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MARKETING

AND HOW IT CAN TRANSFORM YOUR VENUE

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WELCOME TO YOUR MARKETING MASTERCLASS

A bit about me....

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OVER TO YOU...

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MASTERCLASS OBJECTIVES

To get you thinking, discussing and understanding the impact of your marketing and enable you to implement new ideas!

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LET'S START AT THE VERY BEGINNING....

Define the marketing plan

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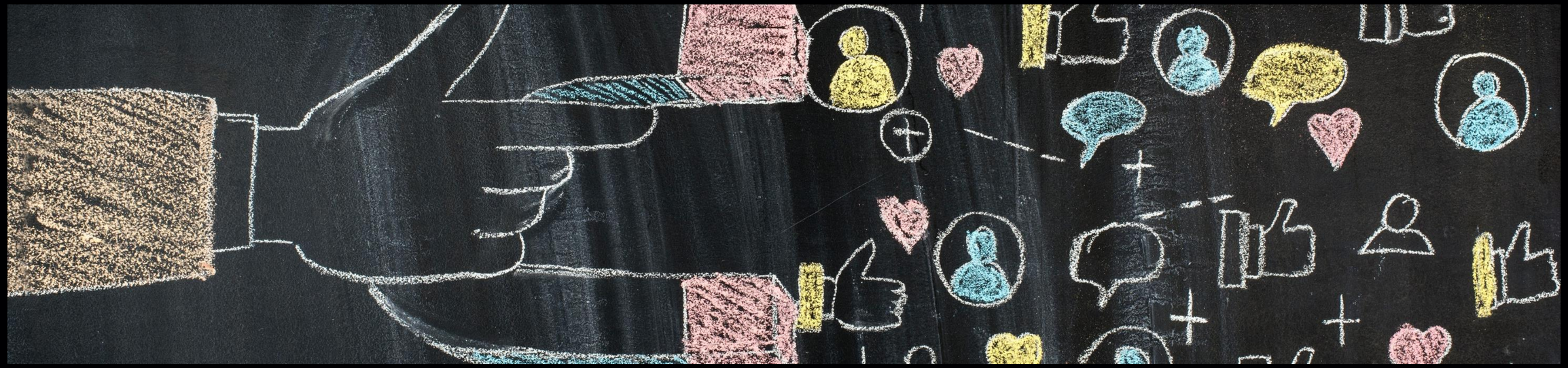

SEGMENTATION

Defining your targets and creating persona's

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EFFECTIVE VENUE MARKETING IDEAS

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MAXIMISE YOUR WEBSITE

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SOCIAL MEDIA

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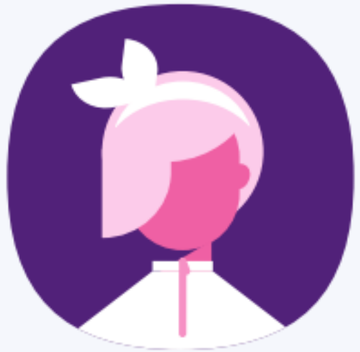

Gen Z

Born
1997-2005

Millennials

Born
1983-1996

Gen X

Born
1964-1982

Boomers

Born
1955-1963

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The platforms with the most daily hits

% of internet users who visit/use these services at least daily

	Gen Z	Millennials	Gen X	Boomers
Instagram	64	58	36	14
snapchat	57	32	12	3
TikTok	55	33	17	5
iMessage	51	34	26	17
facebook	36	67	66	56
twitter	33	31	21	10
facebook Messenger	21	45	36	21
Pinterest	20	17	14	9
reddit	20	17	9	3
WhatsApp	11	27	19	7

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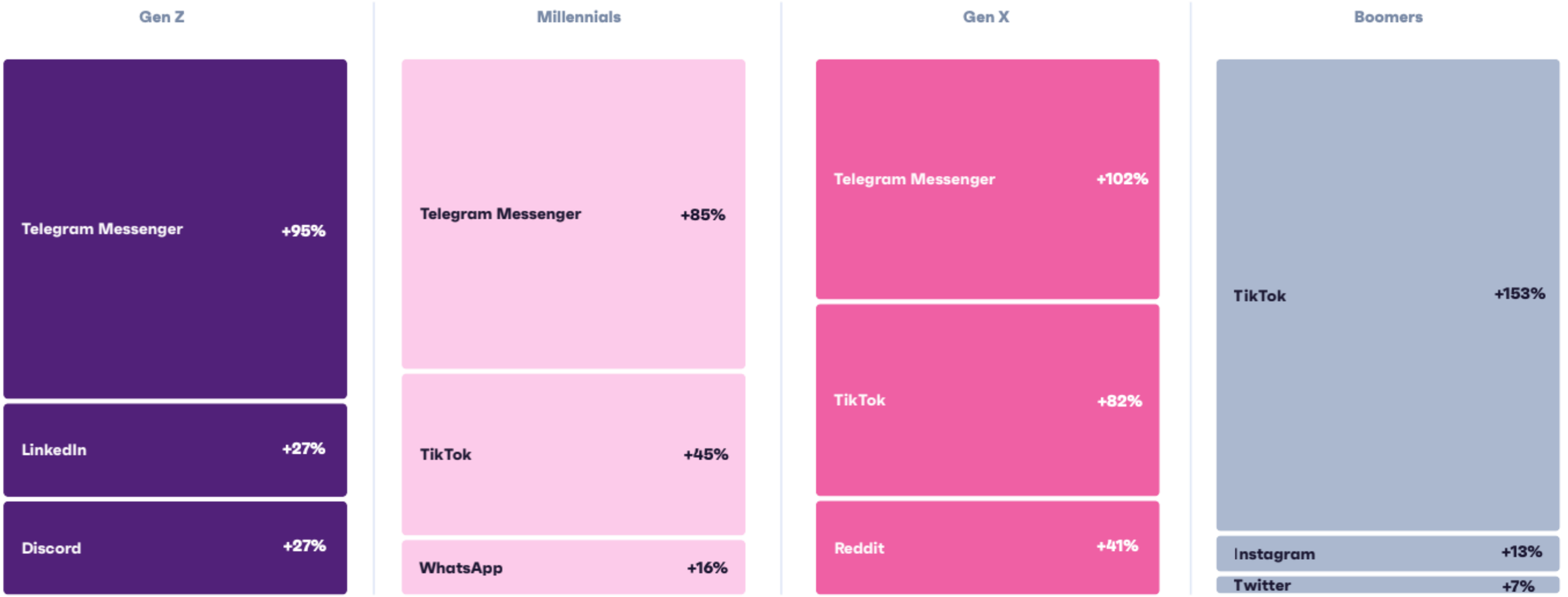

