

ENTREPRENEURS & SITE GUIDES

MODULE 4: HOW TO MARKET AND SELL YOUR PRODUCT

INTRODUCTION

No matter how good your product is or how good you have identified your customer segments: if you are not able to reach your customer and make them aware of your products, your business will still fail. That is why in this module we will focus on marketing and sales.

OVERVIEW



Learning Goals



Knowledge

- The participants will increase their knowledge of how to use various marketing channels.



Attitude

- The participants will become more oriented in turning leads into revenue.



Skills

- The participants will learn how to use various marketing channels more effectively.

SESSION 4A: Generating Leads, Bookings & Revenue

SESSION 4B: Differentiating Marketing Channels

SESSION 4C: A Grand Tour of Social Media Platforms

BEFORE YOU START, YOU NEED...

- Flipcharts
- Large paper
- Marker and pens
- Sticky notes
- Projector
- The printed versions of the feedback forms



SESSION 4A: Generating Leads, Bookings & Revenue

AGENDA



Lecture:
Tour de Tooro and
the AIDA Model

(45 min)



Brainstorm:
Turning Leads
into Revenue

(45 min)

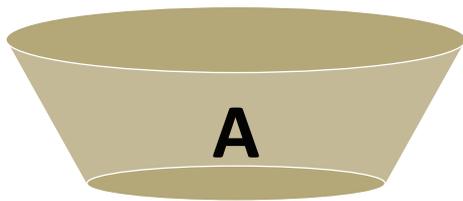


Lecture: Tour de Tooro and the AIDA Model (45 min)



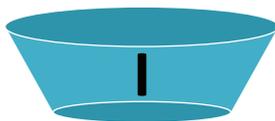
? ASK:

- Ask the group if they can remember what the AIDA model - which was introduced in the previous module - stands for.
- Show the following overview:



Attention

The consumer becomes aware of a category, product or brand (usually through advertising)



Interest

The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle



Desire

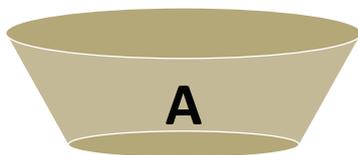
The consumer develops a favorable disposition towards the brand



Action

The consumer forms a purchase intention, shops around, engages in trial or makes a purchase

- You are now going to dive further into each of these stages, after which you will ask the group to apply it to the case of Tour de Tooro, the mountain bike company that was introduced in the previous model.



Attention
Attract the customer
“Who are you?”

You do this through:

- Attractive brand colors
- Identifiable logo
- Attractive slogan
- Advertising



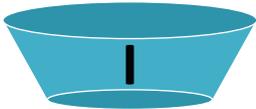
Where/How should you try to attract the attention of potential customers from? Think of:

- Advertising on social media
- Advertising in travel magazines or guidebooks
- Online marketplaces such as booking or review websites
- Holiday Fairs
- Physical signposts



ASK:

- Ask the group whether they can apply this in the case of the fictional mountain bike company *Tour de Tooro*, which was introduced in the previous module. What should a logo look like? What brand colours should be used? Can they think of an attractive slogan? Where should they advertise?



Interest

Spark curiosity

“What can you do for me?”

You do this through:

- Playing into the needs, pains and frustrations of the customer: “Do you need some time off? At our lodge you can find all the relaxation you need.”
- Communicating value to the customer: relaxation value, adventure, efficiency, beauty, etc.
- Developing good packages and itineraries, similar to what we did in the previous module.

Where/How should you try to spark the interest of potential customers? Think of:

- A spectacular website
- Blog posts about your company
- Social media posts
- Advertising



ASK:

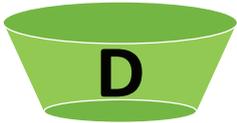
- Ask the group to apply this once more to the case of *Tour de Tooro*. What is the value that *Tour de Tooro* wants to bring across and how can they do so?



FACILITATOR'S TIP:

In case the group struggles to come up with an answer, explain that most mountain bike companies want to create a sense of adventure and excitement, as well as to show that they are a trusted company that can provide safety and ease. They can do so by using spectacular photographs that emphasize adventure but also show the trustworthiness of their equipment. Blogs that communicate about the sense of adventure are also important.





Desire

Trigger want

“I want you because you can do this for me”

You do this through:

- Emphasize the experiences and emotions that are triggered by the product.
- Emphasize what is unique about the product or company: why is this the right company or product to fulfil the needs of the customer?
- Coming up with the right prices.

Where/How should you try to spark the interest of potential customers? Think of:

- Website
- Reviews of previous customers
- Social media engagement



ASK:

- Ask the group to apply this once more to the case of Tour de Tooro. How can Tour de Tooro create more desire among potential customers?



