



## EXPERIENCE MAKER – ELEMENT 5: MARKETING & BRANDING

<https://www.youtube.com/watch?v=X0Nxr7TChLw>

1. To make sure people who are looking for experiences in the area are able to find yours easily, **create a cost-effective website** that displays who you are, what your business is, why it exists (mission statement), where it is located, and how to contact/book
2. **Social Media is a great free tool** – you don't have to do them all, but do one really well
3. Another cost-effective way to promote your experience through already well-established and trustworthy sources is to **register for free Trip Advisor, Yelp, and Google Business profiles** – these websites create a platform allowing visitors to find your business even if they weren't looking in that specific category, and as you generate positive reviews, more results will be seen!
4. **Create coupons or discount initiatives** (i.e., buy one, get the next one for 30% off; 25% off when booking for 5+ people) – people are more likely to make the purchase if they know they are getting a good deal
5. To double your audience and provide "good deals", **engaging in partnerships** with other businesses that complement your experience will give people more reasoning to book (i.e., in 2020, two Indigenous-owned businesses in Alberta, Redwood Meadows Golf and Country Club and Grey Eagle Resort & Casino, came together to offer a deal for customers to book a room at the Resort while also getting a round of golf and the Golf Course)
6. To increase awareness of your brand, **run a contest** (typically through social media)
7. **Collect testimonials** from your customers and use them in all your advertising – people will be more likely to book if they know other people had positive experiences with your experience. One way to do this is by passing around a Guest Book to your visitors at the end of an experience, and using platforms like TripAdvisor, or even Google, gives people the space to share their experience
8. Utilize the power of **word-of-mouth through in-person networking** – share your passion with others by humbly telling people about your tourism experience – you never know who is listening or who they might share it with!
9. It is a lot easier to sell to someone who has already booked with you – don't forget to **market back to your old customers**. Collecting email addresses or contact info from customers makes this a lot easier
10. People love to see photos, especially of other peoples' experiences. To get **user-generated content**, when customers take photos at your experience, ask them to tag your business, and for permission to repost. This will provide your business with more content to share, and will interest potential visitors
11. By asking for customers' email addresses, you can then **send out e-newsletters** to market back to your customers (through platforms such as Canva)
12. DMOs/PMOs (destination/provincial marketing organizations, such as ITA or Travel Alberta) are there to help market your business for you, and they are usually very low-cost. **Utilizing DMOs** can help your business with photos, marketing to your audience, and other useful resources