



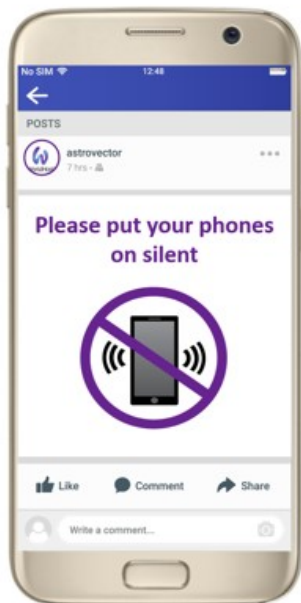
# **Covid 19 – Who are your Customers/Audiences/ Visitors now? Part 1 & 2**

Dina Holland  
Business  
Owner



Today  
**PART 1**

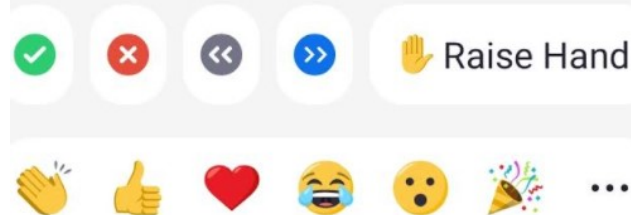
# Housekeeping Details



Chat



Meeting Settings



**Part 1: 10.00 – 10.50 am. Break for 10 mins**

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

**Pop your name in the chat box to introduce yourself please**

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## 1 – 2 - 1 Consultations

In person or Virtual Meetings/Live Streaming

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## Workshop Delivery

In person or Virtual Meetings/Live Streaming

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## Customer/Audiences/Visitor & People Focused Skills are our expertise

- **Customer Services & Customer Care - [Customers/Audience/Visitors]**
- **Communication Skills**
- **Growing your Sales & Marketing**
- **Digital Marketing**
- **Leadership & Management**
- **Employing Staff**
- **Well-Being & Personal Development**
- **Teamwork**
- **Being your Own Boss**
- **Retailing**



## Who are your Customers/Audiences/ Visitors now? Today's session

# Agenda

**Part 1: 10.00 – 10.50 am. Break for 10 mins**

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

- How can you show you are COVID-19 safe?
- Empathic Marketing – The Do's and Don'ts
- Exploring the changing behaviour of consumers due to COVID-19
- Understand the differences/similarities of Customers, Audiences and Visitors
- Exploring typical Heritage & Tourism Customers/Audiences/Visitors
- Defining Sales and Marketing – The importance of a 12-month plan
- The 7 P's of Marketing & The Marketing Funnel
- Understand how to Research your Customer's needs and wants
- Exploring your Ideal Customer Profiles

**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 Segmenting your Customers/Audiences/Visitors
- How to create Customer/Audience/Visitor Profiles
- Why and how to create targeted promotional campaigns for each segment
- What data should you collect to better understand your Customers?
- Understand Customer/Audience/Visitor relationship management during & post COVID
- Understand the importance of General Data Protection Regulations now
- Where can you now track Customer/Audience/Visitor Data?
- Explore Customer Feedback Methods and how you can increase engagement

# 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



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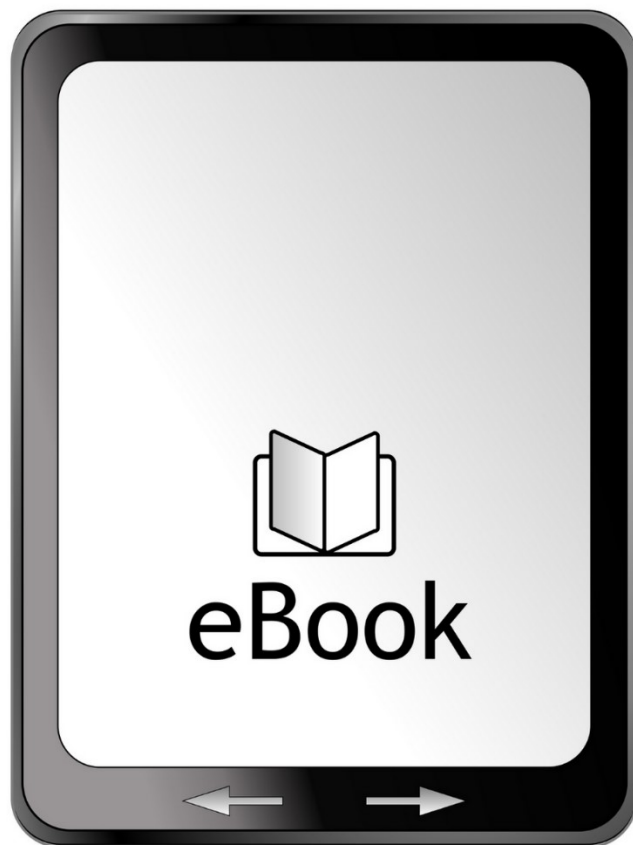
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# In addition to the today's meeting

