

How do visitors find out about visiting your church

Wednesday 9 December 2020



**Discover
Churches**
Herefordshire & Shropshire

Communications & Marketing 3

Menti activity

Q1. What do you see as the ultimate goal of
Church Tourism Marketing?

Q2. Do you consider Marketing an **'art'** or a **'science'**?

The Art of Branding / The Science of Marketing

Or both...

- **Marketing** informs your customers about the **products** or **services** you're offering them. Through marketing, the customers get to know about the **value** of the products, their usage and additional info that might be helpful to the **customers**.
- Marketing creates **brand awareness** and makes your business stand out.

Customer choices?

Marketing and choice

“Just because you are the loudest, doesn't make you right.”

Brian Halligan, CEO & Co-Founder, HubSpot

“Content is king.”

Bill Gates, Co-Founder, Microsoft

“Master the topic, the message, and the delivery.”

Steve Jobs, Co-Founder, Apple

“It’s important to remember your competitor is only one mouse click away.”

Douglas Warner III, Former CEO, J.P. Morgan Chase & Co

Choice...



The Ultimate List of Types of Marketing [41 and Counting]



Humans are powered by emotion

“The essential difference between emotion and reason is that emotion leads to action, while reason leads to conclusions”

Donald Calne

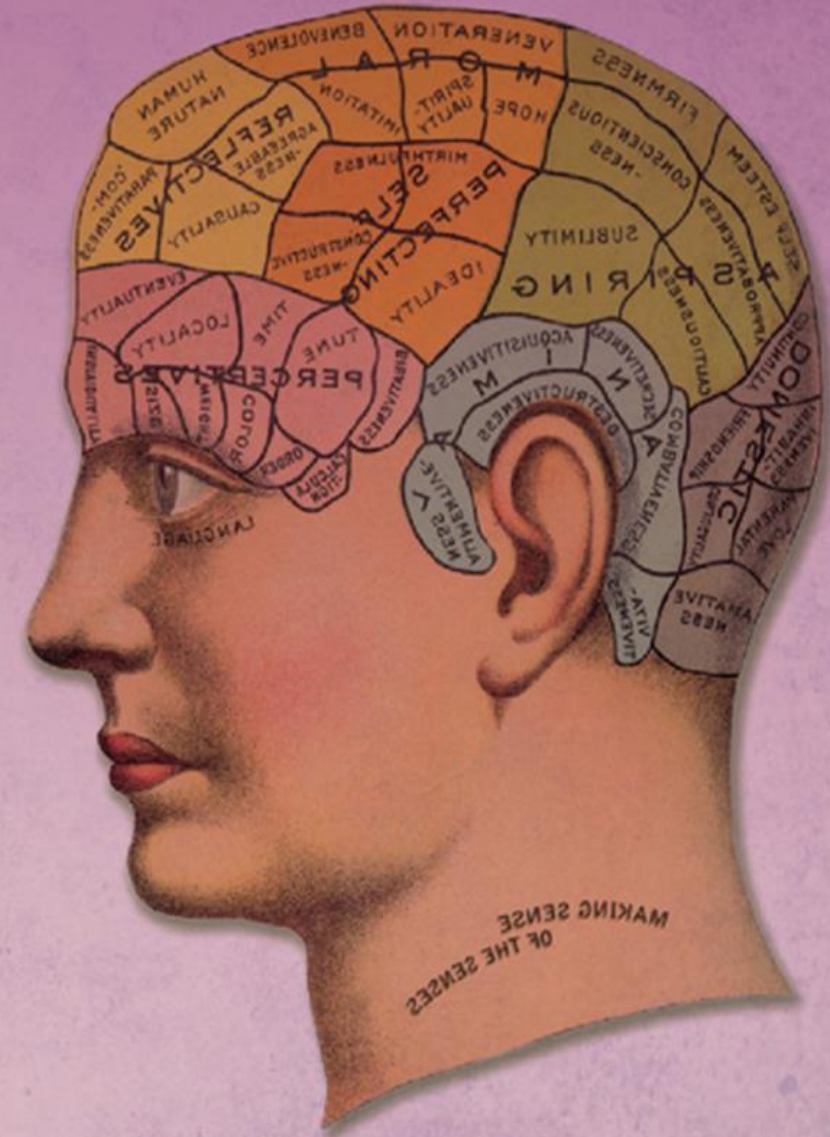
Director of Neurodegenerative Disorders
University of British Columbia,

“We now know that emotion, intuition, long-term memories and the unconscious, make up as much as 85% of our motivations.”

