

HM L6

COMMUNICATION AND MARKETING



COMMUNICATION & MARKETING

HM: New Zealand Diploma in Hospitality Management Level 6

STUDENT WORKBOOK



Image source: Chrismccartney

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COURSE 2: COMMUNICATION AND MARKETING

MODULE: COMMUNICATION AND MARKETING

CREDITS: 20

LEVEL: 6

GRADUATE PROFILE 4	LEARNING OUTCOMES	ASSIGNMENT
Select and apply a range of strategic solutions, in response to changes in the hospitality business environment, in order to maintain or improve hospitality business performance	LO 2.1 Select and apply communication and marketing strategies to an identified hospitality business to improve business performance. (Cr10)	HM Communication & Marketing An open book, online written assignment Task One Develop a Marketing and Communications Strategy. Select and apply more than one marcomms strategy used by an identified hospitality organisation to improve business performance. (GPO4, Cr10)
GRADUATE PROFILE 5	LEARNING OUTCOMES	
Plan and develop future business strategies that encompass financial management, product development, sales and marketing and continuous improvement processes in a hospitality environment	LO 2.2 Plan, and develop a marketing campaign for a hospitality business using a range of future focused strategies. (Cr10)	Task Two Plan and develop an Integrated Marketing Campaign (IMC) for a hospitality business using a range of future focused strategies. As part of the plan, create a SWOT analysis to base your decisions. (GPO5, Cr10)

ADDITIONAL WIDER READING MATERIAL



Academic Article



Website Article



Blog Article

Business perceptions of public relations in New Zealand

Corporate Public Relations Dynamics: Internal vs. External Stakeholders and the Role of the Practitioner

Importance of Public Relations Management in Small Hotels

Integrated marketing communications and information and communication technology in the hotel sector: An analysis of their use and development in Dalmatian first-class and luxury hotels

Media perceptions of public relations in New Zealand

Modern Marketing Communication in Tourism

Storytelling about places Tourism marketing in the digital age

Storytelling in the context of destination marketing an analysis of conceptualisations and impact measurement

Storytelling in tourism Chinese visitors and Māori hosts in New Zealand

The effects of marketing communication on the tourist's hotel reservation process

The Impact Of Social Media On The Marketing Communication In The Tourism And Hospitality Industry

The Role of Integrated Marketing Communication in Promoting Tourism and Hospitality Industry

Trends at a Glance Travel & Hospitality

Virtual Reality (VR) & Augmented Reality (AR) technologies for tourism and hospitality industry

Virtual Reality, Presence, and Attitude Change: Empirical Evidence from Tourism

There are lots of academic articles on Marketing Communication strategies. Students just need to run a search using their preferred internet browser.

SELF-DIRECTED LEARNING

For students to gain the most value from their qualification and to prepare them for their assignment and the industry, make sure students complete all the tasks below.



Wider Reading

It is essential to read the following scholarly articles

Business perceptions of public relations in New Zealand
(Scholarly article) by Graeme David Sterne

Media perceptions of public relations in New Zealand
(Scholarly article) by Graeme David Sterne

Corporate Public Relations Dynamics: Internal vs External
Stakeholders and the Role of the Practitioner by Cardwell,
Williams and Pyle

Virtual Reality, Presence, and Attitude Change: Empirical
Evidence from Tourism by Tussyadiah, Wang, Jung, Claudia &
Dieck



Read the following article that is used for **Exercise 18: How to
Develop a Marketing Communications Strategy that Works**
<https://bit.ly/2YIDLwa>



LinkedIn – Follow and connect with key travel Influencers and journalists

LinkedIn is a business and employment-oriented service that
operates via websites and mobile apps.

To access LinkedIn, you must create an account. Best practice
advice: Always read the comments of a forum carefully before
you contribute. Stand back and observe the discussion first.
Then and when you feel more confident, you can contribute to
the group.

Research what opportunities there are to join influential
business communities on LinkedIn that focus on sustainability.

Investigate who on LinkedIn are 'Influencers.' (You may wish to
check out sustainability Influencers on Twitter or Instagram
too).

'Broadly speaking, **an influencer** is anyone who can cause a
reaction or impacts the way people feel and think about things.
Some people are influencers when they're a trusted source of
information or an authoritative figure within a market.'

Source: <https://bit.ly/2UhFJtW>

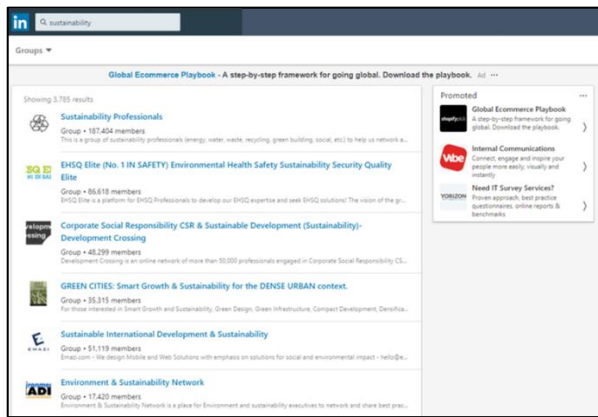


Image source: LinkedIn

- Students **MUST** have an understanding about the media landscape in New Zealand.
 The following articles and video should help students:
 The Media We Want By 2020 (A scholarly written article)
 Changing media landscape sometimes hard to understand
 New Zealand Media Trends Report 2016 (Infographic)
 Trust in Media (Infographic)
 The Future of VR (Infographic)

- Check out a very useful **NZ Pinterest account** that has some great infographics on VR & AR:
<https://www.pinterest.nz/pin/360710251387285950>

- Over the duration of the course, students are required to cut out and collect press cuttings that cover stories from hospitality businesses. The articles collected must contain information about new services and product launches as well as how businesses are using VR, AR and MR in their communication and marketing plans. The content from the press cutting articles can be discussed and shared in class.

- Check out the website by **The New Zealand VR/AR Association Inc (NZVRARA)**. This organisation was formed to champion, support and grow innovation in the virtual, mixed and augmented reality in New Zealand. www.nzvrara.nz/

ART Day

- | | |
|---------------|--|
| 09.00 – 10.00 | Recap self-directed learning to date |
| 10.00 – 10.15 | Morning Tea |
| 10.15 – 13.00 | Assignment and readiness checks/resits |

Any additional assigned tasks/work your trainer has set you.

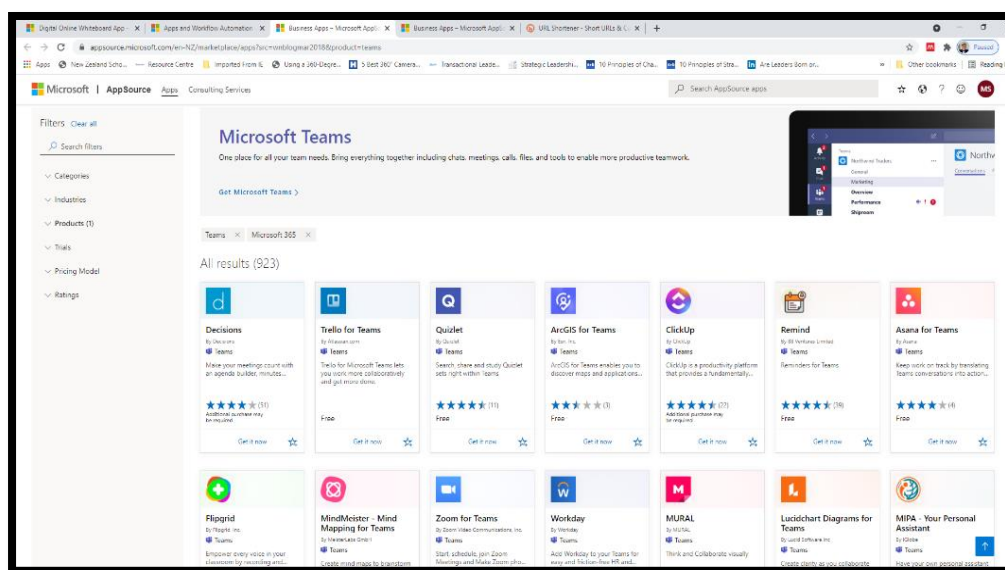
MICROSOFT TEAMS

There's an app for that!

As this component is taught online, you may find it useful to have a look at the various apps that are available on Microsoft Teams. Examples can include Collaboration apps, online Whiteboards, the Creation of Charts, and Mind Mapping etc.,

Check out the short URL link that will direct you to the App Directory for Microsoft Teams:

Short URL: <https://bit.ly/3vtXTb7>



VIRTUAL REALITY ACTIVITIES TO PRACTICE PURPOSEFUL VR

5 Exciting and Easy Ways to Use Virtual Reality In Your Classroom by Neil Jarrett www.//

Neil Jarrett has provided some immersive activities for students. Download a VR app (see below for some good examples), insert the phone into the headset and away you go.

Here are five of my favourite things to do to start you off.

1. View educational 360° videos

Download the Google Cardboard app, put the headset on and select YouTube from the main menu. There are so many 360° videos that I am sure you will find some great ones for the topic you are teaching.

My class watched an incredible documentary in which David Attenborough gave us a *personal* dinosaur tour, explaining all about them ([try it here](#)).

2. Inspire the class to write

VR gives such rich experiences, it's perfect for engaging writers; especially reluctant ones. Recently my class went on a terrifying virtual roller-coaster ride (find it in the video section of the app [FullDive](#)). Afterwards, we discussed feelings and the writing produced was outstanding. There are so many new apps coming out daily (just search your app store for 'VR apps' or 'Cardboard apps').

3. Go on a virtual field trip

Download the **Google Expeditions** app and, as the teacher, you must choose to become the leader – the tour guide. Students also need to download the app but choose to become followers (**note: you *must* all be connected to the same Wi-Fi network**). Then, choose an expedition and students will be immersed in the environment you've selected.

As the guide, you can click on points of interest that are marked, and information will pop up on your screen.

Arrows appear in the students' field of vision, guiding them to where they should be looking. You can then tell students all about whatever they are looking at. I recently took my students to Mount Everest as part of our mountain topic, and they were fully engaged, soaking up the knowledge.

4. Look at historical monuments

Again, using Google Cardboard, opt for Google Streetview in the main menu.

In real life it's not always logistically possible to visit places, especially ones far away. What's great about VR, though, is that with Streetview you can visit almost anywhere in the world. My class were studying Hinduism, so we looked at different Hindu temples around the globe in this 3D setting. Better yet, afterwards they wanted to research all of the things they had observed.

5. Take 360° pictures and create virtual tours.

For this, you need to download the Google Cardboard Camera app, then you can instantly take 360° photos. Put these images into your VR viewer and you will find yourself placed right in the centre.

Why not set a home learning activity for your students to take some interesting 360° photos, and then do setting descriptions of each other's 3D images?

The other great feature of this app is the ability to create virtual tours. I have some fairly reserved students in my class, and they got so much out of conducting a school tour. To do this, put the headset on and click record. Walk around, following the instructions on-screen, and narrate your journey. I hope to use this on our next (actual) school trip.

Source: teachwire. Slightly edited article from the one published.

Easy ways to do #AR & #VR in your classroom

Using immersive technology allows recipients the freedom to create content that would otherwise be impossible. These immersive activities are easy to develop without extensive training or expertise. Here are a couple of favourites.

Storyfab: Reconstruct and record a scene using AR with this iOS app. Using a visual such as a book or photo, students can add AR props and characters on top of the image. Push record and animate the characters with emotions and gestures while walking around the scene for the best shot.

RoundMe: Create and describe a VR field trip or virtual tour using informational hotspots, portals to other locations, and directional sound. Although a VR adventure is more immersive when using a viewer, apps like RoundMe make the experience available in full-screen mode to provide flexibility for viewing. (Android & iOS)

Source: [eSchoolnews](#). Slightly edited article from published.

USEFUL ONLINE ARTICLES/READING MATERIAL

Technology

Technology enhances the visitor experience

7 Hotel Digital Marketing Strategies to get more bookings in 2019

Strategy & Trends

New Zealand-Aotearoa Government Tourism Strategy

PR

Business perceptions of public relations in New Zealand (Scholarly article)

by Graeme David Sterne:

Media perceptions of public relations in New Zealand (Scholarly article)

by Graeme David Sterne

New Zealand measles outbreak worst 'in years' with 22 cases confirmed

How to Manage A Hotel Communication Crisis

Multimedia

Three reasons to integrate multimedia into your PR campaign

What's the difference? Demystifying 360 vs. VR

Virtual reality is changing travel. Virtual reality is here, and it's a big deal.

Hotel Marketing

Top 10 Latest Hospitality Marketing Trends

The complete guide to hotel marketing in 2019

Six marketing communication tips for hotels

10 Strategies To Jump Start Your 2019 Hotel Marketing Plan

Storytelling

Hotel Storytelling Done Right: Spotlight on Hotel Ylem

Definitions

The Ultimate List of Social Media Definitions You Need to Know in 2019

The Ultimate Dictionary of Marketing Terms You Should Know

PR Glossary

WHITE PAPERS

Hotel Marketing White Papers Providing Free Hospitality Industry

Research: <https://www.travelmediagroup.com/white-papers/>

USEFUL ARTICLES FOR THE ASSIGNMENT

Public Relations (PR) / Communication

101 Public Relations Strategies, Tips and Examples

<https://bit.ly/3ovl7gC>

PR Planning: How to Create a PR Strategy:

<https://bit.ly/3uour6Q>

Definitive guide to PR measurement:

<https://bit.ly/2XZmB7J>

Smartsheet: Public Relations Strategies:

<https://bit.ly/2Y3mLeF>

7 Basic (Yet Brilliant) Examples of PR Tactics That Work:

<https://bit.ly/3ijA15F>

How to Use Customer Feedback as a Powerful PR Tool:

<https://bit.ly/3okYZ8G>

Marketing Communications

How to Develop a Marketing Communications Strategy that Works

<https://bit.ly/2YIDLwa>

4 Steps to Developing an Integrated Marketing Communications Strategy

<https://bit.ly/2YiDMRF>

How to Write a Communication Plan in 6 Steps with Editable Templates

<https://bit.ly/3Be89Y7>

Multimedia & Virtual Reality

Brantas brings tech to the hospitality sector in post-COVID New Zealand

<https://bit.ly/2Ys5Xhw>

Create Unmatched Guest Experiences

<https://bit.ly/3A8Ln2B>

It's Time To Implement New Technology To Your Hotel

<https://bit.ly/3oz9qp0>

12 Hotel Digital Marketing Tips You Need in 2021

<https://bit.ly/3mkQwQ8>

USEFUL ARTICLES FOR THE ASSIGNMENT

- continued

Marketing / SWOT / Ranking by Importance

16 Essential Hotel Marketing Strategies:

<https://www.revfine.com/hotel-marketing-strategies/>

Two sales and marketing strategies to help get your café humming:

<https://www.state.co.nz/blog/marketing-strategies-for-your-cafe>

5 Examples How to Use Customer Reviews in Your Marketing Campaigns:

<https://instapage.com/blog/customer-reviews-marketing>

SWOT Analysis by SmartSheet

<https://www.smartsheet.com/14-free-swot-analysis-templates>

Rate factors importance:

<https://bit.ly/3o6dHAD>

Future focused

2021 hotel industry trends to watch out for

<https://bit.ly/3mIW3QT>

Food & Beverage Strategy - Future Focused Part 2:

<https://bit.ly/3a7aRmg>

What Is Shaping The Future Of The Hospitality Industry?

<https://bit.ly/2WNp3xQ>

The Next 5 Years: Future Hospitality Industry Trends You Need to Know

<https://bit.ly/3FvgxFl>

Prepare for the New Hotel and Travel Marketing Challenges of the 2020s
Decade

<https://bit.ly/2WlfBvt>

INFOGRAPHICS

5 Steps to Create an Infographic Blog Post

8 work skills marketers must have by 2020

12 Crucial video marketing statistics - PR

A minute on the Internet in 2019

ADARA Millennial Travelers One Sheet

Adviso Infographic objective tactic strategy

Augmented-Reality-VS-Virtual-Reality

Content Marketing trends that will dominate in 2020

Digital-Marketing-Tools-2018-web

Digital Strategy South Australia Tourism

Dos and Don'ts of Social Media

Familiarity with VR Increases but Cost Remains A Hurdle

Infographic Virtual Reality Mixed Reality and Augmented Reality

Instagram Marketing Strategies

Social media platforms for growing engagements

SOSTAC Planning System

The Global and Local benefits of Travel

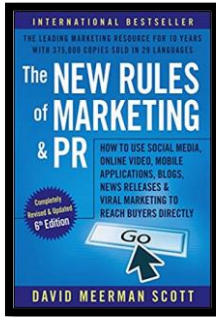
The rise of robotics and AI

Travel & Tourism Trends for 2019

What is digital marketing race planning

Why businesses should consider Chatbots

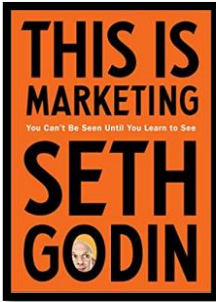
USEFUL BOOKS (Check with Your Local Library)



The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly

By David Meerman Scott

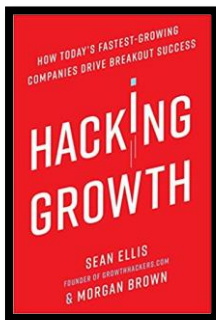
<https://amzn.to/2vjyosI>



This Is Marketing: You Can't Be Seen Until You Learn to See

By Seth Godin

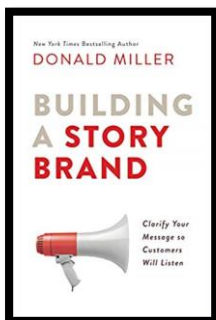
<https://amzn.to/35mqxmw>



Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success

By Sean Ellis and Morgan Brown

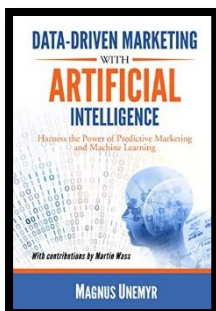
<https://amzn.to/2juxuyp>



Building a Story Brand: Clarify Your Message So Customers Will Listen

By Donald Miller

<https://amzn.to/2pkYqiK>



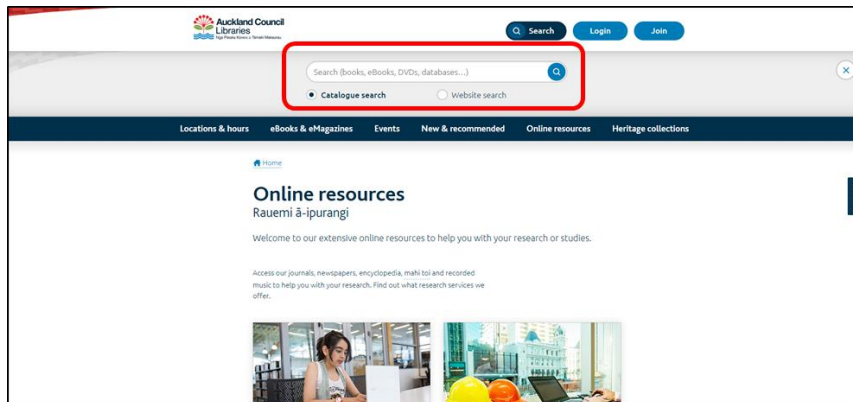
Data-Driven Marketing with Artificial Intelligence: Harness the Power of Predictive Marketing and Machine Learning

by Magnus Unemyr and Martin Wass

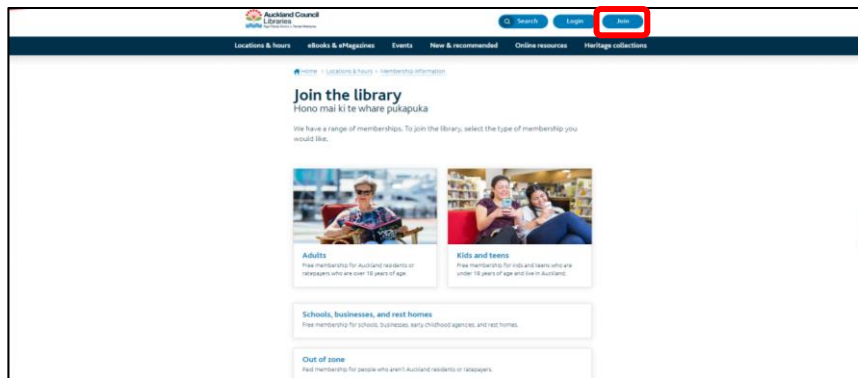
<https://amzn.to/2lV9lkt>

EXAMPLE: AUCKLAND LIBRARY

To find online resources using Auckland Council Libraries catalogue search, or a website search, just use this short URL:
<https://bit.ly/2kb354x>



To **join** Auckland Library, just visit the website using the following short URL: <https://bit.ly/2Vruukd>



Out of zone subscriptions are available too:

Not based in Auckland?! You can choose any of these subscriptions:

- 12 months - \$165.30
- 6 months - \$82.60
- 3 months - \$41.30

At any of our libraries, adults must provide personal identification to join the library. For example, Drivers Licence, Passport, Credit Card, 18+ card, Kiwi Access card or Community Services card.