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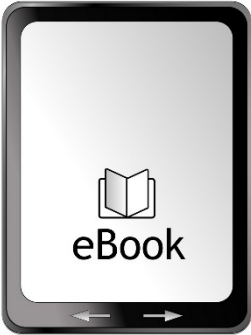
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	<b>Strengths</b> What do you do well? What unique resources can you draw on? What do others see as your strengths?	<b>Weaknesses</b> What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?	
	<h1 style="color: green;">S.W.O.T Analysis</h1>		
	<b>Opportunities</b> What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	<b>Threats</b> What threats could harm you? What is your competition doing? What threats do your weaknesses expose to you?	
			



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# Simple Action Plans



Action Plan				
Date				
Item	What	How	by Whom	By When



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# S.M.A.R.T. Simple Action Plans



<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
<b><u>Specific</u></b>	<b><u>Measurable</u></b>	<b><u>Achievable</u></b>	<b><u>Relevant</u></b>	<b><u>Time-bound</u></b>
<ul style="list-style-type: none"><li>- State what you'll do</li><li>- Use action words</li></ul>	<ul style="list-style-type: none"><li>- Provide a way to evaluate</li><li>- Use metrics or data targets</li></ul>	<ul style="list-style-type: none"><li>- Within your scope</li><li>- Possible to accomplish, attainable</li></ul>	<ul style="list-style-type: none"><li>- Makes sense within your job function</li><li>- Improves the business in some way</li></ul>	<ul style="list-style-type: none"><li>- State when you'll get it done</li><li>- Be specific on date or timeframe</li></ul>



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# Empathic Marketing



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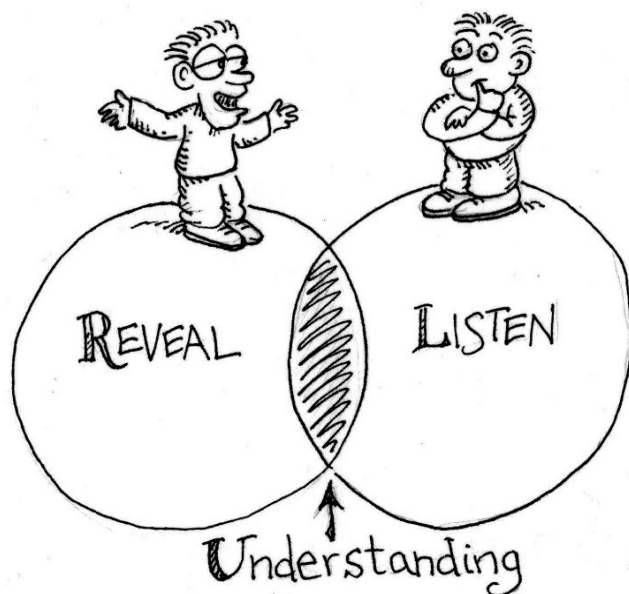


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# Empathic Marketing



Develop Digital  
Conversations,  
not Campaigns

The best  
marketing and  
selling feels like  
helping  
(because it is)



