



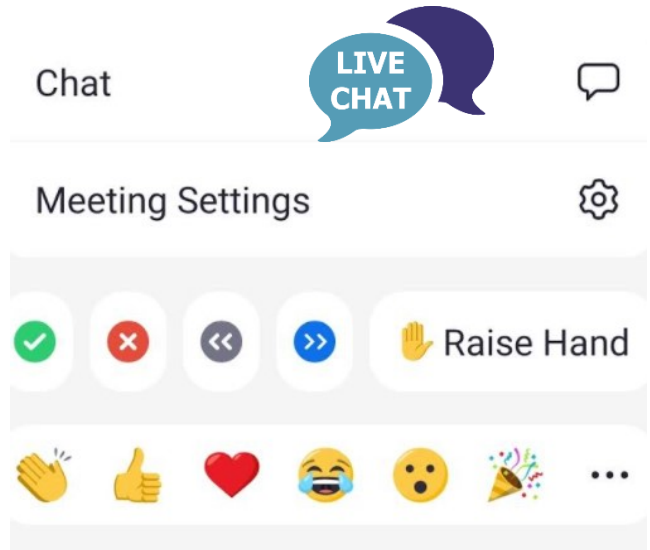
# **Covid 19 – Who are your Customers/Audiences/ Visitors now? Part 1 & 2**

Dina Holland  
Business  
Owner



Today  
**PART 2**

# Housekeeping Details



## Part 2

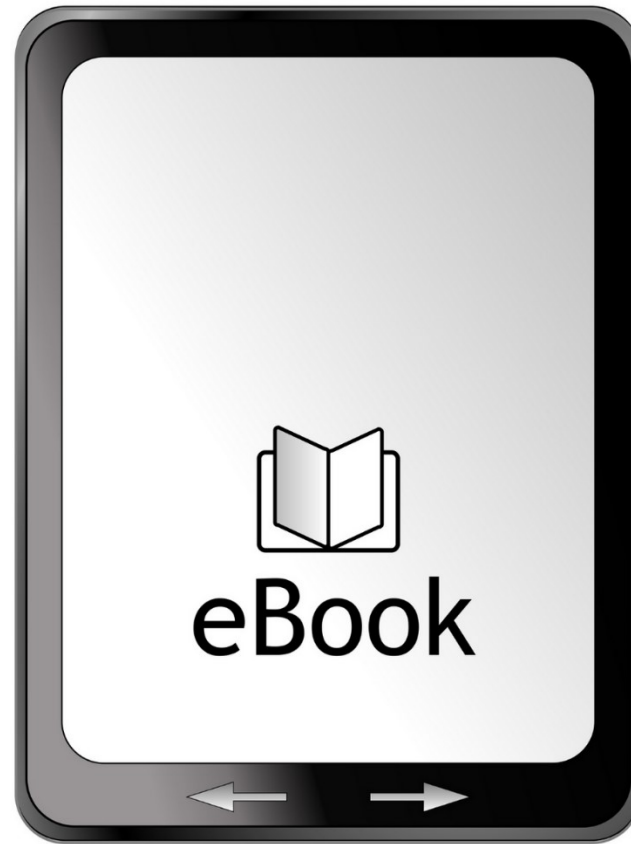
10.00 – 10.50 am. - Break for 10 mins

11.00 – 12.00 am

- The importance of planning – SWOT/SMART/Action plans
- How can you show you are COVID-19 safe/Changing behaviour
- Empathic Marketing – The Do's and Don'ts
- Differences/similarities of Customers, Audiences and Visitors
- Differences between Internal/External Customers
- Exploring typical Heritage & Tourism Customers VPDD & DVMWHS
- Defining Sales and Marketing & The importance of a 12-month plan
- The 7 P's of Marketing & The Marketing Funnel
- “I'm the nice customer who never comes back!”
- Lifetime Value of your Customers?
- Started to look at Customer Research . . .

# Any questions from last weeks additional information?

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**Part 2: 10.00 – 10.50 am. Break for 10 mins**

**11.00 - 11.45 am - 11.45 - Q & A's**

- Recap Part 1
- The importance of Customer Centric focused businesses/org today
- Research – What and How
- Short sighted Marketing? What do you offer? Is it what your customers want?
- Specific Customer Profiling – Types of segmentation
- Customer Profile? Where will they be? Which social promotional platform?
- Understand the importance of General Data Protection Regulations
- Where can you track Customer/Audience/Visitor Data?
- Explore Customer Feedback Methods
- Plan – Do – Review