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INTRODUCTION

Welcome to the second course of Level 6.

If you think the function of marketing and communications is easy, then you're doing something wrong. However, it can be exciting, rewarding and challenging all at the same time. In this module, you'll be building on your knowledge gained from Level 5. You'll also be using the full marketing mix; with a focus on Public Relations (PR) / Communications, Digital and Social Media, including Virtual Reality (VR) and Augmented Reality (AR), as well as using insight from Google Analytics, to measure advertising return on investment (ROI), so that hospitality organisations can better understand their customers.

So, what is Marketing and Communications (MarCom)? 'Loosely defined, MarCom can be described as all the messages and media you deploy to communicate with the market.' Source: [MaRS](#)

Marketing communications offer solutions to the following questions:

- Why shall the product be used?
- How can the product be used?
- Who can use the product?
- Where can the product be used?
- When can the product be used?

Marketing communication includes Advertising (including Advertorials), Sales Promotion, Events and Experiences (sponsorship), Public Relations and Publicity (Editorial led), Direct Marketing, Interactive Marketing, Word-of-Mouth Marketing and Personal Selling. These tools of communication are collectively called the Marketing Communication Mix.

The skills you will learn in this module include:

- Understanding the function of Public Relations (PR)
- Creating briefing templates
- Using the latest technology to obtain an immersive experience
- Identify how and why PR is used to support business development
- Preparing a multi-media campaign for a hospitality business



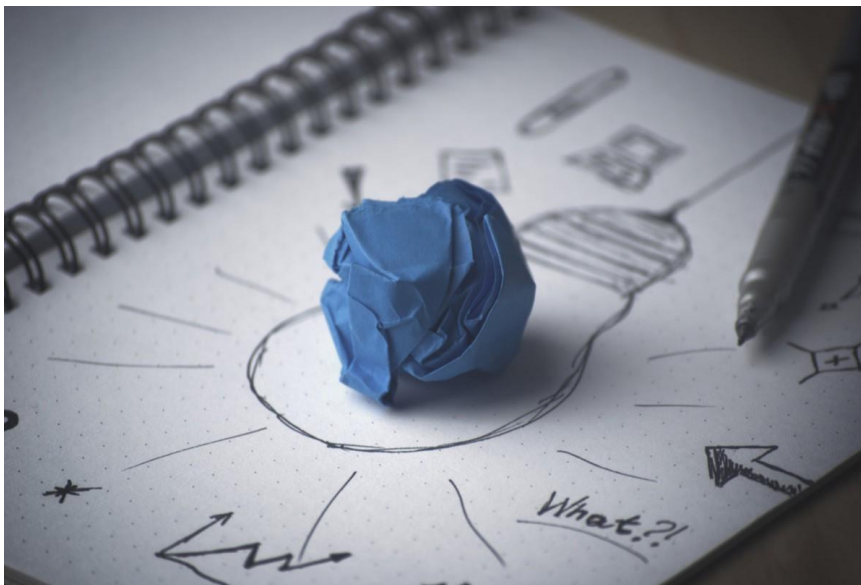
This is your chance to demonstrate how creative you are and whilst marketing isn't easy, it is enjoyable, so have fun along the way!

PR: AN INTRODUCTION

One particular channel and tactic that can sometimes be overlooked, and yet, should be considered as part of improving business performance is **public relations (PR) or Communications**. But why?

What Are Modern Public Relations— Fifteen PR Definitions

Every organisation, no matter how large or small, ultimately depends on its reputation for survival and success. What does it mean today to experienced PR practitioners? We asked: Danielle Hibbert (Clearbox), Stephen Waddington (Ketchum), Charlie de Mierre (Porter Novelli London), Vlad Shvets (Fogger), Grzegorz Szczepański (Hill+Knowlton Strategies Poland), Filip Kochan (World Bank), and others.



“We live in a constant communication cycle. Anyone can become the next opinion leader. In the face of these changes, the role of public relations is changing” - declared our CEO Joanna Drabent.

Quite logical. Communication is nowadays more contextual, personalised, geolocated, and just-in-time, and consumers are more enlightened and empowered than ever. We all must adapt to the digital transformation. But do we, people responsible for communication, understand it?

Our small experiment with the fax proves that not necessarily. PR experts still use heavy, outdated office app suites and spreadsheets or even fax (yes!) to manage their daily activities. It takes too much time. (BTW: That’s why we created Prowly)

Anyway, What Is Public Relations Today?

“The formal practice of what is now commonly referred to as public relations dates to the early 20th century. In the relatively brief period leading up to today, public relations has been defined in many different ways, the definition often evolving alongside public relations’ changing roles and technological advances, which we mentioned above.” This is what Public Relations Society of America (PRSA) has to say on the topic.

Different Organisations, Different PR Definitions

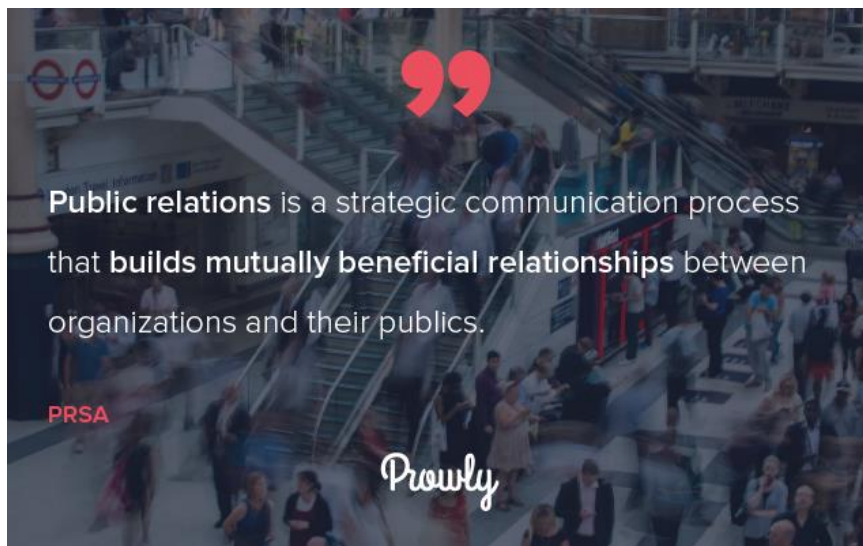
IPR puts it simply:

‘Public relations (PR) is the way organisations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. Examples include press releases, newsletters, public appearances, etc. as well as utilisation of the world wide web.’

In 1982, the PRSA National Assembly adopted this definition:

‘Public relations helps an organisation and its publics adapt mutually to each other.’

In 2011–12, PRSA spearheaded an international project aimed at updating the definition of public relations. It included a crowdsourcing campaign and a public vote that resulted in the following:

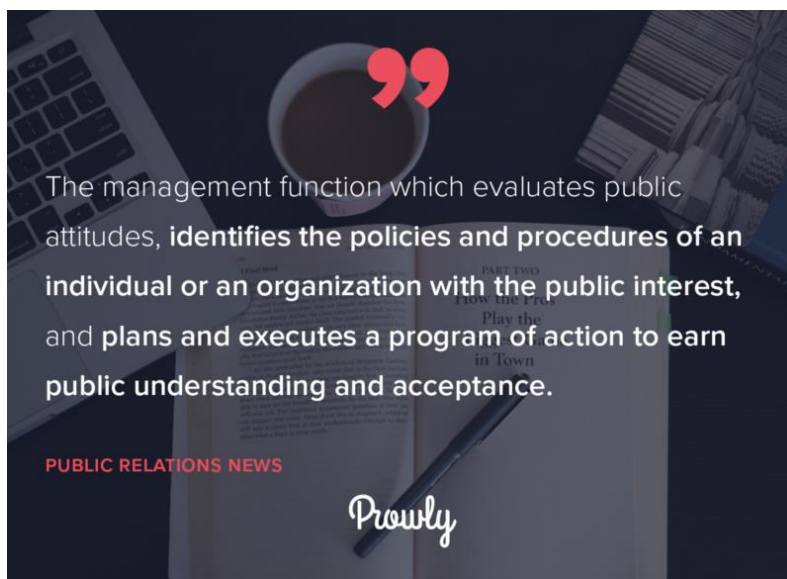


The Chartered Institute of Public Relations (CIPR) stresses a different aspect of public relations. It underlines that every organisation, no matter how large or small, ultimately depends on its reputation for survival and success. And in today’s competitive market, reputation can be a company’s biggest asset — the thing that makes you stand out from the crowd and gives you a competitive edge. Effective PR — we read in CIPR statement — can help manage reputation by communicating and building good relationships with all organisation stakeholders.

'Public Relations is about reputation — the result of what you do, what you say and what others say about you.'

'Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.'

The main definition of public relations used by the PRIA is almost the same. However, with the massive change in the communication process brought about by the information era, public relations — explains the PRIA on its website — could be easily described as:



What Does Public Relations Mean to PR Practitioners?

For Jason Falls (the author of the article “Social Media Is the Responsibility Of Public Relations”), what is most telling in your social media efforts, is the message. And that is for him most likely already being supplied by your public relations or communications arm. Falls underlines: “As soon as three to five years from now, I see social media marketing as an almost exclusive domain of public relations professionals, so long as we get our collective heads out of our asses and learn how to do it. Some of us are there. Many of us are not. Too many of us think social media is newspapers in Eastern Europe.”

According to one PR agency in New Zealand, PR can be broken down into **different types of PR:**

- Consumer PR
- Crisis Communication
- Community Relations
- Employee Relations
- Financial Relations
- Consumer Education
- Other types of PR linked to corporate identity campaigns

EXERCISE ONE

So that you get a better understanding of how and why PR can be used effectively in these areas, use the internet to research **three PR practitioners** who specialise in the above types of PR.

The roles of Paid, Earned and Owned.
 Shared Media is covered in EX2. (PESO)

'Public Relations professionals help a business or individual cultivate a positive reputation with the public through various unpaid or earned communications, including traditional media, social media, and in-person engagements. They also help clients defend their reputation during a crisis that threatens their credibility.' Source: HubSpot

Figure 1 The Roles Of Earned, Owned, And Paid Media

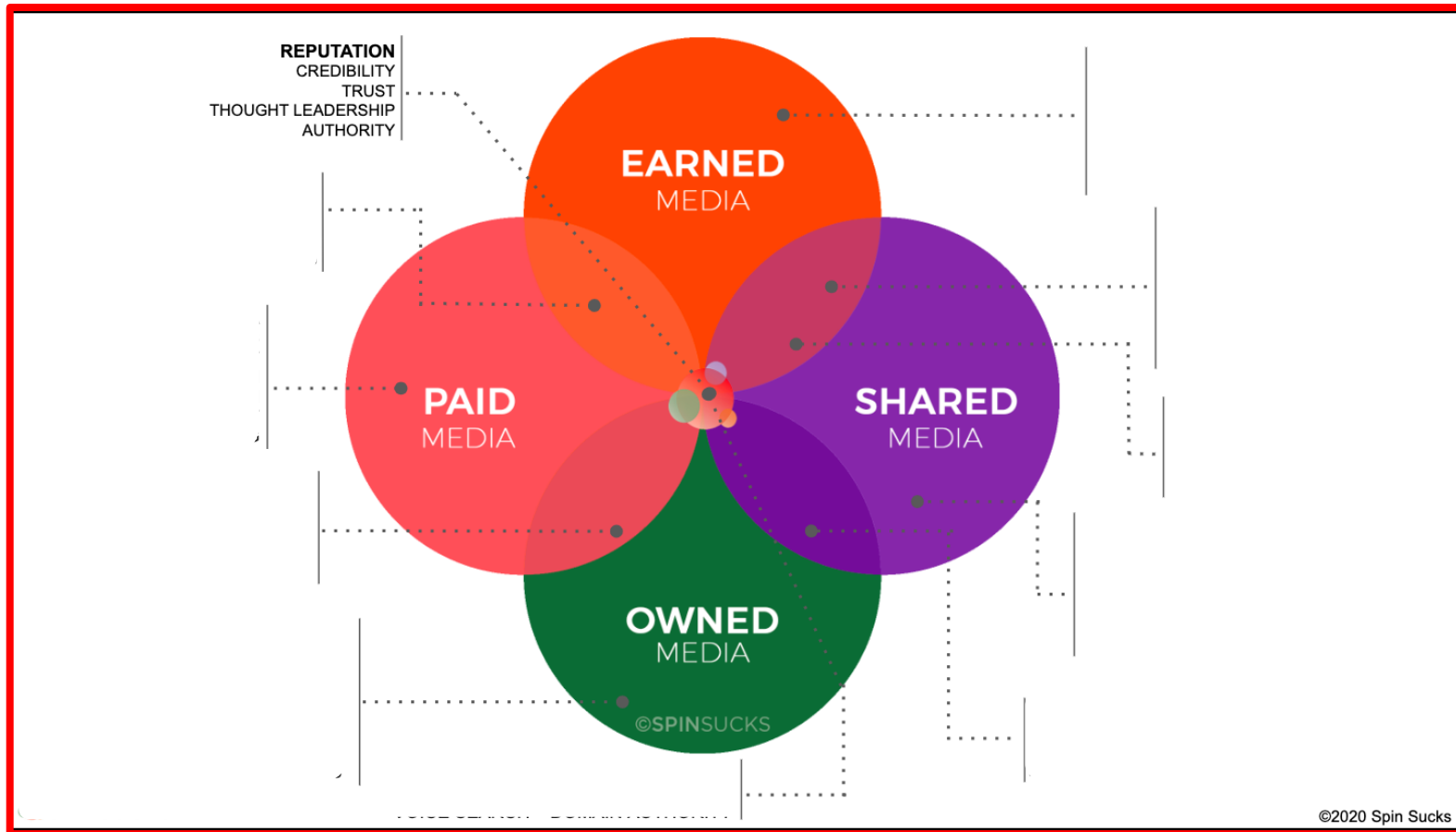
Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog • Twitter account 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure

54869 Source: Forrester Research, Inc.

The next page contains an image of the differences between Earned, Paid, Owned and Shared Media..

EXERCISE TWO

The trainer will split you into **four** groups. Each group represents one media type: **Paid, Earned, Shared** and **Owned (PESO)**. Each group needs to correctly identify and outline why the selected sub-category falls under this type of media. The centre circle has been done for you: *Reputation*.



EXERCISE THREE

Using the 'Examples' column in the table, find *real* examples from current hospitality organisations by each 'media type'.

Public relations isn't an easy profession to define. In fact, in 2012, the Public Relations Society of America (PRSA) accepted a few thousand submissions before finally agreeing on a definition:

"Public relations is a strategic communication process that builds mutually beneficial relationships between organisations and their publics."

After reading PRSA's definition, you might still have questions about PR: how can an organisation take its beneficial relationship to the public and turn it into good press? Are you really "praying" for something, like the old saying goes, if you're using a strategic process to get results?

Stay with me -- let's break it down.

The positive, storytelling side of PR

A PR professional works with an organisation, company, government, or individual to cultivate a story that portrays that client's reputation, idea, product, position, or accomplishment in a positive light. So, in a sense, you can think of PR professionals as storytellers. Unlike advertisers, who tell stories through paid methods, PR professionals tell their stories through unpaid or earned media.

These unpaid or earned avenues include traditional media, social media, or speaking engagements -- which are especially effective opportunities for reaching the general public. Keep in mind that a PR professional isn't just trying to reach a paying customer ... she's trying to reach everyone.

Hopefully, this is a digestible definition of PR. If you're still unsure of how PR looks in the real world, let's explore some examples.

Let's say you work for a small interior design company, and your business just won an award: "Best Interior Design Company in Chicago." A PR specialist might ask a reporter to write a story about this accomplishment to spread the news to the public.

Along with building a credible reputation for your interior design business, the PR professional is also helping the public receive relevant information about this accolade. If I'm a consumer looking for an interior designer, this announcement could help me, too.

Public relations extends to government, too. PR professionals can execute political campaigns or explain a government's new policy to the public. In this case, you can see how PR professionals work to maintain a healthy and productive relationship between their client (the government), and the general public, who have a right to hear about new policies.

The negative, damage-control side of PR

PR isn't just used for positive storytelling. It's also used to mitigate any damage that could weaken a client's reputation.

In the early 1980s, numerous bottles of Johnson & Johnson's Tylenol product were laced with cyanide by an unknown person, killing seven people. This led to widespread panic and could have resulted in the end of Tylenol products.

Johnson & Johnson took aggressive PR measures to mitigate the damage: first, the company pulled all of its Tylenol products off the shelves and issued a national statement warning consumers not to purchase or use Tylenol. Then, Johnson & Johnson created a new tamper-resistant seal and instructed 2,000 sales personnel to deliver presentations to the medical community to reintroduce these new, safer Tylenol bottles.