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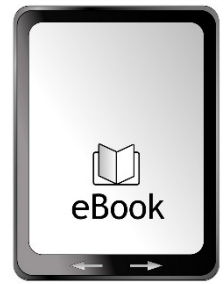
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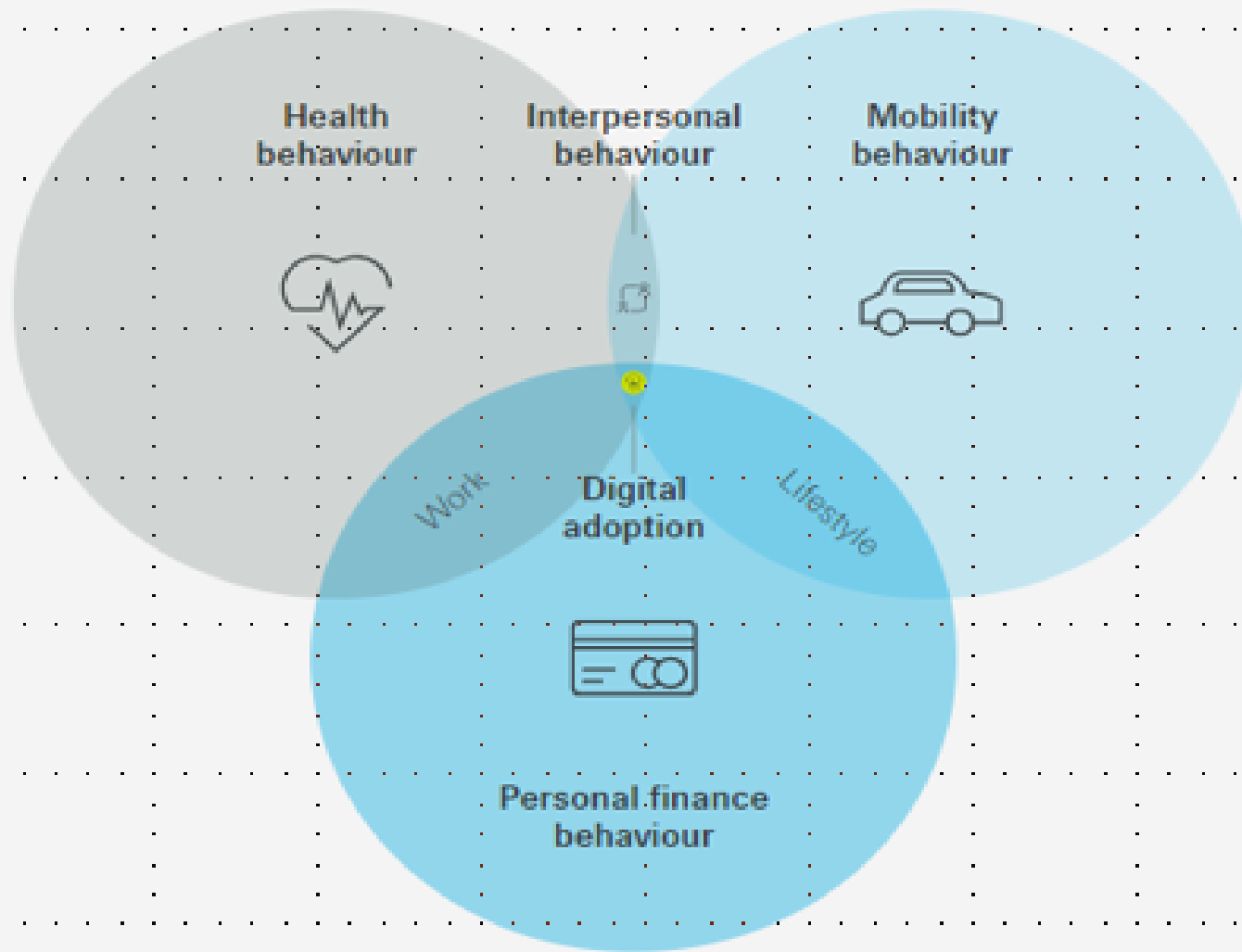
# Empathic Marketing

## Don't . . .



- Use content that could be inappropriate right now - Reframe language that describes close interaction i.e.. Get in Touch, work hand in hand, get closer to our customers etc.
- Use visuals of crowds or people touching
- Use images of social gatherings
- Be an alarmist or use overly dramatic language
- Miss out any important Government Updates on business policies – events are changing daily
- Dismiss opportunities – where you could change what services or products you can offer and deliver

# COVID-19 Changes in Consumer behaviour



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# “Customer” Focused Businesses – Adapting to COVID-19

- :
- 1. Increased digital adoption:** People shifting to digital platforms for day-to-day needs.
  - 2. Change in mobility patterns:** Less use of public transport, more remote working etc.
  - 3. Change in purchasing behaviour:** Move to value-based purchasing and online shopping. [Value-based is making purchasing decisions that consider how a product or solution can best deliver the outcomes being measured and reduce the total cost — rather than focusing exclusively on purchasing a specific product or service at the lowest possible price.]
  - 4. Increased awareness of health:** Wearing masks, increased hygiene, healthy eating etc.
  - 5. Changes in interpersonal behaviour:** increased divorce, increased pet adoption etc.