Antonio Damasio

Professor of Neuroscience
University of Southern California

We act on things we really care about



The Art of Branding:

Products, Fads and Brands

Commodities / Products

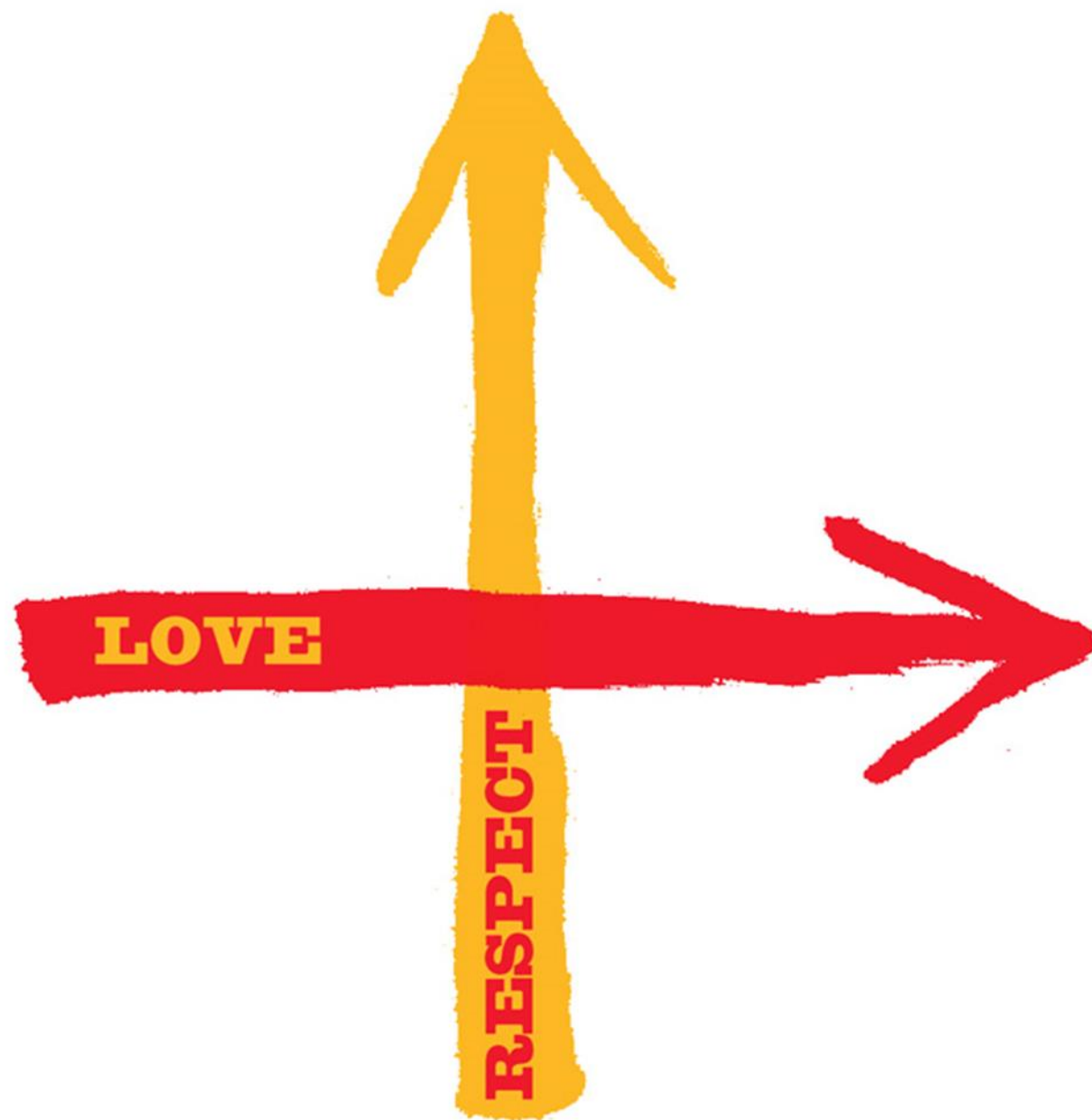
Sensible products that do their job. Products that people need, but don't desire... or don't even particularly like that much. Stuff you have to buy.

