



# 15 Marketing Tips for Destination Stores

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WOW Communications & Training

**Handout Download: [wowcommunications.ca/39](http://wowcommunications.ca/39)**  
**Twitter: #wowcom -- @WOW\_Gal**

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## Where are visitors coming from?

Source: Destinations Canada 2016 – October 2016



**INTERNATIONAL OVERNIGHT ARRIVALS to CANADA**

Month	Arrivals	Change
OCT. 2016	1,487,485	+13%
OCT. 2015	1,322,490	

International overnight arrivals continued to expand at a double-digit pace, reaching a new all-time high for October!

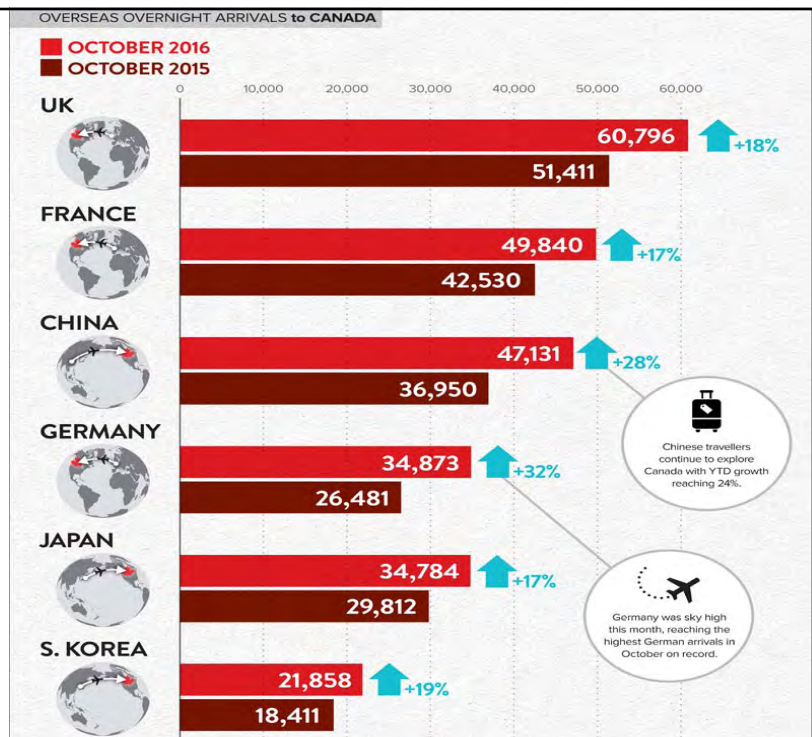
## Where are visitors coming from?

Source: Destinations Canada 2016 – October 2016



## Where are they coming from?

Source: Destinations Canada 2016 – October 2016



**Ontario**

**International Border Crossings (1)**

	Oct % change*		Jan-Oct % change*	
	2016		2016	
<b>Total Inbound</b>	1,262,695	10.3%	13,740,808	9.8%
From the U.S.	1,026,802	7.3%	11,367,429	9.3%
From overseas	235,893	25.6%	2,373,379	12.5%
<b>Total Outbound</b>	2,166,317	5.4%	21,891,758	-3.7%
To the U.S.	1,695,570	4.9%	16,641,234	-6.9%
To overseas	470,747	7.4%	5,250,524	8.2%

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## What is a "souvenir"?

- **Definitions:**
  - French – to remember
  - Latin – to come to mind
  - German – memory, keepsake
  - Chinese - memento
- **Souvenir in Japanese (Omiyage):**
  - *A tradition of gift-giving in Japanese culture*
  - *Obligation to bring something back for others*
  - *Japanese spend less on lodging and food and more on souvenirs & omiyage*
  - *Best omiyages are "Made in \_\_\_\_\_"*

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## What are people looking for?