This effective PR strategy saved Johnson & Johnson's reputation, as well as their product -- in fact, Tylenol shares climbed back up to 24 percent just six weeks after the cyanide crisis.

In the case of Johnson & Johnson, a simple advertising campaign wouldn't have worked. Instead, PR was necessary: PR professionals were able to spread a story that portrayed Johnson & Johnson as a company that puts consumers ahead of profit. Along with mitigating damage to Johnson & Johnson's reputation, PR was used to save more people from consuming cyanide-laced Tylenol, and then used to inform the public that Tylenol was safe again. A win-win-win.

In these examples, you can see PR professionals are adept at handling a wide variety of both good and bad circumstances and must address these events so the public and client can maintain a beneficial relationship. PR specialists also play a role in advising management on the best policy decisions or actions to take, and conducting programs, such as fundraising or networking events, to help the public understand the organisation's goals.

PR isn't just used to influence a story after it happens -- it's also used to write that story in the first place.

Source: HubSpot

SKILL SESSION

THE ART OF STORYTELLING

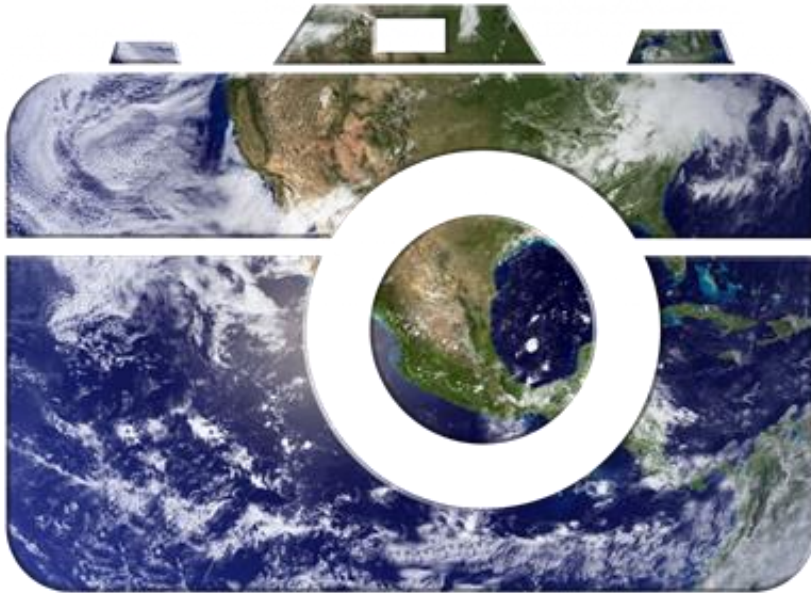


Image source: Adventure Travel News

Storytelling for hospitality Companies - How to promote your tourism company through storytelling

When we talk about storytelling in marketing, we're talking about telling stories to get closer to our customers. Yes, mass media advertising has been doing it for decades. But it's not the same. Storytelling in marketing has nothing to do with selling a product (at least not directly) – it's about revealing the soul of your brand so you can connect with your consumers on an emotional level.

With the democratisation of the internet and the arrival of the prosumer (a person who consumes and produces media), it has become much harder for brands to attract people's attention and reach their hearts. To stand above your competitors and form an emotional connection with consumers, it's vital that your brand has a great story to tell.

Humanity has been telling stories since the beginning of time. It's our way of connecting with the world, giving life meaning, and seeking memorable experiences. Of course, the best stories are those that arouse emotion. Do you remember *The Shining* by Stephen King? The story of Cinderella? An oft-repeated funny story that happened to a friend or family member might also come to mind.

Peter Guber, author of *Tell to Win*, suggests that the best stories have three elements in common:

- The challenge: A story attracts people's attention with a challenge or question to identify with and feel curious about. From the very beginning, it's crucial to understand who you're speaking to. After all, you reach different people in different ways.
- The struggle: The story offers an emotional experience as the protagonist faces obstacles and gradually overcomes the challenge.
- The resolution: As the story comes to a close, there should be a few unexpected twists and turns. If everything happens exactly as we thought it would, we lose attention. If you're telling a story to promote your brand – no matter how subtly – you can weave in a call to action here. A call to action could be encouragement to visit your website, book your tour, or something else you'd like the reader to do next.

Source: Treksoft Blog. Edited headline.

How can you use storytelling marketing to promote your hospitality company?

1. Discover your history: delve into the reason why your company exists

Why does your company exist? Why do you do what you do? What's so special about your hospitality destination? Why is this relevant for others? When a tourist can emotionally connect with the why of your company, your brand becomes much more relevant and memorable.

Take, for example, the story of Airbnb. One popular video on their homepage has a voiceover that advises, "Don't go to Paris, don't tour Paris and please, don't do Paris. Live in Paris." From the very first moment, the story generates questions ("why is a hospitality brand telling me not to sightsee?", you might ask).

AirBnB makes you ponder the difference between visiting a destination as you normally would and doing it the way AirBnB suggests: by being part of it. Do you need anything else to understand the philosophy behind Airbnb? In a few seconds, the brand has managed to connect with you. And, most interestingly, it has managed to tempt you into living an experience instead of just renting a room.

2. Use your website to tell your story

The internet has become a more valuable tool than ever to attract customers – and sharing your story can help you to pique their interest. How? Instead of focusing solely on information about your hospitality products, give the reader the opportunity to dive into what's behind your company and your offerings. A family tradition? A personal goal to build a business? Countless sleepless nights?

There's also a wide range of formats to tell your story online, including videos, photos, other visuals, music, and text. Choose the ones that you're talented at, you enjoy, and which flatter your story best.

Remember that the best stories seduce and trap us. Choose a compelling call to action to involve the reader and let them in on the story. For instance, your story could build up to the idea that they visit your destination and book one of your tours online.

3. Turn your consumer into the protagonist

In his 1971 book *The Role of the Reader*, Umberto Eco writes that a story is only truly complete when the reader lends it meaning from their own experience. Something similar happens with the story of your company. It is only with the involvement of your customers that the story gains strength.

Use your website and social media to share anecdotes and an insight into the journey of your brand. Show a bit of emotion and make it more likely that your readers will pass on your story to others. Let your storytelling continue to grow without limits.

Have you heard of La Bicicleta Verde, one of the top tour companies in Santiago, Chile? The company (and TrekkSoft's customer!) is my favourite example of a tour company that wins at storytelling. I love the "Our Story" page on their website, especially how they share their values, reason for being, and growth over the last seven years.

Source: Trekksoft. Edited headline.

Stories have **shape**: they're rooted in conflict, drama and setbacks. They have ups and downs, positive and negatives, ideas and attitudes and **they evoke emotional response**, or **an action** to stimulate an audience's feelings aligned to marketing goals. To be effective, Dylan Buboltz, a blogger, states that 'you need the reader to be drawn into the narrative.'

'Storytelling can't be mastered overnight. It takes practice, but it is worth it as there is nothing more powerful than making your content and news relatable to your audience'.

The New Zealand Story: Rethinking the stories that sell New Zealand

Two years ago, this week, Economic Development Minister Steven Joyce launched the "New Zealand Story", a project to build a strong, consistent profile for New Zealand, which exporters could use in international markets. Idealog explores the journey.

We've all heard the anecdotes: The American who thought New Zealand was in Scandinavia; the Chinese tourist who thought we were linked to Sydney by the Harbour Bridge. Then there are the misconceptions: We are all farmers; the entire country looks like a Lord of the Rings set; we all have outside dunnies. And the jokes: we live in Hobbit holes; we all have hairy feet.

Mostly we take it with good humour. We are laid-back New Zealanders, after all.



But sometimes it matters. Potential tech investors aren't going to put their money in a country they see as quaint, beautiful and full of farmers. Ambitious parents aren't going to send their children to study in a country they think is a backwater; highly-skilled migrants aren't going to choose a country they think has no vibrant cities.

The 100% Pure campaign and Peter Jackson's movies have done wonders for our tourism industry (as it was designed to do), but it's only one part of our country story, and in some cases can work against New Zealand businesses trying to sell their products and services overseas.

So, with the Government keen to raise exports from 30% to 40% of GDP, the idea was conceived to develop a "New Zealand story" – a framework to tell the rest of the world a consistent story about who we are and what makes us unique.

New Zealand Story has three initial stakeholders – New Zealand Trade and Enterprise, Education New Zealand and Tourism New Zealand. Over the last two years, the organisation has worked with industry leaders, influential and globally-successful business owners, and public-sector stakeholders to distil the elements of what makes New Zealand internationally competitive – and how that story should be told.

Two years later, New Zealand Story is a free, open-source, export-ready toolkit with images, video, presentations, case studies and infographics, which businesses can use as part of their marketing material for international consumers.

New Zealand Story director Rebecca Smith says Kiwi businesses often rely on traditional tourism and



hospitality images, particularly picturesque landscapes. Of course, we are proud of our beautiful country, she says, but it's important to understand that Australians and Americans consider their natural environments to be just as beautiful – if not more so. So that's not necessarily a great selling point.

It's also essential to use such images appropriately. Hospitality and tourism-focused pictures can paint New Zealand as isolated, lonely, and with not a lot going on, which is great when you are on holiday, but not when we're demonstrating our business ability, says Smith.

"Exporters going into the market are often faced with those preconceptions: 'Beautiful country, but why would I do business with

you? You don't look as though you do much. There's no industry, no vibrant cities, no buildings, no commerce.

"If you are an IT company in the South Island and you use a picture of Lake Wanaka on your website home page, even if it is uniquely New Zealand, it doesn't say anything about what you do.

"If we can start to shift that view and replace it with images that show our technological capability and innovation, we are heading in the right direction."

Smith says images of contemporary New Zealand architecture in natural settings resonate particularly well in the US, for example.

"We showed people imagery such as the café at Knoll Ridge and the Auckland Art Gallery and it shows that we can combine design thinking with taking care of the land, and it positions open spaces in another way, while also showcasing things like our native timbers."

Smith says businesses can use the New Zealand Story material as a way to seed their own storytelling when building a new relationship with an overseas customer or supplier or introducing a new product.

Start with the context of where you are from and establish a mutual connection, before you get into the business agenda, she says.

"Too often we forget to start at the beginning; we leap into product selling or feature selling before we've made our audience comfortable or familiar with who we are.

"We suggest that businesses visiting customers in new markets play the New Zealand Story video as a starting point. It's a little three-minute introduction that incorporates our three 'chapters': Open Spaces, Open Hearts, Open Minds. It tells people where and who you are, and lets you start the conversation with a bit of context.


"This is why we created the video – a simple yet effective 'mihi'.

Companies can take and adapt that video and insert their own material. We would encourage them to create their own version of it to suit their

needs." Source: [Idealog](#) and Image source: TrainingAid



STORYTELLING VS. STORYMAKING

Storymaking vs. Storytelling: Learn from Mary Poppins by Todd Wolfenbarger 

A few nights ago, I watched “Mary Poppins” with Lily, my 8-year-old daughter.

About halfway through the movie, Mary Poppins and the children met Burt, a chimney sweep, as he was drawing with chalk on the sidewalk. In a surrealistic moment, they jumped through his pictures into the scenes he’d drawn. They visited a fair, took a carousel ride, danced with penguins, and joined a fox hunt.

It makes one wonder what kind of brownies Mary was feeding those children.

Putting Mary’s possibly questionable child-rearing capabilities to the side, it becomes apparent that Burt, in that moment, successfully moved beyond effective storytelling and went straight into superior storymaking.

The scenes became real, the children became participants, and a powerful effect was unleashed.

That kind of participatory storymaking is exactly what brands need to engage customers in today’s marketing world.

In the age of authenticity, social media and the transparency of the internet have made customers wary of artificial storytelling.

They crave interactive communication.

Storytelling is one-way communication.

It’s a tool—an important one—but it’s only a means to an end.

A good story might connect you to your audience, but it doesn’t invite them to join you.

In contrast, **storymaking is a two-way participatory process.**

It involves building your brand’s story through consumer feedback and an ongoing discovery process.

It’s a connection in and of itself, and it powerfully bonds consumers to your brand.

Here's how to draw consumers in through storymaking.

Chalk your scene

Burt started the process of storymaking before the children happened upon his drawings. He had carefully crafted scenes so delightful that little Jane asked Mary Poppins if they could visit the drawings instead of the park.

Creating a compelling story that your audience wants to jump into is the magic of marketing, and it involves the intentional process of sketching your brand's story based on what it offers that customers will pay for.

For example, **Walmart's story** is that it delivers the best value on everyday items, and **Nike's story** is that it empowers every consumer to be an athlete.

Source: SpinSucks

To tie this back into PR, it's important that a brand tells a compelling story that the media will love, builds trust and people will share.

Using storytelling to improve Google visibility and visitor conversions.

Trips & Tramps is a family-run guided walking and hiking operator based in Te Anau, Fiordland. While they have few direct competitors, their experiences cover locations like Milford Sound, the Milford Track and the Routeburn Track – place names that are highly competitive in the online space. It was clear they were struggling to get traction in organic Google rankings.

The Trips & Tramps brand very clearly lent itself to telling engaging, varied stories online. Yes, there's a strong walking & hiking element to Kate and Steve's operation, but their experiences also appeal to nature lovers, outdoor enthusiasts, bird watchers and photographers. The challenge was to harness all of these topics, and craft content around them that A) would engage and inspire potential travellers to Fiordland and B) help them establish a stronger Google presence.

Content can take a few months to index on Google, so the full effects of a content marketing strategy on organic traffic won't be felt immediately – so we were strategic in the timing of how we kicked off this work. We started the process towards the end of the Autumn shoulder season, with a view to expect an impact by the following Spring.

An author, an audience and a travel style

We began by giving the Trips & Tramps blog section a name, and positioning Kate as the 'Author'. **Tales from the Trails sounded so much more interesting than the standard Our Blog**, and Kate's background as a well-travelled, outdoor-loving hiking enthusiast (and mother of 4 to boot) was the perfect 'voice' for this content.

The next step was pinpointing the types of travellers who are interested in the Trips & Tramps offering. We came up with professional and retired couples over 35 and families with children who were primary school aged or older. In general, these audiences were internationals with somewhat low knowledge of New Zealand.

Using Google search behaviour to pinpoint the opportunities

Using search tools, we could see there was a heap of content for preparing and planning for the Milford Track, but none focused on shorter, day trip options. We could see a lack of articles that compared the benefits of guided vs independent hiking in New Zealand, as well as opportunities around content that helped hikers plan a Great Walk in Fiordland.

The results

Since working with Maverick Digital, Trips & Tramps have grown their online acquisition (traffic from Google rankings) by **103.3%**. Search-optimised content marketing is a big part of their current online visibility.

Source: Maverick DigitalNZ

Using storytelling to increase hotel revenue by Dale Nixon



As any marketing professional can attest, there are countless aspects of effective brand management. And as many hotels are discovering, the art of storytelling can be an indispensable tool in the marketing approach.

1 Why Use Storytelling in Marketing?

Simply put, a hotel's efforts must go beyond simply offering rooms at a certain price with a few amenities thrown in for good measure. Anyone can do that, and everyone is already doing that. You need to connect with your customer base on an emotional level to make yourself stand out in a crowded and increasingly competitive market.

People tell, and listen to, stories every day – often without even realising it – and stories resonate with each of us on a deeply human level. The digital age has created myriad opportunities for marketers to incorporate

storytelling into their efforts, which dovetails nicely with the wariness that many customers have toward many conventional marketing tactics.

2 Visual Storytelling and Online Hotel Marketing Online

So, what exactly is online storytelling, and how do we use the concept effectively? Essentially, you need to find creative ways to describe your property to someone who wants more than a picture of a room or a list of amenities, being mindful to weave together the different strands that make your property unique to create an interesting and engaging narrative.

It's not that room pictures or amenities lists aren't important; in the digital age, people are looking to better experience what you have to offer. For example, you can provide this through a combination of high-resolution photographs combined with riveting narratives. Does your hotel have an especially interesting wellness centre or co-workspace? Hire a photographer to capture creative images of the space and write a short narrative that goes into some of the detail of what makes the space so special. Or, you could create a short video walkthrough for any of the unique areas in your hotel. Keep in mind, however, that online attention spans can be relatively short.

3 Shaping Your Digital Story

Your No. 1 job when crafting your story is to create a connection with your audience. People make purchasing decisions based on how they feel, not how they think. If you want to connect with your audience with emotion instead of logic, you need to get to know them first. In a nutshell: Identify the audience you want to pursue, learn what they're looking for, and create content that appeals to them and their needs. Different segments and groups will respond differently to different forms of content, so a shotgun approach that tries to market to everyone at once won't work well for any group. A great story told poorly is often less effective than a poor story told well.

4 Make Your Stories Authentic

Your stories should feel real and have a natural flow to them, and stories that come directly from your guests are often better than those that are developed in the lab of a consulting firm. And there's certainly no cause to invent stories; you should have a wealth of stories and experiences at your hotel that are worth sharing. To find them, identify the strongest aspect of your hotel – what's your biggest draw? – and figure out what makes it so interesting. To dip your toe into the shallow end of the storytelling pool, you might want to start out by recording yourself or your employees talking about what you love about the hotel and posting it as an audio file on your website. Or you could post interesting factoids to your social media account(s) about the hotel from time to time.

5 Different Ways to Tell a Story

There are countless ways to tell a story, and you'll probably find there are multiple approaches that work for your situation and audience. Will you take advantage of the two-way communication that using social media offers? Maybe you'll even put the call out to your audience to create some content for you. Your methods will depend on your audience and your goals, but it's critical to have a goal that can be measured to determine the effectiveness of your storytelling. Your data collecting should work to steer your storytelling strategy back on course if you find it needs correcting or adjusting.

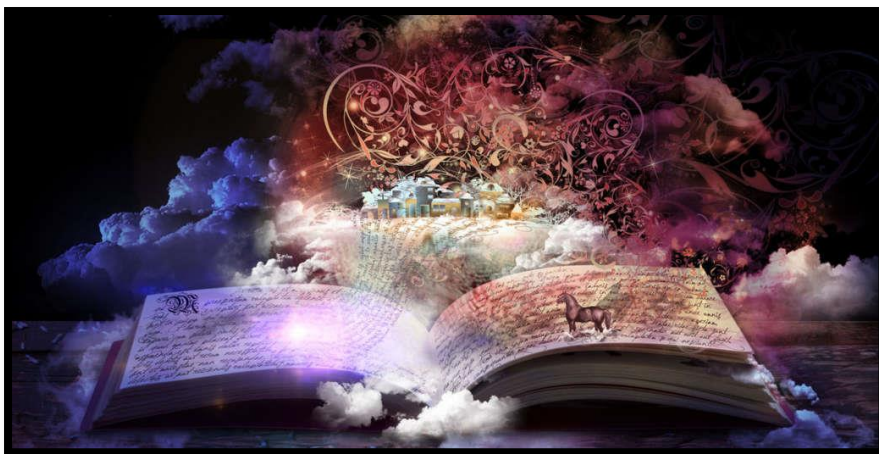
6 "Talent Borrows. Genius Steals."

