



**RURAL  
FEMMES**  
ERASMUS+ PROGRAM

# Rural Tourism: Marketing



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# What is Marketing?

- ▶ Marketing is everything you do to place your product or service in customers' hands/minds.
- ▶ People don't just 'buy' a tourism product, they buy the experience.
- ▶ Who are your potential customers? What do they do? Where do they stay/go?

Tourism Facts 2019 by Fáilte Ireland. Annex 4.

p. 6 Breakdown of spend in Ireland

p. 7 Where did they stay? And what activities did they engage in?

p. 8 Sources of information for choosing/planning a holiday in Ireland



# The 7 Ps in Marketing

- ▶ **Product**: What is your product? Features but also the **benefits** of the experience?
- ▶ **Price**: If you know from your research that you are offering a special experience - then you should charge for it

It is bad practice to differentiate yourself on price (underestimation of how much more you need to sell)

- ▶ **Promotion**: How will you promote to the marketplace? Do you know the target market?
- ▶ **Place**: Where is the marketplace? Where can you sell your product? Where do tourists make their purchases? e.g. web-sites, social media, travel agents or tour operators



# The 7 Ps in Marketing

- ▶ **People**: Since rural tourism is a service, the attitude and interaction with people is a vital component.
- ▶ **Physical Evidence**: Physical evidence of the quality of your product is important. For example - being approved, registered and having a star rating with Fáilte Ireland, press reviews, trip advisor ratings and comments from guests.
- ▶ **Process**: Efficiency in dealing with enquiries, bookings and complaints is fundamental.



# Promotional Materials

- ▶ Websites
- ▶ Brochures
- ▶ Business cards
- ▶ Social media
- ▶ Trade events
- ▶ Feature articles
- ▶ Competitions to promote your business
- ▶ Press and media advertising campaigns
- ▶ Adverts in magazines, books, specialist publications
- ▶ Sponsorship at events and networking events

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# Things to Watch Out For when Putting Promotional Materials Together

- ▶ Message must be brief, simple and uncluttered
- ▶ Be clear on the 'benefits' (not simply features) and 'USPs'
- ▶ Have strong 'lead-ins', e.g., Join the excitement at... Prepare for action...
- ▶ Good quality photos and videos will tell your story without any language barrier. Ensure that the people in your photos = target holidaymakers
- ▶ 80/20 Principle: 80% of your business comes from 20% of your customers
- ▶ Word of mouth is more effective than advertising so keep in touch
- ▶ Get coverage: it takes 6 exposures before a customer responds



# Things to Watch Out For when Putting Promotional Materials Together: Websites

- ▶ Answer customer enquiry emails within 24 hours
- ▶ Your website should be mobile enabled
- ▶ Internationalise your website (translations by native speakers)
- ▶ Give your prices in Sterling and Dollars also
- ▶ Show cancellation policies and services offered
- ▶ Display your phone number with international dialing codes.
- ▶ If you speak foreign languages, mention it



# Webinars from Teagasc - Farm Business Options

Tuesday, 22<sup>nd</sup> December: Farm Diversification in County Cork

Teresa Leahy, Leahy's Open Farm

<https://www.teagasc.ie/publications/2021/farm-business-options-webinar---award-winning-potato-cheese-and-pet-farm-enterprises-in-co-cork.php> (min 29.45; 54.20)

Catherine Fenton: Marketing consultant (MTU marketing student)

**QUESTION: Pay attention to the process from a hobby to a successful enterprise. What lessons can be learn?\_Also how do they market their products/services?**

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