What Quality Awards or Standards have you achieved/completed during Covid 19 to instil TRUST?



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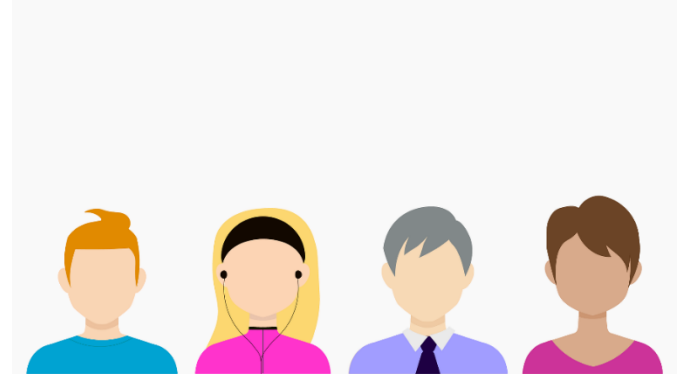


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# Customers?

# Audiences?

# Visitors?



## Poll 1

What do you call  
the people you  
engage with in  
your businesses?



Who are your  
Customers now?



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# Customers? What is in a name?



- The profound lesson here is that we can learn a lot about a company/organisation by what they call their “customers”.
- We gain insight into their unique needs and wants when we exchange a generic term like customers for something more descriptive.
- Furthermore, we communicate their importance to the success of our business.

# Internal vs External?



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# Who are your internal customers?



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# Internal vs External Customers



**Internal customers** have a relationship with, and within, your company, either through employment, funding or as partners, who contribute or directly deliver your product or service to the end user, who is the **external customer**.



# Who are your Internal Customers?

Breakout  
Rooms



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# Internal Customers – Where are they from?

- ❑ **Colleagues**
- ❑ **Public funders**
- ❑ **Grant providers**
- ❑ **Donation providers**
- ❑ **Public services**
- ❑ **County/Town/District councils**
- ❑ **Contractors/Carpark providers**
- ❑ **Postman/woman/person/Delivery drivers**
- ❑ **Celebrities/Social Media Influencers**
- ❑ **Students/Apprentices**



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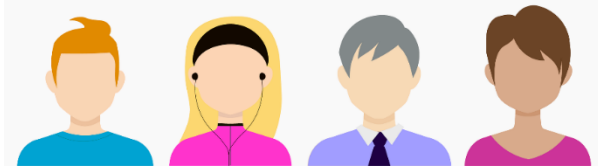


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# Who are your external customers?



# External Customers? The Poll we did

- ❑ **Customers**
- ❑ **Visitors**
- ❑ **Audiences**
- ❑ **Members/Subscribers**
- ❑ **Donators**
- ❑ **Users**
- ❑ **Patients**
- ❑ **Buyers**
- ❑ **Sellers**
- ❑ **Parents**
- ❑ **Merchants**



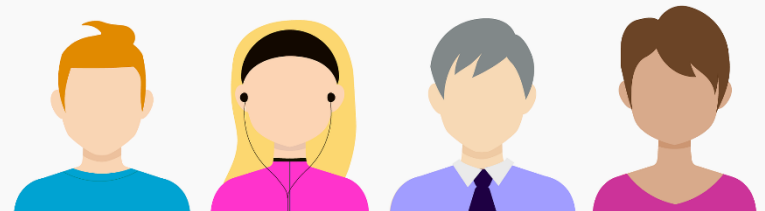
# What do you offer? Or what do you sell?

## Poll 2

Tick all the services  
or products you  
offer to the public?



Who are your  
Customers now?



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# Are you a Customer Centric Business?



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# Marketing Planning



- 6<sup>TH</sup> April – Generally the start of financial year
- Generally most businesses allocate budgets and create Marketing Strategy & Plans
- Total **marketing budgets** are between 5 to 12% of total revenue (sales).
- Best to look just 12 months ahead
- Always plan with fresh data, fresh research
- Plan – Do - Review

# Defining Sales & Marketing

- Marketing?
- Selling?
- Customer Services?
- Customer Care?



# Defining Sales & Marketing



## MARKETING

Ensuring your Target Customers' Needs and Wants are fully understood, through ongoing research and then applied effectively, in order to maximise sales and profits



**Marketing is everything you do to grow your business or organisation, in the most profitable way**

# Defining Sales and Marketing

## SELLING

The exchange of usually £MONEY for goods and services  
Selling is the act of persuading.