This quote, often attributed to Oscar Wilde, might be somewhat glib, but it offers cutting insight into the creative process. There's no need to reinvent the wheel when so many others are already using storytelling to great effect, and not just those within the hospitality space. Countless multinational brands have managed to engage with their audiences in a tangible way through storytelling and direct-engagement tactics. If you see a company or individual doing this well, take notes and use what works and is practical for you.

People have a ton of options when it comes to hotels, so it's crucial to get creative. Good storytelling can differentiate your hotel from the crowd and allow you to form an emotional connection with your audience. Follow these six tips to use storytelling to increase hotel revenue.

Source: Today's Hotelier. Image as published. Slightly edited.

5 Storytelling Techniques Hospitality Marketers Can Borrow from Authors by Storified Hospitality



Compelling, relatable, and memorable stories are more than a strategic device or a marketing tactic—they're about forming lasting bonds between people. We connect through shared experiences, and our stories reveal our uniqueness, values, and vulnerability. The best stories are ones you can visualise in the retelling—you feel as if you're there,

experiencing the events first-hand. You may not remember what you ate for dinner last night, but you'll never forget the first book you read and loved. Authors can create worlds and characters that often resemble our own, and so we're drawn into those worlds as if they were real. We immerse, we get involved, and we develop a relationship with the characters and story as it unfolds.

The hospitality industry is all about designing experiences—we're selling stories of how our guests would feel if they stayed in our hotel and the kind of memories that could remain long after the vacation ends. And who best to learn from than the authors who've made their mark on us? We're sharing five killer techniques that your favourite authors use, which you can implement in your storytelling right now.

Talk Like A Human

Do you want to know the cure for insomnia? Corporate speak. Great authors bring characters to life by giving them an individual voice and allowing them to use it to form a human attachment with the reader. You start to think the characters are so real they leap off the page. According to an [HBR study](#), developing an emotional connection with your guest matters more than stellar customer service. Our brains are wired to feel first, think second, and mirror neurons give us the ability to not only consume stories but to also see the images and feel the emotions behind them. We experience the story as if it's happening to us. And the fastest way to cultivate that empathic connection is through communicating with your guest like a human.

When handling TripAdvisor complaints, address your guest by their name and make a point to repeat the issue and the fact that you understand their concern and will make every effort to resolve it. When creating Instagram captions, rely on your brand voice and tone guidelines to ensure that you're communicating in a way that will resonate. **Ace Hotel** creates captions in a voice that's quirky and cool. **Thompson Hotels** evokes a casual vibe of playfulness while being informative. However, the thread between the two is that they're communicating in a voice that resembles how someone would speak.

Create and Solve a Conflict

Great authors are masters at creating conflict, invented obstacles for the hero to overcome. Without conflict, there is no story. Ahab never encounters the white whale he obsessively hunts. Dr. Jekyll and Mr. Hyde part ways without incident. And a reader's most satisfying moment comes from the resolution of said conflict—the doctor who succumbs to his darker self, the three-day chase for the whale that ends with the death of the captain and the rescue of Ishmael. Conflict and its closure take the reader on a journey with the author; they become invested in the story and its outcome.

When it comes to the story of your hotel, you tell the story of the challenges a guest is facing and how you can provide solutions. Your

guest has food restrictions, and you boast about your Michelin-starred menu, and it's gluten-free, vegetarian, halal, nut-free, and vegan options. Your guest needs a room at the last minute, and you talk about the deals you have and room availability.

Show. Don't Tell

There's nothing with a little "telling" if you do a lot of "showing." Skilled authors balance the two and know when to convey clear, concise facts versus visualising a scene for the reader to heighten the dramatic effect. Telling distances the reader from the story because there's little room for imagination or interpretation whereas showing is a more immersive experience. You're inviting the reader to participate in the story, allowing them to see scenes played out in their mind as if they're watching a movie. They're invested in the characters and, as a result, make the story their own. Ever read a slew of Amazon reviews to see wildly different interpretations of a book's plot and meaning? How a character resonated with some but was deplored by others?

Let your guest be part of your story. Make them the centre of it. Show videos of rooms, vistas, and local attractions so they can form their own story even before they step on a plane. Spark their imagination with your culinary creations. Create lifestyle imagery so guests can visualise themselves in that lounge chair, cooling under an umbrella, and sipping on an iced drink. Let images and video drive the story, and your text acts as the supporting cast.

Play with Plot Twists

The plot twist is when a story takes a turn for the unexpected. It's the surprise ending you never saw coming. Gripping mysteries and thrillers toy with the reader, and they're on board if the payoff is worth their investment.

Plot twists in your storytelling could come in the form of surprise offers, extras, or giveaways. It could be a new take on an old amenity classic, i.e., reinvention of room formats, candlelight yoga on the lawn, or spa experiences that go far beyond the facial and Swedish massage. Your guest has a set of preconceived notions about hotels based on their history. Usurp them if that's part of your brand.

Trim the Fat

One of the most skilful aspects of a compelling story is in its velocity and the way in which the author controls pacing and movement. The easiest way to lighten the narrative load is to excise the extraneous. That two-page diatribe about a madeleine cookie? Sayonara. The random character whose only purpose in the book is to annoy the reader? Eliminated.

You've done incredible investigative work on the level of a CIA operative about your customer. You know their wants, needs, lifestyle, preferences, consumption habits, and triggers. Don't bog them down

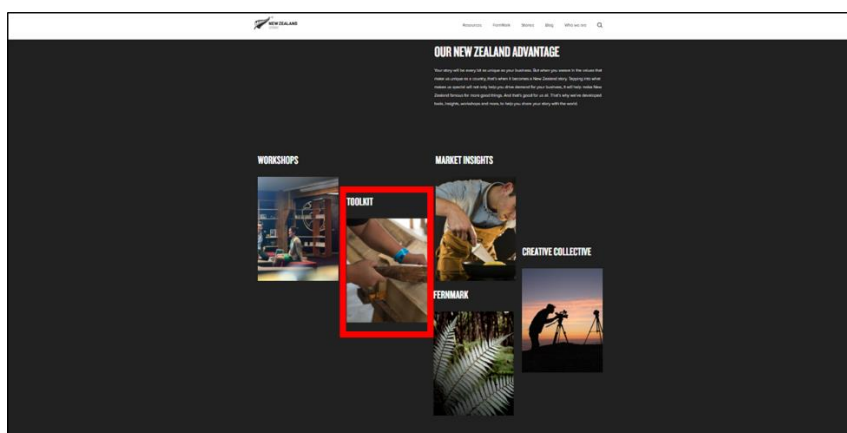
with information that impedes their path to your brand and booking page. If your location is a key selling point, zero in local attractions, as well as the ease and convenience of navigating the area. Focus on the aspects of your property and brand that matter most to your customer. The rest is just noise.

Source: HN hospitalitynet™. Image as published in the article. Edited headline.

EXERCISE FOUR

Now that you have a better understand of the art of storytelling, it's your turn to be the **storyteller!**

Visit the **NZStory** website to learn more about New Zealand's story:
<https://www.nzstory.govt.nz/>



Using the **free** resources on the **NZ Story website**, click on the **Toolkit** option. Find any hospitality organisation based in New Zealand and use the art of storytelling to promote your tourism or hospitality company.

When you research your company, remember to do the following:

- Look at any customer testimonials that happen to be on their website or social media platform
- Know and understand your audience
- Look at the section that states **Why us?** Or **About Us**. What's **unique** about the brand you've picked?
- Look at the section header called **Media Centre**
- Run a **media search** check using Google to find any current news articles about the organisation.

Once you've created your story, you're then going to present it to the class.

Be creative. Engage your audience. Deliver the 'WOW' factor. And impress your audience. Use props were relevant. Telling a story about your brand can be a huge differentiator in a crowded market.

COMPANY SPOTLIGHT:

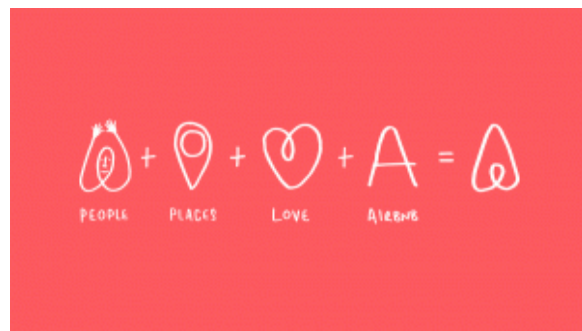


Conversely, Airbnb is 100% about the customer. How could it not be? Without the customer, there is no product. In this case, the customer – both hosts and guests – is the brand.

For anyone not yet familiar with Airbnb, it's an online marketplace in which homeowners can offer their property, or part of it, for rent. Travellers then use the site to book a stay in their home. Or at least, that's the general idea. Today the site includes more than just private homeowners – many hotels offer rooms for rent via the site, too. And you won't just find places to stay, either. The company now provides a space for hosts to offer experiences, as well as places to eat.

Experiences tell the story of the locations we visit. Surfing in Australia or Hawaii, concerts in New Orleans or Paris, or green activities around the world are stories in action.

The services offered may have expanded, but it's still the customer that is the brand. Airbnb doesn't own or manage properties itself. They simply provide a forum for customers to promote and book properties, meals, and more. Most companies still have a product, even if nobody's buying, but not Airbnb.



Airbnb knows this, and instead of telling the company's story, it gets its customers to tell their stories. This is so important to Airbnb that they have a whole section dedicated to "Stories from the Airbnb Community." Stories. Front and centre.

Source: Sujan Patel. Image source: Allgoodtales.com

PR AGENCIES & THEIR FUNCTION


PR agencies and their function: 5 differences between in-house and agency PR 



Image source: Star Public Relations

Sometimes, a travel or a hospitality company may have an in-house PR team creating and drafting press releases to launch products, announce new services or be a disruptor to win new customers and increase market share. And the alternative to an in-house PR team is to hire an external PR agency, who should be considered as an extension to the in-house team. Below is a video from Jelly Digital Marketing. The question is: From this clip, would you hire this agency?

 What We Do 2018 | Jelly Digital Marketing & PR 1:43mins
<https://youtu.be/jRFuSWtYEGY>

Here are **five differences** between working at a PR firm and toiling in an organisation's PR department:

1. Clients and projects

“As a PR professional, working on a variety of clients allows you to become an expert in several different industries,” says David Parkinson, CEO of Method Communications. “You get to develop your own brand, because you’re interacting with clients and journalists across the spectrum, instead of being pigeonholed into a specific industry.”

Parkinson says agency work requires PR pros to “be great multitaskers,” but for communicators working in firms, juggling responsibilities for many clients is exciting.

By contrast, in-house PR pros can get to know a particular company and industry very well, often becoming an expert in that position.

“You’re able to go deep in a specific area and really see progress over time,” says Austin Langlois, global PR associate at Amway.

Langlois says in-house PR work can sometimes have a niche focus, but it brings a greater “depth of experience.” It also gives communicators more opportunities to concentrate on the brand and its day-to-day engagement with consumers.

2. Daily workload

Working at a PR agency can be quite different from endeavours inside an organisation, but there are similarities.

PR consultant Jeremy Pepper says that when he worked in-house as well as at an agency, his days involved reading emails, trade publications and press clips and preparing for the tasks and meetings scheduled that day (and into the week.)

As far as PR pros’ choosing whether to work at an organisation or an agency, Pepper says it comes down to what you’re looking for in a career, including the types of client experiences you want on your resume.

However, if you’re looking for people to celebrate (or commiserate) with, remember that your in-house co-workers won’t really get what it is you do all day.

“At an agency, it’s a collective of similar-minded people all focused on clients,” Pepper says. “In-house, it’s a group of various people that are working toward the same goal for the company, but outside others in PR, very few people understand what you might be doing, or what goes into PR.”

3. Content creation and sharing

PR and marketing pros are under constant pressure to create content for the audiences of their brands and clients. Does hiring an agency take the pressure off in-house PR teams?

Pepper says it depends on the type of content. An agency should be able to create social media content—some even ghost-write blog posts and guest articles—but brand managers will pay a premium for PR agency pros to work overtime on content creation if the need arises. That’s not the only consideration, though.

“While you want your agency to create content for you as a client, a lot of time it is hard for the agency to be a true topic matter expert and not fully be able to create the content—if you’re looking for deeper than the

usual [Facebook] posts,” Pepper says. “The key for in-house or outsourcing is to know the expectations and have a clear set of [tasks].”

Pepper also highlighted the importance of knowing proper practices for using images, including knowing copyright guidelines. Using an image without proper permission and attribution can potentially bring more work—and a headache—to PR pros that have to fix a mistake.

Whether brand managers use an agency or their own company’s communications professionals to get the job done, both types of PR pros should know how to create and share high-quality content.

4. Crisis management

Parkinson says agencies have “built-in expertise” for dealing with crises, because putting out fires is an ongoing activity.

“Agencies also have the advantage of more people to bounce ideas off. When a crisis comes up with one of our clients, we run it by several people—some of whom are not even on the account—before any statement or plan goes out the door,” Parkinson says. “For in-house PR pros, that opportunity to collaborate with other seasoned PR pros can be harder to come by.”

Iain Alexander, founder of Film Industry Network, says using an agency in times of a crisis also brings many resources and expertise to the brand in trouble.

“Big agencies have far more relationships with the media, quite often in multiple industries that you can leverage,” says Alexander.

However, one shouldn’t discount the ability of an in-house PR pro or team to handle a firestorm.

Not only will an organisation’s PR staff have quick access to executives and other brand experts for crisis responses and apologies, they often, have a better knowledge of the company and situation.

“The pros of working in-house are that you know your business and you don’t have to explain to a new team the scale of your problem or what you’re trying to prevent,” Alexander says.

He warns, however, that companies in major crises might have to bring in the big guns.

“If you’ve got a major crisis, your internal team might not have the capacity to deal with it or have the relationships to mitigate a crisis that goes national [or] international,” Alexander says.

5. Embracing new trends

Pepper says PR firms should be on top of the latest trends and should test them out in order to give proper counsel to clients. This is important in deciding whether the hot new social media platform is right for your company.

However, bringing in an agency expertise isn't always possible.

“For a small-business owner, hiring a PR agency to bring a product to market will probably be unaffordable, so it might be more realistic to go with a freelancer as a first step to creating that in-house team,” Alexander says.

It's important for brand executives and communications professionals alike to realise there's no “one size fits all” answer for deciding between in-house PR and a PR agency. Every organisation—and perhaps, every project in that organisation—requires something different.

“The reality is that the PR (and marketing) industry is pretty much in constant defence mode to those who do not understand it,” Jennifer Leggio, founder and president of Security Marketing Strategy, once wrote in Forbes. “Sparring over ‘do or don't’ or pitting one type of employee against another only further fuels speculation that perhaps this industry is not serving the growth of businesses as well as it should.”

Source: Ragan's PR Daily

PR BRIEFING FROM A CLIENT

How would a hospitality client brief a PR agency? [www://](#)

Often, a client will brief a bigger public relations campaign to an agency using a briefing template. Your trainer will hand out a copy of the document below so you can clearly see the steps that need to be completed. This will help you structure your thoughts and objectives.

Tool Template PR Brief



Another example of a PR planning template:

Image source: MedTech Momentum

PR Plan Template Free

If you are intending to write a PR (Public Relations) plan then there are some key elements to consider including. These are set out below with a brief explanation.

Section in plan	Description
Introduction	Background to where you are now and why PR is being planned
Objectives	What you are setting out to achieve and why
Audiences	The primary and secondary audiences you want to target and what you know about them
Messages	The overarching key points/information you want to get across to your key audiences
Strategy	How you are going to achieve your objectives
Tactics	The specific ideas to implement the strategy
Tools	The specific communication tools you will need to support your activity
Target media	A listing to the press and media you will target
Evaluation	The evaluation tools you will use to monitor and measure your progress and success
Next steps	Timetabled action plan with responsibilities identified

Image source: The PR Coach

When you start to write a PR brief for a campaign, you will need to decide what you want to accomplish for your publicity campaign. Here are some typical goals businesses try to reach with PR:

- Increase sales
- Increase awareness of the business, brand or product
- Become known as an expert
- Enter a new market or industry
- Change perceptions
- Develop goodwill
- Attract great employees
- Attract investors and/or buyers

Step 1: Knowing what goals you're trying to achieve will help you determine what type of PR story you're going to create.

Step 2: Choose Your Media Targets

Determine which media you would like to receive publicity from. Base your selection on what your target market reads, watches or listens to. For example, if your target market is Fortune 500 CEOs, your media targets might include The Wall Street Journal and CNBC.

Step 3: Get Creative

Now that you've determined your goal and media targets, you need to do some brainstorming to come up with story ideas.

Here are some questions that can help you zero in on ideas that'll intrigue the media:

- Do we have a new product/service that the public would like to know about?
- Is there any way to tie in our product/service to a current event or holiday?
- Do we have new, quantifiable information (a study or a survey, for example) that would be useful to the public?
- Do we have an interesting or quirky approach, or something controversial about our product/service?
- Can we tie our product/service to a celebrity?

Step 4: Make the Pitch

Next, you need to choose several ideas out of all the ones you brainstormed that'll be most appealing to your media targets.

Once you've chosen the ideas, you need to prepare the following:

A one-page fact sheet/company overview

A biography of yourself (the owner)

Several pitches from the ideas that'll appeal to each media outlet

The pitch can take the form of a press release, or it can be just a couple of paragraphs (this is what I prefer to use, as it can be customised for each media person you pitch to).

Whichever you use--press release or paragraphs--you'll need to include the following information in your pitch:

A brief statement about why this idea is of interest to the media (example: "The specialty baby clothing and accessory industry is growing at 30 percent per year.")

Why this idea will appeal to the media outlet's audience (example: "Businesspeople who are also Mums and Dads have created million-dollar businesses by tapping into this growing market.")

Information about why you're qualified to be a source (example: you're a hospitality organisation that is moving towards going more digital).

A call to action, such as asking them to schedule an interview or discuss the story now.

Wherever possible, it's better trying to contact the media by telephone because:

- You develop rapport
- You might get an immediate interview, or an interview time scheduled
- It's a chance for the media person to ask for more information and read it (since e-mails can be deleted)

How do you determine who at a media outlet you should pitch? The best way is to be familiar with the work of each media person by reading,

watching or listening to that person's coverage. For example, if you read USA Today every day, you should have a good idea about what areas are covered by each reporter.

If you're not familiar with an outlet, you should learn more about it before pitching. In addition, it's easy to do a Google search once you've identified a media person you'd like to pitch. That way you can learn if your idea has already been covered or if you have an idea related to recent stories covered by that person. The contact information is often available at their website or by calling the media outlet's main number.

When you call the media, start off with why your idea is of interest to them. If it's impossible to reach anyone by phone, e-mail is generally the best way to send pitches.