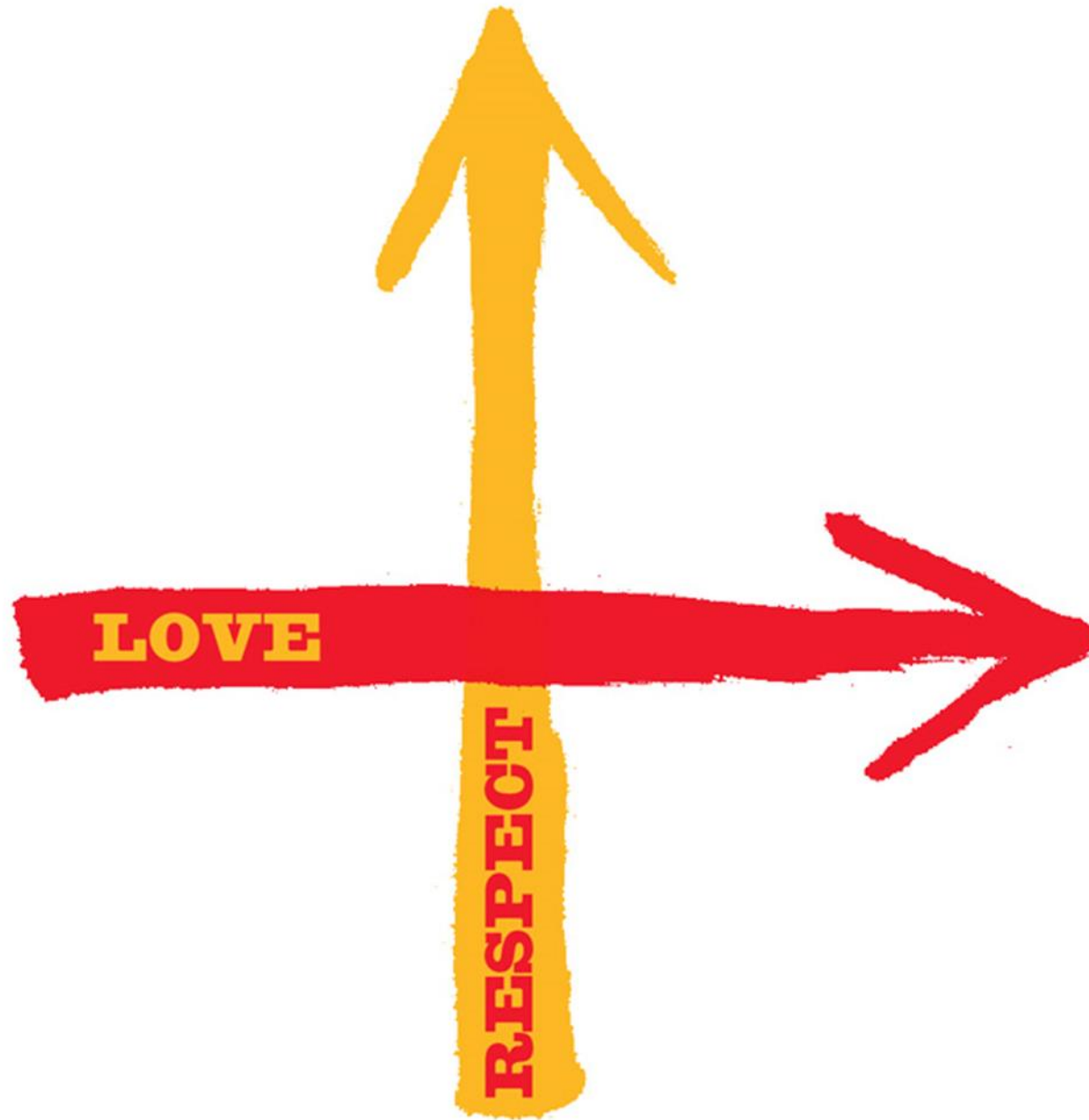
Fads

Fads, fashions and infatuations – loved for 15 minutes then tossed aside for the next cool thing waiting in the queue. Here today and forgotten tomorrow.