- Authenticity of the souvenir
- Cultural representation
- Reflecting an experience
- Gifts for others
- Unique items
- Branded items
- Trends



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## Trend is "Shopping Tourism"

- Shopping is now defining destinations
- New York's new slogan
  - *This is shopping. This is New York.*
  - *Estimated 25 cents of every \$1.00 is spent on shopping*



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## Types of Tourism Shoppers



- **Souvenir shopper**
- **Purpose-driven shopper (“I need shoes from Milan!”)**
- **Discovery shopping (“Look what I found while in Paris”)**

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## Shopping is 2<sup>nd</sup> largest expenditure

Tourist Expenditures



■ Hotel ■ Shopping ■ Food ■ Transportation ■ Leisure ■ Others ■

Source: Global Report on Tourism

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## 15 Marketing Tips for Destination Stores



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 **#1 Marketing Tip**

# CANADA 150

- <http://www.2017canada150years.ca/>
- Anything with Canada 150 will be in demand
- 80% of Canadians said celebration important
- National parks entrance FREE
- Commemorative Canadian dollar
- Toronto festivities – TO Canada 150!
  - TIFF attracts 400,000 economic impact \$189m

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**#1 Marketing Tip**

**Understand basic Marketing principles**



- Develop a marketing plan & budget
- Do a SWOT
- Develop / live your brand
- Experience your competition
- Match marketing vehicles – customers
- Souvenir Business Plan (Handout)

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**#2 Marketing Tip**

**Know your customer**



**Develop Personas**

- Who are they
- Where are they
- Who/ what influences
- Sources of information
- What makes them tick
- What keeps them up at night
- NEVER stop researching

*The answers drive your Marketing Messages / Store layout / Pricing*

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**#3 Marketing Tip**

## Embrace "Shoppertainment"



- Goal is to draw shoppers into a physical space
- Competing with online shopping
- Create an experience
- Offer interactive / engaging activities
- Videos:
  - How things are made
  - Stories of culture
  - Welcome from artist

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**#4 Marketing Tip**

## Understand OmniChannel

- Blending online & offline – digital & physical into one seamless omnichannel shopping experience
- Online shopping happens in stores – but buy online
- Examples:
  - Consistent pricing and promotions across all channels
  - Receiving offers automatically on your phone when walking into a store
  - Reading reviews of product through QR Code
  - One click purchase at the store and having product shipped to home.
- Consumers who interact with more than one channel spend 18 – 36% more than those who interact with a single channel.

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 **#5 Marketing Tip**

## Pay attention to Millennials

- **Born 1978 – 1995**
- **73% report making purchase from smartphone**
- **93% trust peer recommendation more than the brand's messaging**
- **More spending power than any other generation**
- **Looking for shoppertainment experience**
- **58% will pay more if part of \$\$ goes to help causes they support**

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 **#6 Marketing Tip**



- **Don't forget local shoppers**
- **Bread and butter during slow tourist times**
- **You must earn loyalty**
- **Be community involved**
- **Tourists ask locals for recommendations**
- **Build partnerships (non-mall stores)**

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#7 Marketing Tip

## Professionally created Website

- 85% of people “pre shop” – decide where to buy without leaving their home/office
- May be a local business but – people are buying globally - comparing
- Professionally done then CMS – 55% spend less than 15 seconds
- Make it responsive (device friendly)
- Monitor through Google Analytics

