funnel, and conversion funnel, but any funnel-inspired model depicts two primary ideas:

1. The sequence of steps a person takes to change (or “convert,” in marketing speak) from a non-customer to a customer, or from inaction to action (an action could mean making a purchase, but it could also mean a smaller step like subscribing to a newsletter)
2. The process of sifting that happens to your audience, as your pool of potential customers narrows down to your pool of actual customers



Market Plan and Marketing Strategy



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Go to Market Plan vs Marketing Strategy

What's the purpose?

Go to Market Plan

New product launch/breaking into a new market

Marketing Strategy

Achieving and keeping a competitive advantage

Who's responsible?

Product marketing team

Entire marketing team

When do you need it?

Before any actions take place

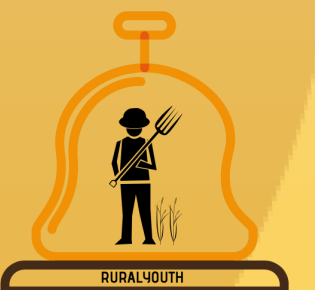
Should be constantly evolving

How does it work?

Translate your product mission into solid messages

Correlate with your brand's values and your product's value prop

Image: [Incisive Edge](#)



Market plan vs Marketing strategy

Your go to market plan is an important part of your overall marketing strategy. Every business needs a detailed launch blueprint in order to survive. They also need a comprehensive marketing plan in order to thrive.

It's not surprising that marketers tend to use these terms interchangeably, especially because the lines can get a little blurred when a company launches its first product.

There are, however, some crucial differences you might want to be aware of.

Let's take a look at the key differences between these strategies by answering the following questions: What's their purpose? Who's responsible? When should they be implemented? How will they work?

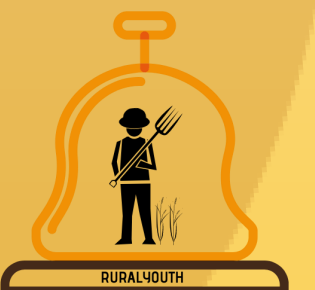
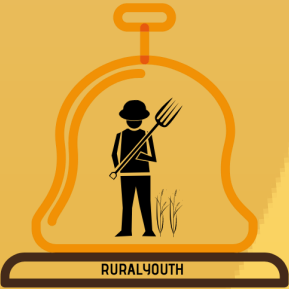




Image: [Incisive Edge](#)



Make Your Message Relevant



Whether you're looking at adjusting your marketing strategy or developing a go to market plan, it's important that you ensure your message resonates with your target audience. Markets are constantly changing and companies are always growing. It's important that you stay ahead of the curve, keeping an eye out for fresh opportunities all the time.



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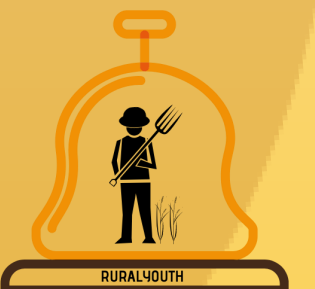
If one of your major goals is to optimise your brand presence online, a detailed plan will help you connect with your targeted audiences and perform well during product launches.



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When trying to figure out the difference between a go to market strategy and a marketing strategy, it's probably best to think of the former as a sprint and the latter as a marathon: You need to know how to perform, both in the short and the long term if you want to succeed.

Incisive Edge



Marketing Strategy in Rural Tourism

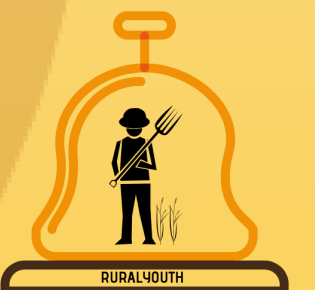


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What about marketing in rural?

Mihailović & Moric (2012) defined the role of marketing philosophy in rural marketing as defining the guidelines for image creation and protection, through a convenient strategic marketing plan, in order to protect the long-term interests of an area.

