**Unit 3 Principles of Marketing in Travel and Tourism**

**Assignment 2: Putting Marketing Theory into Practice – Task 2**

**Learning Aim D**

**Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.**

**D1 Designing a promotional campaign to meet stated objectives**

* What are your campaign aims and objectives, e.g. to introduce a new product or service, to increase

profit for the organisation, to gain more customers through short term discounts, to draw customers to a specific event aimed at a specific market.

* How does your promotional campaign contribute to organisational objectives, reinforces and

supports brand values and adds to sustainability of marketing activities.

* Explain who your intended target market is?
* Explain exactly what your product or service is and what its Unique Selling Points (USPs.) are.
* What is the price of product or service, including pricing strategies, tactics and how it compares to your competitors?
* Where can the product or service can be purchased and why?
* What Promotional material are you going to use, including timescale of campaign with rationale for decision, e.g. a week, a month, season for campaign to run, e.g. during peak or off peak times, types of promotional activities and materials to be used and planned distribution methods.
* What is your Campaign budget? Try and work out some simple costs for marketing this new product…
* What will be your Key performance indicators (KPIs) that could be used to judge the success of the promotional campaign, e.g. sales revenue, profit, customer retention and new customers gained.

**D2 Producing promotional materials and activities**

In order to be effective, promotional materials and activities should be professionally presented, clearly aimed at the target market, meet the marketing aims and objectives, and include all necessary information.

* Promotional materials and activity ideas, e.g. leaflets, brochures, door hangers, flyers, posters, banners, direct mail/email, endorsements on portable items and clothing, presentations, blogs, vlogs, advertisements such as TV/ radio/ magazine/online, demonstrations, public speaking, presence at trade fairs, landing page (a page on a website dedicated to a specific promotion) and Call-To-Action (CTA)asking potential customers to become involved in a campaign, e.g. a social media request to share a photo featuring a product and a specified #hashtag, resulting in a reward.
* Explain the key factors which you have considered in creating your promotional materials, including key objectives of the material and activities, most appropriate promotional activities/materials to be used, target audience, appropriate methods or platforms for material and communication distribution, information to be communicated (e.g. product/service detail, price, where to buy, dates of event), headlines; images; typography, font, colour.
* How have you used AIDA (Attention, Interest, Desire, Action) for checking that promotional material will attract customers and encourage purchase of the product or use of the service?
* How does your promotional material reflect the Keep It Short and Simple (KISS) strategy?