

# MARKETING 101 FOR BUSINESS

VISITOR SECTOR



## CEDA

CENTRAL ECONOMIC  
DEVELOPMENT AGENCY

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# NAILING YOUR PROMOTION AND MARKETING ACTIVITY IS THE KEY TO THE SUCCESS OF YOUR BUSINESS.

Having a great product or experience is good, but if no one knows about it then you're not going to have customers coming to enjoy your offering. You need to let people know about it, get them inspired and excited, and build recognition for your business.

Marketing doesn't have to cost a lot of money or take hours and hours of your time – so long as you have the basics covered. This guide is a simple overview and checklist of where to focus your efforts to ensure your customers can find you.

The first step should be to ensure your business plan is up to date, or to create one if you don't have one already.

## WHAT YOU'LL FIND IN THIS GUIDE

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  - 2 // WEBSITE
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## TIPS FOR CREATING A WINNING BUSINESS PLAN

- >> Be clear about your businesses offering and proposition – establish your 'elevator pitch'.
- >> Identify what your next big milestones or goals are for the business.
- >> Don't overcook it – keep it simple and easy to understand and interpret.
- >> Undertake a SWOT analysis to identify the strengths, weaknesses, opportunities and threats.
- >> Research your competition and industry, in region and nationally.
- >> Include a budget, pricing structure, and cashflow.
- >> Regularly review your business plan, socialize it with your team and update it as needed.



**CHECK OUT THE 10-STEP QUICK FOCUS BUSINESS PLAN FROM BUSINESS.GOV.T.NZ** [WWW.BUSINESS.GOV.T.NZ/ASSETS/UPLOADS/DOCUMENTS/QUICK-FOCUS-PLAN.PDF](http://WWW.BUSINESS.GOV.T.NZ/ASSETS/UPLOADS/DOCUMENTS/QUICK-FOCUS-PLAN.PDF)



# 1 // HAVE A MARKETING PLAN

Having a marketing plan is important for any size and type of business. A marketing plan or strategy can help maximise your reach and the return of investment for every marketing dollar spent.

## TO CREATE A MARKETING PLAN, CONSIDER AND INCLUDE THE FOLLOWING:

- >> Identify your unique selling point (USP).
- >> Build an understanding of your target market/s.
- >> Build the key messages your desired target market/s need to hear – keep it simple and consistent.
- >> Research your competition, in region and nationally.
- >> Set some clear targets on what you want to achieve with your marketing.
- >> Outline how much budget you have available.
- >> Choose your marketing channels based on who your target markets are.
- >> Develop a 'tone of voice' that will be used across your emails, social media and website. Is your product cheeky? Formal? A bit relaxed and quintessentially kiwi? What will resonate the most with your desired customer base?
- >> Decide what it is you need to achieve, aligned to your business plan e.g. sales growth, new customers, new registrations etc.
- >> Outline an achievable action plan of what activities you will undertake.
- >> Put in place simple reporting metrics to measure success, always measure your return on investment (ROI).

CEDA's team of Business Growth Advisors may be able to connect and support you in developing a marketing plan.

**Most importantly, research your digital footprint – how easy is it to find your business in Google? A quick online search of your business should lead to:**

- >> Your website.
- >> Digital listings on Google My Business, TripAdvisor and any booking sites.
- >> Your listing on [NewZealand.com](https://www.newzealand.com) and [ManawatuNZ.co.nz](https://www.manawatu.co.nz).
- >> Social media presence could be included here.

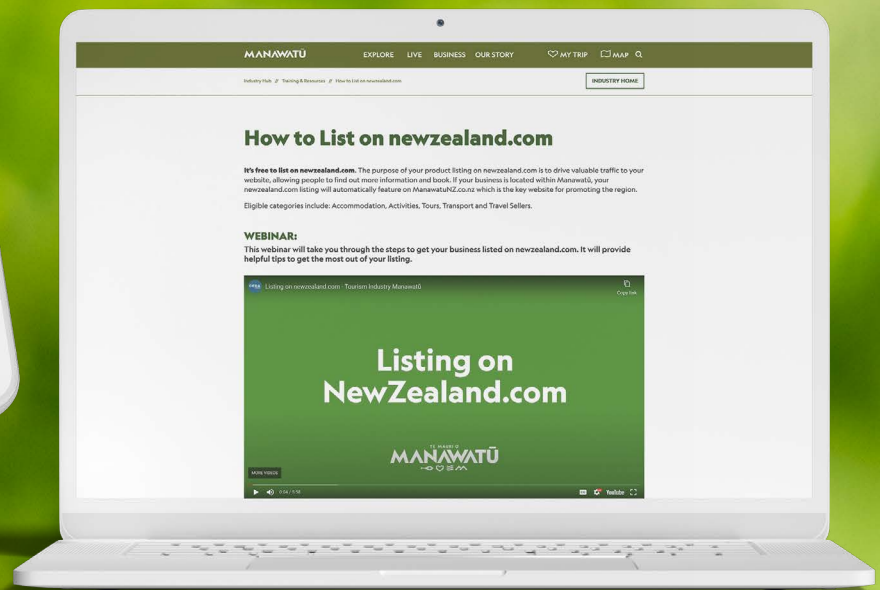
Each action and activity identified in your marketing plan should contribute to your business's overall objectives outlined in your business plan.