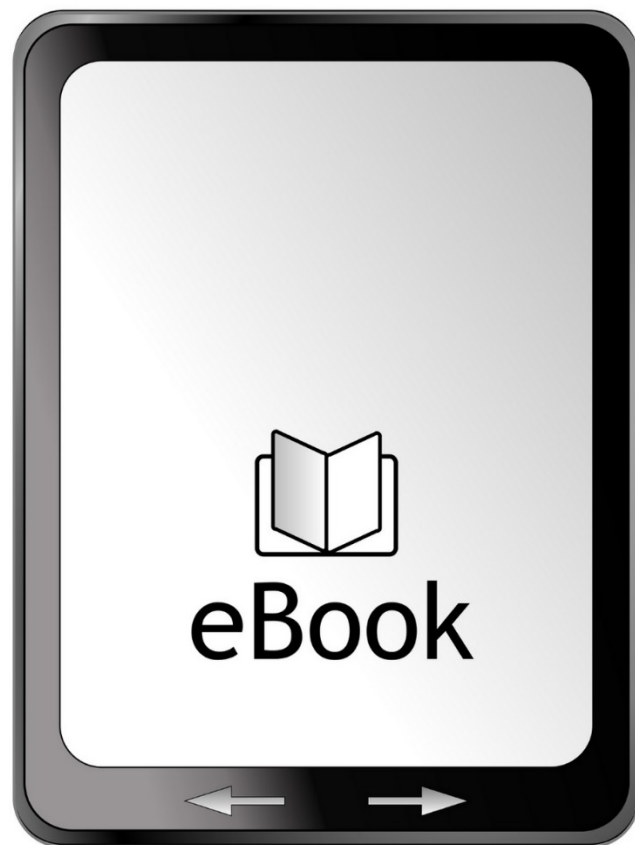
# Today's Meeting

- ☐ There are no stupid questions!
- ☐ If you are not sure – just ask
- ☐ If you don't know – you don't know
- ☐ We are all here to help each other



# In addition to the today's meeting

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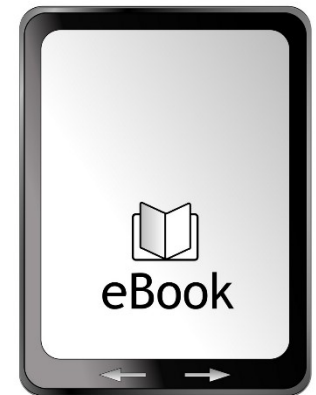
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# Are you a Customer Centric Business?



Source SuperOffice CRM

# The 7 P's of Marketing



# The Marketing Funnel



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# Researching who your customers are now



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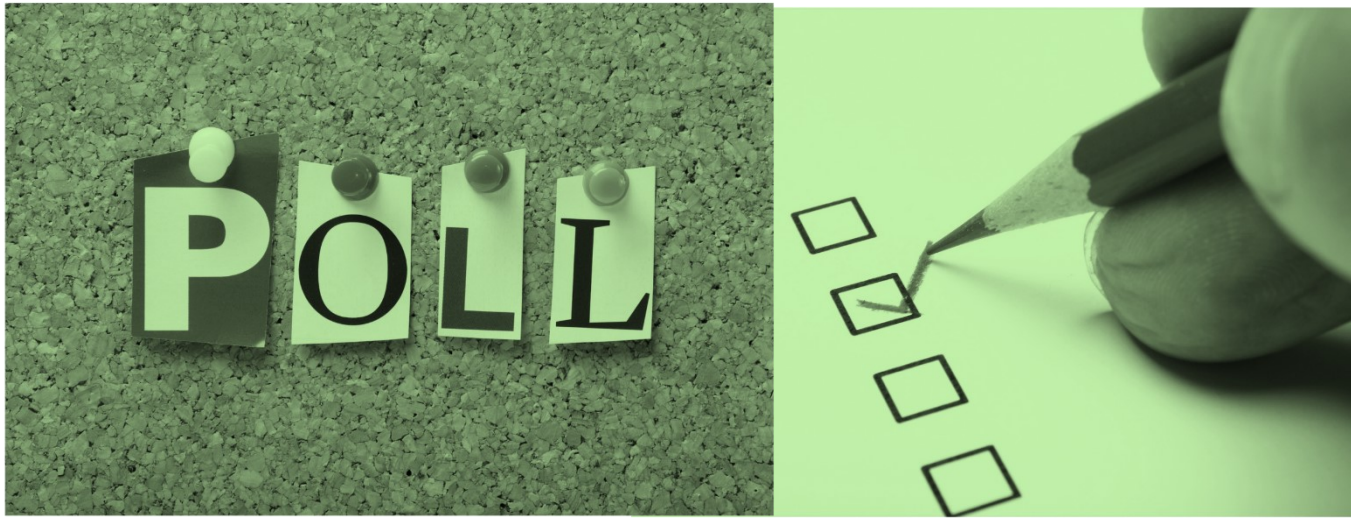


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## Poll 1

**Remember... What is in a name?**



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# Research

## What do you need to research?

### 1. Research

- Your target customers
- The services and products you provide
- Your competition
- Customers needs and wants

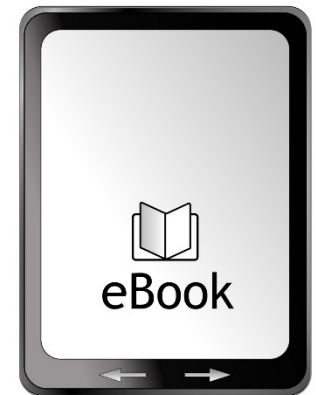


### 2. Test

- You have correctly identified the correct target customers
- Does your service or product solve this target customers problem

### 3. Never Stop Asking

- React to their feedback in the right way, to encourage engagement and loyalty
- Always remember to listen



# What to Research?

You need to research your:

- Your Market/Industry
- Customers/Visitors/Audience
- Priority Customer Profiles
- Competitors
- The 7 P's
  - Products and services
  - Price
  - People
  - Place
  - Processes
  - Physical Evidence
  - Promotion

Measure twice – Cut once!



