



*'Creation and transnational promotion of outdoor tourism product linked to European Greenways'  
Workshop, 20 May 2016, Worriken-Bütgenbach (B)*



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# TOP 10 Tips for Marketing and Communication

1. **Comply with Essential Requirements**
2. **Create a Brand Image**
3. **Correspond to the User's Expectations**
4. **Ensure Sustainable Quality**
5. **Participate in Trade Fairs**
6. **Maintain Close Contact with the Press**
7. **Run Specific Marketing Campaigns**
8. **Engage in Social Media**
9. **Put Customers at the Heart of your Marketing**
10. **Become Mobile Responsive**



# 1. Comply with Essential Requirements

## NATURAL ASSETS

- Variety of landscapes

## CULTURAL ASSETS

- Cultural characteristics
- Cultural monuments
- Historical locations

## INFRASTRUCTURAL REQUIREMENTS

- Low-traffic varied routes
- Good surface quality
- Restored bridges and tunnels
- Perfect signposting (not only along the route)
- Information boards
- Safe road crossings
- Shelters
- Picnic areas/ benches
- Viewpoints



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# 1. Comply with Essential Requirements

## MOBILITY OFFERS TARGETED TO THE SPECIFIC NEEDS OF THE USERS

- Easy accessibility to the starting and destination point (through local and national road network)
- Convenient mobility offers (train, bus, parking)
- Easy return to the starting point
- Short distances between starting point and e.g. train or bus stations
- Quick orientation at the starting point (easily recognisable, maybe in conjunction with tourist information)
- Bike shuttle services
- Bike rental



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## 2. Create a Brand Image

- Create an corporate identity with a high recognition factor and linked with the region
- Provide high quality image material
- Differ from other cycle routes
- Create a unique selling point compared to other cycle routes
- Brand your infrastructure
- Appear on the user's mental map

→ Strive for a clearly defined position on the market



### 3. Correspond to the User's Expectations

#### WHAT IS THE USER'S MOTIVATION?

- Doing sports
- Being close to nature
- Being flexible
- Getting away from every day life

→ Relaxed cycle touring through natural surroundings

#### WHAT IS THE USER LOOKING FOR?

- An attractive cycle route
- Natural and cultural sites
- Stories and history
- New experiences

→ Establish an emotional link with the region



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## 4. Ensure Sustainable Quality

- Set quality standards for the Greenway (e.g. by applying for a quality label)
- Set quality standards for the services along the Greenway (e.g. bike-friendly accommodation and cultural sites, transport service)
- Provide a maintenance management for the Greenway and ask users for feedback (systematically quality monitoring)
- Get motivated service providers (they're also kind of a figurehead for your tourism product)



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## 5. Participate in Specialized Trade Fairs

- Even in the internet age the importance of trade fairs has not diminished
  - Cultivate your image, look for business partners, examine the market
  - Be part of the 'bike family'
- Trade fairs put a product on display and offer the possibility of a face-to-face dialogue with potential users
- The best way to present and explain your product to the users as well as to potential business partners (e.g. tour operators) or the press
- Trade fairs provide a setting for real-life encounters between people or products or for explaining services (without interference through media)
  - **COMMUNICATION** is one of the dominant aspects of trade fairs



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## 6. Maintain Close Contact with the Press

- Organize press trips (individual or group travel)
  - A press trip offers journalists the chance to get first-hand experience of a place or tourism product
  - Journalist like to get their own facts, to ask questions and they like to have 'stories' to tell based on real examples
- **Limitations:** a press trip could involve high costs and organizing the trip can also be time consuming
- Select specialized and regional press (with the greatest possible impact)
- Provide the press with any news linked to your Greenway (e.g. construction works)
- Prepare information in an optimal way and provide high quality photographic material



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## 7. Run Specific Marketing Campaigns

- Identify the opportunities with the most potential (e.g. advertorials in a bike magazine)
  - Identify the scope of the campaign
- How long will it take?  
 → What resources will it require?  
 → What sort of results do you expect?
- Give your campaign a call-to-action (it's not only about raising the awareness of your product)
  - Estimate your success and be as specific as possible (e.g. 10,000 people reached, 250 users sent request, 45 travel packages were sold)
  - Get a clear picture of what's working and what's not

→ Improvement of future campaigns



## 8. Engage in Social Media

- Social media is no longer a ‘maybe’ in the tourism industry. The key is to make it personal
- Build relationships by engaging the users in e-mail campaigns and within social media platforms
- Share inspiring content and encourage to share (either from the users or even your own staff; people love ‘behind the scenes’ content)
- Share helpful content
  - Solving a users problem will make them feel you understand them
  - Think about sharing helpful advice visually
- Support reviews and ratings
  - Today, more than ever, reviews and ratings are influencing user’s decision on the destination



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## 9. Put Customers at the Heart of your Marketing

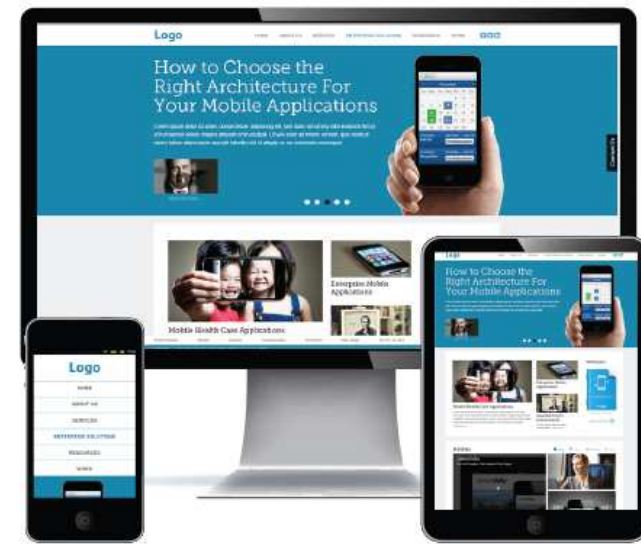
- People trust people
  - **Word-of-mouth is the most persuasive means of influencing travel choice**
- Put emotion into your marketing
  - **Start producing video content (helps Google rankings)**
  - **Invest in good photography (image is everything when it comes to decision making)**
- Make customers the hero and share their content
- Empower people to become your brand ambassador



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## 10. Become Mobile Responsive

- More and more users are mobile
- **Mobile friendliness helps Google rankings**
- In 2015 mobile web has overtaken desktop internet
- Make your website social sharing friendly
- Make sure your online and offline marketing initiatives complement each other
- Usability and Quality Content are the keywords
- **Most people wont return to your website if they have a poor experience on their mobile**
- *„Everything has to be short and punchy, intelligent and massive RELEVANT“ (Jesse des Jardins)*



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