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Advisor Resources Package
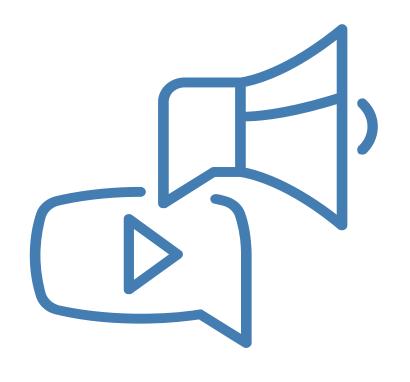
competence area 6

branding & digital marketing

developed by **ITP**

branding & digital marketing:
about competence area 6

Communication is the key to generate a better and solid business and this competence area describes the knowledge, skills and attitudes the sustainable tourism advisor must acquire and develop to introduce small tourism providers to set of relevant concepts and tools regarding branding strategy for tourist sites located in watercourse regions; and also, to lead them into applying digital marketing strategies to promote their business in a more effective and sustainable way.

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Advisor Resource Package: **introduction**

Addressed to:
- Sustainable tourism advisors
- VET providers
- Small tourism providers

offers a set of eight blended learning resources to support tourism and local development through the promotion of sustainable and efficiently use of natural, cultural and economic resources in watercourse regions.

sustainable tourism & SDGs

innovation & digital transformation

ethics & social responsibility in tourism

networking & local partnerships

natural & cultural heritage

branding & digital marketing

competitiveness & sustainable local business development

internationalisation strategy

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branding & digital marketing:
in this competence area you will learn how to

- define branding and digital marketing applied to blue tourism

- identify tendencies in blue tourism marketing

- apply branding strategy components, approaches, and key tools to develop a successful brand strategy for blue tourism destinations

- evaluate real life examples of brand identity in terms of their application of branding strategy (case studies)

- create a marketing plan for a blue tourism destination brand

- guide small tourism providers in applying branding and marketing strategies to promote blue tourism destinations

- supervise small tourism providers with the implementation of branding and marketing strategies to blue tourism destinations

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Competence area 6: **guidance**

In this section you can find knowledge-based contents presenting key factual and conceptual information about the topics covered by the branding & digital marketing competence area

Strategic brand management, or **branding**, is one of the steps you must undertake if you want your brand to be known. It is a continuous management process that will help you to create your start-up brand, prepare it for the market and maintaining it in the market.

"You´re either remarkable or invisible. Make a Choice" *Seth Godin*

Branding

How you design and build your start-up brand online, making use of digital tools (e.g., websites, apps, social media, videos).

Digital Branding

This is a skill in high demand. It includes having knowledge of marketing and communication strategies plus mastering tools and platforms that will help you maintain your brand online. Digital marketing is when you apply marketing and communication strategies to promote products or services using digital channels like websites, blogs, social media, mobile apps.

Digital Marketing

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A brand strategy is a formal plan used by a business to create a particular image of itself in the minds of current and potential customers. As a result of brand strategy, people develop a particular feeling or opinion about a company—a feeling that drives their buying decisions. Provides clarity about the competitive landscape, market position and customer expectations. This information is critical to develop effective marketing strategies and to fine-tune marketing messages to maximise your competitiveness and build strong brands.

Branding Strategy

A company brand is not just the name and logo. These external facing elements are crucial for things like brand recognition and loyalty, they only scratch the surface of what branding really is. Brand strategies are imperitive. In order to have a brand that stands the test of time and builds a loyal customer base, you need to ingrain your brand into everything you do.

Brand Identity ; Brand Purpose, Mission And Values; Brand Messaging; Brand Differentiation; Brand Experience

Branding Strategy Components

Marketing is the set of activities and strategies you will have to undertake to promote its service or product. It is the act or process of buying and selling in a market. The strategic functions involved in identifying and appealing to groups of consumers, often include activities such as advertising, branding, pricing, and sales.

Marketing

The use of social media platforms to connect with audiences to build a company's brand, increase sales, and drive website traffic. This can involve paid, owned, and earned media efforts, including publishing organic content on your social media channels, listening to and engaging with your target audience, and running social media advertisements.