# Primary or Secondary?



# Different methods of Primary Research . . .

- Experimental - Test marketing
- Observational – Human and mechanical
- Customer feedback/reviews – online and in person
- Team feedback – anonymous and in person
- Surveys – social media, email, forms
- Focus groups
- Mystery shopping – in person, telephone, online, email, social media



## Your Data –

- Who are your current customers?
- Analysis your sales data – sales values, customer count, average transaction values, how often your customers shop
- Analysis your customers behaviour - dumped baskets, time on line (google analytics), social media stats, etc
- Analysis customer profiles – demographics of followers



# Different methods of Secondary Research . . .

- The internet/Google/Bing/Search Engine Results
- Social media/Blogs
- Competitors websites/social media/newsletters etc
- Like for like-Non competitors UK/overseas for comparison
- Industry Associations, Professional Journals, and Media
- Government information ie. Gov.uk/stats, census
- Chamber of commerce/FSB/trade organisations etc
- Published company accounts/competitors
- Published research results/articles
- The library
- Books/Magazines/Newspapers/Directories
- Commercial Marketing Research Data



# Breakout Rooms Activity. . .

## ACTIVITY:

What are your priority actions for researching you're the areas of marketing we have covered so far now?

Discuss with members in your room and feedback any key challenges



## TIME:

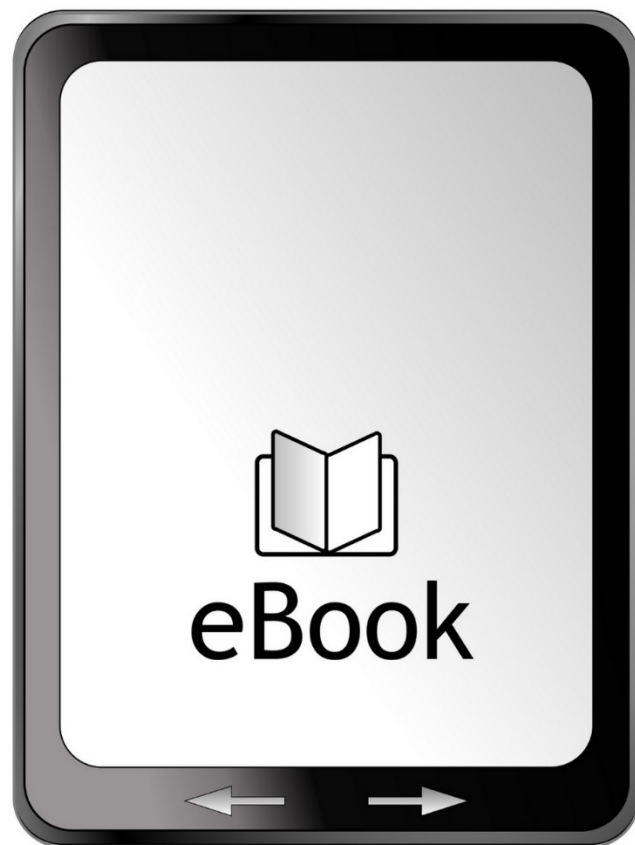
10 minutes





# Action Plan research template

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# Short sighted Marketing?



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# Short sighted Marketing?

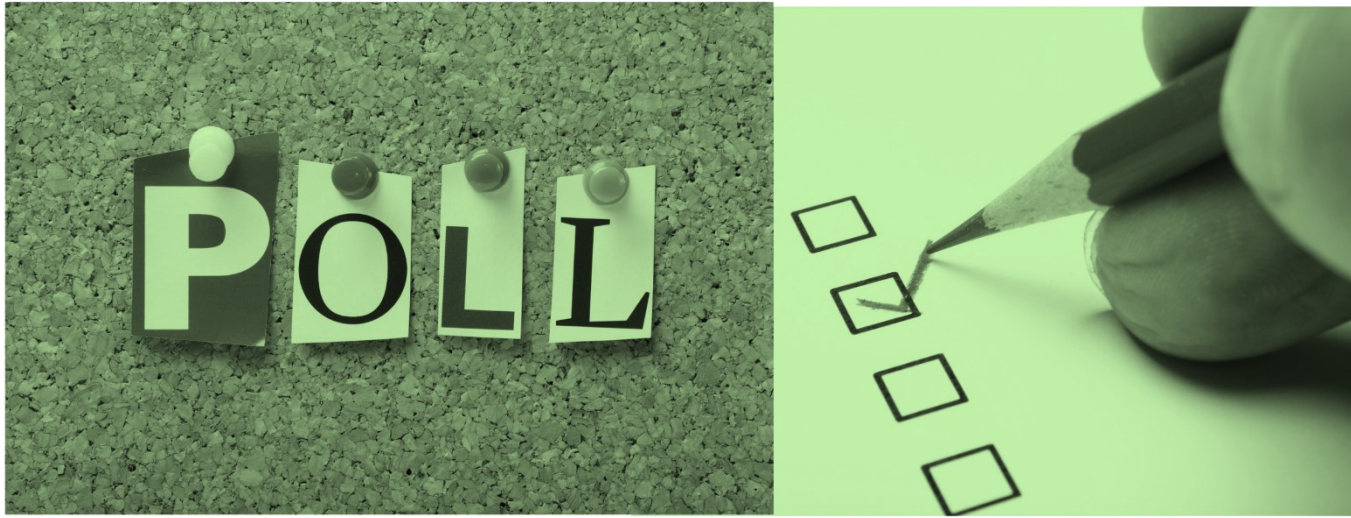


In 1960, Harvard Business School professor Theodore Levitt's article 'Marketing Myopia' described a damaging problem in business: a near-sighted focus on selling products & services, rather than taking a bigger picture view of what customers really want.

