

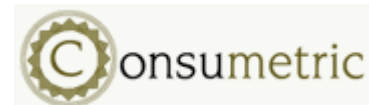
# Heritage Tourism

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## Marketing Campaign Planning

Nick Booker  
Director - Attract Marketing Ltd



# Marketing Campaign Outline

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## 1. Business case

- 1.1 Target market
- 1.2 Proposition
- 1.3 Sales targets

## 2. Marketing Campaign Proposal

- 2.1 Objectives
- 2.2 Theme
- 2.3 Key messages
- 2.3 Targeting
- 2.4 Campaign Activities
- 2.5 Call to action
- 2.6 Lead conversion
- 2.7 Campaign tracking

# Business case

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## 1.1 Target market

- Which business segments?
- Location and size

## 1.2 Proposition

- Product/service proposition appropriate for the target market
- How is the offering to be differentiated from other market solutions?

## 1.3 Sales targets

- Details of sales targets and by when

# Marketing Campaign Proposal

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## 2.1 Objectives

- Specific, measurable, achievable, time driven

## 2.2 Theme

- How is proposition to be positioned to gain the maximum impact?

## 2.3 Key messages

What are the key messages of the campaign?

## 2.3 Targeting

- How are prospective users to be targeted?

# Campaign Activities

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## 2.4 Time plan to include:

- Campaign preparation
- Advertising promotional material
- Commencement and conclusion of individual activities
  
- Campaign activities and use of media etc
- Objectives of individual campaign activities in context of overall campaign objectives
- Costs of campaign activities

# Campaign Activities

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## 2.5 Call to action

- How the target audience will respond to the campaign and how these will be managed.

## 2.6 Lead conversion

- How leads will be followed up, the sales process and the time frame.
- How many leads it expected to to generate from each campaign element.
- The number/percentage it is expected will be converted into sales.

## 2.7 Campaign tracking

- How leads will be recorded and tracked.

# RAF Museum Cosford



attract

# Marketing Campaign

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*“Attract at least another 20,000 overnight tourists and 30,000 day tripper visitors into the museum, over and above any natural rate of increase”*



# The Target Audience

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- Deprived areas and Multicultural Communities
- Multicultural communities, women, and urban communities
- Affluent Persons
- Tom the Tourist
- **Other Market Segments**
- “Edward the Enthusiast”
- “George and Mildred”;
- “Intellectual Isaac”
- “General Graham and Mary”
- ‘Hard to reach’ communities (for the Museum- BME, females, deprived communities).

# Partnership Building

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- Tourism Bodies
- Shropshire, West Midlands and National Attractions
- Schools and other Educational Establishments
- Other Public Sector Bodies
- Local Retailers
- The Media
- Enthusiast and Specialist Groups

# National Campaign Activities

## The Grand Opening

RAF Museum Cosford should make use of influential/famous trustees or the patron of the Museum to maximise publicity for this event.

Timing/frequency:	One off
Objective:	National/International launch of new building; build awareness of RAF Museum Cosford
Audience:	International/National/Regional audience
Benefits:	Coverage in all national and local
Method:	VIP Reception and Press launch to news journalists. Possibly flypast from Red Arrows or Battle of Britain Flight

# Public Relations

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Timing/frequency:	Continuing over period of campaign
Objective:	Build awareness of RAF Museum Cosford its unique collections, national status and new Icon building nationally
Audience:	All targets
Benefits:	Promote RAF Museum Cosford as a star attraction and Icon in the West Midlands
Method:	Press Releases based around stories/events etc supports other promotional activities as described as well as:  Unique stories National Awareness Day based around the Museum

# Promotional Activities

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- Increased Leafleting
- Magazine Advertising
- Newspaper Competitions
- A Press Day for Travel/Leisure Writers
- Exhibition and Trade Shows
- TV/Radio Advertising
- Tourism Guides
- Joint Marketing Partnerships
- Familiarisation Visits
- Groups/Parties

- The Internet
- International Promotions
- Regional Campaign Activities
- Newspaper Advertising
- Other Targeted Advertising
- Children's Competitions
- Outreach Work
- Travelling Exhibition
- Specialist Target Groups

# Campaign Budget - 1

<b>Activities- expenditure is indicative</b>	<b>Pre- launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>National Campaign Activity</b>	£	£	£	£
Pre-campaign research (see section 5.3.1)	10000			
National Public Relations (see section 5.4.2)	5400	10400	5400	5400
Grand Opening (see section 5.4.1)		20000		
Leaflets/Distribution/Browsers (see section 5.4.3)	14100	24000	24000	24000
Joint marketing/partnerships (see section 5.4.10)	3000	6000	6000	6000
Groups/coach parties (see section 5.4.12)		3500	3500	3500
Tourist Guides (see section 5.4.9)	4500	4500	4500	4500
Exhibitions/travelling shows (see section 5.4.7)		2000	2000	2000
International (see section 5.4.14)	2000	2000	2000	2000
<b>Local Campaign</b>				
Newspaper Advertising (see section 5.5.1)	2900	2900	2900	2900
Outreach/networking (see section 5.5.4)		43	5000	5000
Developing local partnerships and networking-estimated staff time on existing partnership/ networking (see 4.3.3)	3600	3600	3600	3600
Schools/colleges (see section 5.5.1)		17000	17000	17000
<b>Website (see section 5.4.13)</b>				
Enhance	6000	1000	1000	1000
Ongoing		1000	1000	1000
<b>Total</b>	<b>51500</b>	<b>97943</b>	<b>77900</b>	<b>77900</b>

# Campaign Budget - 2

**Table 5.4 Campaign Activities (additional expenditure)**

<b>Activity</b>	<b>Pre- launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>National Campaign</b>	£	£	£	£
Pre-campaign research (see section 5.3.1)	10000			
Press day (see section 5.3.2)		7000	7000	7000
Artwork/Design/Photography (estimate of costs to produce a portfolio of images as per needs of other marketing activities)		10000	10000	10000
Familiarisation visits (see section 5.3.1.1)	2000	5000	5000	5000
Magazines (see section 5.3.4)	6500	7000	7000	7000
Radio Advertising (see section 5.3.8)		5000	5000	5000
<b>Local Campaign</b>				
Additional local PR and partnership development-to maximise benefits of local partnerships and joint working (see section 4.3.3).		3000	3000	3000
Other Targeted advertising (see section 5.5.2)	3740	4050	4050	4050
Children's competitions/prizes (see section 5.5.3)		3000	3000	3000
Specialist Groups (see section 5.5.6)	500	500	500	500
Travelling Exhibition (see section 5.5.3)	500	500	500	500
Design (as per Artwork/Design above)	5000			
<b>Total</b>	<b>28240</b>	<b>45050</b>	<b>45050</b>	<b>45050</b>

# RAF Museum Cosford

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- Since February over 310,000 visitors...
  
- MUSEUM WINS LARGE VISITOR  
ATTRACTION OF THE YEAR



# Thank you!

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## **Attract Marketing Ltd**

Brook House  
4 Lawrence Gardens  
Kenilworth  
Warwickshire  
CV8 2GH

TEL: +44(0) 1926 864 900  
EMAIL: [nick@attractmarketing.co.uk](mailto:nick@attractmarketing.co.uk)  
WEBSITE: [www.attractmarketing.co.uk](http://www.attractmarketing.co.uk)

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