Social media marketing

A search engine marketing (SEM) technique that focuses on marketing by improving qualified traffic to a business' website. This is accomplished by analysing the nature and intent of consumer searches to enhance the user experience and deliver highly relevant search results (preferably from your business).

Search engine optimisation (SEO)

A type of inbound marketing that involves the creation of content with the goal of providing value to consumers. Content in this context includes blog posts, videos, e-books, and infographics that are shared on a variety of digital channels. The main goal of content marketing is to provide valuable information to consumers so they are more likely to engage with your brand and, ultimately, become a customer.

Content marketing

Competence area 6: **tutorials**

In this section you can find a set of self-explanatory task-cards, specifically designed to provide real-world challenge and supply the practical information to develop your competences on branding & digital marketing

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Task card 1: Regarding branding strategy for tourist sites located in watercourse regions

outline

This action card aims to support the sustainable tourism advisor in guiding the small tourism provider in defining destination branding and digital marketing applied to blue tourism. The focus here is to gather as much data as possible, identify how residents, tourist, and visitors perceive your destination point.

Action 1: **Collect information**

Step1: access the platform UNWTO

Step2: read about the statistics and key indicators

Step3: collect and analyse the statistics of United Nations system about tourism.
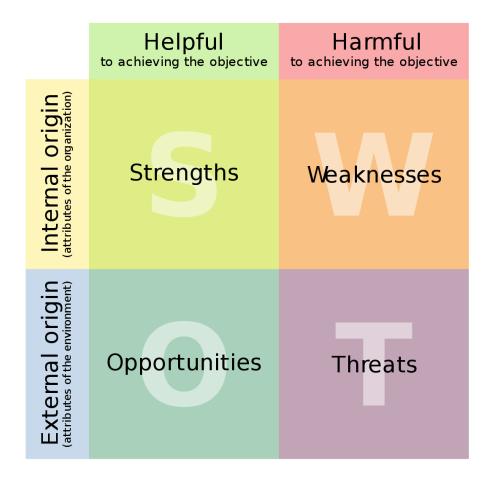

source:https://www.unwto.org/

Action 2: **make a diagnosis**

Step1: underline the recommendations that somehow relate to your business.

Step2: map your business activities by using a SWOT analysis or other chart.

Step3: identify the strengths, weaknesses (internal factors opportunities and threats (external factors)

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	Strengths **S**	Weaknesses **W**
External origin (attributes of the environment)	Opportunities **O**	Threats **T**

source:https://upload.wikimedia.org/wikipedia/commons/thumb/0/0b/SWOT_en.svg/1200px-SWOT_en.svg.png

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Action 3: **discover what makes your destination unique**

Step1: can visitors get to feel the local vibe and enjoy the small and unique experiences?

Step2: interact with skilled artisans or dine at family-owned restaurants

Step3: turn it into the adventure of their lives.

source: https://www.facebook.com/ehtportalegre

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Throughout this action card, you have learned about **branding strategy for tourist sites located in watercourse regions** by completing a diagnosis of your swot analysis. These initial steps supported you in assessing and defining what priorities are more appropriate to your branding strategy. You can replace the tools offered to others more adjustable to your needs and knowledge.

summary

Task card 2: applying digital marketing strategies to promote business in a more effective and sustainable way

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outline

This task card seeks to **apply digital marketing strategies to promote business in a more effective and sustainable way** by small tourism providers in water course regions.

Action 1: understand your consumer

Step1: to create more human online experiencies, you need to start with a holistic understanding of your customer.

Step2: empowering you to build human-first, data-driven online experiences.

Step3: focuses on digital, remembering your digital channels form just part of your customer

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Action 2: **show essential information**

Step1: add essential information like your phone number and hours of operation so customers know what to expect.

Step2: show your company personality with photos and your logo to stand out from customers.

Step3: show your company's identity by adding differentiating attributes such as blue tourism

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Action 3:**analyse**

Step1: Google by business is a very important analysis and monitoring tool

Step2: access to very complete performance reports, and includes essential metrics and KPIs, data related to traffic sources and user behaviour.