He argued for organisations to define their categories and competition more broadly around customer needs, famously summing it all up in the mantra

***“People don’t want a quarter-inch drill, they want a quarter-inch hole”.***

His article became perhaps the most influential marketing article of all time.

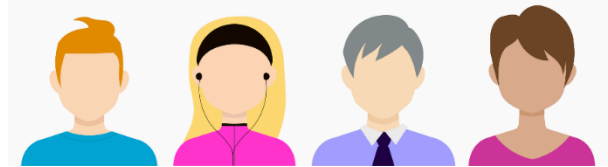


## Poll 2

**Remember... Services or/and products you offer or sell?**



# Specific Customer Profiling . . .



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# Customer Research

Market segmentation typically falls into four distinct categories:

- Geographic
- Demographic
- Psychographic
- Behavioural



# Customer Research

## Geographic

Continent

Country

Country region

City

Cities/towns of a specific population density

POSTCODES

Climate

Areas with specific population thresholds

Localised areas (neighbourhoods, specific retail outlets)





# Customer Research

## Demographic

Age

Gender

Family size

Household income

Occupation

Level of education

Religion

Race

Nationality



# Acorn's categories

## ▪ Affluent Achievers Types

- Lavish Lifestyles
- Executive Wealth
- Mature Money

## ▪ Rising Prosperity Types

- City Sophisticates
- Career Climbers

## ▪ Comfortable Communities Types

- Countryside Communities
- Successful Suburbs
- Steady Neighbourhoods
- Comfortable seniors

## ▪ Financially Stretched

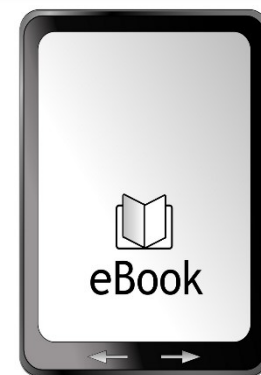
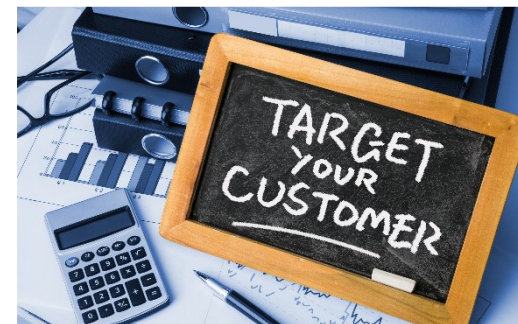
- Starting Out
- Student Life
- Modest Means
- Striving Families
- Poorer Pensioners

## ▪ Urban Adversity Types

- Young Hardship
- Struggling Estates
- Difficult Circumstances

## ▪ Non-residential – Wholesale or Retail?

- Business to Business
- Micro business 0 – 10 staff
- Small to Med Business 10 – 250 staff
- Larger Businesses – 250 +

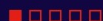




## Save the date for English Tourism Week 2021

This year, English Tourism Week will take place on 22-31 May. Download the new toolkit and show that you are Here for Tourism.

[Read more](#)



VisitBritain™

# COVID-19 Consumer Profiling Report

## Profiling Report 6 (Combining Waves 22-25)

10<sup>th</sup> March 2021

U.K. Results



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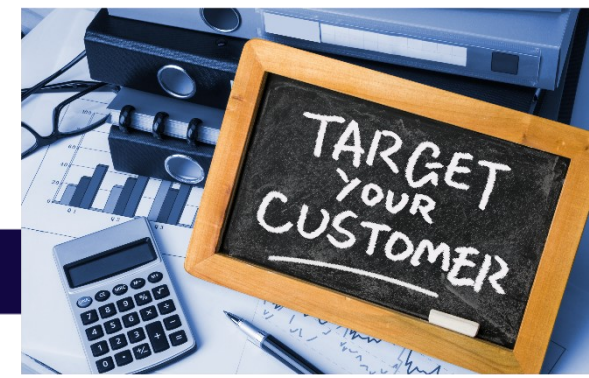
# Visit Britain latest research



VisitBritain™



BVA BDRC



## Definitions used within this report (3)

The following accommodation definitions are used:

- Hotel/Motel/Inn
- Guest house/B&B/Farmhouse
- Commercial accommodation: Rental holiday flat/apartment or Rented holiday home
- Private home: Second home/time share or Friends/relative's home or In someone else's private home on a commercial basis (e.g. Airbnb)
- Caravan/Camping/Glamping: Touring caravan or Campervan/Motorhome or Static Caravan or Tent or Glamping/Alternative
- Other accommodation: Hostel or other type of accommodation

To deliver clearer profiles, we also segment by life stage. Life stages are preferable to 'age' as they better describe someone's life situation. For the purpose of this report, we have used the following:

- **Pre-nesters:** Aged 16-34 without children in household
- **Families:** Aged 16-64 with children in household
- **Older independents:** Aged 35-64 with no children in household
- **Retirement age:** Aged 65+.



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## Cautious but Content



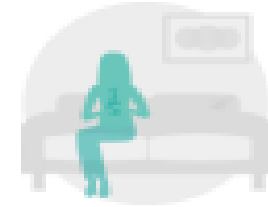
The most concerned about catching COVID-19, but generally settled and content with a restrained life-style. Risk, luxury, overnight travel and high-end aspirations do not feature for these steady-state individuals. They will not return to travel until it's absolutely safe to do so.

