**Marketing Plan**

**TEMPLATE**

Destination NSW’s NSW First training program includes [a guide to effective marketing](https://www.destinationnsw.com.au/destination-nsw-business-support/nsw-first-program/nsw-first-promote), including [a guide to developing a marketing plan](https://www.destinationnsw.com.au/destination-nsw-business-support/nsw-first-program/how-to-develop-your-marketing-plan).

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# About [Your Business]

[Briefly describe your business, and its unique selling point.]

# Marketing Objectives & KPIs

The overarching marketing goal is to [insert key goal e.g. increase occupancy to 80%, achieve revenue or a profit of $xx, attract xx visitors per week or per year].

The key marketing objectives & KPIsfor this year include

[Examples follow. Update for your business]

* Grow Facebook followers by xx% from xxx to xxx
* Grow Instagram followers by xx% from xxx to xxx
* Increase engagement on posts to x on average
* Grow newsletter subscribers by xx% from xxx to xxx
* Increase unique visits to www.yourwebsite.com.au by xx% from [month] to [month]

# Target Markets (Ideal Visitors)

[Clearly articulating your business’ ideal guests will help you to identify marketing tactics that would reach them, and key marketing messages that would resonate with them. The more you know about your target markets, the better. You can

* use information about your existing guests
* use the target market identified for agritourism visitation to Cootamundra-Gundagai in Council’s [Agritourism Development Plan](https://www.cgrc.nsw.gov.au/wp-content/uploads/2022/02/Cootamundra-Gundagai-Agritourism-Development-Strategy-FINAL.pdf) (page 15)
* use the target markets identified in Destination Riverina Murray’s [Riverina Murray Agritourism Strategy](https://riverinamurray.com.au/) or its [Destination Management Plan](https://riverinamurray.com.au/wp-content/uploads/2023/02/DRM-Destination-Management-Plan-2022-2030.pdf)
* use visitation statistics in the [Cootamundra-Gundagai Local Government Area Profile](https://www.tra.gov.au/Regional/local-government-area-profiles) at Tourism Research Australia
* ask Council’s Tourism Officer for help.

Describe your market, or markets if you have 2 or 3 distinct markets you are trying to reach, such as families with children under 13 years old who travel on school holidays, and couples looking for a short break.]

|  |  |  |
| --- | --- | --- |
| **Details** | **[Name of Primary Target Market]** | **[Name of Secondary Target Market]** |
| What are their ages? |  |  |
| Where do they live? |  |  |
| Where are they in their lifecycle? (e.g. raising young children, empty nesters, retired, etc) |  |  |
| What type of work do they do and how much do they earn? |  |  |
| What are their interests? |  |  |
| What sources of information (media) do they use/read/listen to/watch? |  |  |
| Who influences their travel decisions? |  |  |
| What are their needs and wants (e.g. affordability, reconnection as a family, physical activity, connect with locals while on holiday, want to take their pet with them on holiday) |  |  |
| What motivates them to travel? |  |  |
| What are their frustrations around holidays? |  |  |
| How do they plan holidays? |  |  |
| What kind/s of accommodation do they prefer? |  |  |
| What kinds of activities do they like to do on holiday? |  |  |
| What problem/s do they face that your experience can solve for them? |  |  |
| What would be the main ways they would first hear about your business? (e.g. through a third party website like Booking.com, word of mouth from past guests) |  |  |
| What key messages and imagery would reach this audience? |  |  |

# Content Marketing

The following platforms will form the content marketing strategy.

**Website**

The website is the hub of all marketing activity, which means it must be up-to-date, user-friendly, and proactively driving conversion (converting website visitors to customers). A review of the website will be undertaken, with enhancements ready for any marketing activity, including the addition of a subscribe to our newsletter button. Google Analytics will be activated for the website to support decision making.

**Blog**

A blog with regular articles to answer guests’ key questions will support search engine optimisation (SEO). The articles will be distributed via our email newsletter and social media, and shared with Council’s Tourism Officers, and other relevant local tourism stakeholders with a request that they amplify reach by sharing it via their own channels.