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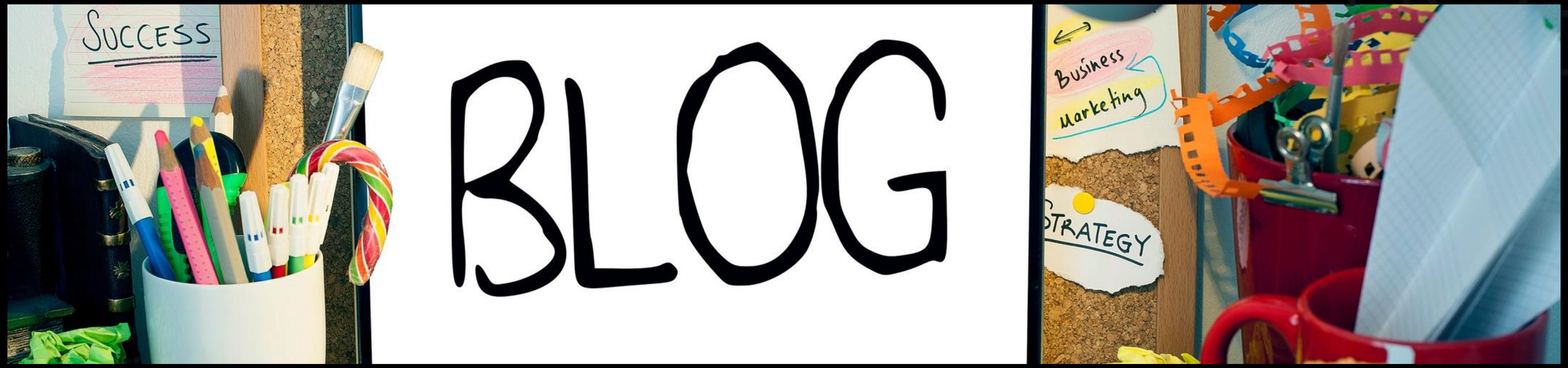

CONTENT MARKETING

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VIRTUAL TOURS

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IMAGERY

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CREATE SHORT, ONE-MINUTE VIDEOS

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E-SHOTS/EMAIL MARKETING

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ENCOURAGE REVIEWS

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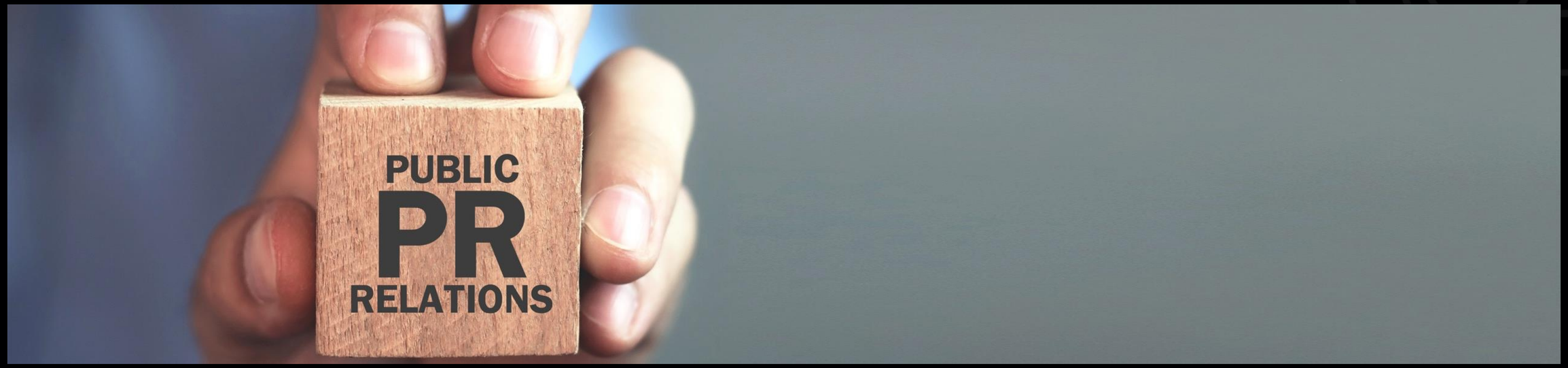

PR

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NEXT MASTERCLASSES

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THANK YOU

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