## CUSTOMER SERVICES

A menu or list of products and services provided by a company, using defined processes and procedures, from raw materials to consumer.

In other words –

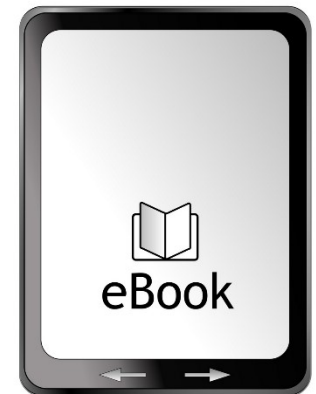
**WHAT YOU PROVIDE** (also to be clear which services or products you don't provide).

## CUSTOMER CARE

The process of looking after the customers needs & wants to best ensure their satisfaction with delightful interaction.

In other words – **HOW YOU PROVIDE.**

# The 7 P's of Marketing



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# The 7 P's and the 7 C's

## 7 P's and 7 C's

- Product = Customer
- Price = Cost
- Place = Convenience
- Promotion = Communication
- People = Caring
- Process = Coordination
- Physical Evidence = Confirmation



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# The Marketing Funnel



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# I'm the nice customer who never comes back!



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# I'm the nice customer who never comes back!



You know me. I'm the nice customer. I never complain, no matter what kind of service I get. I've found people are always disagreeable to me when I do. Life is too short for indulging in these unpleasant little contests. I never kick, I never nag, I never criticise. I wouldn't dream of making a scene in a public place. I think that's awful! I'm a nice customer.

I'll tell you what else I am! I'm the customer who never comes back! That's my revenge for getting pushed around.

It's true... This doesn't relieve my feelings right away. Some people get satisfaction by complaining to the service providers, but my way is a far more deadly revenge!

# I'm the nice customer who never comes back!



In fact, a nice customer like myself, multiplied by other of my kind can just about ruin a business! There are a lot of nice People in the world just like me.

When we get pushed far enough, we go down the street to another business. We go to places where the staff are smart enough to appreciate nice customers. Together, we cost them millions of pounds in potential revenue every year.

I laugh when I see them so frantically spending their money on advertising to get me back, when they could have held my business in the first place with a few kind words and a smile!

# Are you one of these nice customers?

## Poll 3



Who are your  
Customers now?



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# Lifetime customer or Today customer?



Who are your  
Customers now?



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# Lifetime customer Value?



**Imagine we are a coffee shop:**

Average age of a typical customer	25
Average value of weekly purchase (5 cups @ £2.00/week = £10 x 52)	£520 pa
Possible years the customer will continue to shop	40
So, in their lifetime, they will spend	£20,800



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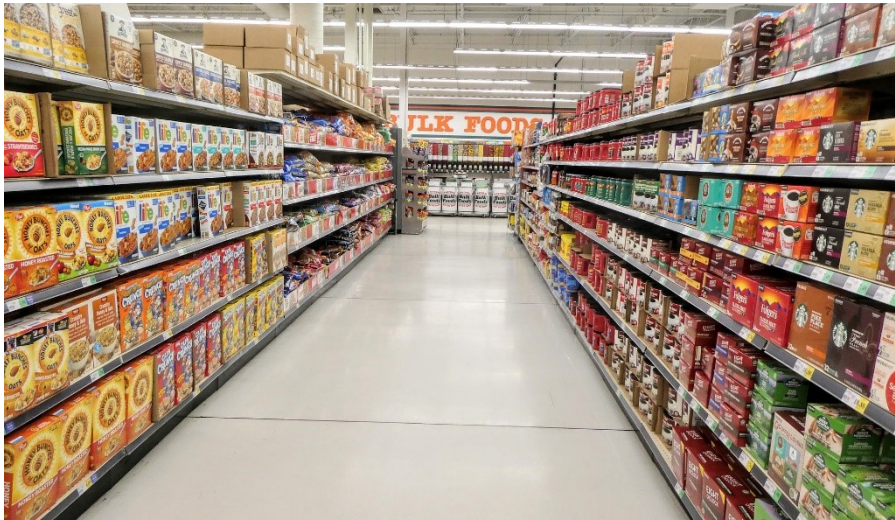
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# Lifetime customer Value?