**Third party websites**

Third-party website listings will be developed or reviewed, particularly the business’ Google Business Profile, the [Australian Tourism Data Warehouse](https://www.atdw.com.au/operatorlistings/) listing, the local tourism website listing (either Visit Cootamundra or Visit Gundagai), your TripAdvisor listing, and any listings on websites such as Airbnb or Booking.com, ensuring that content is up-to-date and in line with the brand and key messages.

**Email newsletter**

A seasonal email newsletter will provide subscribers and past guests with relevant information around tourism in the region (e.g. upcoming events), what’s new in the business, and any deals.

**Social Media**

The two primary channels used for the business will be:

* Facebook – a combination of paid and organic posts will be used to promote the business’ themes and messages.
* Instagram – Ideally four posts will be shared each week, with the objective of engaging with the local, regional and state tourism organisations, and other relevant stakeholders. There will also be a focus on encouraging user-generated content via relevant hashtags.

Hashtagswill help increase the reach of Instagram posts:

**#VisitCootamundra or #VisitGundagai #VisitNSW #SeeAustralia Other hashtags relevant to your target and source markets**

These can be scheduled at the same time in Meta Business Suite, but should be made to feel native in each social media (e.g. ensure if any account is tagged, that the Facebook page is tagged in Facebook posts, and the Instagram account is tagged in Instagram posts).

The following content and story angles will provide valuable social engagement opportunities:

[Examples follow. Update for your business]

* Your tourism offering – [benefits vs features](https://www.atdw.com.au/wp-content/uploads/2016/07/ATDW-Tutorial-Optimising-your-ATDW-Listing-PDF.pdf)
* Things to do on the farm
* Things to do and see in the region – showcase local attractions, events, and places to eat that would be of interest to your target markets to encourage them to visit
* Seasonal life on the farm

# Action Plan

The following action plan outlines the key tactics that will reach the target markets and achieve the marketing objectives.

[Consider how you could use the following channels of communication to reach your target markets

* Word of mouth
* Email marketing
* Social media – organic posts and paid ads
* Search engine ads (e.g. on Google)
* Third party websites and forums (TripAdvisor, ATDW, Booking.com)
* Influencers relevant to your target markets (e.g. a family travel influencer who writes about travel near Canberra)
* Media releases
* PR activity (e.g. a launch event for a new offering)
* Signage/collateral – e.g. flyers distributed at visitor information centres)
* Traditional advertising: on radio, TV, newspapers, magazines – ensure you include a way to track results such as a QR code or special offer unique to the ad

[Plan for your identified target markets. Examples are provided.]

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| --- | --- | --- | --- |
| **Action** | **Timing** | | **Budget** |
| **ALL TARGET MARKETS** | | | |
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| Examples below | |  |  |
| Review and update website with target markets’ information needs in mind. | |  |  |
| Update third-party website listings. | |  |  |
| Set up a system for social media e.g. allocate 30 minutes per week to schedule social media content | |  |  |
| Have various marketing elements created e.g. photo and video content, social media cover images, email signature, brand story, etc. | |  |  |
| Develop a database of journalists from local media and media in the home regions of target markets.  Identify what is newsworthy about your business that could be shared in separate brief media releases, such as new additions for this year. | |  |  |
| Work with Destination Riverina Murray and Council on a collaborative marketing campaign, e.g. to host a media familiarisation tour with mainstream and specialist media and digital influencers. | |  |  |
| Develop social media ads and Google Ads aligned with your objectives. | |  |  |
| **PRIMARY TARGET MARKET** | | | |
| [If there are specific tactics to attract your primary target market, list those here. An example might be a competition in partnership with a family-travel website if you are trying to attract families.] | |  |  |
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| **SECONDARY TARGET MARKET** | | | |
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# Marketing Budget

The marketing budget allocated for this year is $xxx and will be broken down as follows.

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| --- | --- |
| **Marketing Budget** | **$** |
| Digital ads |  |
| Website updates |  |
| Social media advertising |  |
| Collaborative campaign with regional tourism organisation  (+ Membership) |  |
| PR |  |
| Print + Radio ads |  |
| Signage |  |
| Graphic Design + Print (Collateral) |  |
| [Other] |  |