

Professional SMEs in tourism – transnational development of skills acquisition

Digital Marketing: A Roadmap for small tourism businesses

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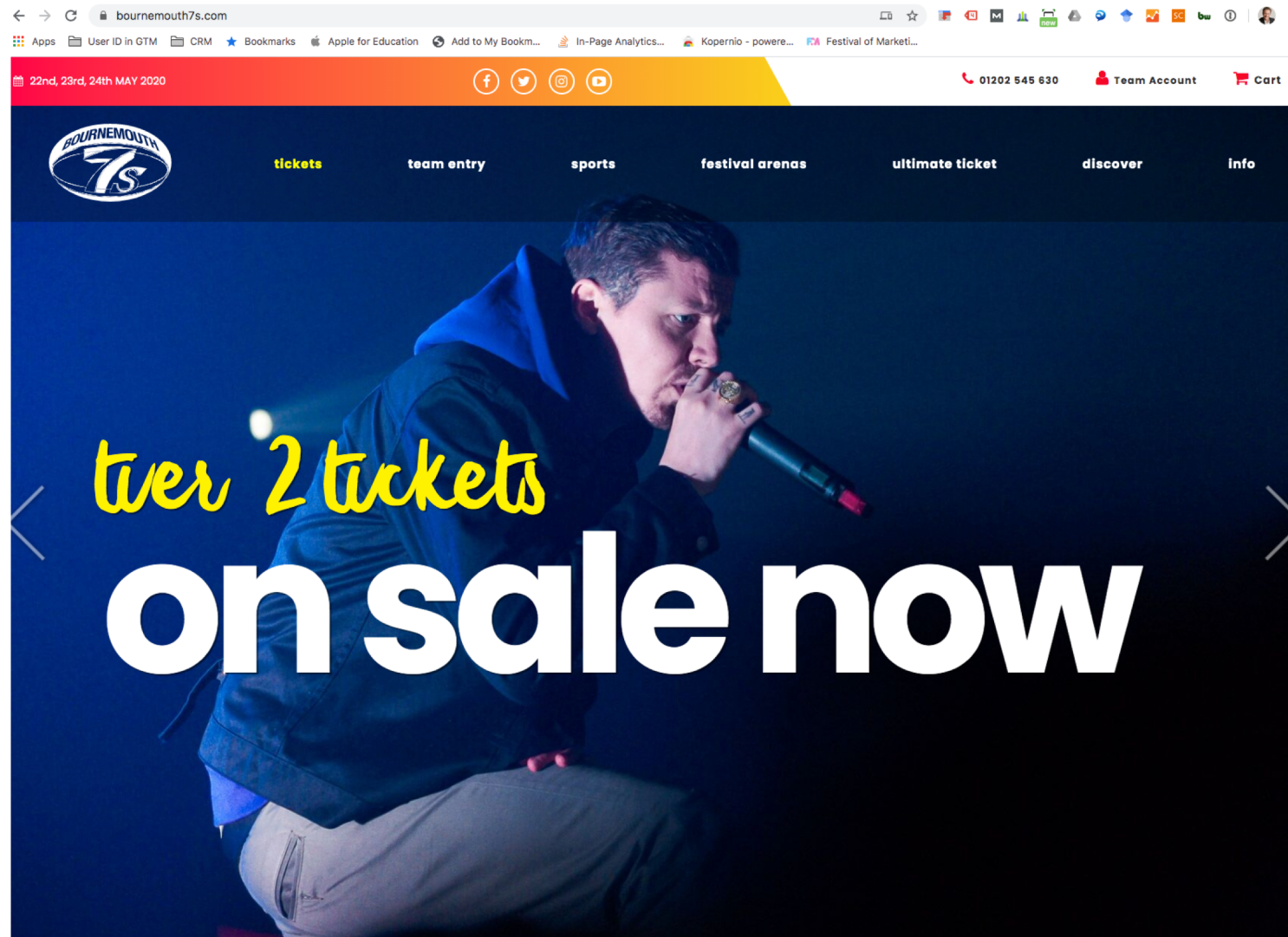
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The aim of this project is to learn more about how small tourism businesses adopt and use digital marketing and to provide tools, knowledge and case materials that will help those businesses to develop a roadmap for digital marketing.

Website

Analysing & improving the user journey and experience.

Case: Bournemouth 7s
(www.bournemouth7s.com)



What does the data tell you?

- What is the problem?
 - Less than 3% of website users scrolling near the bottom?
 - Site not mobile-friendly, taking too long to load?
 - Users dropping out of the booking/buying process because it is confusing?
 - Too much content on homepage – cluttered, confusing; a lot of content not engaged with?
- Goal: **Simplify users’ journeys & provide relevant information/content**
- Results: simpler processes; increased registrations/bookings, more content engagement; improved website retention – more engaged customers

What MarTech was used?



“Digital marketing helps us understand what makes the process easier for a customer, because you can see where it’s worked and where people are getting confused, and what questions we’re getting off the back of certain campaigns or certain strategies, or the way the website is laid out. So if we can understand how it’s working, we can simplify the process”
(Digital Marketing Manager)

Learning points

1. Clearly define the problem
2. Use digital marketing data to identify *what* the problem is
3. Use data to find out *why* it is happening
4. Have a plan for *how* you will address the problem (e.g. new design and content)
5. Test the new design and content through the process of data collection and goal setting using your digital marketing analytics
6. Invest in the appropriate MarTech (marketing technology)
7. Acquire the necessary knowledge to use that MarTech
8. Feed back into the digital marketing planning cycle