How much will you spend in a lifetime at your most regular supermarket/food shop?



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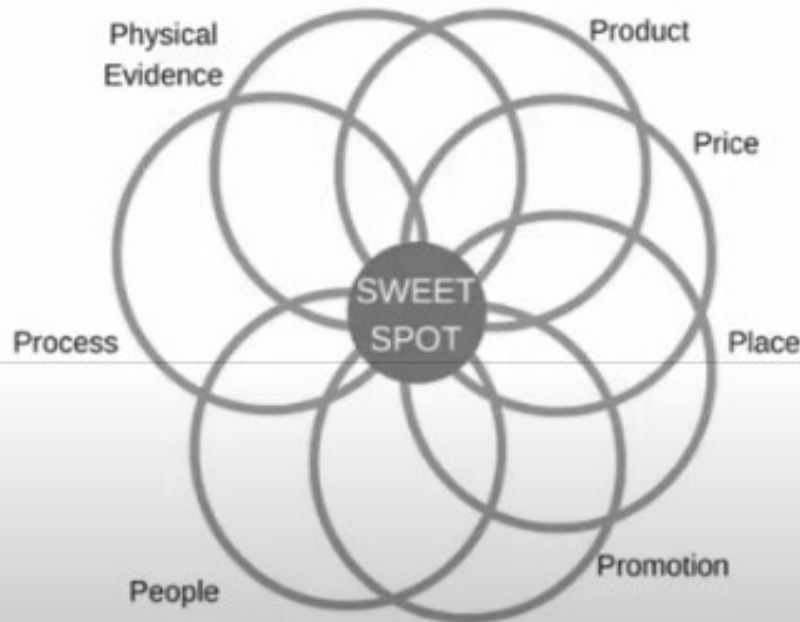


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# Combination of all 7 P's is:

Finding the Sweet Spot for your Target Customers

## Services Marketing Mix Sweet Spot



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# Research - Who are your Customers?

## 1. Research

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

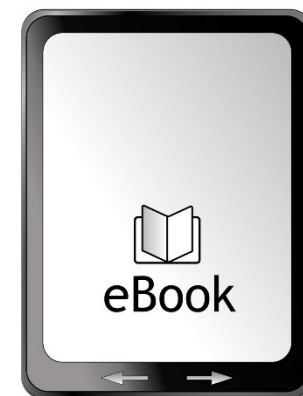


## 2. Test

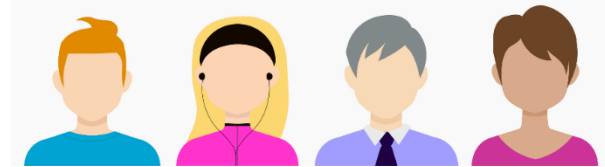
- You have correctly identified the correct target customers
- Does your service or product solve this target customers problem

## 3. Never Stop Asking

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



# Who and where are your external customers?



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# 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

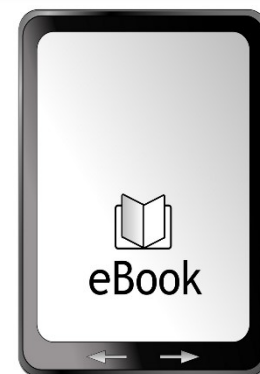
- Starting Out
- Student Life
- Modest Means
- Striving Families
- Poorer Pensioners

## ▪ 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 +



# Demographic & Behavioural Research



**What elements do you need to consider to form an effective customer profile?**

- Gender
- Age (date of birth)
- Location – where do they live?
- Education – level and subjects
- Employment status
- Children/family status
- Marital status
- Race (ethnicity)
- Postcode Demographics
- What challenges do they face?
- Goals – what do they want to achieve?
- Interests and hobbies
- Methods of enjoying hobbies.  
i.e. social media, magazines, subscriptions
- Annual Household income
- Savings/disposable income
- Types of car/s
- Home ownership/status
- Disabilities/Adversities



# 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



# How many priority customer profiles do you have?

**Poll 4**  
**How many?**



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# Customer or Consumer?

Business to Customer/Consumer Profile Nick Name:

Personal Background:

Career Background:

Location radius:

Their values and goals:

Business to  
Customer/Consumer  
B2C  
Typical Profile Picture  
here

Their needs and wants:

One day in the life of:

Where they go for  
information:

Their problems, you solve:



Who are your  
Customers now?



eBook



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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  
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