Step3: with this tool, you have access not only to web traffic patterns and trends, but also to the devices through which people access your website.

source: https://www.facebook.com/ehtportalegre

Provide participants with knowledge and skills, through the use of free tools, knowledge and skills aimed at promoting a culture of good online practices through the use of planning and management tools that allow participants to define strategic alternatives for your tourist business.

Promote the digital transformation of the tourism sector, contributing to an improvement in the digital skills of professionals in the sector, namely, essential digital literacy skills and more advanced digital marketing skills, which enhance an effective digital transformation, generating value for business and to the people.
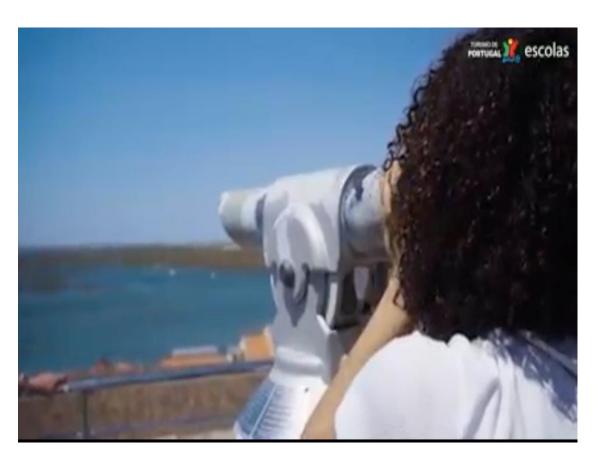
summary

Competence area 6: **hands-on resources**

In this section you can find scenario-based situations designed specifically to illustrate how branding & digital marketing competence area can be put in practice by small tourism providers

source: https://www.facebook.com/ehtportalegre/videos/568553641658220

Scenario 1: branding strategy for tourist sites located in watercourse regions

A family business specialising in extracting products from the land is situated near a small river.

The family, in addition to being farmers, saw the opportunity to share reclaimed treasures with people. They are nature lovers and aware of the natural heritage and watercourse

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This traditional family created a new business to offer differentiated and personalised experience only made available to small groups.

Their strategy is based on offering a service tailored to the needs of the visitor.

It is connected intimately with nature and focusses on cultural and environmental preservation, promoting a healthy lifestyle for visitors and staff alike.

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The family decide to conduct some in-depth research and to clearly understand the differentiating attributes of the region they are located in.

What are the main attributes of a brand image for the region that are important to the younger or older population?

What is the best way to communicate the tourism offering to people?

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First they explore a framework for tourism offers related to elements of the branding strategy of the NATURA2000 region: brand identity, brand positioning and brand image.

Then, they must follow the directions for communication of the brand strategy of the region in order to secure a market position in this tourism segment.

Designing customed-made products (rings, necklaces, wallets, etc.) intended to remain as a valuable "piece of memory" of a tourist visit.

Geographic locations, like products, can also be branded.

In this case, the power of branding is in making people aware of the location and then linking desirable associations.

This would be easy but each country offers similar tourism products and attempts to attract the same target tourism markets.

Choosing a strategy for destination branding is a very complex strategic move.

It is very important to formulate the strategy for reaching the target group, considering the criteria that are important when choosing a touristic destination, as well as the communication channel for the region.

Today's tourists are increasingly looking to escape or discover, and that creates a basis for emotional connection

Scenario 1: branding strategy for tourist sites located in watercourse regions

- Who are my customers? Age and gender of customers/size of the organisation are decisive determinants to profile target tourists.

- What are their main interests? A tailor-made offer is always appreciated by customers. Being aware of main trends and interests will allow you to exploit the multifunctionalities of online platforms.

- What do they buy online? A very detailed analysis of customers' behaviour will help you understand what you need to be competitive and innovative.

Scenario 1: branding strategy for tourist sites located in watercourse regions

TRY to

- Ensure that your objectives are Specific, Measurable, Achievable, Realistic and Time-sensitive (SMART)

- Create "Marketing Personas" based on your previous buyers

- Ensure your website is user-friendly (mobile-responsive, quick to load, easy to navigate)

AVOID

- Lacking realistic digital marketing goals and goal tracking methods

- Targeting the wrong audience

- Neglecting your website design

- Taking on too many strategies without proper resources

Scenario 2: applying digital marketing strategies to promote business.