## Currently Constrained

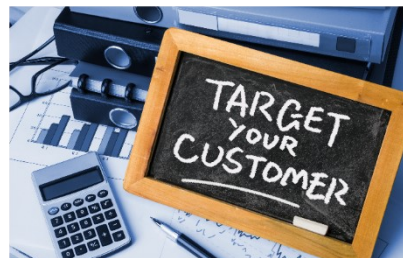


Worry about catching COVID-19 has brought a temporary halt to trip-taking for these financially confident and ambitious early adopters. They are unlikely to travel until the risk of catching COVID-19 has been significantly reduced.

## Struggling



Hit hard by COVID-19, active decisions about financial risk or aspirational spending are a luxury that they cannot afford – the funds simply aren't available. They are also more concerned than average about catching COVID-19.



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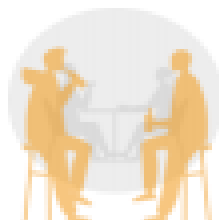
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## Protective but Pragmatic



Characterised by 'everything in moderation' across spending, finances and leisure time; an approach that reflects their attitude to COVID-19 and the need to balance the health of the nation with the health of the economy. Will only travel if they feel it is responsible to do so.

## Less to Lose



Spontaneous and optimistic for the future, even though their current circumstances are fairly limiting. They believe that we should learn to live with COVID-19. Fewer barriers to domestic travel than other segments, but financial constraints may limit the scope of their spend.



## Life Goes On



Protecting the economy should now be the focus for these well-off individuals who are willing to 'speculate to accumulate' and pay a premium for top notch experiences. The risks of the COVID-19 virus have been overstated in their estimation. The main barrier to travel is lack of things to do on their trip – they are not particularly concerned about catching the virus



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# Customer Research

## Psychographic

Personality

Attitude

Personal values

Lifestyle

Social class

Activities

Interests,

Opinions

What challenges do they face?

Goals – what do they want to achieve?





# Customer Research

## Behavioural

How people behave

How loyal they are or likely to be

Discount consumers/Bargain hunters

Impulsive consumers

Wandering consumers

Need based consumers

Benefits sought

Buyer readiness

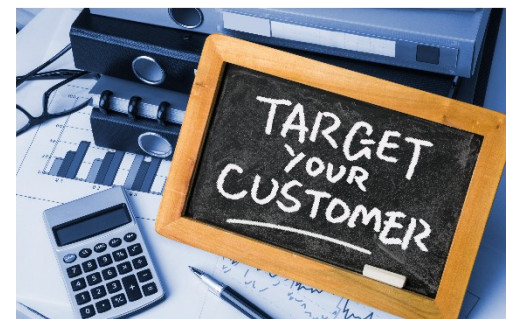
Where they most frequent... online, social media or in person

Occasions

Methods of enjoying hobbies. i.e. social media, magazines, subscriptions



# An example of a target customer profile



## Low-fuss Felicity

- Female
- Age 35 - 45
- Young family
- Works full-time in a busy consultancy
- Stylish. Read the broadsheets paper style magazines at the weekend.
- Regularly visits Pinterest, Grand Designs websites
- Goals: Cares about being "on trend" without spending a fortune. Ideal interior design is effortlessly stylish.
- Challenges: Time poor. Young children and FT work eat up her day



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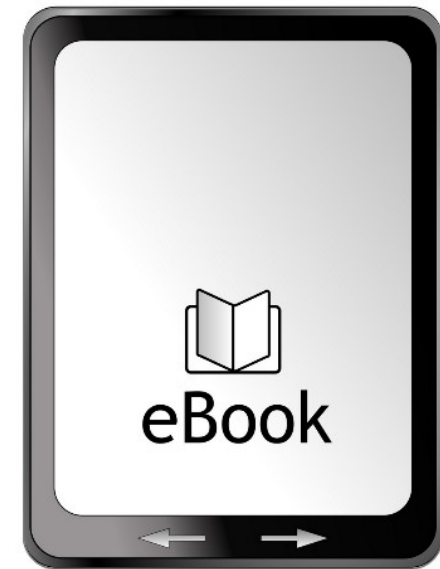
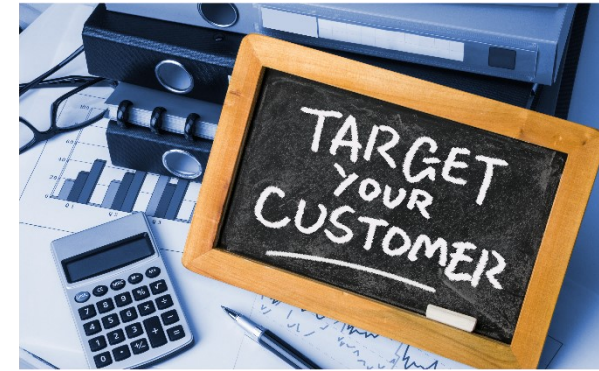


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# Put together a profile

Business to Customer/Consumer Profile Nick Name:

|                         |   |                            |
|-------------------------|---|----------------------------|
| Personal Background:    | Career Background:  | Location radius:           |
|                         |   |                            |
| Their values and goals: | <b>Business to<br/>Customer/Consumer<br/>B2C</b><br>Typical Profile Picture<br>here | Their needs and wants:     |
|                         |   |                            |
| One day in the life of: | Where they go for<br>information:   | Their problems, you solve: |
|                         |   |                            |



# Why segment your target customer profiles

1. Understand your target customers needs, wants and desires
2. See their differences
3. Create products or/any services they want, need or desire
4. Maximise the return on any investment (ROI) – Some segments will need more or less of your attention, time and marketing spend.





