



tourism
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TURNING LOOKERS INTO BOOKERS



CUSTOMER PURCHASE JOURNEY

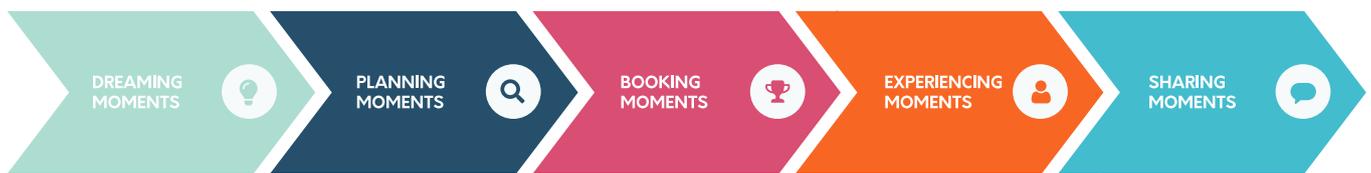
Do you have marketing blindspots along
the customer journey?



In this workshop, I'm going to ask you to look at your customers' purchase journey and determine if there are any gaps in your sales and marketing. I want to help you figure out if you are possibly missing out on potential opportunities to sell or upsell to customers. I also hope that this workshop will also help you think about the platforms and tools that your customers may use and prefer.

In this PDF guide, you will see an overview and a diagram of a customer's purchase journey and an example of a potential customer journey as accompanied by an in-depth explanation.

THE JOURNEY ALL YOUR CUSTOMERS WILL TAKE



Dreaming Moments – When your potential customer is exploring destination options and ideas with no firm plans. At this stage, people are looking for inspiration. What tools and platforms do they use? What type of content inspires them? What are they searching for?

Planning Moments – When your potential customer has chosen a destination. They're looking for the right dates, the right flight, the right place to stay, and all the things they'll do while they're there. What tools and platforms do they use?

Booking Moments – When your potential customer has completed their research. They are ready to book their tickets and reserve their rooms. What tools and platforms do they use?

Experiencing Moments – When your customer's trip is underway. Travellers are ready to live the trip they've been dreaming about — and share it with others. How do they interact with your business? With locals? With people in a tour group (if your tour groups are comprised of strangers).

Sharing Moments – When your customer shares content and their experiences during and after the trip on social media, with friends, family and work colleagues. Do they use Facebook, Instagram, TikTok? How else do they share their experience with others?

A TYPICAL CUSTOMER JOURNEY

Print this out and pin to your wall for reference.