FACILITATOR'S TIP:

Emphasize the role of reviews



Action

Provoke purchase

“I am getting your product”

You do this through:

- Creating a sense of urgency through promotional offers.
- Making it easy to buy the product / book the company

Where/How should you try to provoke your potential customers to buy? Think of:

- Your own website (“Book Now” buttons!)
 - Booking websites
 - Other forms of communication.
- Ask the group to apply this once more to the case of Tour de Tooro. How can Tour de Tooro provoke action among potential clients?

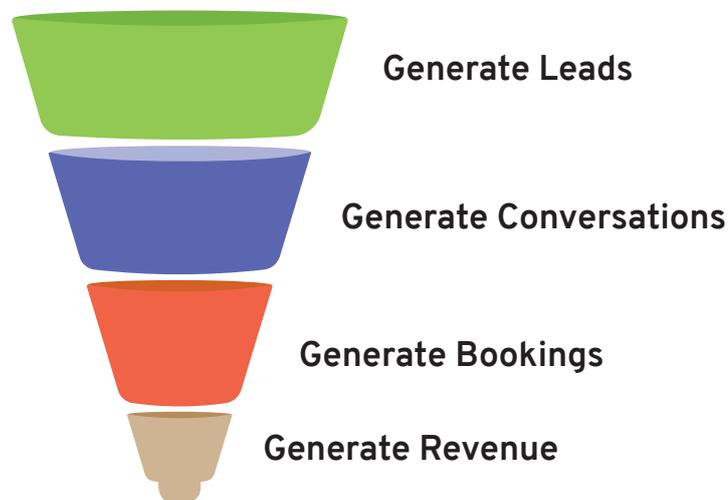


Brainstorming: Turning Leads into Revenue

(45 min)



- Introduce the topic of sales.
 - a) Whereas marketing and sales are related and sometimes overlapping, they are not the same. Whereas marketing is the effort to attract potential customers to a product, sales is the effort to get an interested potential customer to buy the product.
 - b) When we look at the AIDA model, you could say that the Action part is more about sales than it is about marketing.
 - c) We are now going to look at the Sales Funnel, which resembles the AIDA model a little bit, because it also uses the metaphor of a funnel. This is how it looks like:



- Ask the group to draw this model on a piece of paper, and ask them to estimate their numbers:
 - a) How many people do they think see their logos, website, social media posts, (etc.) in a month?
 - b) How many of these people become a lead, meaning that they show interest in buying the product?
 - c) How many of these leads become conversations, meaning that the company is in direct contact with them about buying the product?
 - d) How many of these conversations turn into bookings, meaning that the product is actually being bought?
 - e) How many of these bookings end up being executed and paid for?



- There is no company that has a conversation rate of 100%, meaning that all the leads turn into revenue. Instead, it is to be expected that at each stage of the funnel, there is a dropout. This means that we should perhaps think of a funnel that is leaky! The two most important things are:
 - a) How can you maximize the amount of leads? (Marketing!)
 - b) How can you maximize your conversation rate? (Sales!)
- It is essential to keep track of those numbers, as this will help you to analyze where you can improve!
- Here are some things to consider:

Stage	Success Metric	Consideration
Leads	How many leads in your funnel?	How are you tracking your leads?
Conversations	How many of the leads do you talk to?	How do you track your conversations?
Bookings	How many leads are converted?	How quickly can you close a lead?
Revenue	How much revenue is generated?	How do you manage payments collection? How easy is it for you to get paid?



SESSION 4B: Differentiating Marketing Channels

AGENDA



Discussion:
What's in a Name?
What's in a Logo?
(30 min)



Lecture:
Marketing Platforms
(40 min)



Quiz Time!:
The Extra Mile
(20 min)



Discussion: What's in a Name? What's in a Logo? (30 min)



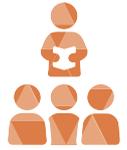
- Using the popcorn method, ask the participants to explain why they chose the name of their company and how they chose it. For example, they could have wanted to use that name for a long time already, but it could also be the result of a simple brainstorm the day before registering. Ask the participants to reflect on it as well: do they like the name? Are there other company names that they like? Ask them also to reflect on their logos: what does it represent? Why did they choose it?
- After the participants have finished reflecting on their own company names and logos, take it to a more abstract level: what do they think makes a good name? What makes a good logo? Lead a discussion and try to write down at least 5 conclusions that people can largely agree on.
- Here are some questions that you could raise to lead the discussion about names:
 - a) Can a name be too long?
 - b) Can a name be too general?
 - c) Is it good to use the name of any of the natural features, wildlife, or cultural aspects that tourists will often see during the activity you offer?
 - d) Is it good to use abbreviations?
 - e) Do you like the name of Matoke Tours? Wild Frontiers? Ukarimu? Tour de Tooro? Etc.
- Here are some questions that you could raise to lead the discussion about logos:
 - a) Who should design a logo?
 - b) How detailed should a logo be?
 - c) Who can think of a beautiful logo?



