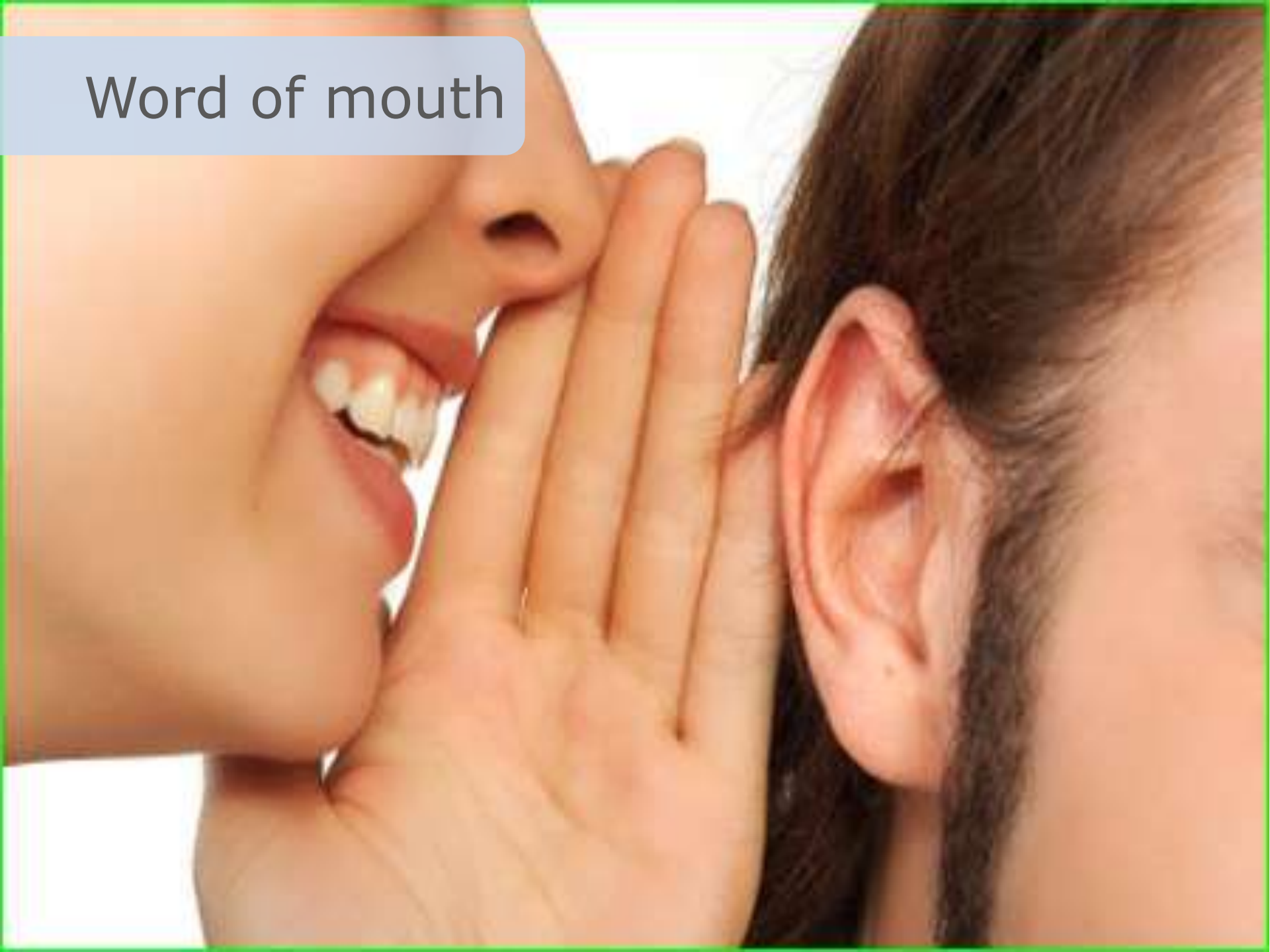


Word of mouth



Word of Mouth



- Hugely powerful form of business generation or destruction
- More powerful due to social media
- It's all about perceptions of quality and the 'experience'
- Like any good conversation, you have to contribute
- It's not free!

Where are your bins?



How to harness WOM



- Critically & honestly look at the visitor experience
- Focus should be on the welcome and customer service throughout
- Are you consistent or is someone letting the side down?
- Who are your ambassadors & champions?