CEDA's team of Business Growth Advisors may be able to connect and support you in developing a business plan and/or marketing plan.



**TO FIND OUT IF YOU QUALIFY FOR ADDITIONAL SUPPORT, CONTACT [BUSINESS.ENQUIRY@CEDA.NZ](mailto:BUSINESS.ENQUIRY@CEDA.NZ)**

**The rest of this guide covers some of the key marketing areas for you to start on – most of which are FREE to use.**



## 2 // WEBSITE

Your website is your digital storefront and is vital for the promotion of your business. A website allows people to find you online, educates people on who you are and what you offer, showcases your products and services, and provides an easy way for people to get in touch with you. Keep your website relevant and engaging with good imagery, up to date business information and any news and offers.

Don't forget that Google measures your website's quality by mobile usability only (no longer desktop), so ensure you check your website experience on your phone as much as possible and after any changes you make.

A great place to see how your website stacks up is with [Page Speed Insights](#). This FREE tool will give your website a ranking out of 100, will tell you how fast your website loads (First Contentful Paint\* needs to be 1.5 seconds or less), and will highlight any issues that you may want to discuss further with your website developer.

Don't have a website? Consider first whether there is a need for one - how do your customers find you? Will you get more visibility via other booking sites? Do you have resource to keep it updated?

Get in touch with local website designers to chat about your needs, and get an idea of the costs. Free website builder sites include:

- >> [www.wix.com](http://www.wix.com)
- >> [www.squarespace.com](http://www.squarespace.com)
- >> [www.weebly.com](http://www.weebly.com)

## 3 // TOURISM NEW ZEALAND AND MANAWATUNZ.CO.NZ FREE LISTING

Create a FREE listing on Tourism New Zealand's website, putting your business in front of over 51 million potential visitors each year.

It's free to list on [newzealand.com](http://newzealand.com). The purpose of your product listing on [NewZealand.com](http://NewZealand.com) is to drive valuable traffic to your website, allowing people to find out more information and book. If your business is located within Manawātū, your [NewZealand.com](http://NewZealand.com) listing will automatically feature on [ManawatuNZ.co.nz](http://ManawatuNZ.co.nz) which is the key website for promoting the region.

CEDA have created an easy-to-follow video guide to listing your business on NewZealand.com [which you can find here](#).



[MANAWATUNZ.CO.NZ/INDUSTRY/TRAINING-RESOURCES/GUIDES/HOW-TO-LIST-ON-NEW-ZEALAND-COM/](http://MANAWATUNZ.CO.NZ/INDUSTRY/TRAINING-RESOURCES/GUIDES/HOW-TO-LIST-ON-NEW-ZEALAND-COM/)

\*The First Contentful Paint (FCP) metric measures the time from when the page starts loading to when any part of the page's content is rendered.



## 4 // TRIPADVISOR

TripAdvisor has over 463 million active monthly users in 49 markets across the world and is the number one travel platform globally.

Not only that, but it is FREE to create a listing for accommodation, a restaurant/café or an attraction. Listing on [tripadvisor.co.nz](https://www.tripadvisor.co.nz) allows you to actively respond to reviews and update your details. Your business may already be on TripAdvisor without you knowing, due to people reviewing it, so it's best to create your own listing or claim your listing so you can actively control content and respond proactively to reviews.

Remember, create a captivating product title and description and include the key words that your target audience are likely to be looking for, e.g. farm animals, hot tub, adrenaline, and the names of any key landmarks or places nearby.