FACILITATOR'S TIP:

when it comes to logos, a useful website is www.canva.com. Using this website you can easily build your own, professional logos free of charge.





Lecture: Marketing Platforms (40 min)

Give a lecture on the different marketing platforms mentioned below. With each of the platforms, mention the specific advantages or disadvantages compared to other platforms. The tips mentioned are important, as they cover some common mistakes made by tourism companies in the country. The typical posts are examples of good posts for the specific social media platforms. Allow the participants to voice their opinions as well, as many might have expertise in it.

Flyers and Booklets

Give a lecture on the different marketing platforms mentioned below. With each of the platforms, mention the specific advantages or disadvantages compared to other platforms. The tips mentioned are important, as they cover some common mistakes made by tourism companies in the country. The typical posts are examples of good posts for the specific social media platforms. Allow the participants to voice their opinions as well, as many might have expertise in it. How can you help them?

Tips

- As with any other written source, make sure that it is well-written and designed! Many tourists will consider your company unprofessional if your texts are full of errors and the lay-out is messed up. In contrast to digital platforms, you can not edit printed materials once they have been published. Get an expert if you are not the best writer or designer yourself. Common mistakes include the use of several/different types of fonts (letters), incorrect use of capital letters and interpunction as well as using the spacebar at random moments.
- Use appealing pictures that you are allowed to use. If it is nice to look at, people are more likely to keep it for a long time.
- Make sure all the info is correct, especially the contact details in particular!

Websites

Websites should be an online representation of your company. Since your company operates in the tourism sector, it is essential to emphasize your welcoming nature and your professionalism.

Tips

- Make sure the website works well and that there are no broken links.
- Use “News”, “Blog”, or “Updates” sections only if you update them regularly.
- Get people to make inquiries or bookings! So: make that button visible!



Flyers and Booklets

TripAdvisor is the most important review website for tourism activities in the world and is a very important source to find out more about the experiences of tourists with specific tourism companies.

Tips:

- Make sure you respond to all reviews! Do so professionally, even if it is a negative review.
- Encourage your clients to leave a review on TripAdvisor, particularly if they had a great experience.

Typical Post:

“Here I was: on a bike, in a jungle, with my new friends. Snowcapped mountains looking at snowcapped mountains, while listening to the sounds of the forest. Those were the best days of my trip. Perhaps even the best days of my life.” - *Duncan (37), Indianapolis, US.*

“Thank you very much for touring with us and for your delightful message! Did you know our region has so many more routes to discover? So come again, as we really loved cycling with you.” *Juliet - Director of Tour de Tooro*

Facebook

Facebook is the largest social media platform in the world. Having a professional business page can be very helpful.

Tips:

- Make sure to distinguish your professional and private accounts.
- Make sure your profile page looks professional and welcoming.
- Advertisements can be very useful, but strategize on how to do so.

Typical post:



Ready for the tour of your life? Tour de Tooro offers 1-day cycling tours from #KibaleForest all the way to #LakeMbuoro. 190 km full of joy, tiredness and spectacular landscapes! Be aware, this tour is only for the #diehards. Do you want to find out more? Check out what we can do for you on www.tourdetooro.co.ug.



Instagram

Compared to Facebook, Instagram is more visual oriented: photos are the most important aspect. This is particularly helpful for tourism companies, as many tourism activities look good on camera. It is a particularly helpful medium to convey a feeling: the excitement of an adventure or the relaxed feeling of having a drink at a place with a spectacular view. The users of Instagram are generally younger than Facebook, although other social media platforms are popping up rapidly that might be even more “hot and happening”.

Tips:

- Make sure your photos have the right shape and structure so that they also look good when shown as a “thumbnail” (a very small preview of a picture).
- Make sure you have the right to publish specific photos.

Typical Post:



Stunning sunrise in Tooro. Start your morning well with a tour by Tour de Tooro! Book now: @tourdetooro. #TooroTourism #Uganda #Cycling #Sunrise

Twitter

Twitter is a social media platform that only allows you to “tweet” short messages. It is structured in such a way that you mostly see very recent posts, which creates a sense of urgency. As such, it is a proper medium for quick announcements. But generally most tourism companies prefer to focus on Facebook and Instagram.

Tips:

- Use the right hashtags to make sure the right people see your messages.
- Make sure to respond to your messages.

Typical post:

2 more #diehards have cycled from #KibaleForest to #LakeMburo in 1 day! Congrats, @KyleEdwards and @LauraLedley. Think you can do so too? Check out tourdetooro.co.ug #cycling #Uganda

LinkedIn

LinkedIn is often considered the Facebook for business-to-business contact. That is why it is particularly useful when it comes to attracting business travelers. In set up it resembles Facebook very much.