# Do you believe you are targeted as a Consumer/Customer yourself?



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# Have you completed a targeted Social Media Boost yet?


Age  18 ▾ - 65+ ▾


Gender  All **Men** Women

[More Demographics ▾](#)


Connections  [Add a connection type ▾](#)

Languages 

Interests  social media examiner | [Suggestions](#) | [Browse](#)

Behaviors  Social Media Examiner  
social media examiner

[More Categories !\[\]\(fbb28cc5380f785062bfa030a99ad597\_img.jpg\)](#)



**SOCIAL**



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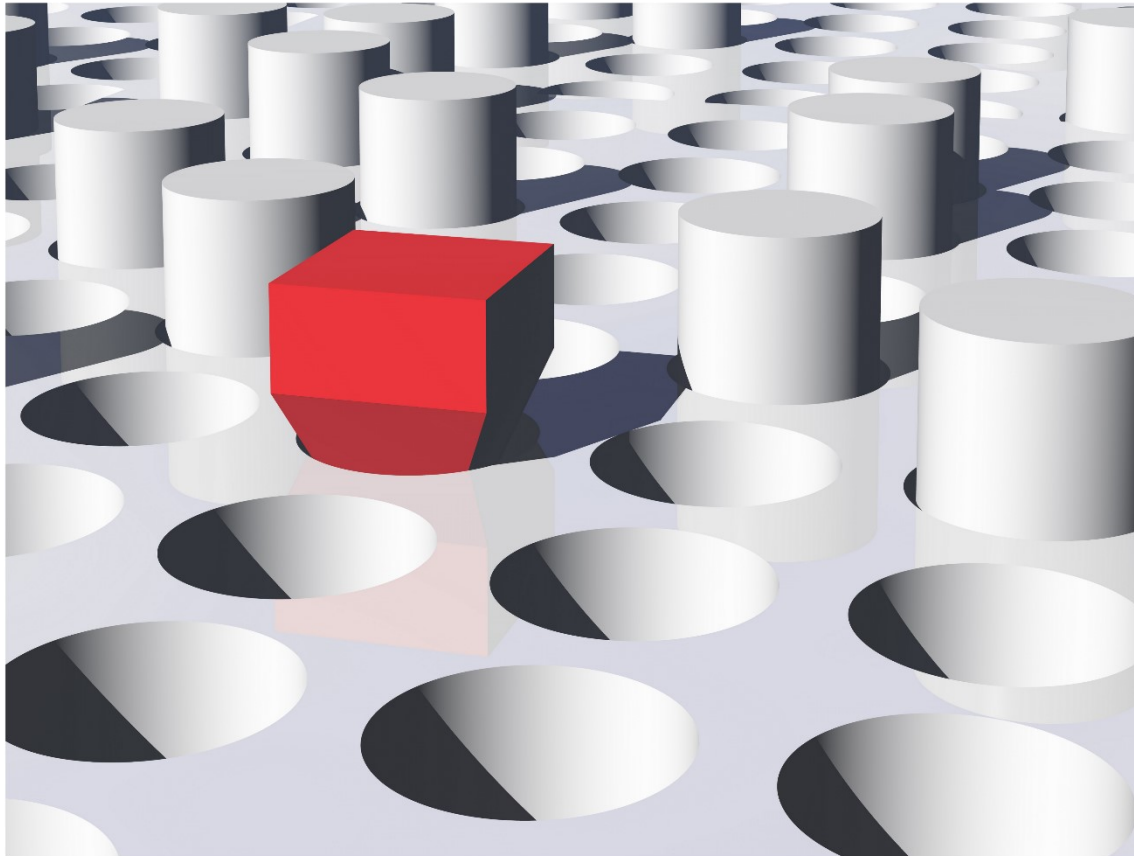


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**Only promote the right message to the right customer profile – on the correct platform**



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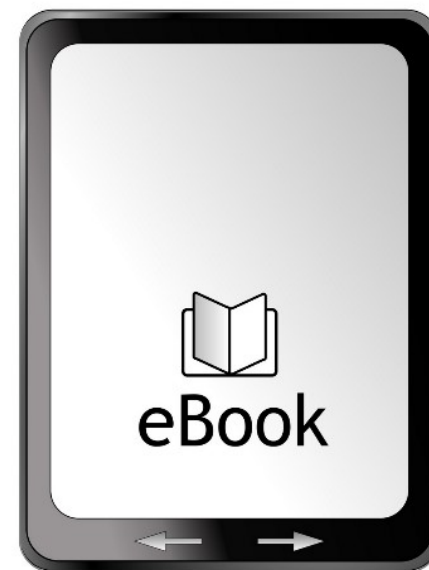
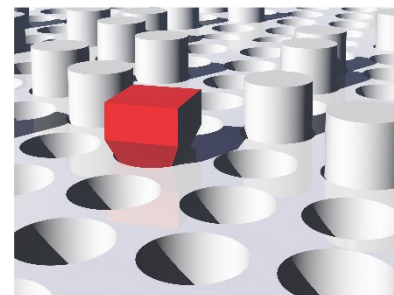
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# Only promote the right message to the right customer profile – on the correct platform

| Targeting your Advertising                |                                |                                |                                |                                |
|---|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Customer Profile                          | Advertising Method/s Quarter 1 | Advertising Method/s Quarter 2 | Advertising Method/s Quarter 3 | Advertising Method/s Quarter 4 |
| Profile 1<br><br>Name of profile customer |                                |                                |                                |                                |
| Profile 2<br><br>Name of profile          |                                |                                |                                |                                |



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# What profile is your number 1 priority? And what might they be called?