- Here are some e-mail pitching tips:
- Use short, catchy (not sales-y) subject lines
- Never send attachments initially
- Keep information short
- Include your contact information, including office phone and mobile numbers and an e-mail address

The aim of this step-by-step approach is to get a story that helps an organisation achieve its publicity goals!

EXERCISE FIVE

It's time to pitch your PR agency in a **Dragon's Den** style activity!

This will be a spoken pitch, as you'll be learning about the written part later in the module.

As a small team of three, choose one of the many PR agencies in New Zealand who specialise in the travel or hospitality sectors.

Google keyword search: *PR agencies in New Zealand specialise in the travel or hospitality sectors (as an example).*

Your trainer works for a hospitality business. Currently, they are looking to hire an external PR agency to manage and help support a campaign on **winning new customers** for a new service and/or product they are imminently launching at a forthcoming consumer travel and hospitality EXPO. Your agency is pitching for this new business.

PR agencies tend to be very quirky, incredibly creative and use humour to great effect. So, go pitch, pitch and pitch your PR agency.

A wave of 3000 new hotel rooms is set to stoke competition, new report says [www.nz1](http://www.nz1.com)



SkyCity's new Horizon Hotel in Auckland, under construction, is expected to open in 2020 and will have 303 rooms.

The hotel industry is facing an uncertain 2019 and beyond as more than 3000 new hotel rooms hit the market in the next two years, warns tourism consultants Horwath HTL.

It follows their warning last year of an oversupply of hotel rooms, particularly in Auckland.

The hotel industry had enjoyed a significant period of growth in revenue and profitability, "but the outlook for further improvement in 2019 and beyond is uncertain".

Impacting the hotel industry was a marked decline in the growth of visitor numbers and new hotels with more than 3000 new rooms expected to open this year and next.



JOSEPH JOHNSON/STUFF

The \$80 million, 200-bed Novotel hotel at Christchurch Airport is now expected to be open in November.

Most affected would be Auckland where the bulk of new hotel rooms were opening.

Auckland was already feeling the heat with declining average daily rates (ADR) and average occupancy rates (AOR).

By the end of 2020, 3105 new rooms in 36 new hotels were expected to have opened with 947 rooms in 2019 and 2158 rooms in 2020 in the main tourist centres.

More than 1500 of the additional rooms would open in Auckland, with most of those in 2020, a 16 per cent increase in room supply

In Queenstown, more than 450 rooms will open in the next two years, but none will be five-star, in Christchurch more than 550, more than 400 in Wellington, and just over 150 in Rotorua.



SUPPLIED

Chinese investors are proposing to develop a new 182-room hotel in Remarkables Park in Queenstown to be run by the world's largest hotel operators InterContinental Hotel Group, (IHG).

International visitor arrival growth had flattened to 1.3 per cent for the year to March 31st, 2019, compared to 7.8 per cent in the previous year.

The Ministry of Business, Innovation and Employment had lowered its forecasts to 4.25 per cent average annual growth in international visitor spending over 2019-2025 from its 2018-2024 forecast.

"The visitor arrival forecast for the year ending December 2019 is approximately 40 per cent lower than the previous year's forecast."

In particular, the forecast for Chinese visitor growth in 2019 had fallen to 3 per cent from 11 per cent.

The United States would be the fastest growing source market in 2019 and 2020 with US arrivals forecast to grow by 5.5 per cent a year in 2019 and 2020.



SUPPLIED

The planned InterContinental Hotel on Auckland's waterfront will add 244 rooms to Auckland's hotel supply. Construction has not yet started.

The slowdown in international visitor growth and increase in hotel rooms had hurt average occupancies and room rates, the report said.

The average occupancy rate (AOR) of major hotels fell to 78 per cent in the year to 30th April 2019, from 82 per cent in the previous year.

Revenue per available room (RevPAR) fell almost 3 per cent in the April 2019 year, with the decrease mostly caused by Auckland hotels.

The average daily rate (ADR) fell to \$176 for the April 2019 year, down from \$191 in the previous year, caused by falls in Auckland and Christchurch.

Average occupancy rose in three regions, Rotorua, Nelson-Marlborough and the central North Island while it was steady in Wellington. In all other areas it fell.

In general, regional centres had performed better than main centres who were impacted by the increase in room supply.

Auckland's softer hotel market would continue in the short term partly because of the big increase in room supply. Increases were less significant in other centres and not expected to impact hotel performance as much as in Auckland.

But the longer-term outlook was positive for tourism and the hotel industry, of continuing growth in demand. New conference centres in Auckland, Wellington and Christchurch would contribute to that as well as the greater focus on destination marketing and events.

The major challenge was the imbalance between the timing of new hotels and the increase in visitor growth, particularly in Auckland.

Source: Stuff.co.nz. All images as published in the article.

EXERCISE SIX

Novotel Christchurch Airport are just about to launch a series of PR announcements to drum up excitement amongst the hospitality trade with news of the forthcoming opening of an \$80 million, 200-bed hotel.

You're a PR Executive working for the client (OGO/Novotel Christchurch). Your line manager has asked you to write a PR brief that will be sent to a PR agency. The objective is to get an article published to promote a unique selling point (USP) for the attraction/hotel.

Write a PR brief to the PR agency using the templates that you have researched. Your PR brief must include the following:

- Objectives
- Timelines
- Strategic focus including USPs
- Challenges faced
- Target audience
- Key messages
- Tone of voice
- Reasons why your audience believe in the brand
- Marketing activity to support this announcement
- Partners and competitor activity
- Are there any Corporate Social Responsibility/Sustainability requirements?
- Which external media channels should be prioritised?
- What social media influencers can help you amplify the message?
- Which internal stakeholders need to be involved? You'll need to write a quote to support the message.
- How will you judge if this campaign has been successful? What metrics would you use?

SUCCESSFUL PR

New Zealand's first smart hotel opens in Queenstown www.nz1.com

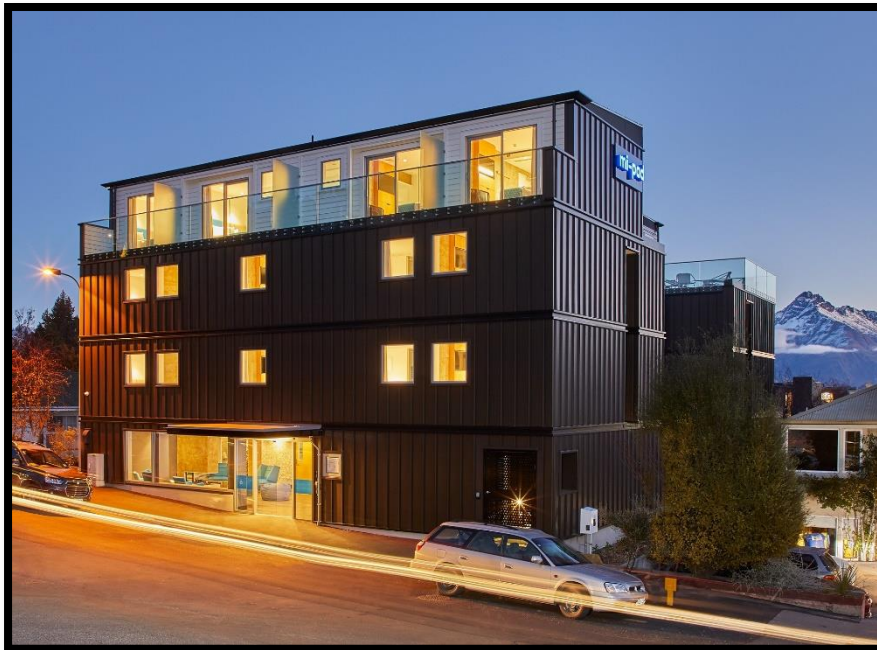


Image source: media.newzealand.com

mi-pad Queenstown, New Zealand's first fully 'smart' hotel has opened its doors in the heart of Queenstown.

MIPAD Holdings Ltd has opened mi-pad Queenstown, a next generation, energy-conscious hotel experience for the smart traveller and the ultimate marriage of technology, sustainability, comfort and convenience.

The six-storey hotel features 57 stylish and well-appointed rooms with the latest in-room tech, multiple 'social spaces' and an impressive rooftop terrace.

And the key to mi-pad Queenstown is that there is no key.

Guests booking their stay download the hotel's personal app 'mia' and their smartphone becomes a room key, meaning physical check-ins (or check outs) are a thing of the past.

Mia also has a range of other tricks up her sleeve, with the app enabling guests to set temperatures and mood lighting in their room (even remotely), request room service or alert hotel staff that they don't want to be disturbed.

Access to the hotel is available 24/7 thanks to the technology. Once guests are settled in, mia transforms into a personal digital concierge, delivering the latest information on events, activities or offers and encouraging them to experience the best of this stunning destination.

The \$15m John Blair-designed hotel is in the heart of Queenstown, less than a two-minute walk from the vibrant centre with its hundreds of bars, restaurants and activity operators set on the shores of stunning Lake Wakatipu.

The mi-pad hotel concept is the brainchild of Queenstown property developer Lewis Gdanitz and is the fruition of three years of hard work.

“mi-pad is the result of 15 years of research, travelling the world and finding the places that did accommodation really well,” he says.

“I’m delighted that we’ve been able to deliver a property that’s unlike anything else on offer in New Zealand, operating on a premise of affordable luxury delivered using the latest technology.

“I’m also very proud of the eco-conscious initiatives we have in place for every aspect of the operation.”

MIPAD Holdings Ltd is a joint venture between Lewis and experienced hotel investment and development company TJK NZ Ltd, owner of luxury boutique hotels The George in Christchurch and Regent of Rotorua.

TJK NZ CEO Stephen Borcoskie said the company had a proud pedigree of leadership in, and commitment to, the New Zealand hotel industry.

“Our goal is to always exceed customer expectations by excelling in service delivery, and we’re thrilled to be entering the Queenstown market which consistently leads the way in delivering world-class experiences and lifelong memories to visitors from around the globe.

“It makes perfect sense to open a unique property like this in Queenstown.”

Hotel manager Kylie Hogan has 20 years’ experience in international resort management.

“We’re offering an innovative, connected hotel experience for smart travellers who’d prefer to spend their hard-earned dollars on experiences rather than pay over the odds for accommodation,” she says.

“We appreciate that they want to keep in touch with family, friends, or colleagues whether they’re here to ski their hearts out, check out bike trails, enjoy some world-class golf or award-winning wines.

“mia’s the key to all of that, the complete package for guests who want to have fun like a local.”

The hotel hasn’t forgotten the basics of ensuring guests get a great night’s sleep, with Queen beds, clever storage options, smart TV’s and bathrooms featuring organic products and top-of-the-line hair styling tools.

Guests can have as much or as little interaction with mi-pad staff and other guests as they like, including the option to share experiences, photos or messages through mia’s private chat group.

A floor-to-ceiling 'social wall' in the hotel's entrance lobby also features mia's latest updates and guests shared experiences.

Although there are snacks and breakfast options available within the hotel, mi-pad's owners made a conscious decision to keep F&B services to a minimum to encourage guests to savour the town's renowned eateries.

But if they prefer to order-in or BYO, the hotel's best kept secret is its huge rooftop terrace with an outdoor fireplace, plentiful seating and wraparound 270-degree views of Lake Wakatipu and surrounding mountains.

The terrace is exclusively available to guests and is the perfect spot to enjoy an outdoor dining experience or luscious wine with some of the best views in town.

Source: SouthernPR



EXERCISE SEVEN

Using the example above, brainstorm and present back what success can look like when a press release goes out to the media? What benefits can a PR agency and the client expect to see?

EXERCISE EIGHT

Find and read the following academic article written by K. Dimitrakopoulou entitled *“Public relations in the tourism industry: the growing role of social media”*. On page 17, the writer observes the following:

“Integrated marketing is also efficient in terms of travel PR; online promotion activities combined to offline actions is the latest trend in the travel PR sector. Examples include hotels creating and communicating events via their social media accounts, uploading behind the scenes images and adopting a more fun and human aspect to corporate branding”.

Social media is a cost-effective and efficient means to extend the reach of a campaign message to many followers. However, it also presents many pitfalls to both tourism and hospitality businesses.

When a PR disaster has occurred, below are **13 Golden Rules of PR Crisis Management to try and contain the problem**. Can you find any hospitality examples of the effect PR has in times of crisis management? And where did they adhere to these *“13 Golden Rules”*.

1. Take Responsibility

First off, don't try to cover up the PR crisis, it will only worsen the damage. Instead, manage the situation by taking responsibility, reacting immediately, and responding to feedback. Instead of arguing publicly, acknowledge people's concerns and questions and respond to the right conversations. Write a press release and post on social media to control the situation and get the message visible. - *Solomon Timothy, OneIMS*

2. Be Proactive, Be Transparent, Be Accountable

In today's real-time world of social media, and with critics everywhere, reputation management matters more than ever, and it can be lost in an instant. The tenets of any crisis communication are to be proactive, be transparent, and be accountable. When put into action it looks like this: acknowledge the incident, accept responsibility, and apologise. - *Lisa Allocca, Red Javelin Communications*

3. Get Ahead of The Story

If I were the CEO of United Airlines, I would have been tweeting, texting and sending smoke signals the minute after I heard the story about the guy taken off the flight. I wouldn't wait until I had a strategy. Getting ahead of the story is the strategy. Figuring out the fine points of the strategy -- do that over the weekend. But start communicating, apologising, refunding, or whatever-ing now! - *Michael Levin, BusinessGhost, Inc.*

4. Be Ready for Social Media Backlash

The worst thing companies can do is ignore the possibility that a firestorm could ignite on social media. Smaller organisations can be more guilty of this, and especially those that are not active on social media. Just because a company is not marketing on social does not mean their customers won't put them in check on those platforms when something goes wrong. Have a plan and review it often. - *Chris Dreyer, Rankings.io*

5. Remember to Be Human

Saying “you’ll look into it” doesn’t make anyone feel better. Saying you’re deeply saddened by what went down and will work on making things better is important. Then, immediately share how policies will be put in place so it doesn’t happen again. Act fast before people lose faith in your brand. - *Nicole Rodrigues, NRPR Group, LLC*

6. First Apologise, Then Take Action

Extending a heartfelt apology is key to moving forward. Not doing so adds fuel to the fire and delays changing the narrative. Following a public apology, the company must offer a call to action. They must do something substantial to show that they are changing their ways moving forward. - *Leila Lewis, Be Inspired PR*

7. Monitor, Plan and Communicate

Have your social team on high alert, with monitoring at the forefront. If they start noticing spikes of negativity or increased activity, utilise an already well-versed crisis plan to proactively respond on social with prepared materials. Never let executives go rogue and potentially fuel the flames but do encourage them to apologise immediately with predetermined and approved key messages. - *Matthew Jonas, TopFire Media*

8. Seek First to Understand The Situation

Communicate all relevant details to key stakeholders. When asked to comment never reply with “no comment.” Even if you’re still assessing a situation, simply say that. If you don’t have a voice in the matter, people immediately assume guilt or make their own suppositions. Also, recognise when operational improvements are necessary and be transparent about how you're solving the situation. - *Ashley Walters, Empower MediaMarketing*

9. Listen to Your Team First

It's too easy to be reactive, especially when your company's brand and reputation are at stake. Don't comment, post or tweet before you've conferred with your PR team on what the best, most reasoned approach will be. If you have a great team (and you should!), they will be on top of this and will have crafted language you can use immediately. - *Diana Wolff, LRG Marketing*

10. Develop Strong Organisational Brand Culture

Prevent the crisis. It's easy to blame frontline employees for recurring viral nightmares, but they're not responsible for the toxic brand culture that breeds them. An organisational brand culture that treats customers badly likely treats its employees poorly too. Dig deep into organisational culture and service delivery and you'll find that new lows in brand experience always start at the top. - *Stephen Rosa, (add)ventures*

11. Turn Off the Fan

When the 'you-know-what' hits the fan, the first rule of crisis management is to turn off the fan. Don't fuel the fire. Step back, put yourself in the consumers' shoes and ask, "How would I feel if this happened to me?" Looking in the mirror is the best PR advice there is when dealing with crisis situations. It ensures we do the right thing. And right beats spin every time. - *Kim Miller, Ink Link Marketing LLC*

12. Avoid Knee-Jerk Reactions

Companies, brand representatives or influencers often provide emotional, frenzied responses. Going silent on social is not a bad thing when you are monitoring a crisis. Freeze all external communication until you can assess what's going on. Be sure that the first external communication following the crisis is a well-thought-out response that resonates with your consumers. - *Coltrane Curtis, Team Epiphany*

13. Be Prepared

No one wants to be at the centre of a scandal but scrambling around because you're not prepared to handle it takes things from bad to worse. Anticipate potential crisis scenarios and establish internal protocols for handling them. Before a crisis hits, outline who needs to be notified, your internal review process and the individuals who are authorised to speak publicly on your behalf. - *Lindsay Mullen, Prosper Strategies*

Source: Forbes

SKILL SESSION

HOW TO WRITE A PRESS RELEASE

How To Write A Press Release: The Definitive Guide [2019]



If you're going to learn how to write a press release for your business, launch or event you need to understand the real purpose of this document – it's to communicate that you have a news story to share.

In a nutshell, if you have a **genuine news story** you have a good chance of getting the media coverage you seek, and if you don't, you won't. Journalists are very busy people. They will only respond and publish your news if the story is newsworthy.

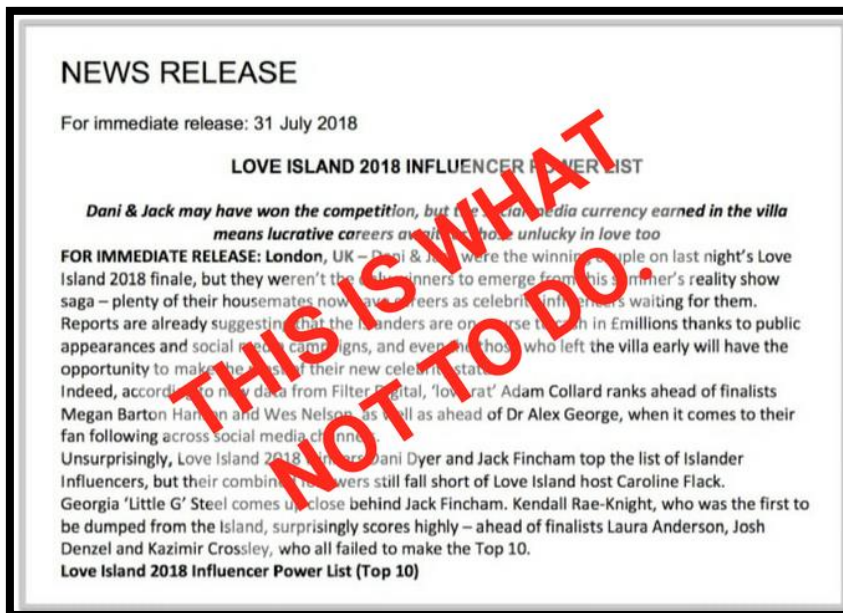
With all the technology that is used today, some cynics would argue that writing a press release is dead. It's not dead.