HEATHER'S JOURNEY

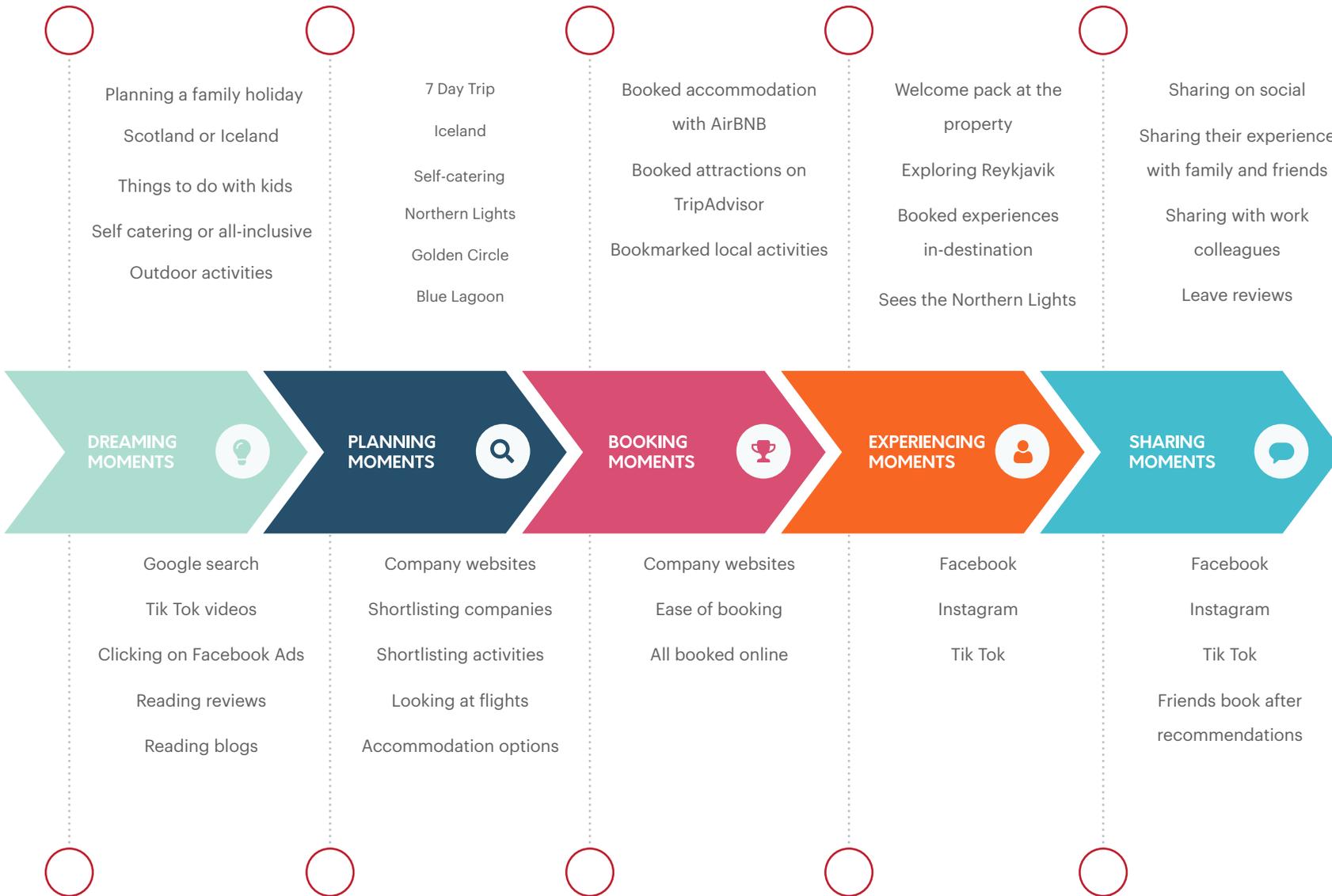
An example customer journey.



Heather is dreaming about a family holiday and is torn between going to Iceland or staying in Scotland.

She is searching for things to do with kids in both destinations and whether to opt for self-catering or have everything taken care of in a resort. Outdoor activities are also important.

Let's now look at Heather's journey...



WHAT IS YOUR CUSTOMERS' JOURNEY?

I would like you to try to map out the journey of your own customer by using the diagram provided on the next page (print it out). Add in the potential touchpoints where they currently interact with your business and see if any gaps emerge.

Are you missing a follow-up sales call? Are you inspiring them by creating content that really gets them excited at the dreaming stage? Are you falling down once someone has booked by not keeping in touch or even asking for reviews?

Have a go and see what emerges, and feel free to split up each of the 5 sections per day, or split a single moment over multiple days. It may help you realise that you are missing one or more opportunities to interact with your customer, which can be all the difference between receiving a good review, making an upsell, or even securing the initial booking itself.



5 MIN A DAY TASK

- Day 1: **Dreaming Moments:** What content are you producing to inspire and entice customers? Are you showing your expertise in your destination and promoting your brand in the right way? Are there any platforms that your customers use that you are currently not marketing on?
- Day 2: **Planning Moments:** Now that your customers have selected your destination, are you producing content that helps them plan. This kind of content includes things like which accommodation providers you recommend and the best activities to do in your area, etc.
- Day 3: **Booking Moments:** How easy is your booking process? Do you show clear and easy-to-understand prices? Are you using the OTAs your customers would use? If they enquire, how many touchpoints do you provide throughout the sales process? Do you upsell?
- Day 4: **Experiencing Moments:** Are you delivering at every aspect? What platforms do your customers use during their stay? Are you re-targeting them with add-ons and other activities? Are your guides asking for reviews and photos?
- Day 5: **Sharing Moments:** Are you asking for reviews from a tour guide's perspective? Are you tagging your customers in photos you share online? Have you asked them to tag you when they share? Have you re-targeted them with ads to ask for recommendations or to offer something of value as a thank you?

“We have been with the Tourism Marketing Agency for a number of years and they have been excellent for our growth and results.

Chris and his team deliver on every occasion, are always there when you need them and can help grow your business to the next level. Would highly recommend them.”

Reinier Van der Maat - Overland Ireland



Tourism Marketing Agency
The Garden Room
25 Polnoon Avenue
Glasgow G13 3HQ

hello@tourismmarketing.agency

[+44 20 3920 9135](tel:+442039209135)

tourismmarketing.agency