Ideas you can try now



- Train welcome hosts
- Target interest or other groups and contribute to their community
- Ask! Most people will say good things
- Make it easy to do – put the channels in place
- Thank people immediately and publicly when you get it
- Incentivise WOM

More WOM ideas...



- Link to your digital resources like Facebook, Trip Adviser, tripbod etc.
- Act on what you see and hear and let everyone know you've done so
- Enter destination competitions/awards and tell people you are doing so
- ***Get the food right!***

Experiential marketing



- Underpins success in everything else
- Getting people personally involved with what you do / have to offer
- Share that experience with the world!
- **Very** effective in conjunction with social media
- Can use EM as individual businesses or as a community / group
- Still need to track effectiveness!

The Brockham Bonfire



- Wine, beer or cider tasting evenings
- Sampler dishes from restaurants
- Host a 'Taste' event
- Offer free spa treatments at hotels
- Join with other accommodation providers in the area and host an open-day
- Run guided walks or cycle rides

- Host a charity event in your property or venue...
- Data capture is key
- All activity needs to be promoted and followed up swiftly!



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HB Resource 4 - Public Relations

What is PR?

Media and publicity in this context, although it can broadly mean every contact you have with the public.

This is something that is usually seen as an add on or a chore for destination groups. It isn't a magic bullet but doing it right can and will make a difference.

PR – getting started

- a. Need to be strategic - the risk is simply jumping on any media opportunity as it arises without planning ahead or thinking what publicity will do for you.
 - i. Dedicated person
 - ii. Consider some training if you don't have someone with some experience
 - iii. Have a strategy and integrate PR into your activity plans
 - iv. Know your target markets and groups
- b. Need to be consistent and regular
 - i. Schedule regular updates
 - ii. Have a set of editors notes explaining what your organisation is and does
 - iii. Ensure all of your communications reflect your brand.....consistently

Getting your message out through the media

- a. Develop contacts with the media
- b. Consider familiarisation trips for journalists
- c. Find yourself a tame Photographer / Videographer locally
- d. Need a story
 - i. Make it interesting
 - ii. Coordinate locally with other groups so you can sniff out the stories

Don't think only about media - publicity can come from a number of other sources

- a. Piggy back on others' publicity opportunities
- b. Use awards, special interest groups such as Slow Food or Ramblers, themed weeks like Bike Week etc
- c. Use other organisations, they may have have national level publicity machines that you can use to your advantage.

Don't forget to publicise locally, letting your stakeholders and partners know what is happening is also important.





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HB Resource 6 - Print & Publications

Considerations before you Begin....

- a. There will always be a need for leaflets / visitor guides – visitors will need information on arrival at their destination and carry it around with them
- b. But print is costly, how will you fund now and reprint in the future
- c. What is it for? Who is it for? - Be clear before you get to deep!
- d. Consider how you will distribute before you plan the publication
- e. Decide on Format (based on cost / content / longevity / where it will be stocked)

If you can't use professional DTP (and even if you can) you always need a designer!

Content

- a. quality is paramount
- b. Not text heavy – people don't read huge text blocks
- c. Make it practical, not just blurb but useful info on shopping, walking, child friendly etc.
- d. Make sure you have a clear call to action
- e. Ensure consistency of design, tone, content style, imagery choice throughout your literature

Technical considerations

- a. Use white space effectively - you will have less space than you think!
- b. Font styles – stick to maximum two throughout (1 body and 1 heading)
- c. Font sizes – never more than 3 in one document
- d. Colours – consider range of colours used, how they fit your brand (avoid clashing – e.g. purple, blue and white!)
- e. Quality of photos - 300dpi minimum
- f. Quality of maps – clear and precise – correct orientation (and include orientation symbol, license and key)
- g. Logo's - Vector files if possible
- h. Print – consider how the leaflet should be folded and therefore opened out
- i. Bleed / margin and other techy stuff – basic rule discuss with your preferred printer before you commission the design, or even better get your designer and printer to liaise directly.

And Don't forget..

- a. Distribution – plan it effectively for that individual publication fit in with objectives, target markets etc
- b. Storage – the forgotten disaster
- c. Tracking success/usage – use simple coding / specific URL's / QR Codes

QR codes <http://qrcode.kaywa.com>

Arts & Disability website (<http://www.artsanddisability.com/improving-access/blind.aspx>).