Sure, spammy, story-less, advertorial press releases are dreadful – they always were, and they always will be. But to think that the press release is dead because of misuse is to make a terrible error.

Instead, the press release has changed – and that's a good thing.

Understaffed newsrooms and time poor journalists need ready-made stories. There was a time when a reporter may have trawled through your press release to find a news hook – that time has passed – you need to give it to them on a plate.

And that's why a quality press release will be of as much interest to a journalist as it will to a high-profile blogger or podcaster. All of these are content publishers and they all want stories.



A decent press release will help you to know how to get a story on the local news, national media coverage and even form part of an influencer marketing campaign – if you get it right.

What a press release is not!

A press release is not:

- Full of exaggeration and false promises
- A sales pitch
- Self-congratulatory – I/we are amazing, honestly!
- Dripping with acronyms and hype
- A list of technical information about a new product or business
- Simply the fact you are launching a report (you need a news hook)
- Simply the fact you are launching a new business (you need a news hook)
- A glorified CV/biography of your founder
- Anything else that sends a journalist to sleep

It's the act of creating a quality press release that will enable you to understand what is newsworthy about your business and avoid making these mistakes.

Remember, a journalist, blogger, influencer or anyone else interested in your business wants to hear your story.

And that's what a press release must be – a brilliant story about your business.

Even if you want to know how to write a press release for an event – it must also contain a news story.

There are some great public relations examples online that should give you an idea of what works.

Press release template

CLASS : PR YOUR COMPANY LOGO GOES HERE

PRESS RELEASE

DATE: DAY/MONTH/YEAR

YOUR HEADLINE GOES HERE, AND IT NEEDS TO BE NEWSWORTHY

THIS is your vital first paragraph, include five key news points and try to keep it to no more than 25 words.

Expand on the first paragraph with a little more detail about your story, remember each sentence should be a standalone paragraph.

In this paragraph continue to elaborate on the main news angle, include here a little more factual information, perhaps how long it took to develop your business and where you are based.

Now your main spokesperson is introduced and explains what they are about to say. Name them in full with their job title, i.e. Fay Armstrong, Age, Founder of Baby Cakes, said:

She said: "Quote here that explains the 'why' behind the story and has passion and life.

"As the quote continues it needs to keep talking about motivation and purpose and also highlight the impact you hope to have with your business.

"Finish your quote looking to the future and giving people an idea of what is happening next with your company and how they can get involved"

Bring in more facts here about your story – figures and details about what makes your business so special. This is information that you need but it is not very newsworthy.

You can introduce another spokesperson or the first spokesperson again. If you use someone else, try and get a third-party organisation with credibility who can endorse your product/service/event.

He said: "Quote here quote here quote here. Quote here quote here quote here. Quote here quote here quote here. Quote here quote here quote here."

©class:PR

Say what it is. This is a **PRESS RELEASE**

Always date the release with the day you are issuing it, unless you are using an embargo. If you issue your release again a week after your first attempt, remember to change the date. No journalist likes a story that is **clearly old!**

Should be the one killer fact that makes the journalist go 'wow'. It can be repeated in your intro paragraph but elaborated upon. Try and stick to one line as this discipline will force you to be concise.

CAP UP the first word as this is good news style and shows the journalist you know what you are doing. The intro paragraph should have your clear news hook. Remember you're looking to include what is new, a first, unusual, disruptive, counter intuitive about your story. This is what makes news.

This short paragraph style forces you to write very logically, avoid repetition and it makes it easy for the journalist to edit his piece to any length depending on how much they want to use - **THIS IS HOW THEY WRITE.**

Make sure your quotes sound like a human being speaking and not a robot writing. Try a few quotes out loud to yourself before you hit the keyboard. What do you really want to say? News stories should always be in the perfect tense. Features are in the present tense.

If you are issuing an image with your press release, make sure that the person you are quoting here is in the photograph. And for heaven's sake **don't embed photos in the press release!**

Only close the quotation marks at the end of the final paragraph.

Great method to **build trust** in your brand. It leaves the reporter thinking, "Okay this must be good, other people are saying it is great, not just the person behind the business."

A press release template brings consistency to the process. If you are finding that your first few press releases aren't attracting the attention of journalists it's much easier to tweak the variables (headline, intro par, quotes etc).

Section 1 Send date and company logo

When sending a press release out far in advance, make sure you use the word EMBARGOED followed by the date.

That way the journalist knows that this story should not be published until that date in time.

Also, include your company logo in the top right-hand corner.

Section 2: How to write a press release headline

Your headline needs to include your news hook and grab the journalist's attention – why should they care?

Most journalists get more than 200 email pitches a day and they are looking for specific information – if you don't stand out, you're done for.

Keep the headline to under 10 words – this discipline will force you to focus on your news angle. Make sure within those 10 words you have the main four or five points of the story – remember, think about what is new.



How to write a headline for your press release 2.24mins
<https://youtu.be/2IEGxPPfcfY>

Your headline will also be your email subject line so you MUST get this right. Why go to the trouble of creating a brilliant press release if your email isn't even opened? Every step of this press release requires your skill and focus. Don't rush it.

Section 3: The intro paragraph

You've got 25 words or less to get across your entire story.

Get to the point immediately and include at least five key news points. Your intro needs to explain the who, what, why, when, how and where of your story.

Remember journalists are incredibly short on time. If your story isn't immediately obvious, they will hit delete.

Section 4: Paragraphs two and three

Here you need to really develop the story by introducing key factual pieces of information and provide the journalist with the colour to create the story.

Remember, your job is to make their job easier. Do this and you will get all the media coverage you want.

Don't leave factual gaps or leave out important elements a journalist would require for the story.

All paragraphs of your press release need to:

- Have a natural flow so each paragraph logically follows into the next
- Avoid repetition between paragraphs
- Avoid echoes throughout your press release
- Quickly, but with detail, deliver a compelling story

Section 5: The quotes

Now it's time to introduce your spokesperson to the press release. This is the person you want to front your business (CEO, Sales and Marketing

Manager, Finance Director etc.),). Choose carefully as they may be asked for further interviews if your story gets published.

The spokesperson will usually be one of the founders or one of the senior team of the business.

Before you hit the keyboard think about what you want to get across and try the quotes out loud with a colleague. You want to sound like a human talking, not a robot writing.

Introduce them with their FULL NAME and POSITION then start the quotes (see the press release template to get an idea of what this looks like in practice).

Aim for two or three paragraphs of quotes and close the quotation marks at the end of the final paragraph.

The quotes section delivers the 'why' behind the story. They communicate your passion

Section 6: Body copy – key messages

Return to the main body of the press release now and include further factual detail and your key messages.

Your key messages can include:

- When/where your product or service is available
- The price of your product/service
- Your website
- Technical information about your product/service

Don't confuse these key messages with your main news hook – they are different things.

Your press release is the vehicle to deliver your key messages.

There is no guarantee the journalist will include your website link, but by following this template, you give yourself the best chance.

Section 7: The closing quote

Start to bring your press release to a natural conclusion with a closing quote.

Your closing quote can be from your main spokesperson or you can introduce a third-party spokesperson whose endorsement gives your product/service more credibility.

Section 8: Closing paragraph

Bring the press release to a neat conclusion with a closing endorsement.

An effective endorsement can come from a trade organisation, some favourable market data, or a fact which points to the future and shows what is coming next for your business.

This paragraph helps the journalist see that you and your business are 'ones to watch' and are credible enough to write about.

Section 9: ENDS

Here's a strategy that will put you ahead of 98% of your competitors – always finish your press release with the word 'Ends'.

This is good journalistic practice and makes it clear to the journalist that the main body of the press release is complete.

Section 10: Contact details

Include full contact information for the person handling all press and media inquiries. Include their name, email address, and phone number.

Keep it simple and clear.

Section 11: Notes to editors

Those in the industry refer to this section as the boilerplate. It includes additional background information which could be of use to the journalist but is not critical to the story. This tends to be information about your broader marketing ideas.

Source: Adapted article from the one published. Full article: ClassPR.com

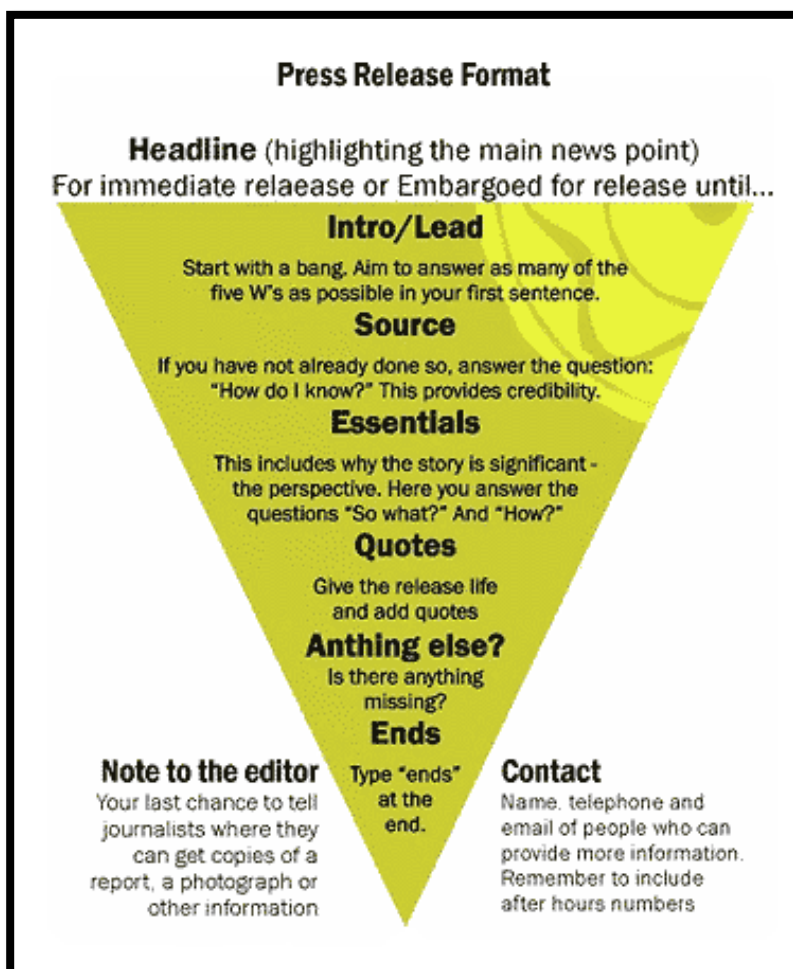


Image source: Neil Patel

EXERCISE NINE

Research and find press releases from a hospitality related organisations.

For example, Media Releases for the House of Travel can be found on their website: <https://bit.ly/2uN2YOk>

An example from the hospitality sector is the James Cook Hotel Grand Chancellor, Wellington: <https://bit.ly/2GjEQKi>

Have a class discussion about whether the press release you have found adheres to the advice given above. For example, can it be improved? Does it grab your attention? If you are a journalist, why would you have covered and published the story? Then, have a go at drafting a press release from any tourism business.

For example, you can release a media statement saying that your tourism or hospitality business has:

- Launched a new product that is a game changer
- A new and unique service that can help the environment
- A new senior executive who has joined the company
- Launched a new airline, hotel, lodge, coach or cruise company
- Launched a new route that is currently underserved
- Launched a new spa service or a culinary concept

Get creative, have some fun and demonstrate that you understand what makes a great press release.

How to Write a Crisis Communication Press Release

When a crisis happens, effective communication is one of the steps that must accompany the specific actions taken by an organisation to address and mitigate the fallout. Businesses must communicate with clients and customers, as well as notify employees, politicians, regulators and the public. As part of a larger crisis communications plan, press releases are a key avenue to disseminate information to all affected constituents. The manner in which a company responds to a crisis can immediately shape public perceptions and have long-term consequences. Organisations have learned to be proactive, with leaders both accessible and transparent. When affected groups are accurately identified and informed, those responsible for dealing with a crisis gain crucial time to effectively solve it.

Tone and Transparency

Crises can and do happen to all types of organisations, from public corporations and private companies to hospitals and governments. Shareholders, customers, employees, patients and constituents have a right to know the truth in a timely and transparent way. Organisations that are not forthcoming can easily back themselves into a destructive cycle from which they may find it difficult or impossible to recover. Leaders should make every effort to maintain their accessibility and

positive relationships with the press, both before and during a crisis, as credibility can determine both how the crisis is reported and how the public perceives it. The press is adept at discerning open dialogue and transparency versus delay and obfuscation and reports accordingly.

Concrete Steps

Organisations should develop and practice proactive procedures so that when a crisis hits, they are prepared. Level-headed action trumps panic every time. Upper management members should be notified immediately so they can begin to deal with the crisis rather than learning about it on the Internet or their local news media. Regulated and licensed businesses must notify the appropriate agencies such as the Occupational Safety and Health Administration or the Federal Emergency Management Agency. Effective press releases indicate all such specific steps taken, including dates, contact information, personnel involved and ongoing plans.

Responsibility

History has repeatedly shown that organisations willing to accept responsibility swiftly and unequivocally can quickly regain the confidence and trust of key constituents. In a well-known case from the 1980s, the sabotage of Tylenol could easily have sent the brand's owner, Johnson & Johnson, reeling for years. As *The New York Times* reported, "But only two months later, Tylenol was headed back to the market, this time in tamper-proof packaging and bolstered by an extensive media campaign. A year later, its share of the \$1.2 billion analgesic market, which had plunged to 7 percent from 37 percent following the poisoning, had climbed back to 30 percent." The company put its customers first by recalling 31 million bottles and replacing them free of charge in a tamper-resistant form.

Length

Accurate and concise press releases should generally fit on a single page and fall within 300 to 500 words. Beyond that length, editors are less inclined to take the time to carefully read through them. When sent by fax, one-page press releases also avoid the possibility of lost or mismatched pages. If necessary, further communications can be sent when additional crisis information or updates become available.

To see what a **Crisis PR Plan** should include, visit and read the content from the following website:

<https://www.ready.gov/business/implementation/crisis>

EXERCISE TEN

Now it's time for you to have a go at perfecting the art of writing a press release during a crisis. You will need to deliver the following as part of the PR crisis management plan:

- Write a press release that will be sent to the media
- Record a video that can be uploaded on social media

Your response will need to manage the crisis.

In small groups of two/three, your team works for a tourism or hospitality organisation in New Zealand. For example, a cruise company, a Regional Tourism Organisation (RTO), an airline, a coach touring company and a hotel as examples. **You must choose a different sub-sector from each other.**

Your trainer will give you a crisis; it will be a tourism or hospitality related incident. Then, it's your job to research ways to address the crisis using the above channels above. For the video, you may wish to interview the CEO of your travel company.



To help you, below are some useful YouTube links:

(Some examples are not from NZ. However, you should apply the same approach as if it was a tourism/hospitality brand from NZ):

Dramatic footage shows bridge collapse in New Zealand

Passengers on Flooded Carnival Ship Say It Reminds Them of 'Titanic'

Stranded Norway cruise ship passengers evacuated from MV Viking Sky

Arrogant Tourists - Apparently from Liverpool causing trouble in NZ (in Hamilton)

Supervolcano's Colossal Eruption Taupo, a volcanic cauldron in New Zealand

Norovirus Outbreak Ends Royal Caribbean Cruise (2019)

Flight delays after outages ground airlines

Passengers stuck at London's Gatwick airport for nearly 60 hours

Fallout from massive hack at Marriott's Starwood hotels (CBS News)

News articles:

Bus company says sorry to 14-year-old left stranded in strange town

The Effect of Exchange Rate Trends on Travel & Tourism Performance

Flooding hits West Coast closing highway as front sets in

Nelson bush fire: New blaze as crews fight 'horrendous' wildfire

Food poisoning warning as Coromandel mussel growing area closed

Your trainer will provide constructive feedback as to whether your team has managed the crisis in a professional, objective and succinct manner.

PR DISASTERS

No matter how large or small a company is, mistakes can sometimes happen, and that's where a good public relations (or crisis communications) team comes in very handy. What happens when your PR strategy fails to deliver the desired result?

From bad taste, to communications disasters and more, the last few years have seen some spectacular PR mishaps. Some were remedied quicker than others, while others have had devastating effects.

Example 1: Ryanair



Rebecca Donnelly, partner and head of corporate at agency Tyto PR, describes the full horror of an incident that got everyone talking about Ryanair, for all the wrong reasons: “The Ryanair racist rant row was without doubt one of the most vicious PR fallouts we’ve witnessed in the last twelve months.

“Ryanair is not known for its diplomatic PR skills, however, even by its standards, the handling of this incident was careless and sloppy.

“After the video footage, which was captured by another passenger, was circulated online, Ryanair was slow to respond when it finally tweeted “We are aware of this video and have reported this matter to Essex Police”. The response was totally inadequate, completely lacked empathy for the victim and only fanned the flames of controversy around the issue.

“When a crisis hits it’s tempting to try and limit communications in an attempt to minimise the impact of the situation, but this incident shows it can quite often have the opposite effect. Poor preparation and an absence of communication are two of the biggest pitfalls when things go wrong.

“In order to stay one step ahead, communicating transparently and pre-empting the likely public and media response is fundamental to minimising reputational damage. Ryanair should take note of KFC’s response to its chicken shortage earlier this year to see a masterful crisis response in action.”

Bad PR

Oh Ryanair, you've done it again; and this time, it's bad. The budget airline has been berated on social media after video footage emerged of a male passenger being racially abusive towards an elderly lady.

Delsie Gayle, a 77-year-old member of the Windrush generation who moved to Britain back in the 1960s, was verbally attacked by 70-year-old David Mesher from Birmingham on a flight from Barcelona to London Stansted. What he said was, quite frankly, disgusting and it definitely does not need repeating for you to get the picture of what the poor woman went through.

She had been travelling with her daughter, who came over to confront the man when the commotion began, as did many other passengers in the surrounding seats. Ms Gayle had been sat in the same row of seats as the offending man and hadn't been able to move out of her aisle seat quickly enough for him to get in and sit down his window seat. After Mesher had hurled abuse at Delsie, the Ryanair staff relocated her away from him to a different seat.

People are now arguing that he should have been removed from the plane immediately and Ryanair should've informed the Spanish authorities.

The Essex Police have since passed on information to the Spanish Authorities, but Ryanair has been pretty quiet on the matter. A nice gesture might've been to offer the elderly lady free travel for a year or some other act of kindness for what she endured.

The truth is, this could have unfortunately happened on any airline and it's not Ryanair's fault; however, with anything like this, it's all about how you deal with it there and then and in the aftermath and I think it has some crisis PR lessons to learn. Profit losses have added fuel to the negative PR fire too.

Source: PRMoment. Slightly adapted article from original published.

Read another article: [Ryanair boss rides out turbulence of bad publicity.](#)

Example 2: Air New Zealand

How did Air NZ get its recently dumped safety video so wrong? 

OPINION: Air New Zealand was convinced it had made an authentically local safety video Kiwis could be proud of.