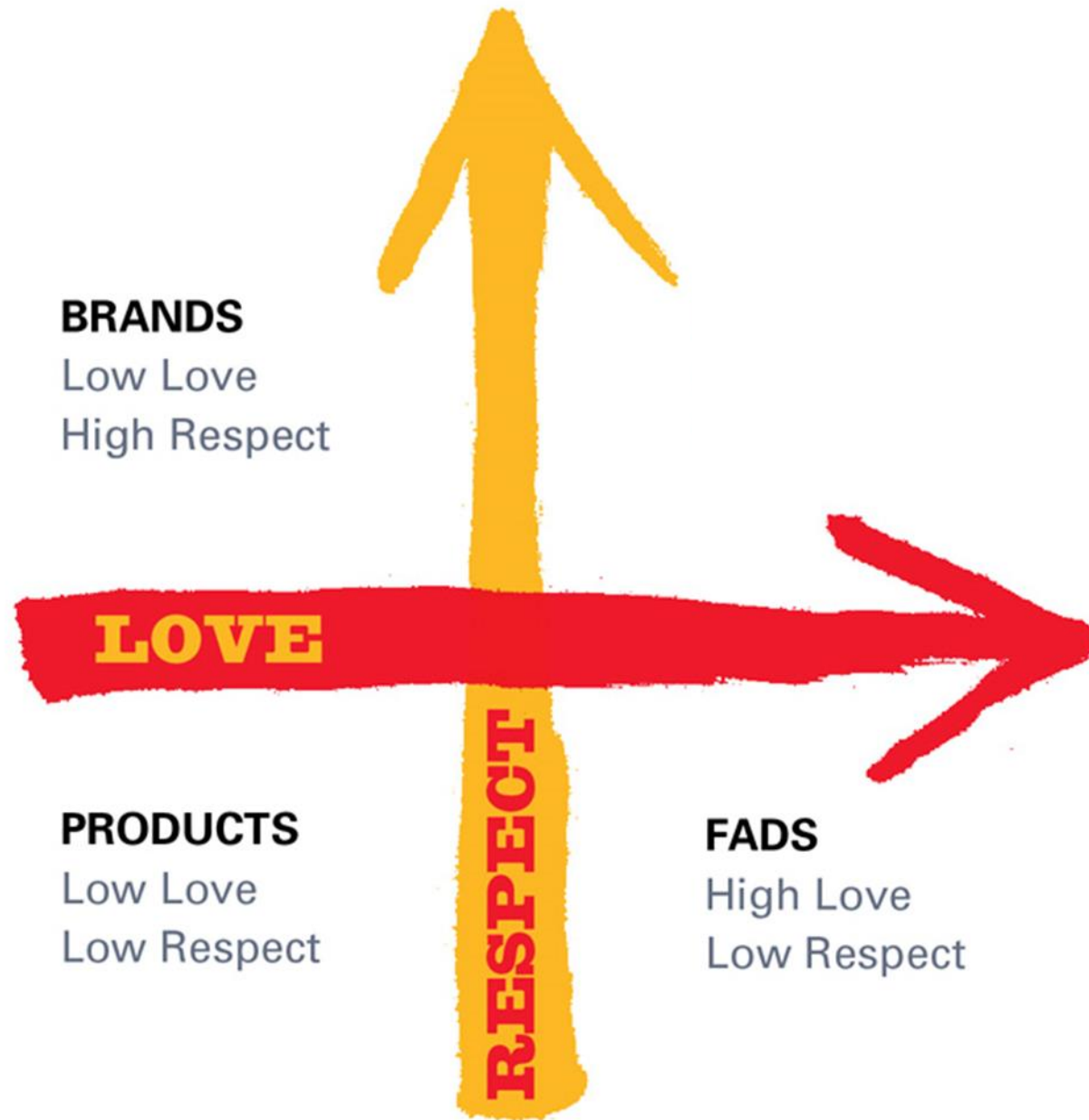
Brands

Marketing effort and financial investment builds brands. We have respect for the brands we choose, and an understanding of their products dependability. Choosing your brand is your 'sensible choice'. This is customer loyalty – A brand aims to present sound reasons to be loyal.





FADS, PRODUCTS, BRANDS



Kevin Roberts
CEO Worldwide
Saatchi & Saatchi



Brand Lovemark

Information	Relationship
Recognised by consumers	Loved by people
Generic	Personal
Presents a narrative	Creates a 'love story'
The promise of quality	Touches the senses
Symbolic	Iconic
Defined	Infused
Statement	Story
Defined attributes	Wrapped in mystery
Values	Spirit
Professional	Passionately creative
Advertising	Communicating

LOVEMARKS

RESPECT

LOVE

PERFORMANCE

TRUST

REPUTATION

Innovation
Quality
Service
Identity
Value

Reliability
Sustainability
Ease
Openness