**TOP TIP // ALWAYS RESPOND TO FEEDBACK, WHETHER POSITIVE OR NEGATIVE, AS THIS DEMONSTRATES ATTENTIVE CUSTOMER SERVICE SKILLS.**

### **An example response to a positive review:**

"Thanks for leaving a review, and mentioning our barista. You're right, she is always smiling! Next time you're here, you should try the [insert product here]! We hope to see you again soon."

### **An example response to a negative review:**

"I'm sorry to hear you didn't have a great experience. We are normally known for our high standards and we regret that we missed the mark. My name is [first name] and I am the [Owner / Manager]. If you'd like to discuss this further, please contact me at [phone number / email]."

Before you start, check to see if a visitor has already added your business. Try a few different variations of your business name to be sure. [Search your business name here.](#)

If you can't find your business, that's great! You can create a listing from scratch.

To create your listing, [start here.](#)

For more details on getting your business on TripAdvisor and managing your listing, [check out this link.](#)

To learn more about managing reviews and responses, [start here.](#)



## 5 // SOCIAL MEDIA

Social media should be a key part of your marketing approach. Through social networking sites, you can keep in touch with your individual followers and build brand trust in your business with existing and potential customers.

Some of the different social media platforms include Facebook, X, LinkedIn, Instagram and YouTube.

Look into which platforms best suit your company and your target customers.

It is best to pick one or two and do them well rather than be on all platforms and not keeping them updated. Look at what your competitors are doing, or businesses similar to yours in other regions, or even in Australia, to get an idea of what works for your market.



**TO UPSKILL ON SOCIAL MEDIA, REGISTER WITH DIGITAL BOOST AT [DIGITALBOOST.BUSINESS.GOVT.NZ](https://digitalboost.business.govt.nz)**

### TOP TIPS FOR SOCIAL MEDIA

Know your brand and tone of voice – keep it consistent and engaging.

Make note of what works – and do more of it! What is your audience engaging with the most?

Hashtags for breakfast – when using Facebook, Instagram, or X, use consistent hashtags to help with reach such as #yourbusinessname and #thisismanawatu #PureNZ and #NZMustDo

### Genuine content creates stronger engagement.

Social media helps to generate interest in your business. Your focus should be on sharing interesting content, but not being too 'sales' based. Instead of constant posts about your specials and bookings, your focus should instead be on sharing unique and interesting content such as a behind-the-scenes video of feeding the farmstay animals, or the chefs preparing meals or even a short introduction from the guide or manager. Or it could be something as simple as a photo gallery of a sneak preview of upcoming tours of the season, or some great photos of your property or experience through the seasons.

### Be authentic with your brand.

Always post things that portray real emotion that your audience wants to be part of. Avoid images that look staged, overly photoshopped, or sound like you're a salesperson. You want your viewer to stumble across the photo in their feed and have it pull them in so they can imagine seeing themselves there. Give your audience authentic content that inspires them to plan their next trip to Manawatū.

### Work smarter, not harder!

When you've determined how often you want to post to social media sites and have a schedule to work with, consider using apps and tools like HootSuite, or Buffer to schedule all your posts to go live at certain times of the day. This frees up your time, and your team's time, to do what you do best – provide exceptional experiences and service.

# 6 // GOOGLE BUSINESS PROFILE

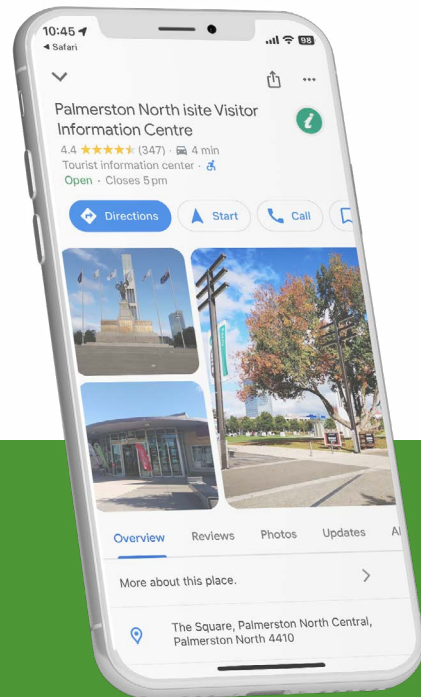
Attract new customers with a FREE Google Business Profile listing. This is a really important, and FREE tool for your business, and will ensure your business will appear easily when people are searching for your business or businesses like yours on Google Search or Google Maps. 90% of people use Google daily as a search tool to find local businesses making this a key marketing tool.