Three months later, it was pulled: The \$2.5 million music/safety video the airline had predicted would become a "blockbuster" was instead widely derided by the public.

The company hasn't acknowledged the epic - and hugely expensive - fail. The official line is that it's replacing the *It's Kiwi Safety* video with an older one featuring Rachel Hunter and *Shortland Street* actor Jayden Daniels because of a partnership it's forming with Northland tourism groups.



To read the press release, you'd think the flood of criticism the video has received since its November 2018 launch, which included *Breakfast* presenter Hayley Holt branding it "embarrassing" and agreeing with NZ First MP Shane Jones that it "trivialised safety" - a comment that made headlines nationwide - had nothing to do with it.

To me, it seems like the national carrier, which produces its safety videos in-house, failed to fulfil its own brief.

Air New Zealand brand and content marketing head Jodi Williams said ahead of the video's launch it was designed to showcase New Zealand and the diverse bunch of people who call the country home.

"It really is by Kiwis for Kiwis ... In New Zealand, we do really well with promoting our landscapes, but this video's about actually bringing to life urban centres and communities; getting to the heartbeat and showing the breadth and depth of talent. As well as what people do in their daily lives and to celebrate."

Trouble is, most of us don't dress like American gangsters and get down to cringeworthy covers of 80s hip-hop tunes on a daily basis. Or to celebrate.

But in some ways, the *It's Kiwi Safety* is more Kiwi than its predecessors.

The previous video starred Adrian Grenier of American TV show *Entourage* in Antarctica (a group of Christchurch primary school kids were relegated to supporting roles), while the 2017 vid featured yet more American actors - this time Cuba Gooding Jr and Katie Holmes - wandering through an Aotearoa where keas are bigger than human beings and people ski down giant pavlovas.

The rap video, by contrast, featured an all-Kiwi cast (600 of us in fact) and was shot in a variety of locations nationwide, including South Auckland, other urban centres and small towns which don't get a lot of tourist love. I'm not sure what scenes in nondescript locations such as a laundromat and a grocery store were meant to say about New Zealand though. We know we can do better than that.

And then there was that song: The Kiwified version of Run DMC's 1986 hip hop hit *It's Tricky*.

It's OK to rework a song if you're improving on it, or at least turning it into something equally good, but Kiwi rapper Randa belting out a plain untruth like "It's Kiwi to rock around, to rock around that safe old block -

it's Kiwi, Kiwi, Kiwi, Kiwi, Kiwi!" does not achieve either of those things. It sounds inauthentic and amateurish.

One of the major criticisms levelled at the video is that it is too American, and I would have to concur. What's wrong with Kiwis just being Kiwis? Yes, we are influenced by American culture, but I wouldn't say it's our overriding influence. And it's certainly not what makes us unique. Aotearoa is full of talented musicians who've proved themselves on the world stage. Wouldn't it have been more apt to hire one of them to compose a tune?

Part of me though wonders whether the embarrassment so many New Zealanders claim to feel when they see the video is another case of cultural cringe. Does it make us uncomfortable - one commenter on a story announcing the video had been axed said it made them want to break the nearest window and hope to be sucked outside the plane - because we're worried about the way it will make us look to outsiders? Partly, I'm sure. Kiwi humour does not always translate, so actor Julian Dennison's mock staunch attitude may come across as a serious attempt at acting, the dancers' overzealous to the point of spasmodic moves as a serious attempt at hip hop. The concern for many seems to be that we are trying so hard to be good at something that does not come naturally that we end up looking ridiculous.

And people from other countries are laughing at us - American rapper Denzel Curry recently criticised the video in a tweet, saying "that s... was funny" and was reportedly overheard on a flight into New Zealand saying "it's still going" as Kiwi rapper Kings kept the safety messages coming.

Another key criticism is that the video fails in what should be its primary objective: to get the safety messages across.

"When I'm about to fly, I just want to know the drill without the frills," another commenter said. "Spare me Dennison, Hunter et al and just give me the plain, undistracted facts..."

A petition aiming to convince the airline to feature NZ comedian and radio host Leigh Hart in their next video is also gaining traction online. But perhaps Air New Zealand should stop trying to multi-task; to admit that it can't convey the mandatory safety messages and entertain passengers in a way that won't make them want to renounce their New Zealand citizenship at the same time.

Williams has said the airline has "been able to validate" that people pay attention to its videos, but too much negative attention can cancel out the positives.

That Air New Zealand has replaced Its Kiwi Safety with 2016's Summer of Safety video, featuring well-known Kiwis in Northland, suggests it may be getting the message: New Zealanders want an authentically New Zealand video they can be proud of. It's high time the national carrier gets real about what this means. Source: <https://bit.ly/2TUmfH6>

Air New Zealand's witty response to safety video criticism



Air New Zealand has fired back following criticism of its latest safety video, with an amusing advertisement.

The airline posted the ad on Twitter, calling for applicants to create the next "crowd-pleasing safety demonstration".

Air NZ's latest video, *It's Kiwi Safety*, which starred *Hunt for the Wilderpeople* actor Julian Dennison, was heavily criticised by Kiwis and ended up being dropped just three months after its release.

The \$2.5 million music/safety video was called "embarrassing" by *Breakfast* presenter Hayley Holt, while NZ First MP Shane Jones said it "trivialised safety".

In its comical ad, which was posted on Friday evening, the airline said it was looking for someone to lead the video team following the "phenomenal success of our last video *It's Kiwi Safety* (just don't read the comments online) ..."

It went on to say the video had 21 million views online and a bunch of positive comments on Facebook including from... its mum?

Whether ideas involve cats, mermaids or potentially unicorns - Air New Zealand was keen to "deliver another blockbuster".

"The successful applicant will be skilled in coming up with a concept that makes the nation proud."

The ad attracted a lot of laughs and positive comments, with users saying, "that's gold" and that they "loved this idea".

So, do you think you've got what it takes to create Air New Zealand's safety videos? The "tricky" job could be yours.

Source: Stuff.co.nz

Example 3: Horrific find in hotel coffee machine

A hotel guest has uncovered a shocking find after lifting the lid of the coffee machine inside the room he was staying in.

Taking to Reddit to share his discovery, the user posted a photo of what appears to be mould inside the machine. The image captioned: "And this is why you check the hotel coffeemaker before you use it...."

Naturally the comments were flooded with similar tales that highlight just how common dirty hotel horror stories are.

"My friend found dirty diapers in the hotel ice container the other day," shared one Reddit user.



REDDIT

The photo shows what appears to be mould inside the machine.

While others shared different types of hotel disasters.

"Was in Vegas getting ready in my buddies room, started to iron my nice jacket when halfway through drunk me noticed that it started to turn from a light grey to a dark purple. Yea, someone decided to pour bleach inside of it."

"I learned that the hard way... drank 3 coffees and when I purchased the 4th, cockroaches started crawling out of the coffeemaker. Needless to say, I never drank a coffee in a hotel again."

Perhaps the real kicker comes from a hotel insider who had this to say in the comments...

"As someone who has worked housekeeping, don't bother even using the coffee machine."

This story was originally published on 9Honey Travel and is republished with permission.

Source: [Stuff.co.nz](http://stuff.co.nz). Image as published.



Cows wade in Lake Taylor, next to a DoC campsite

A holidaymaker took the photo of the livestock from a Department of Conservation (DoC) camping ground beside Lake Taylor, in north Canterbury's Lake Sumner Forest Park.

The man who took the photo told RNZ News he saw the cattle freely roaming in the water every day while he was staying at the campsite.

Cows should be kept out of water to prevent degradation of water quality and protect the health of the ecosystem.

Fish & Game spokesman Don Rood said his group was organising talks with the farm's manager.

"Having these cattle wandering around in a lake, in a high-country lake, right next to a DoC camping ground right at the height of the holiday season when the camp is full - it just shows a basic lack of awareness of what should be done and what should not be done."

The Canterbury Regional Council said it had not received any complaints about stock in the lake, but its monitoring and compliance team would look into it.

Mr Rood said better monitoring of waterways was needed nationwide.

"I don't think ignorance is an excuse. You can see in the photo the landowner has spent time and money putting up a fence to keep out the public, but they have done nothing to keep out the cattle. It defies logic.

A sign next to the DoC campsite warns the public to keep out.

"Since we [Fish & Game] put the photo on social media we have had lots of people come forward and say they have seen stock in waterways all over the country, so this is not a one-off situation," he said.

In 2014 the government made it mandatory for all dairy farms to be fenced from 2017 to prevent stock accessing waterways.

At the time the government said about 90 percent of all dairy farm waterways were already fenced.

Mr Rood said although the cattle in Lake Taylor were not dairy cows, allowing them into the lake showed the message that waterways needed to be protected was not getting across.

Canterbury Regional Council (ECAN) said it had not received any complaints about stock in the lake, but its monitoring and compliance team would look into it.

Example 4: Does New Zealand have a freshwater crisis?

The Choose Clean Water Tour is a group of conservationists and filmmakers travelling the country, documenting the state of the nation's waterways and aiming to draw attention to New Zealand's diminishing water quality.

The group is travelling down the east coast of both islands, then up the west, finishing the journey in Waitangi on Waitangi Day. They will film their travels, during which they talk to locals to find out about what's polluting streams, lakes and rivers, and what people are doing to restore them.

Tour spokeswoman Marnie Prickett said water quality in freshwater lakes and rivers was reaching crisis level.

"If we spent a year travelling around the country rather than a month, we still wouldn't have enough time to get to every river and lake. The problem is bigger than we could have imagined."

"We constantly hear that 95 percent of our rivers are fenced off (but) we've been driving around the country and it is clear that is not the case."

Ms Prickett said the main problem was that there is no protection under legislation for waterways.

"The lowest standard is wadable, which is abysmal, we want the lowest standard to be swimmable."



During the tour a petition calling for legislative change has been signed by nearly 2000 people, with another 3000 signatures online.

Ms Prickett said the petition would be presented to Parliament at the end of March.

"People have told us the stories about their local waterways, how they grew up swimming and fishing from them, and now they have either dried up or are too toxic to even touch," Ms Prickett said.

Source: Rnz.co.nz

The Cost of Bad Customer Experiences



Customer service should be a priority for every business.

Regardless of size, industry, or market share, every company must work to keep their customers satisfied to stay in business.

Prioritising customer service starts at the top, and good leaders will put strong systems in place to ensure service levels remain high. Delivering quality service starts with building a culture of customer service. Creating this culture means:

- Listening to and valuing customer feedback.
- Admitting mistakes when they happen and working tirelessly to fix them.
- Showing empathy for customers and demonstrating you care.
- Placing long-term customer happiness above short-term profit.

In fact, there are many data-driven tips to follow to **improve customer service**.

However, many companies don't value customer service as they should or have leaders who are more concerned with revenue and growth. These businesses are often chasing short-term gains at the expense of delivering quality service to their customers.

Companies who chase profits often find themselves in **bad situations which can gain widespread publicity and tarnish their brand**. These

situations demonstrate how important customer service truly is by impacting the company's bottom line.

Here are ten examples where poor leadership and service led to costly mishaps for well-known brands.

These are somewhat extreme examples of how not valuing customers can go horribly wrong. But there are still lessons to be learned from these mishaps.

Many of these situations could have been improved or even avoided altogether by simply emphasising customer service and respecting the customer. These brands felt the effects of poor service in their stock prices – damaging their reputation and value.

Rather than always focusing on short-term gains or growth, brands should focus on keeping the customers they already have. After all, customer retention is much less expensive than new customer acquisition and retained customers are worth more over time.

Delivering excellent customer service will help your business grow by keeping the customers you already have and attracting new ones with improved brand reputation.

Source: GETCRM



Image Source: StartupNation.com

The **infographic** on the next page can be accessed using this link:

<https://bit.ly/2xjZ9jw>

THE COST OF BAD CUSTOMER EXPERIENCES



CHIPOTLE POISONS THEIR CUSTOMERS AND HAS DATA BREACH

DECEMBER 2012 AND JUNE 2017

Outbreaks of E. Coli and norovirus were traced back to Chipotle causing them to close multiple locations. There has recently been a major data breach, compromising customer data.

COST: SEVERE

STOCK PRICE IMPACTED FOR **2+ YEARS**

STOCK PRICE	VALUE LOST
-40%	-\$8.3M

REASONING

Although Chipotle's stock has had a couple brief surges, it has never really recovered to where it was pre-breach. The latest data breach has plunged the stock even lower.



UNITED AIRLINES DRAGS PASSENGER OFF PLANE

APRIL 2017

After United overbooked a flight, they forcibly removed a passenger who refused to give up his seat by hitting and dragging him down the plane's stairs. The entire incident was captured on video.

COST: MINIMAL

STOCK PRICE IMPACTED FOR **11 DAYS**

STOCK PRICE	VALUE LOST
-2.5%	-\$700M

REASONING

When traveling, customers often look for the best deals, not the best customer service.



WELLS FARGO CREATES FAKE ACCOUNTS FOR CUSTOMERS

SEPTEMBER 2016

Due to an aggressive, pressure-filled sales culture, Wells Fargo employees created an estimated 3.5 million fraudulent accounts for customers without their knowledge.

COST: MODERATE

STOCK PRICE IMPACTED FOR **2 MONTHS**

STOCK PRICE	VALUE LOST
-9%	-\$23.3B

REASONING

Though stock prices weren't impacted for long, Wells Fargo had to pay \$180 million in fines and \$140 million in a class action lawsuit. This event also caused CEO John Stumpf to retire.



SAMSUNG SELLS EXPLODING PHONES

SEPTEMBER 2016

The Samsung Galaxy Note 7 had a faulty battery, which caused some phones to burst into flames. This forced Samsung to recall the device and eventually halt production permanently.

COST: MODERATE

STOCK PRICE IMPACTED FOR **2 MONTHS**

STOCK PRICE	VALUE LOST
-19%	-\$96.7B

REASONING

Though Samsung's stock prices are back up, the recall cost them \$5 billion in losses and lost sales. According to the 2017 Harris poll of the 100 most visible companies, their reputation dropped from 7th to 49th.

THE COST OF BAD CUSTOMER EXPERIENCES



MYLAN AGGRESSIVELY HIKES PRICES OF LIFE-SAVING EPIPEN

MAY 2017 2016

News stories shed light on the fact that Mylan had increased the cost of their life-saving Epipen by 400% leading to multiple investigations and subpoenas. Mylan's CEO Heather Bresch's response of "We can't do more than we can" estranges the public further.

COST: SEVERE

STOCK PRICE IMPACTED FOR **4+ MONTHS**

STOCK PRICE	VALUE LOST
-18%	-\$4.3B

REASONING

Mylan had seen brief surges in February where its stock price nearly reached pre-controversy levels, but since then its stock price has continued to decline. They're also lost business, now controlling about 77% of the market, down from 93%.



VALEANT PHARMACEUTICALS ENGAGES IN SHADY BUSINESS PRACTICES

SEPTEMBER 2015

Valeant Pharmaceuticals receives a federal subpoena over their drug pricing strategy and a Wall Street Journal investigation finds shady business dealings with a company called Phildor. A report by Citic Research accuses the company of accounting fraud.

COST: SEVERE

STOCK PRICE IMPACTED FOR **2+ MONTHS**
(before a short-term recovery and further decline.)

STOCK PRICE	VALUE LOST
-69%	-\$55.9B

REASONING

Valeant hasn't recovered from the multiple scandals, subpoenas, and bad hearings as their stock price has continued to plummet. They've even considered changing the company name to help restore their reputation.



VOLKSWAGEN CHEATS ON EMISSION TESTING

SEPTEMBER 2015

The EPA issues a notice of violation to Volkswagen for rigging diesel-powered vehicles with devices that hidged the cars' cheat on regulatory emissions testing.

COST: MODERATE

STOCK PRICE IMPACTED FOR **1 MONTH**
(though remains half as reliable as before.)

STOCK PRICE	VALUE LOST
-43%	-\$33.4B

REASONING

Volkswagen has struggled to regain the trust of American car buyers after the scandal greatly tarnished their reputation.

THE COST OF BAD CUSTOMER EXPERIENCES



TOSHIBA COMMITS ACCOUNTING FRAUD

APRIL 2015

Toshiba committed accounting fraud by overstating company profits by ~\$2 billion.

COST: MODERATE

STOCK PRICE IMPACTED FOR **10 MONTHS**

STOCK PRICE	VALUE LOST
-42%	-\$7.8B

REASONING

Toshiba finally started to recover almost a year after the scandal and stock prices were trending up until they announced that their nuclear power plant acquisitions lost them billions.



LULULEMON CEO BODY SHAMES HIS CUSTOMER BASE

NOVEMBER 2013

Lululemon CEO Chip Wilson blames "certain women's bodies" for the absence of Lululemon pants, which were practically too tight.

COST: MODERATE

STOCK PRICE IMPACTED FOR **1 WEEK**
(Recovered briefly then sharply declined. Did not recover for a year.)

STOCK PRICE	VALUE LOST
-14%	-\$1.4B

REASONING

The removal of Wilson as CEO and some strong sales quarters have helped the company.



CARNIVAL LAUNCHES THE "POOP CRUISE"

FEBRUARY 2013

An engine fire caused a loss of power and propulsion, which also led to raw sewage backing up into the passenger decks.

COST: MINIMAL

STOCK PRICE IMPACTED FOR **4 MONTHS**

STOCK PRICE	VALUE LOST
-10%	-\$3.1B

REASONING

Carnival has, for the most part, stayed out of the news and continues to enjoy a large (20%) worldwide market share.




IS THE PRESS RELEASE DEAD IN THE DIGITAL AGE?



Image source: PropelGrowth

Yes, the press release is dead in terms of that go-to central public relations tool that disseminates news over the web and drops it into every single reporter's mailbox. That just is simply not the way the news travels anymore. What keeps the press release alive really is the SEC and something called "fair disclosure". Most publicly traded companies still use the press release of the newswire service to get news out there in ways that do not make them run afoul of the SEC.

How The Press Release Still Survives?

On the other hand, the press release is still very much alive in the sense that it is an important tool for reporters who are short of time and long on deadlines to be able to quickly and concisely vet a news announcement and understand its newsworthiness and how it applies to their audience. So, it's very important to write a press release and that aspect of the press release is still very much alive and thriving. It's the methods by which that they're being distributed that, in my mind and in my opinion, is dead. The wire service does nothing for you; there is way too much noise out there on the Internet and search engines do not care about press releases – in fact, they mark them down.

Think about it: when's the last time you've done a search, and you actually found a company's press release that's not on the news section of their website?

A Modern Approach to Press Releases

So, what is the best method today with a press release? It is to draft that press release, pitch it to the right journalist with the right audience using data-driven PR tactics and work with them on the story. Once that story publishes, then you take that press release and post to the new section of your website where will be found by search engines.

Is the Press Release Dead?

Recently, dozens of bloggers – both PR and content marketing experts – have been claiming that the press release no longer has any value. So, is that true? Should we all stop creating press releases? I think it depends on your purpose.