.....more  
Source: MarketingProfs.com

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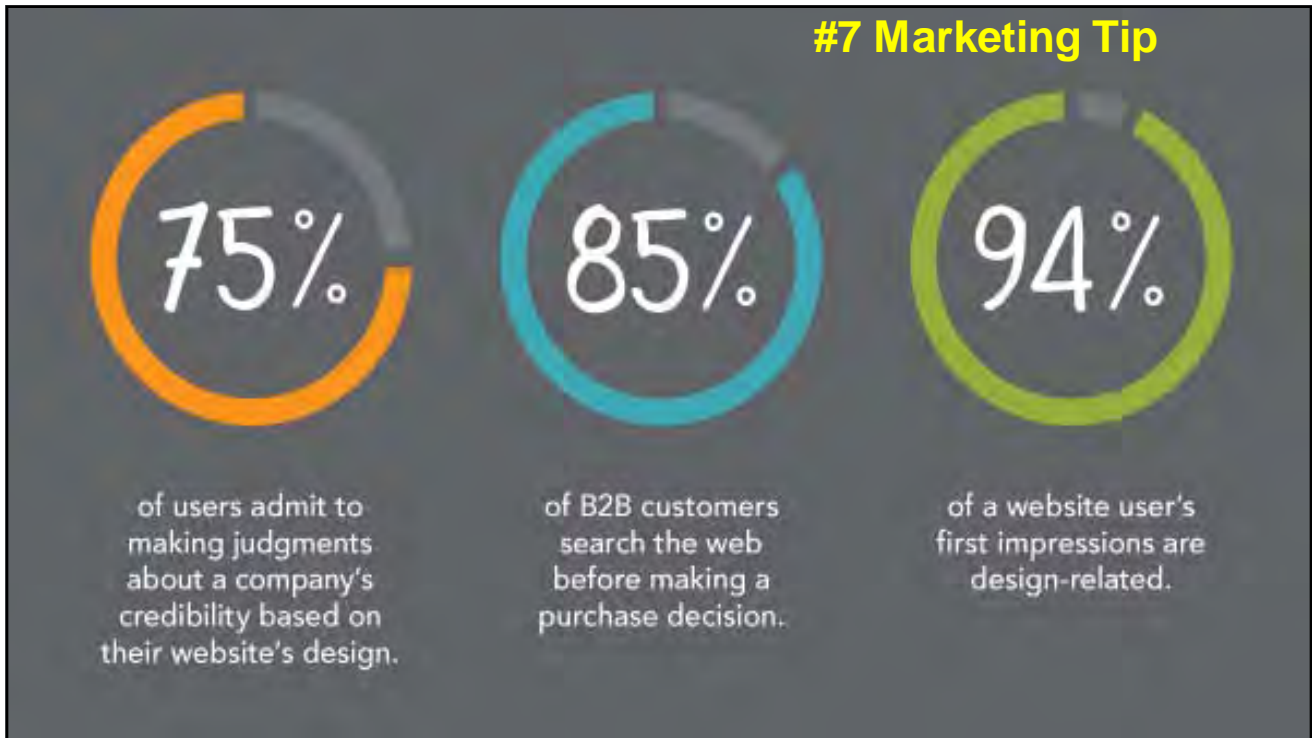
#7 Marketing Tip

## Professionally created Website

- Levels the playing field – Big vs Micro
- Provides a showcase of your services/ products
- Provides “bragging” testimonials, reviews, etc.
  - Remember Millennials
- Improves customer services (how to pdf files, guarantees, return policies, etc..)
- Accessible 24/7/365 (No salespeople)

Source: MarketingProfs.com

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### #8 Marketing Tip

## Get on all online review sites/apps

- **67% consumers influenced by online reviews**
- **Google my business**
  - *Reviews & connects with Facebook Reviews*
- **TripAdvisor users: 21 – 65yrs**
  - *Most reviews are for restaurants, accommodations, some retail*
- **Encourage reviews on Yelp / TripAdvisor**
  - *Contest, free gift, etc..*
  - *Signs in window offers credibility*

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 **#9 Marketing Tip**

## Maximize Mobile Use

- 74% smartphone owners use them for directions, recommendations, location based info
- 82% of smartphone owners use them to influence purchases while in a store and / or compare prices
- Smartphone "Moments":
  - *Micro-Moment* – "Siri, I want to buy a \_\_\_\_\_ what's close to me?"
  - *Excitement-Moments* – "I'm here what else is there to do?"
  - *Planning-Moments* – "What shall we do today?"
  - *Lost-Moments* – "Where the heck are we?"

Source: Pewinternet.org

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 **#10 Marketing Tip**


## Get Social



- It's all about them – not about you
  - *Pinterest, Instagram, Twitter, Facebook, My space, LinkedIn....*
- 90% of Google searches start with destination community
  - *Average of 16 website visits in area*
  - *Have a Google Business profile*

Source: Google survey 2016

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#11 Marketing Tip

## Focus on "HOW" you sell not "WHAT"

Helping	• Stop selling products/services and
Helping	start <u>showing</u> experiences
Helping	• Train sales people to "paint a
Selling	picture"
Selling	• 80% of purchases are emotional
Selling	based (rational or irrational)

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#12 Marketing Tip

## Tell a Visual story

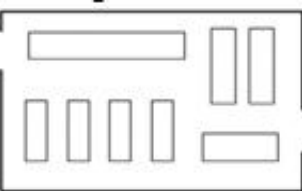
- Outside of store - welcoming, clean, maintained, professional
- Outside of store - should tell the story of inside expectations
- Be inviting and unique
- Peak customer's curiosity (impulse sales)