If you've searched for your business on Google, you'll have noticed that in addition to your business website appearing in search results, a card with images, contact information, directions, and hours of operation also shows up on the right-hand side. That is a 'Google Business' listing.

Creating or updating your Google listing is easy and can be done by heading to [google.co.nz/intl/en/business](https://google.co.nz/intl/en/business) and following six easy steps. This is also the most important place for Google Reviews – a much used tool for visitors. Keep an eye on your reviews and take the time to respond where needed.

## FOR A FEW EXTRA TIPS ON GOOGLE BUSINESS PROFILE CHECK OUT:

- >> **CEDA Top Tips for Digital**
- >> Update your hours, even if they haven't changed. The visibility of your opening hours online are a key decision-making driver for customers. In both Google and Facebook, opening hours will affect when customers see a business they search for and the recency of your update will give them confidence that you are open when you say you are.
- >> Add quality images to help customers see what to expect and inspire them to visit or book.



## RESPONDING TO REVIEWS AND COMMENTS

Always respond to feedback, whether positive or negative as this demonstrates attentive customer service skills. Word of mouth can be the deciding factor for someone trying to choose a product/service company which is now often through online channels.

### RESPONDING TO NEGATIVE COMMENTS

#### **STEP 1 // Apologise and sympathise in your response to the negative review.**

"I'm sorry to hear about your bad experience."

#### **STEP 2 // Insert a little marketing in your response to the bad review.**

"We're normally known for our exceptional attention to detail, and we regret that we missed the mark."

#### **STEP 3 // Move the conversation offline.**

"My name is [first name] and I am the [Owner / Manager]. If you'd like to discuss this further, please contact me at [phone number / email]."

#### **STEP 4 // Keep your response simple, short and sweet.**

Don't go into too much detail or ask any questions. This will prevent saying something that might cause the upset customer to add more negative feedback by replying to the review.

### RESPONDING TO POSITIVE COMMENTS

#### **STEP 1 // Thank the customer for the positive review and be specific.**

"Thanks for leaving a review, and mentioning our barista Jodi. You're right, she is always smiling!"

#### **STEP 2 // Use the business name and keywords in your review response to the good review.**

"The team here at [Business Name] is thrilled to hear such good feedback, and we're proud to be one of the coziest [coffee shops] in [city name]."

#### **STEP 3 // Add a little marketing to your review response.**

"Did you know we just started a free coffee card?"

#### **STEP 4 // Invite customer to do something in your response.**

"Next time you're here, you should try the [insert product here]!" "We hope to see you again soon, and bring a friend!"



## 7 // EMAIL MARKETING

Reach your customers cost effectively through an email newsletter. Email marketing platforms, such as Mailchimp, HubSpot, or Brevo to help you create and manage customised email campaigns to keep in touch with your customers and inspire repeat visitation.

These platforms provide designed newsletter templates to get you started, so you can keep customers informed of your business updates, promotions, events and new product offerings which can be easily shared with their connections.

You can easily measure your audience engagement through tracking open rates, click-through and conversions. By building a database, you can survey your customers to seek feedback on their experience at your business. This will give you important insights for assessing, developing and improving your ways of working.

Need content? Tell your previous guests and customers about upcoming major events in the region, or share stories and itineraries to inspire them from [ManawatuNZ.co.nz](https://www.ManawatuNZ.co.nz).

**Make sure you're signing up all your existing customers to your database, so you can encourage repeat visitation or sharing of your product when you send emails with offers, deals, upcoming events and so on.**

## 8 // ISITE AND INFORMATION CENTRES

Be sure to let the Palmerston North isite Visitor Information Centre and the Feilding & District Information Centre know about your business. Discuss how you can best work with the info centre teams to get the word out to their customers and neighbouring isite's and information centres, such as Taranaki, Levin, Whanganui and Bulls and find out how their Visitor Consultants manage accommodation and activity bookings.



**GET IN TOUCH VIA [ISITE@PNCC.GOVT.NZ](mailto:ISITE@PNCC.GOVT.NZ) AND [INFO@FEILDINGPROMOTION.CO.NZ](mailto:INFO@FEILDINGPROMOTION.CO.NZ)**



**OR POP IN TO SEE THEM**

**Palmerston North isite Visitor Information Centre**  
The Square, Palmerston North

**Feilding & District Information Centre**  
Feilding Railway Station 61 Aorangi Street, Feilding





## 9 // IMPROVE YOUR DIGITAL MARKETING KNOWLEDGE

Digital marketing is now more important than ever. Put your best foot forward in the online space by upskilling yourself on your website, social media presence, and the advertising options available.