Security

Leadership
Honesty
Responsibility
Efficacy

MYSTERY

SENSUALITY

INTIMACY

Great Stories
Past Present Future
Taps Into Dreams
Myths and Icons
Inspiration

Sound
Sight
Smell
Touch
Taste

Commitment
Passion
Empathy

LOYALTY BEYOND REASON

Love

Mystery

Great Stories
Past Present Future
Taps into Dreams
Myths and Icons
Inspiration

Sensuality

Sound
Sight
Smell
Touch
Taste

Intimacy

Commitment
Passion
Empathy

Respect

Innovation

Innovation
Quality
Service
Identity
Value

Trust

Reliability
Sustainability
Ease
Openness
Security

Reputation

Leadership
Honesty
Responsibility
Efficiency

The most effective marketing is about personal storytelling



Know someone who's feeling a bit under the weather?

Send them a personalised can of Heinz soup . . .

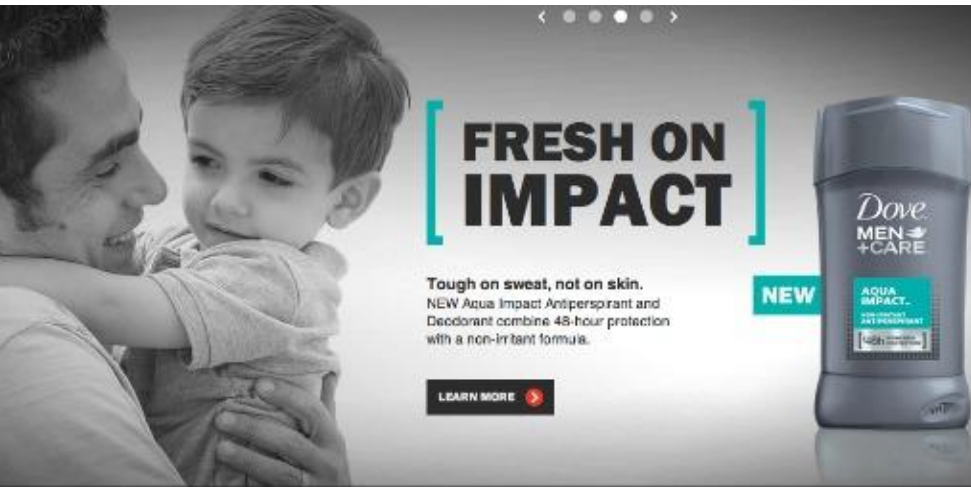
Go to facebook.com/HeinzSoupUK



IT HAS TO BE **HEINZ**



Available whilst stocks last.



