

Introduction to Digital Marketing for Tour Operators in Uganda

Digital Marketing Planning

Mission & Objectives

Mission	
Objectives	
Unique Selling Points	

SWOT Analysis

A SWOT analysis gives insights into your company's unique selling points, and the internal and external environment.

- Strengths relate to your company's strengths and USPs.
- Weaknesses relate to your company's weaknesses.
- Opportunities relate to the external environment, such as the competition.
- Threats also relate to the external environment and can include macro factors such as the global economy, climate change and COVID-19.

For more information on how to conduct a SWOT analysis, use Google.





Strengths	Weaknesses
Opportunities	Threats

Personas

Build online marketing persona(s) for different market segment(s). Apply market knowledge. Complete the table with as much detail as possible. Use a separate table for each persona / market segment.

Who are they? (Demographic and Behaviour)	What do they want and desire when booking travel?	What are their fears and pain points when booking travel?	What do they look for in a tour operator?
Country:			
Age:			
Family and Relationship:			
How often do they travel?			
How far in advance do they book?			

Customer Journey: The AIDA Model

	 Awareness	 Interest	 Desire	 Action
Channels				
Messages				

Branding

What is your brand personality?	
Which 5 emotions describe your brand?	
What is your mission?	
What makes your company unique?	
How do people feel when they travel with you?	

How do you communicate all of the above?

Company Name	What?	Why?
Logo	What?	Why?
Tagline / Slogan	What?	Why?
Colours	What?	Why?
Fonts	What?	Why?
Images	What?	Why?
Words/Messages	What?	Why?

Next Steps: Digital Marketing Priorities

Top 10	Topic	What?	Who?	When?	Notes	Done?
#1						
#2						
#3						
#4						
#5						
#6						
#7						
#8						
#9						
#10						