



EVENTS • HOSPITALITY • TOURISM
www.collectiveconcepts.co.nz

Focus Marketing Programme

Collective Concepts Focus Marketing Programme offers the small to medium sized tourism or hospitality business a unique marketing plan designed with their business needs in mind.

We listen first, assess your current marketing, and then work with each business on the programme to develop a collaborative marketing strategy with measurable outcomes.

Because Collective Concepts only works with a maximum of 10 tourism and hospitality based businesses per region you are sure to receive personalised service.

The main objective of the Focus Marketing Programme is to help you implement a marketing strategy that will increase your brand awareness in the marketplace, see your visitor numbers increase, and ultimately, grow your business.

How are we different?

Collective Concepts offers a friendly personalised marketing service offering you a 'face' in the market place. We have established relationships with the key booking agents throughout Canterbury, Auckland and Northland and take the time to educate those staff so they have the tools and knowledge to effectively on-sell your product or service to domestic and international travellers. Our regular on-going contact with these booking agents and organisations means that the businesses we promote are always front of mind. We also pride ourselves on working with a maximum of 10, complementary tourism and hospitality based businesses at any given time to ensure personalised service and the ability to focus on each service or product's unique selling points.

Focus Marketing Programme Inclusions:

Initial Consultation – This will assess where your true marketing needs lie, identify your target markets and enable us to create a personalised marketing plan to suit.

Personalised Marketing Action Plan – The 6 month marketing plan will be designed based on your initial consultation and will have a different key marketing focus each month listing the tasks to be completed, the person responsible for completing the task (Collective Concepts or your business) and how this will be audited. The marketing plan is a working document which means it can be updated as the month progresses to reflect things that may need to continue on in the following month. Monthly marketing tips will be provided to help with any tasks that you are allocated and these tips will be related to the focus of the month.

Marketing Tips – Information pertaining to a certain marketing focus of your personalised plan. As an example you will receive tips on web-based marketing and writing blogs and

newsletters through to customer relationship management, effective advertisements and how to run a joint promotion.

Communication with Booking Agents – This includes special offer or news updates via email distribution on a monthly basis, physical visits to key booking agents or tourism distributors in your region and conducting product updates and/or training with new staff.

Brochure Distribution – For those with dedicated stands in unmonitored locations, we can keep in contact with these outlets and arrange distribution as required.

Target Markets – In addition to booking agents we will help you to identify target markets specific to your business and contact them with offers or information on your behalf. These markets could be wedding and event guests, conference delegates, special interest groups, organisations and clubs etc.

Online & Social Media – Advice and consultation regarding your social media strategies and campaigns as well as your online presence. Includes maximising all free opportunities for online representation.

Attendance at Networking Events & Tourism Expos – Collective Concepts can have a representative available to attend alongside or in your place at tourism based networking events and expos (additional costs apply). We can also co-ordinate joint stands at these events to minimise stand costs.

Famil – We can coordinate booking agent famils of your product either on a one to one basis or extend invitations on your behalf if you wish to host a larger famil group at any stage.

Activity Reports – The marketing and action plan will be updated with monthly activity; including points for discussion, outcomes and any follow-up required.

Cost:

We price our marketing programme to be a cost effective way to have a marketing representative for your business without having to hire an additional staff member or stretch an existing staff member's time! The **Focus Marketing Programme** is just **\$175+gst per week** and you can receive a 10% discount when paying by fortnightly direct debit.

Contact us for an obligation free discussion.

Collective Concepts

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