FRESH ON IMPACT

Tough on sweat, not on skin.
NEW Aqua Impact Antiperspirant and Deodorant combine 48-hour protection with a non-irritant formula.

NEW

[LEARN MORE](#)

DOVE MEN+CARE THE JOURNEY PRODUCTS VIDEOS OFFERS & PROMOS

[E-MAIL SIGN-UP](#)

 #DearLocal | Anthony Joshua's favourit...

Watch later Share



MORE VIDEOS

1:05 / 1:22

YouTube

Remember the value of our stories.

The Science of Marketing:

Your Marketing Plan

THE MORE YOU KNOW, THE BETTER



Creating a Marketing Plan

“If you don’t have a plan – all roads lead there!”

A successful marketing plan is an essential and powerful tool.

It will focus on the **why, how, when, where, who** and **what** of your marketing, and help to identify **specific and measurable steps** to achieve your goals.

- Plan for growth
- Identify opportunities and trends
- Keep your mission at the core of all activities
- Focus your resources
- Create content
- Measure the effectiveness of each marketing campaign
- Reach more of your target audience and develop loyal visitors
- Increase income

1. Reflect on previous activity

- Reflecting on what we've done already teaches us to do it more effectively the next time around.
- Review what has worked best before and what did not. What could be improved and what scope do you have for new initiatives. You will be amazed at what we have learned throughout 2020! What is that you do best of all?
- **Work out your numbers** – are these annual statistics, visitor numbers, income from donations, your marketing budget, website visits, social media interactions? Use these for ongoing measurement.

2. Research the industry

- Awareness of the current church tourism / tourism trends, along with actual figures in national / regional tourism helps gauge the climate we operate in.
- By reviewing industry trends, successes and failures we can avoid repeating similar mistakes and capitalise on any successful, new initiatives. Research online and look for big stories and trends in the media
- **Post Covid Tourism Trends**
Staycation / Sustainability / Wilderness
Isolation Holidays / Meaningful Tourism

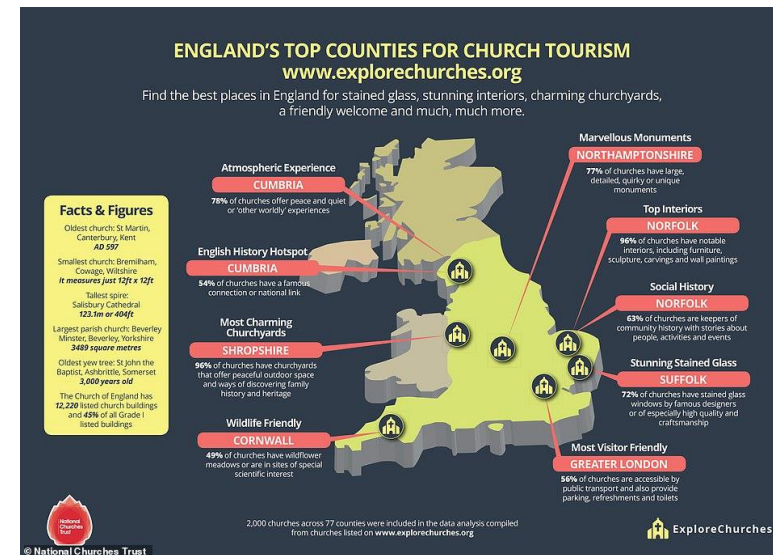


3. Analyse our competitors

With access to the online information, we can know more about our competition than ever before. A competitive analysis covers the strengths and weaknesses of our competition.

A competitor analysis will help us to:

- Identify gaps in the market
- Develop new products and services
- Uncover emerging market trends
- Market and fundraise more effectively



ENGLAND'S TOP COUNTIES FOR CHURCH TOURISM

www.explorechurches.org

Find the best places in England for stained glass, stunning interiors, charming churchyards, a friendly welcome and much, much more.