Giray et. al. (2019). Rural tourism marketing: Lavender tourism in Turkey



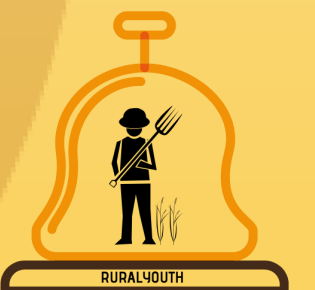
The Lavender Gardens of Kuyucak Village



What about marketing in rural?

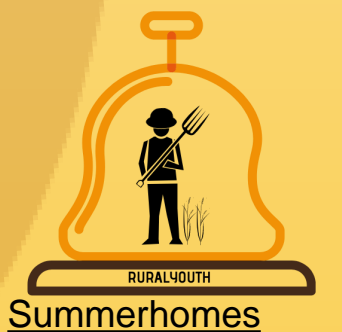
The basic elements of marketing do not differ in rural tourism, but rural tourism promotional strategies require a niche appeal rather than a mass appeal. However, there is a hidden risk, what appeared to be niche markets may in reality be vulnerable parts of a mass market. At this stage, there is a need to differentiate between niche and segment in order to provide good marketing. With good marketing in rural tourism, it is possible to obtain considerable potential economic value including economic diversification, long-term economic stability, a trend to higher spending and a longer stay in rural areas, a demand for local goods and services, infrastructure development, and an increase in farmers' income.

Giray et. al. (2019). Rural tourism marketing: Lavender tourism in Turkey





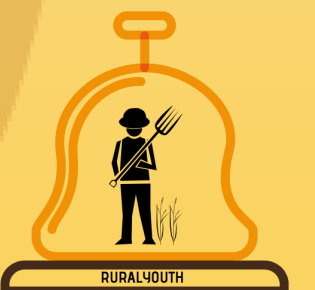
The Lavender Gardens of Kuyucak Village



What about marketing in rural?

Rural tourism marketing studies pay particular attention to a visitor's motivation and satisfaction. As it is a very specific and relatively new pattern of tourism, and because tourist profiles and people who deal with rural tourism have no experience in service marketing, it is important to know visitors' motivations and satisfaction. In the newest concept of marketing, much attention is paid to managing profitable relationships with customers, and this is seen as a basic setting for the success of modern managers, which makes it crucial to know visitors' motivation and satisfaction factors. This is why visitors' motivation and satisfaction studies are important to rural tourism providers in adjusting their supply according to the demand of visitors.

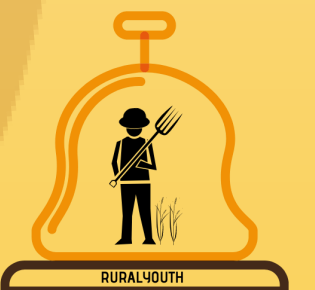
Giray et. al. (2019). Rural tourism marketing: Lavender tourism in Turkey



What about marketing in rural?

The results of the study and observations in the region can be interpreted in this way: taking into account the advantages of this phenomenon and the beauty of the lavender, there is a need to develop good marketing strategies which consider visitors' opinions in order to make it sustainable. First, a cooperative and diversified marketing is essential at regional level, as the duration of the lavender season is very short and activities related to lavender cultivation are limited. This also requires strong networks where many activities related to rural tourism can take place in the region without pressure on natural resources, involving all stakeholders in the business.

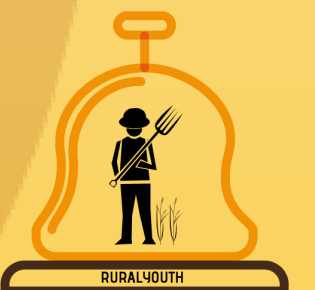
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The Lavender Gardens of Kuyucak Village