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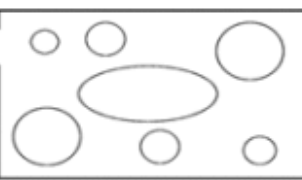


**#13 Marketing Tip**

## Store layout sends a message



Straight



Angle

- **Most recommended – straight floor plan**
  - *Fixtures/displays at right angles*
  - *Can be customizable*
- **First impressions 7 sec**
  - *Packed full, cluttered = Low price*
  - *Spacious = Expensive*

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## Layout - First impressions - Physical

**What people expect:**

- Easy to see pricing
- Cleanliness
- Organized layout
- No unpleasant or overpowering odors
- Appropriate music
- Clear signage
- Appropriate lighting
- Space to move
- Service with a smile – not hovering



**Website also!!!**

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## #14 Marketing Tip

### Be a resource for tourists

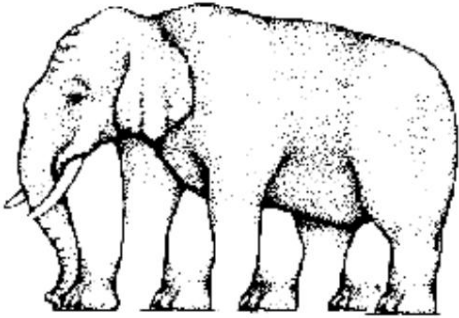


- Develop partnerships
- Be like a B & B (info on the Community)
- Community maps
- Can you connect your products into local history
  - Jerome, Arizona
- Tell the story
- Supply & explain tax forms

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 **#15 Marketing Tip**

## Objectively look at your store



How many legs does this elephant have?

- **Would you shop here?**
- **Think like a tourist**

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 **Capturing the souvenir market**

- **What motivates tourists to buy?**
  - **MEMORIES**
  - **Evidence – visual bragging about trip**
  - **Authentic Culture (local art, craft, food)**
  - **Regional connection**
  - **Women buy more than men**



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## 2017 Retail Trends & Predictions

1. Retailers will give consumers more payment options
2. Click and connect (buy online, pick up in store)
3. Mobile will play a bigger role in click and collect
4. Begin to see OmniChannels
5. Millennials (1978-1995) have most purchasing power
6. Big data saves money


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## Online documents

- **Destinations Canada:**
  - <https://www.destinationcanada.com/en/node/13>
- **Souvenir Business Plan:**
  - [http://www.bplans.com/gifts\\_novelties\\_souvenir\\_business\\_plan/strategy\\_and\\_implementation\\_summary\\_fc.php](http://www.bplans.com/gifts_novelties_souvenir_business_plan/strategy_and_implementation_summary_fc.php)
- **OmniChannels:**
  - [http://resources.bazaarvoice.com/rs/bazaarvoice/images/Bazaarvoice\\_WP\\_Top5\\_Consumer-Driven\\_Trends\\_Retail.pdf](http://resources.bazaarvoice.com/rs/bazaarvoice/images/Bazaarvoice_WP_Top5_Consumer-Driven_Trends_Retail.pdf)
- **How to market to micro-moments:**
  - <https://www.thinkwithgoogle.com/collections/micromoments.html>
- **World Tourism Organization**
  - Google Search: Global Report on Shopping Tourism

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# Resources


- **WOW Paperback & E-Book: Sales suck... NOW WHAT?**
- **WOW Online Demand Business training at [wowcommunications.ca](http://wowcommunications.ca)/click on VIDEO ONLINE TRAINING**
- **Sign up for our newsletter at [wowcommunications.ca](http://wowcommunications.ca) & receive a FREE 45 minute audio podcast "Crash Course in Marketing"**

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## Send us a Selfie Video about how this session helped your business!



**We'll thank you by providing a download link to a our "Sales for the Terrified" 70-minute podcast.**

**And put a link for your selfie to your business' website**

**Send to:  
[Lynda@WOWcommunications.ca](mailto:Lynda@WOWcommunications.ca)**

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