Facts & Figures

Oldest church: St Martin,
Canterbury, Kent
AD 597

Smallest church: Bremilham,
Cowage, Wiltshire
It measures just 12ft x 12ft

Tallest spire:
Salisbury Cathedral
123.1m or 404ft

Largest parish church: Beverley
Minster, Beverley, Yorkshire
3489 square metres

Oldest yew tree: St John the
Baptist, Ashbrittle, Somerset
3,000 years old

The Church of England has
12,220 listed church buildings
and **45%** of all Grade I
listed buildings

Atmospheric Experience

CUMBRIA

78% of churches offer peace and quiet
or 'other worldly' experiences

English History Hotspot

CUMBRIA

54% of churches have a famous
connection or national link

Most Charming Churchyards

SHROPSHIRE

96% of churches have churchyards
that offer peaceful outdoor space
and ways of discovering family
history and heritage

Wildlife Friendly

CORNWALL

49% of churches have wildflower
meadows or are in sites of special
scientific interest

Marvellous Monuments

NORTHAMPTONSHIRE

77% of churches have large,
detailed, quirky or unique
monuments

Top Interiors

NORFOLK

96% of churches have notable
interiors, including furniture,
sculpture, carvings and wall paintings

Social History

NORFOLK

63% of churches are keepers of
community history with stories about
people, activities and events

Stunning Stained Glass

SUFFOLK

72% of churches have stained glass
windows by famous designers
or of especially high quality and
craftsmanship

Most Visitor Friendly

GREATER LONDON

56% of churches are accessible by
public transport and also provide
parking, refreshments and toilets



2,000 churches across 77 counties were included in the data analysis compiled
from churches listed on www.explorechurches.org



ExploreChurches

3. Analyse our competitors...

Common questions to ask when undertaking a marketing competitor analysis:

- Who are our competitors?
- What is their product or service offering?
- How much market share do they have?
- What were their past marketing strategies?
- Are they using the same strategies now?
- How aggressive are they on the advertising front?
- How do their strategies affect your business?



4. Write your 'Tourism or Visitor Mission Statement'

Your mission statement is crucial. It shapes the culture of all the activity we do. Your Mission Statement should be at the core of all activity, conveying your ethos and aspirations to your community, visitors, stakeholders and friends. Your Tourism Mission Statement should be an extension of this.

Every piece of tourism marketing content you create should reflect your TMS.

Mission statement questions look like:

- ***What** do we do?*
- ***Whom** do we serve?*
- ***How** do we serve them?*



Our *mission* is to help every traveler
find *wonder* among the *stars*.

5. Undertake a SWOT Analysis

A **SWOT** analysis

(**strengths, weaknesses, opportunities and threats**)

is a simple yet powerful planning tool, and helps us to think more about our tourism activity, and the external / internal environment.

SWOT divides an overall environmental into two components:

- **internal issues** (strengths and weaknesses)
- **external issues** (opportunities and threats).



6. Identify your Target Audience

An essential element of your marketing plan is knowing who you want your marketing campaigns to connect with. You need a clear picture of who your ideal customers are, the ones our stories will hit home with, those who love and appreciate what you offer and in turn will support you (£) in your mission.

You will probably have several different key audiences, but the clearer you become, the easier it is to:

- Understand why they choose to visit
- Shape your products and services
- Set any pricing
- Know what types of stories and campaigns are most attractive to them, creating key messages and resonant content.



7. Define the 4Ps (the MARKETING MIX)

Your **marketing mix** is the combination of factors you can control, to promote your brand, attract customers and influence them to visit you.

The 4Ps are a central part of your marketing plan and are made up of:

Product	Price	Place	Promotion
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The easiest way to define your 4P's is to ask a series of questions relating to each.

Product

- What does your customer want from a visit to you?
- What specific need does your visit satisfy?
- Who else might you partner with to satisfy additional need?
- How is your product different from the offerings of your competitors?
- How will you brand your product?

Price

- What is the customer's perceived value of your product?
- Is there an established pricing for the product you offer?
- Are your customers price sensitive?

Place

- Where do people look for products such as yours?
- Who offers products similar to yours?
- Where are your competitors selling their products?