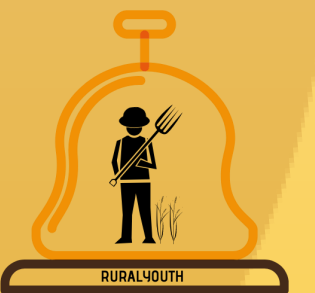


Summerhomes



*Business has only two functions -
marketing and innovation.*

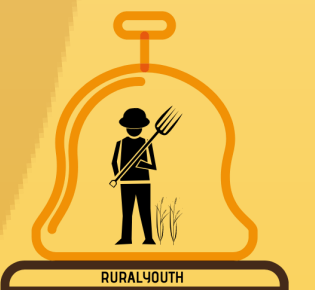
-Milan Kundera



Like golf, marketing is about strategy and execution



Masterful Marketing





**SURF
TO FIND OUT
MORE**



Listen to the Ted Talk! – [Your strategy needs a strategy!](#)



Read the article [How the Marketing Funnel Works From Top to Bottom!](#)



Read this article about podcast being a marketing strategy: [The Ultimate Guide To Grow Your Audience!](#)



Read this article about how to structure a marketing plan: [The Red-Fern Guide!](#)

TEST YOUR KNOWLEDGE!



Marketing strategy is _____.

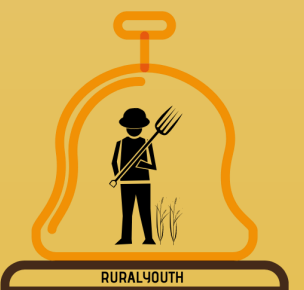
- a) result.
- c) idea.
- b) process.**
- d) simple plan.

Marketing strategy _____.

- a) creates ideas
- b) analyzes all aspects of your sales activity**
- c) creates challenges
- d) none of above

Marketing strategy _____.

- a) is usual marketing
- c) is your plan for action**
- b) none of above
- d) is marketing from the past



_____ helps to create harmony among the organizations

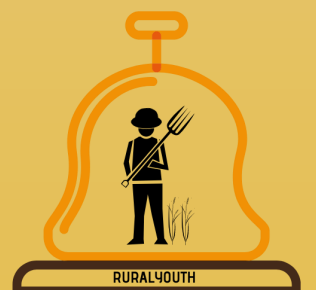
- a) selling
- c) message
- b) marketing plan
- d) marketing strategy**

_____ development team goes hand in hand with the advertising department to come with the most relevant marketing message.

- a) sales
- b) product**
- c) suppliers
- d) none of above

No business in the world can survive in the long without a _____

- a) solid brand image
- c) challenges
- b) customers
- d) all of above**



Rural tourism marketing studies pay particular attention to:

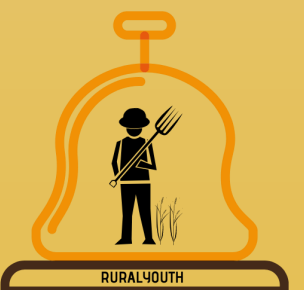
- a) innovation and society
- b) Consumer and value oriented
- c) Sense making marketing
- d) a visitor's motivation and satisfaction.**

The bottom-line is that _____ is necessary if you are to sell the right products at the right price to the right people with the right promotion and distribution methods.

- a) values
- c) marketing ideas
- b) a marketing strategy**
- d) none of above

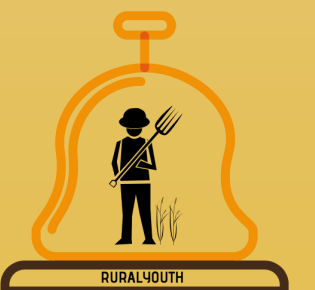
Marketing is getting to the heart of _____ and understanding their needs.

- a) value
- b) critical marketing
- c) your clientele**
- a) none of above



DISCUSSION

1. Try to imagine the future of marketing strategies development.
1. Discuss the best examples of rural tourism marketing strategies.
1. Share with friends your ideas about unique experience development challenges when developing marketing plan for rural tourism.



SUMMARY

- In this unit, you have learned about heritage marketing strategy, discovered the importance of strategy principles in heritage marketing development, have been found various marketing strategy tools, practices and examples.
- When looking for travel try to take your attention to heritage marketing strategy development in concrete case and try to find if developed marketing strategy helps you to make travel decision!
- In Unit 5.2 you will learn about sustainable marketing and experience and theirs relation to tourism.

