

Promoting your product 1: Print

An array of marketing tools are available for you to use to promote your product. A select few will probably be the best fit for your business.

Today most visitors use many different sources to research and plan their travels, so diversifying your marketing budget is important. Look at the communication tools that your target market are most likely to use.

If your target market are identified as people who research before they arrive, then your website is important, as are the places that link to it. Venture Taranaki, Tourism New Zealand, and other professional and tourism bodies are useful link sources that can generate traffic to your website.

If your target markets are spontaneous decision makers then getting your brochures into the three regional i-SITES, local operators and accommodation providers may well be the best way to encourage business.

Printed Material

Brochures

One of the first marketing steps you should take is the development of a brochure. It is important when putting your brochure together that it incorporates your brand, includes high quality imagery and is professionally produced.

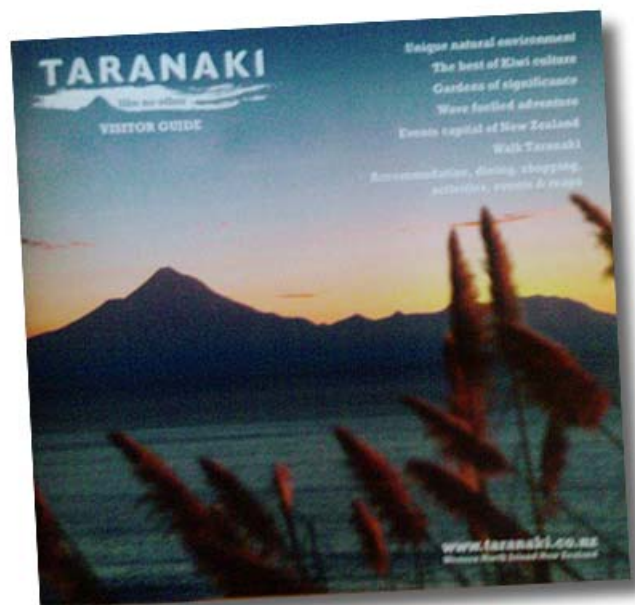
When designing your brochure you need to carry sufficient information to motivate potential customers to choose your product. It should also contain details on how to book, opening hours and clear instructions on where you are located and how to get there.

Any accreditations such as Qualmark will give your business that additional notification of a quality product as will the inclusion of the regional branding. Regional brand guidelines are available from Venture Taranaki.

Include all communication details, phone, fax (include international and area codes), email and website addresses.

If advanced bookings are essential, then an idea of timeline should also be included.

Do not ramble, short sentences are most suitable. Also take into account your customer may not have English as their primary language.



2009 Taranaki Visitors Guide

It is recommended to use a professional designer - the low stress and high standard of the finished product can make it very worthwhile.

When choosing a designer and printer, shop around and get quotes. Look at other brochures at your local i-SITE and see what styles are currently in vogue and whether they fit your product or entice your target market. Get an idea of what works and what doesn't.

Getting the simple things right is important. If your brochure is going to be put into brochure stands, then the top quarter of the page is what the customer sees.

If you have a map, clearly show the Taranaki region as not everyone is familiar with our province or if your brochure is going overseas, they maybe unfamiliar with New Zealand.

When going to print, think about the life span of the brochure as over or re-printing can be expensive if you update your details or product and any out of date brochures need to be removed from the public domain.

Brochure Distribution

You now have a superb brochure, but how are you going to get it to the people that need to see it?

Your distribution should primarily be into places that reach your target market. You will also need to decide on how much of your marketing budget you want to spend on distribution. Obviously free displays are great, but if your target market does not frequent these places then it is not going to return any of the investment you have made in the production.

Advertising

Another outlet for getting your marketing message to your customers is advertising. Opportunities for advertising include newspaper, magazines, radio, television and cinema.

Venture Taranaki also produce opportunities each year through the regional visitor guide and other print and electronic publications or through coordinated campaigns.

When approached to advertise in consumer publications, a short checklist will help you decide whether that publication is worth considering:

- Who does the advertising medium target, and does that match your business's target audience?
- Who does the advertising medium actually reach - what is the circulation (number produced) and the readership (number of people who actually read it) of the publication?
- Who else in Taranaki is supporting the publication?
- Is there any editorial content about Taranaki or the district?
- Is the quality of the publication or medium appropriate for your product?
- Does the design and language of the advert reflect your brand and your business?

When it comes to advertising, there are generally far more opportunities than budget. Decide whether you want a wide—small adverts in many publications—or narrow—one big advert in a key publication.



Taranaki's two touring route brochures - Forgotten World Highway and Surf Highway 45

Photos: Rob Tucker