Promotion

- Can you reach your customers through traditional advertising?
- How can you promote your business to consumers online & using social media?
- Are there certain times of the year when your customers are more likely to visit?

Your Marketing Calendar

- How do your competitors promote their products?
- What ideas are your competitors using, that you can you use?
- What is your **Marketing Budget**?

Traditional Marketing strategies

Your advertising budget

- **Newspapers:** National - Local Newspapers
- **Glossy Magazines:** National, local & specialist (History, Historic Buildings, Church Buildings, Travel & Tourism, Lifestyle, Society, National & regional lifestyle)
- **Commercial radio ads**
- **TV Advertising**
- **Leaflet printing** Full colour, large print runs
- **Leaflet distribution:** Regional - national
- **Tourism Memberships:** Regional - national

***Paid marketing begets
paid marketing!.....
LOOK OUT FOR SCAMS***



Marketing on a budget

Using your stories

- **Newspapers:** National - Local **EDITORIAL**
- **Glossy / Free Mags:** National, local & specialist (History, Historic Buildings, Church Buildings, Travel & Tourism, Lifestyle, Society, National & regional lifestyle)
- **Local / regional radio:** Interviews, discussions, news
- **Regional TV News:** Your journalists contact book
- **Leaflets & posters** Think about quantities
- **Leaflet distribution:** Targeted (research) / Your networks
- **Tourism Memberships...**



Memberships and subscriptions

- Online listings
 - Places to visit
 - Tourism Memberships
 - Encourage positive reviews
 - Strategic partnerships
-
- Social Media Marketing

Visit
Herefordshire



VISIT
SHROPSHIRE



Herefordshire
Churches
Tourism
Group

EAT SLEEP LIVE
HEREFORDSHIRE



Discover
Churches
Herefordshire & Shropshire

8. Set SMART Goals

Your marketing goals should relate to your overall goals and Mission Statement.

Examples might include:

Increase awareness and understanding of your visitor offer

Growing the number of people that know about you and visit

Encouraging regular repeat visits

Gaining a greater understanding of what your visitors want

Turn these into tourism SMART goals:

Specific Measurable Achievable Relevant Time-bound

“If it can’t be measured it can’t be managed” – Peter Ducker

Marketing Plan

Each of these points represents an element of any comprehensive tourism development plan. Your finished plan will include:

- **Executive Summary (write this last)**
- **Mission Statement**
- **Industry & Competitor Review**
- **SWOT Analysis**
- **Target Audience**
- **Marketing Mix**
- **Promotional strategies and Budget**
- **Evaluation**

Don't let any plan sit and gather dust. Put it into action and review it monthly / quarterly. If a strategy is not working, review and refine it.

Marketing workshop activity

1. Work as a group to define a Tourism Mission Statement that matters.

Each share your most important tourism story one by one. Find the common ground in each and identify the bigger meanings of the stories (the stories behind the stories). Distil the essence to create a TMS (remember to evoke the senses), which is no longer than 25 words.

Report back: Share your TMS and explain how you got there.

2. Undertake a short SWOT Analysis for Church Tourism in Shropshire/Herefordshire

Identify your current tourism Strengths, Weaknesses, Opportunities and Threats at the end of 2020, and as we look to 2021. What strengths and opportunities have arisen for you as a result of Covid and how can this inform our thinking for church tourism marketing in 2021.

Report back: Share your SWOT and highlight and explain your list of opportunities

3. Develop a low budget Marketing Strategy for a new tourism development for 2021.

In your group, discuss and decide on a suitable new product. Who is it aimed at and what will it be? Outline a comprehensive but low budget marketing strategy, to encourage the maximum number of new visitors and income.

Report back: Explain your new product, the visitors it is aimed at and how you will reach them

Undertaking Visitor Surveys (Visit Britain)

https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/3_v_surveys.pdf

Writing a Mission Statement (Non profit hub)

<https://nonprofithub.org/wp-content/themes/nonprofithub/img/landing-pages/mission/nonprofithub-missionstatement.pdf>

Post Covid Travel Trends

<https://www.cntraveller.com/gallery/travel-trends-after-coronavirus>