### UPSKILL WITH DIGITAL BOOST

Developed by the Ministry of Business, Innovation and Employment (MBIE), Digital Boost offers more than 100 training videos in all areas of digital business practice. It's free to join and through the registration process Digital Boost is able to tailor a programme to suit your individual needs. Once registered you have access to a large suite of resources.

Digital Boost covers topics such as Google Business Profile, Websites, Social Media, Digital Tools, Digital Marketing, Accounting, Business Insights, Future technologies, the list goes on.



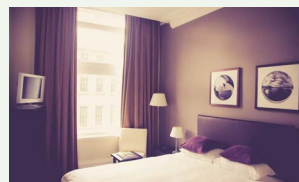
**REGISTER [HERE](#) TO DISCOVER THIS AMAZING RESOURCE.**

## 10 // IMAGERY - A PICTURE SPEAKS A THOUSAND WORDS

Imagery is key to successfully marketing your business and building your brand's reputation. Imagery can help your potential customers to see what to expect and inspire them to book or purchase. High-quality images that clearly demonstrate your experience, business, or product will take your brand and marketing to a whole new level.

Getting quality, professional shots of your business – ideally with people in the photos – can make a significant difference to your overall marketing strategy and will lift the quality and engagement of your social media, review sites, and website.

**Instead of this:**



**Try this which demonstrates the hospitality and warmth:**



While stock photography should be a last resort, if you are looking to use stock images then we'd recommend you use the New Zealand based and owned image library, [TrueStock.co.nz](#). The images on TrueStock are royalty-free photos of New Zealand's people and places and look much more genuine and not 'staged' or cheesy'.

# OTHER IDEAS // TO CONSIDER

## BROCHURES

Brochures can be a costly and immeasurable promotional tool. Make sure to establish if a brochure is relevant for your audience, by thinking about how your potential customers find their information. Then consider how you'll distribute a brochure – weighing up additional display and sending costs – before committing to printed brochures.

If you decide a brochure is right for your business, then make sure you factor in the brochure design – especially when considering how your brochure is going to look in a brochure display. As the top third of the brochure is most visible, this needs to capture the attention of your potential customers and have clear messaging about what your business offers. To avoid your brochures having incorrect information and becoming out of date, it is best not to include prices, dates and times.

## EVENTFINDA

Hosting an event? Eventfinda is a FREE national events database. Any event listing you make on [eventfinda.co.nz](http://eventfinda.co.nz) will be distributed to multiple websites including our regional website [ManawatuNZ.co.nz](http://ManawatuNZ.co.nz) as well as digital, print and radio publications both locally and nationally. Eventfinda is a great measurable marketing tool as you can see where your listing has been distributed, how many times it has been viewed and any comments posted.

## CONNECT WITH OTHER OPERATORS

Building a good relationship with other local tourism operators is an excellent method to attract more visitors to your business. Consider who your target audience is and where else they may visit while in the area. These are the companies you should be partnering with. Reach out to local hospitality, accommodation, activity and retail providers to see whether they would be interested in a reciprocal partnership whereby you recommend each other to your visitors.

If you're not sure of who the other tourism operators are in your area, visit [ManawatuNZ.co.nz](http://ManawatuNZ.co.nz) or pop into the Palmerston North isite, Feilding & District Information Centre or your local visitor information centre.

## TRADE AND BOOKING AGENTS

Promote your business through online travel agents (OTA) and gain access to a large pool of potential new customers and increase visibility for your business in new markets. Do your research to understand the most popular and suitable OTA websites to list your products on in overseas markets, e.g. Expedia (US), Booking.com (Europe), CTrip (China) and make sure to be mindful of their commission structure before signing up. [Find out more here.](#)



LOOKING FOR THE NEXT STAGE IN YOUR MARKETING JOURNEY? CHECK OUT CEDA'S GUIDE FOR VISITOR SECTOR BUSINESSES LOOKING TO ENHANCE THEIR MARKETING AND TRADE ACTIVITY.



FOR MORE TRAINING GUIDES AND RESOURCES, CHECK OUT  
[MANAWATUNZ.CO.NZ/INDUSTRY](http://MANAWATUNZ.CO.NZ/INDUSTRY)

# CEDA

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#THISISMANAWATU

EMAIL //  
[INFO@CEDA.NZ](mailto:INFO@CEDA.NZ)

PHONE //  
**+64 6 350 1830**