A small and local business wants to help protect cultural habits and traditions that centre around vineyards and help promote biodiversity through the protection of national wine varieties 'Arinto' and 'Antão Vaz'. They must endeavour to protect and value local and small producers of traditional produce that still value traditional practices and crafts.

They have found that to reach the best audience you can not just put a piece of content up on the website and hope people will find you. They must optimise and actively promote it to reach their audience.

Therefore, they had an idea to run a fun competition, but with a strong message: for each vineyard that they own, winners can choose a river or lake name, showing its antiquity and generating a bit of interest.

By adopting one of the vineyards, the tourist would be sponsoring a vineyard for one year, contributing to social initiatives in the local community and national actions for the protection and preservation of secular vineyards.

Scenario 2

With this digital marketing strategy the major force is represented by their Instagram or Facebook account.

The firm engages its public through audio and video content published by its same audience.

This mechanism allows for the attention of a community that is highly passionate and active.

Advertising is done naturally through the sustainable experiences of users who post what they liked the most and share their concerns and best practices.

The local community receives a smaller impact because tourism is not massive. However, this campaign of adoption of a centenary vineyard will be able to arouse the interest of tourists with environmental concerns and even new solutions for this particular ecosystem

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Social media is considered as the powerful weapon to appeal to a new way to see sustainable experiences.

Travellers prefer personal experiences. They want to experience flair, food, local and live traditions of the country they are visiting.

Natural heritage should be more interactive. People like to participate and feel involved.

New technologies play an important role based on observations, with help of interactive digital content they can captivate a far wider audience or improve visitor experience.

Scenario 2

The Digital Transformation has multiplied the opportunities to reach potential customers by advertising, and techniques to allow and maintain a relationship with the brand.

Users will always prefer to use web store/platforms/applications that are more smart, agile and attractive; however, do not forget to keep in touch with the real market and real in-person customer relationship. Keep in mind the strengths of the offline market also, so you can offer a service that encourages the consumer to prefer buying online.

Scenario 2: applying digital marketing strategies to promote business

- Promoting through good quality content helps to reach a specific audience that enjoys activities near blue tourism areas?

- After creating content, one can publish them as blogs on their website and then share them to their respective customers using social media platforms?

- Applying individual digital marketing strategies to promote business or should they work together with similar small tourism providers?

Scenario 2: applying digital marketing strategies to promote business

TRY to

- Follow SEO best practices like keywords search, delivering high quality/targeted content, optimising site's load time and title tags.

- Explore social media advertising services.

- Rely on experts to handle your digital marketing strategy.

AVOID

- Forgetting about search engine optimisation (SEO).

- Neglecting social media.

- Posting the same content or image several times a week.

- Posting things that will not be adding value for your business

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Competence area 6: **practical tips**

In this section you can find a checklist of points to adopt branding & digital marketing practices in local turismo businesses

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"A brand is the set of expectations, memories, stories and relationships that together account for a consumer's decision to choose one product or service over another."

Seth Godin

Practical tip 1

"A good company offers excellent products and services. A great company also offers excellent products and services but also strives to make the world a better place."

Philipp Kotler

Practical tip 2

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"The key to branding, especially for smaller firms, is to focus on a limited number of issue areas and develop superb expertise in those areas."

Philipp Kotler

Practical tip 3

Competence area 6: **useful reading**

In this section you can find a list of relevant online resources to help you go further on branding & digital marketing

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Digital marketing

www.investopedia.com/terms/d/digital-marketing.asp

EUIPO European Union Intellectual Property Office

www.euipo.europa.eu/ohimportal/pt/web/guest/home

Marketing

https://www.ama.org/the-definition-of-marketing-what-is-marketing/

SWOT Analysis. What it is and when to use it

www.businessnewsdaily.com/

The Brand GAP

www.martyneumeier.com/the-brand-gap/

Types of Digital Marketing

www. https://www.getapp.com/knowledge-base/digital-marketing-for-small-businesses/

What is digital marketing

www. https://digitalmarketinginstitute.com/blog/what-is-digital-marketing

You have completed competence area 6, well done!