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# Breakout Rooms Activity. . .

## ACTIVITY:

What profile is your number 1 priority?  
And what might they be called?

Discuss with members in your room

## TIME:

10 minutes



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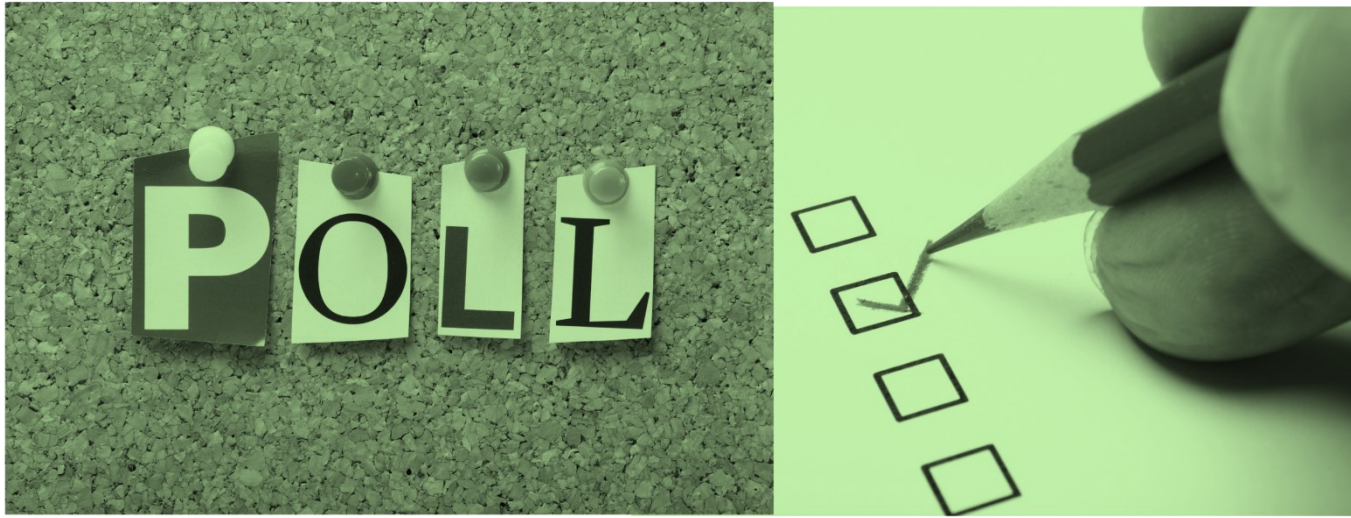


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## Poll 3

**Identified Customer Profiles?**



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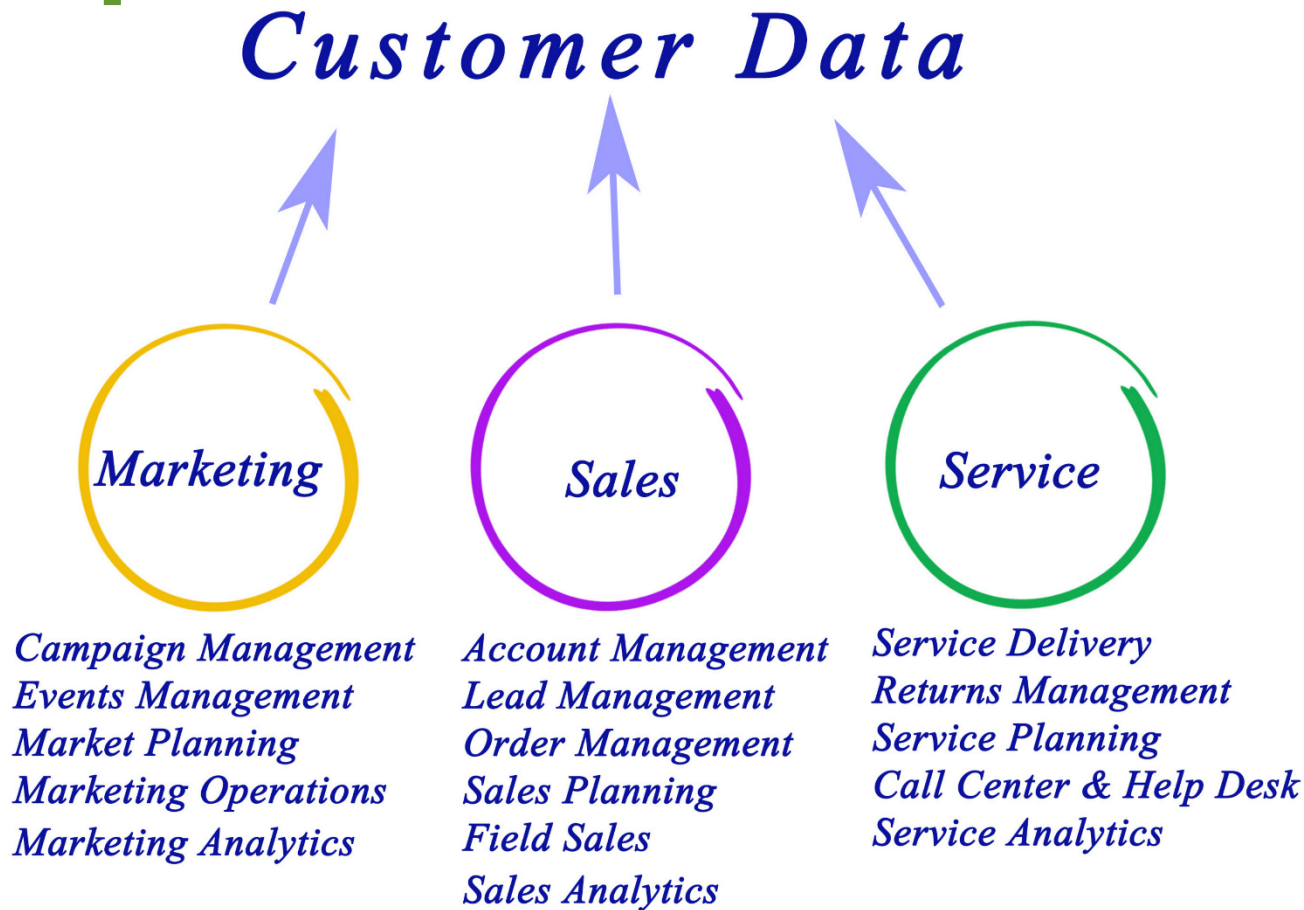


