

Operator Marketing Guide

For many businesses marketing can appear to be a daunting prospect. With a growing number of marketing channels there is a lot to consider and it's often hard to know where to focus your time and energy.

To help you along the right track, CEDA have put together an Operator Marketing Guide which provides some simple steps to get you up and running in the visitor sector.

How to Get in Touch

We are here to help.

For further information, visit ceda.nz/resource-hub/operator-support or contact marketing@ceda.nz for support, information and guidance on your marketing.

Top Eight Tips For Getting Started

1. Marketing Plan

Having a marketing plan is important for any size business and will allow you to identify your business goals and objectives and map out how you plan on achieving these. To create a marketing plan, you will need to:

- Identify what it is you want your marketing to achieve
- Outline how much budget you have available
- Allocate budget for each channel eg 50% social media, 20% print, 30% website
- Build an understanding of your target market
- Research your competition, in region and nationally
- Identify your unique selling point
- Choose your marketing channels
- Outline an achievable action plan
- Put in place simple reporting metrics to measure success

CEDA's team of Business Growth Advisors may be able to connect and support you in developing a marketing plan. To find out if you qualify, contact office@ceda.nz

2. 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 41 million potential visitors each year. Your listing on [NewZealand.com](https://www.newzealand.com) will then be replicated on our regional website [ManawatuNZ.co.nz](https://www.ManawatuNZ.co.nz), creating an operator page for your business. For instructions on how to create your listing, visit register.NewZealand.com.

3. TripAdvisor

TripAdvisor has over 375 million visits each year and 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.

4. Social Media

Through social networking sites, you can keep in touch with your individual followers. Some of the different social media platforms include: Facebook, Twitter, LinkedIn, Instagram, Pinterest and YouTube. Look into which platforms best suits your company – 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 to get an idea of what works for your market. For useful tools and tips, visit: tia.org.nz/resources-and-tools/social-media-tips.

5. Website

Having a website is one of the best marketing channels available and is vital to 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. Not every business needs a website, but if you do have one make sure it's fit for purpose and current. Keep your website relevant and engaging with good imagery, up to date business information and any news and offers.

6. Email Marketing

Reach your customers cost effectively through an email newsletter. Email marketing programmes, such as MailChimp, help you create and manage customised email campaigns, offering newsletter templates to get you started. Keep customers informed of your business updates, promotions, events and new product offerings which can be easily shared with their connections. Measure 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.

7. Palmerston North City i-SITE

With more than 114,000 customers through the doors annually, be sure to let the Palmerston North City i-SITE know about your business. Discuss how you can best work with the i-SITE team to get the word out to their customers and neighbouring i-SITE's and information centres, and how their Visitor Consultants manage accommodation and activity bookings. Get in touch on Info@ManawatuNZ.co.nz or pop in to see the team.

8. Google Listing

Attract new customers with a free Google 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. Creating or updating your Google listing is easy and can be done by heading to google.co.nz/intl/en/business and following six easy steps.

Other Ideas To Consider

Brochures

First you need 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, obvious messaging about what you are about and offer. To avoid your brochures having incorrect information and becoming out of date, it is best to not 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** will be distributed out to multiple websites including our regional website **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** or pop in to the Palmerston North City i-SITE.

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.

Industry Associations

Join relevant Industry Associations to keep up to date with the latest news and developments and receive support and insights from industry experts which could benefit your business. Here are some key industry associations that may be relevant:

Tourism Industry Aotearoa
tia.org.nz

Tourism Export Council
tourismexportcouncil.org.nz

NZ Backpacker Youth and Tourism Association
byata.org.nz

NZ Maori Tourism
maoritourism.co.nz

Motel Association of NZ
nzmotels.co.nz

Bed and Breakfast Association NZ
bandbassociation.co.nz

Lodge Association NZ
lodgesofnz.co.nz

Holiday Parks Association
holidayparks.co.nz

Youth Hostel Association
yha.co.nz

Hospitality NZ
hospitality.org.nz

For further Industry Associations, visit **traveltrade.newzealand.com/en/sales-tools/industry-contacts/industry-associates**. Make sure to check out membership costs before signing up and get in touch with our team if you have any questions.

Safety And Legal Requirements

Review the following to ensure you are adhering to the relevant national safety and legal requirements:

- For adventure activity operators, you need to pass a safety audit and be registered. All details are provided here **worksafe.govt.nz/topic-and-industry/adventure-activities/what-is-an-adventure-activity**
- For hospitality and accommodation operators that sell food, make sure you check out MPIs food safety requirements - **mpi.govt.nz/food-safety/food-act-2014/where-do-i-fit**
- If you're planning on selling alcohol, you'll need to review the licensing process and apply for an alcohol license - **alcohol.org.nz/alcohol-management-laws/licensing-local-policies/alcohol-licensing**
- If you want to use public conservation land to run a business or activity you must get permission from DOC in the form of a consent - **doc.govt.nz/get-involved/apply-for-permits/business-or-activity**
- The best way to ensure your business is protected against unexpected liability is by taking out the relevant business insurance. Xero provides an independent guide to finding the best insurance for small businesses - **xero.com/nz/resources/small-business-guides/business-management/small-business-insurance**
- If you're transporting visitors, you will need to make sure you have the correct drivers license by visiting the New Zealand Transport Agency - **nzta.govt.nz/commercial-driving**

Share With Us

Take advantage of the opportunity to provide content for promotion in CEDA's monthly What's On email newsletter and expose your business to our audience of over 3,500 subscribers. Send content and images to **marketing@ceda.nz**

Follow us on Facebook and share our content **Facebook.com/ManawatuNZ**

Tag your photos so we can re-share them on Instagram **#thisismanawatu**

Keep in touch, send your newsletters, product updates or specials to **marketing@ceda.nz** so we can keep connected and support your initiatives.