Newsletters

Online newsletters can be a useful tool to increase customer loyalty and retention: customers coming back to your company. You are not allowed to add people to your mailing list without asking them. Instead: ask customers to subscribe to your newsletter using other social media or when they have been your customer. A simple platform to help you set up newsletters to mailing lists is named Mailchimp and is freely accessible online.

Travel Bloggers

Inviting travel bloggers to your company can be an effective way to get coverage from travel experts that readers can relate to. If you want travel bloggers (or influencers) to write about your company, make sure that they see the added value of doing so: they have to maintain the quality of their blog and would not necessarily want to cover every company that approaches them.

Guidebooks

Guidebooks, such as the Lonely Planet, Rough Guide and Bradt are developed by experts that want to sell as many books as possible, as that is their primary source of revenue. That is why they need to be up to date and honest and why they remain independent. You don't need to pay to be covered by a guidebook, but your company just needs to stand out from others and get on the radar of the writers.



INSTRUCTIONS

Quiz Time! (20 min)



The following quiz is meant to go through the most important lessons of the last session in a semi-serious fashion. Read out the questions and answers, and let the class respond using the popcorn method.

Question 1: What would be a good name for a culinary tour in Kampala?		
A) Kampala Streetfood Tours	B) International Foods, Ltd.	C) Chimp Mountainbike Safaris
Question 2: What would be a good Facebook post to attract potential customers for a 3-hour activity to climb Tororo Rock?		
A) ma name iz marcuswe bring u 2 torororock. iS nice tugende u book now 0773121287 very cheap 20k only		
B) Uganda is one of the last places to see the Mountain Gorilla. It is breathtaking to see a family group of this rare species of ape in the wild. Gorelax Tours is the company to start your gorilla adventure! (PS: we also climb Tororo Rock) Book now on www.gorelaxtours.com		
C) Tororo Rocks! Would you like to see the outstretched plains of Eastern Uganda and even Kenya from above? Would you like to learn more about the natural and cultural history of Tororo District? And would you like to get fit while doing so? Let's do so today! Book now at www.torororocks.co.ug #TororoRock #UGTourism		
Question 3: What are important things to consider when selecting a picture for a brochure or your website?		
A) Do you see gorillas in the picture? Or the big 5? Do you see beautiful girls in the picture? Is the picture taken in Uganda? Is it a selfie?	B) Are you allowed to use the picture? Is it a beautiful picture? Does it help you to convey the right message? Is it related to your product? Does it have the right size?	C) Is it a famous picture? Is it a picture that my competitors would use as well? Did you take the picture yourself?
Question 4: Why is "Africa Tours: for the best Safari tours!" a poor name and slogan if you just started a small tour company in Uganda?		
Question 4: What is the most important reason to use correct grammar, spelling, language, etc.?		
A) It shows you have been paying attention in class.	B) It looks unprofessional. If you don't seem to mind about the details in your marketing, how can customers trust you in paying attention to the details in the delivery of the product and service?	C) Customers might not understand you.

Correct Answers: 1) Answer A is correct. B and C do not mention anything about the activities the company offers. 2) Answer C is correct. A is very unprofessional and B does not paint the right picture as it is focusing on other activities mostly. 3) All the elements mentioned under B are important. 4) It is too generic. It doesn't say anything about the unique selling points of the company. Any company could say this. 5) Answer B is correct.



SESSION 4C: A Grand Tour of Social Media Platforms

AGENDA



Presentations:
Social Media
Platforms

(75 min)



Reflection:
on Feedback
and Lessons
Learned

(15 min)

INSTRUCTIONS

Presentations: Social Media Platforms (75 min)



We are now going to explore the websites and social media platforms of the participants.

- Let each of the participants pick 1 or 2 marketing channels (such as their website, Facebook or TripAdvisor page).
- Using the popcorn method, let the participants open their platforms of choice on the laptop that is connected to the projector and let them introduce what the participants are seeing. Let them reflect on the choices they make in terms of what to post, how to post it and how to interact with others.
- As a group, reflect collectively on what is going well and what could be improved by asking the audience to give constructive feedback.



FACILITATOR'S TIP:

calculate beforehand how much time can be spent on each of the participants and try to stick to that amount of time as much as possible.



INSTRUCTIONS

Reflections: **Lessons Learned** (20 min)



- Ask participants to take about 5 minutes to write down 3 things that they believe are going well when it comes to their marketing efforts. Let them also write down 3 things that they feel they would like to improve.
- Afterwards, ask the participants to share with the group 1 of the things that are going well, and 1 of the things they would like to improve.



FACILITATOR'S TIP:

Ask the participants to what extent their answers have been influenced by the feedback they received!