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# What customer data do you need to track and keep?



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# Where else can you gather information?

- Your own website data
- Web and/or Google Analytics
- Social media statistics
- Social media Ad Campaigns and Boosts
- CRM Customer Relationship Management software
- Emails – (i.e.. Mailchimp)
- Surveys – (ie. Survey Monkey)
- Directly asking your customers for more information



# Customer Relationship Management

1. Know your customers
2. Put a value on your customers
3. Have all your information in one place
4. Test and refine your marketing
5. Improve your sales figures
6. Boost customer retention
7. Up-sell and cross-sell
8. Increase your efficiency and reduce costs
9. Spot trends and monitor changes
10. Find new customers using your data



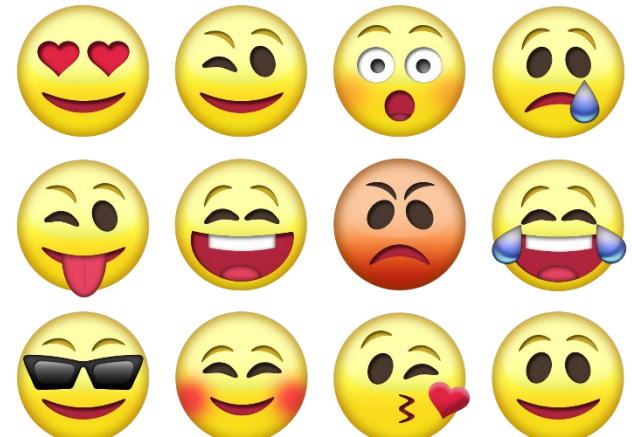
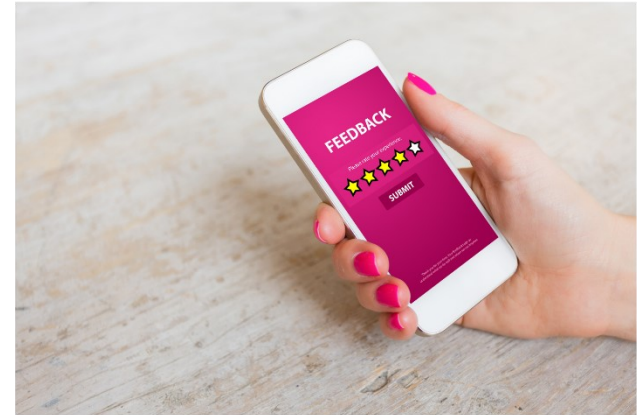
# Are you compliant?

1. Take security seriously.
2. Gather information ethically.
3. Decide what you really need.
4. Invest in customer database software.
5. Back up your data.
6. Clean up your customer data.
7. Train your team.
8. Think about access.



# Customer Feedback Methods

- Compliments and complaints systems
- Review/graded websites (Trip Advisor/Google business pages)
- Customer surveys
- Feedback forms
- Social Media conversations and questions
- Mystery shopper reports
- Polls/Quizzes
- Focus groups
- Staff training and briefings.





# • Recap

As a result of  
this session  
what is the  
one action  
you might  
take?



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# Any questions?

Trainer name: Dina Holland

Business Owner at Peak Insight

 [dina@peakinsight.co.uk](mailto:dina@peakinsight.co.uk)



## Workshop Feedback

Please fill out the feedback

Thank you



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## Contact information

For information and queries contact our Heritage  
Tourism Officer – Laura Simpson

Email: [laura.simpson@nottscc.gov.uk](mailto:laura.simpson@nottscc.gov.uk)

Phone: NCC Customer Service Centre

0300 500 80 80 - Monday to Friday: 8am 6pm

(Calls cost 3p a minute from a BT landline. Mobile costs  
may vary).

Website: [www.miner2major.org.uk](http://www.miner2major.org.uk)