Press Releases for Gaining Earned Media

Journalists get volumes of these releases every day, and often just delete them without even reading them. If you want media coverage, you have to do it the old-fashioned way – the leg work that top PR professionals do every day. Find the journalists and bloggers who write about your topic, get to know what they cover, contact them and pitch your stories aligned with their objectives, and then send the press release as background.

Press Releases for Demonstrating Progress in Your Company

Press releases on your news page can be an important validator in the complex B2B sales process – especially for financial technology providers. Buyers who are considering your firm often look at your news page to see what other clients are using your products. Generally, these releases hold very little meaningful content, and I think that most firms could do a LOT more to tell stories and turn this medium into vehicle for demonstrating their value proposition.

Press Releases for Amplifying Your Content Marketing

I've found that using wire services to publish press releases actually helps amplify our content strategy and facilitate content discovery. For example, when we issue a case study, we use the press release to tell an abridged story, linking the release to the case study. Then we put the release out via wire service to finance and technology corridors, selecting the least expensive distribution route from one of the major wire services. This approach gets your release up on hundreds of sites where people can discover the content. But I don't look at this as a PR strategy. I consider it paid advertising.

So, should you use press releases? Yes – but they need to be aligned with your overall content marketing, they need to tell a story that is interesting, and they should be used to demonstrate your value proposition and amplify your content strategy.

Source: PropelGrowth

THE PRESS RELEASE IS DEAD. HERE ARE ITS REPLACEMENTS

Four Techniques for Unconventional PR that Gets Results

So, your app just got approved for the App Store. Congratulations!

Now what?

You say, “I have to get users, duh.”

Agreed!

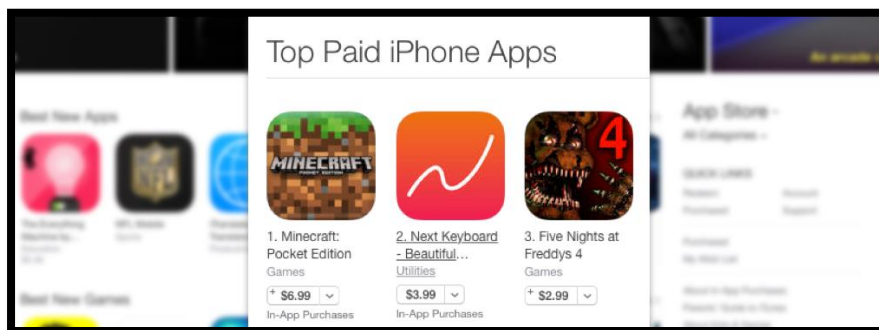
So, after you send your link to your mom and your brother, you realise you’re going to have to figure out a more effective way to get your app in front of people.

Your initial downloads are incredibly important. It helps you drive your app up the charts.

Obviously, it’s best for you to consider growth as you build your app. That means keeping your marketing strategy in mind as you prioritise features and build your product.

However, if you’re reading this now, it’s probably too late for that.

The best time to figure out user acquisition was six months ago, when you came up with your company or app idea. The next best time is now.



Next Keyboard reaches #2 on the App Store

We’ve spent five years figuring out how to drive sustainable downloads for our apps. PR is just one piece of the puzzle. We’re still learning a lot every day. We recently hit #2 on the App Store with Next Keyboard and we’ll be sharing how we did it in our newsletter.

Our recommendation, in this piece, is for you **to use public relations as a way to distribute your app**, and that doesn’t mean blasting a press release to every blog.

Why did we pick PR?

For starters, PR isn't restricted by capital constraints. It is easy on the budget. Even if you don't have boatloads of cash, you can make up for it with hustle— time and energy.

Press coverage tends to precede an increase in downloads.

So, even if your marketing team is super busy, or you don't have a marketing team at all, you can get the press coverage for yourself and for your app. (We often go through this exercise with our own and clients apps.)

When we develop our press outreach plan, we tend to have two categories: general publications (e.g., sites like The Verge, Mashable, Lifehacker etc.) and targeted blogs — depending on what audience the product appeals to. We figure general publications will have large volumes of casual users, whereas targeted blogs will have smaller volumes of curious users. It makes for a healthy balance.

PR is also pretty simple to execute on. If you're creating products at a company that's strapped for resources (and this happens to companies at all levels, big and small), and you hadn't been allocated PR or marketing resources, you can roll up your sleeves and do it yourself.

Here are a few tactics we use to stand out from the rest of the pack. You don't need a publicist or even a press release to execute on any of these:

1. Make it newsworthy

You can reach out to 100 news reporters and not hear back from anyone.

Why?

Because your product and your story aren't newsworthy enough. I hate to break it to you, but the **media operates in a story-driven attention economy.**

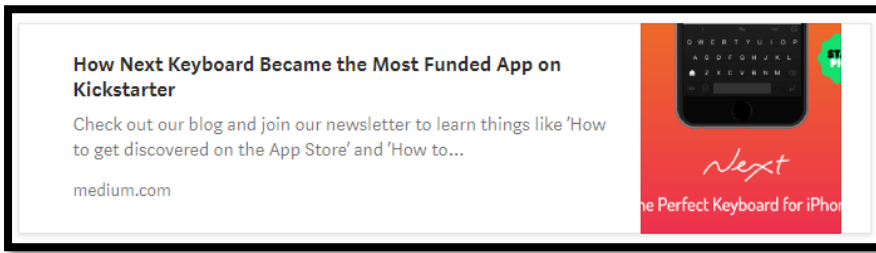
You have to make things compelling for the reporters or writers that you're pitching.

That's why sensational, controversial, and rage-inducing stories perform so well. *(Also, it's why Amazon Product Managers write a press release before they actually build a product.)*

For us, our product Next Keyboard wasn't particularly controversial by default. We also didn't plan on going down the gimmick-y, sensational, route.

However, we did have some other ways of developing our story. For example, we'd raised funds on Kickstarter and were the most funded app for a short while.

The general principle is for you to look into any milestone you've reached that would make someone go, "Cool." Talk about it with your friends and see what catches their attention.

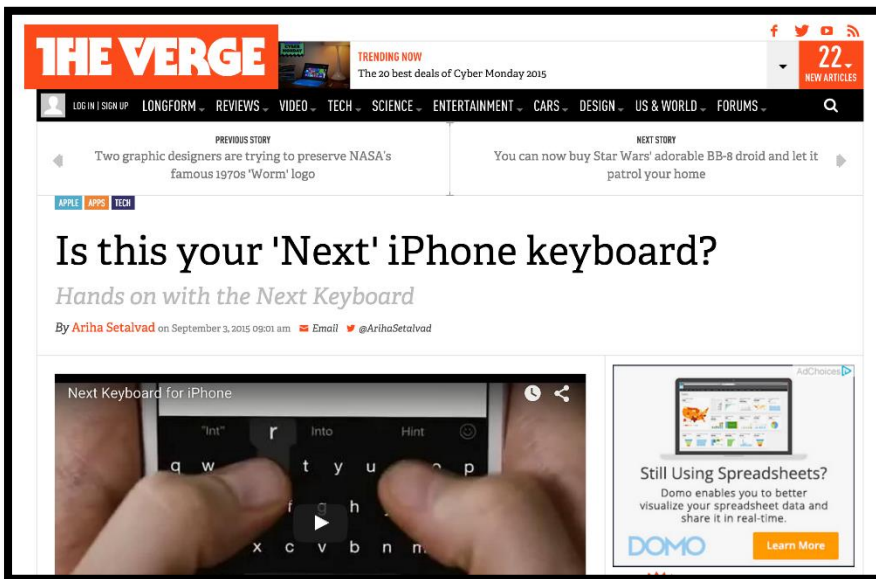


Prove that you already have traction or interest, and the story becomes more newsworthy.

Share some of your processes, which might be unusual and newsworthy. For us, we developed our app with tight feedback loops and heavy involvement from our Kickstarter community and from communities on Reddit, Designer News, and Product Hunt.

You're not going to hit anywhere near 100% of your press outreach. For example, when we were doing outreach for our Kickstarter campaign, we found out the hard way that Lifehacker and The Verge didn't write about Kickstarter campaigns.

Don't let it stop your momentum. Stay persistent. (The Verge covered us when we launched!)



2. Use Emails to Pitch and Email differently.

Our pitch for Next Keyboard was short and sweet. It was five sentences. Notice how there's no press release:

Subject Line: ***What's Next? The perfect keyboard for iPhone.***

Hi Mark, {make it personalised by stating the name of the recipient},

*I've got some exciting news to share with you. We're launching **Next Keyboard** this Thursday after more than a year of hard work and a successful Kickstarter campaign (it was the most funded app).*

Here's the promo video > {Insert a link to your video}

You can find all the details in our media kit

{Insert URL so that a journalist can download a media tool kit}

Let me know if you're still up for covering it?! The latest beta is in review right now, but I'll get it to you as soon as it's approved.

Thanks,

Kelly

Look at it, it's *super* simple. Reporters don't have time to read your email, so don't spend too much time crafting it. Spend time editing and cutting it down. Don't waste your subject line or your first line in an email.

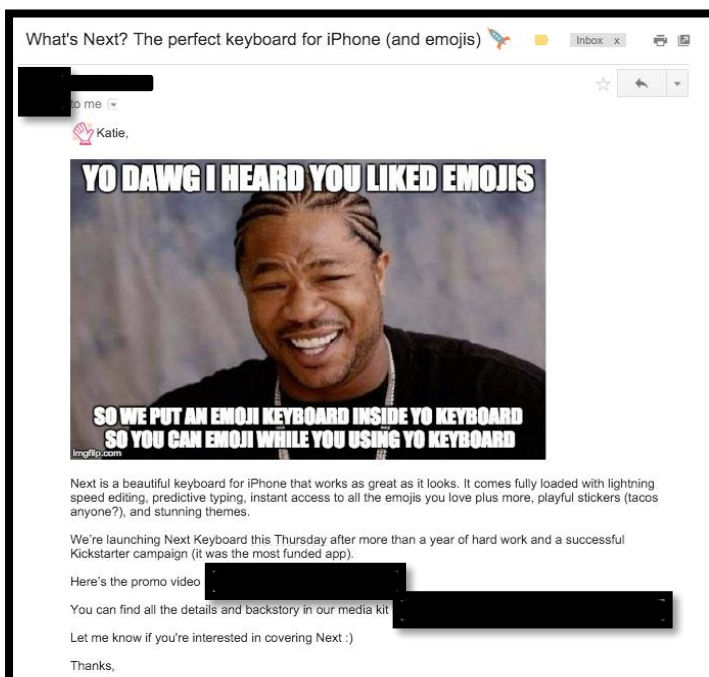
Some key elements:

- Subject line: Make it close to the headline you envision for your article.
- About: What are you launching?
- Newsworthy proof-point: Kickstarter campaign.
- CTA: Let me know if you're up for covering it.

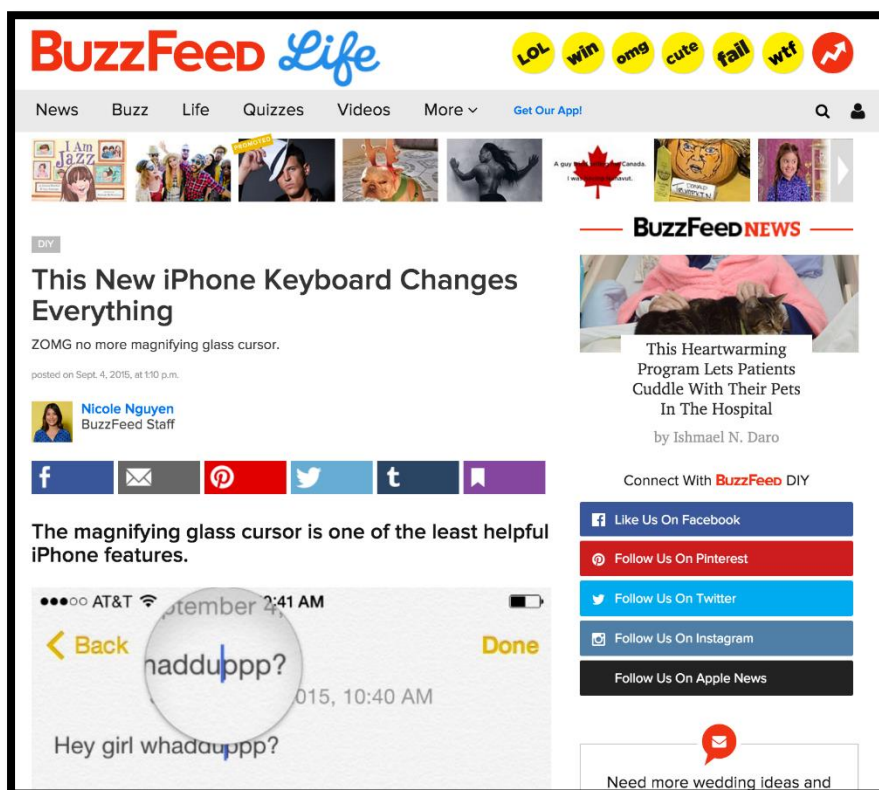
3. Go above and beyond email pitches.

Emails shouldn't be the only way to get attention. It's not going to convert well.

For starters, dig into who covered something similar to your product before. Know who might care about it. Know what these people stand for, and how are they incentivised. Have a look at what their most popular posts are. Know who you're pitching and what they're personally interested in.



For example, when we were connecting with BuzzFeed, we knew that their writers were fluent in GIFs and memes. So, we figured, let's send her something in that format. And it worked! They ended up writing the super funny GIF-filled piece below.



Even in an email, spice things up. Send things that go above and beyond your product.

The writer, or reporter, is a human. Make them smile. Be genuine.

When you've tailored your emails, make a list of your top five blogs. They can be a mix of general publications for casual users, and targeted blogs for curious users.

The downside of email pitches is everyone is doing them. That's why we experimented with other conversation starters — like physical products.

4. Publish your media kit on Medium.com

Usually, media kits would be folders of fact sheets, text files, and images or PDFs in Dropbox.

That's so boring.

Hosting your media kit on Medium.com has a few benefits:

You can edit it! So, if you think of a better headline or angle, or need to update any information, you can do that easily without sending a bunch of new emails.

Medium.com is also well-designed and beautiful. It's convenient because the writer doesn't have to download anything. It's also easy for them to copy and paste.

Writers are used to reading on Medium.com, and your media kit looks like a blog post. Wonderful. You can embed video links into the kit. You can also link to Dropbox if you want to attach any high-res images or GIFs, or larger types of files.

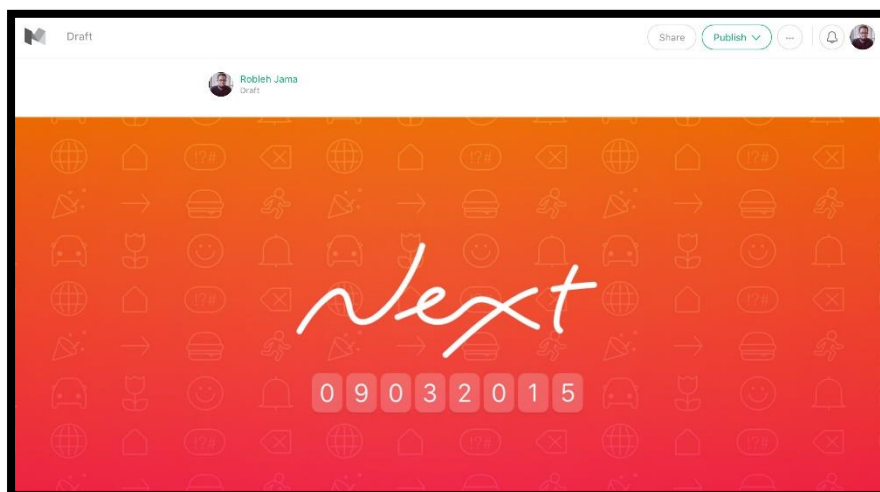
It's just a URL and it makes blogger's jobs a little easier.

We suggest this idea to a lot of our clients. They love it.

You might want to keep your media kit unlisted and keep the content just for writers.

Again, at the very least, Medium.com is a different way to present your news. It enables you to do things differently. Best of all, you share the news on a platform they're already familiar with and they already use.

When you put everything, a writer needs for their article in one spot, they're going to like that. They're going to appreciate you. And that increases your chances of getting attention.



Sounds simple, right?

Go for it!

If you're not getting any momentum after 20 cold emails to reporters, you should re-examine your message and story. Maybe it needs to be more compelling.

Return to your processes and see what makes you different from everyone else. If you're boring, look into how you can spice things up a bit with your messaging. If you have an unusual stance on something you truly believe in, be more vocal about it.

When you're putting together your media kits, remember that you're not writing for yourself. You are writing for the journalist and their readers. In order to get press, you have to shift your focus from your product to

what will help them. Or, at the very least, send them something that will make them smile. PR at its core is about relationships — nurturing and building them, thoughtfully.

Source: The Startup. All images as published.

EXERCISE TWELVE

Conduct a class debate.

The notion is *'A Press Release is still relevant in today's digital world'*.

Debate.

PR & SOCIAL MEDIA

Social media has infiltrated nearly every industry. Public relations practitioners now have to tweak and change their strategies in order to make sure they engage their audiences in the best way possible. Not only are we now changing the way we communicate and share information with key audiences, but we are also now using social media to listen, interact and connect with our consumers.

5 ways that social media has left its mark on the PR industry:

1. **It's a two-way street** – Not that jumping on your soapbox and simply blasting a message via megaphone was ever effective, but now more so than ever, PR practitioners are connecting with audiences on a human level and inviting conversation. Receiving this invaluable feedback allows for real-time refinement of strategies and tactics, making brand connections with consumers and constituents that much deeper.
2. **24/7 Engagement** – Gone is the traditional 9-to-5 schedule because social media conversations never stop. Now that consumers can connect directly with a brand at any time, it's up to us as PR pros to play host or hostess at the party, keeping the conversation going, encouraging a good back-and-forth and making new introductions to facilitate constant – and consistent – engagement.
3. **Increased demand for digital Pros** – Forget about 'keeping up with the Joneses'...if you're in PR, you're more concerned about keeping up with the latest Facebook feature or location-based app. The advent of social media has shown us that the most successful (and in-demand) PR people aren't afraid to explore and embrace new



Image Source: CP Communications

technologies, continually adding all sorts of new technologies to their repertoire.

4. **Navigating the new landscape** – As this article in Mashable points out, social media has blurred the line between paid, earned and owned media – not only altering their definitions, but also posing the PR challenge about how to integrate all three forms for the greatest success. By focusing on a balanced mix, PR professionals can help spread customer touch points across all functions within a company, and it's this new approach that will have the greatest lasting impact.
5. **Evolving definition of success** – Yes, some of us may have entered PR thinking it was the furthest field from anything math-related, but the fact remains that metrics have been – and continue to be – a PR pro's best friend. And thanks to social media, we're continually redefining the measure of success: Whether it's friends on Facebook or daily of Tweets, we know that quality reigns over quantity, and that a long-term approach garners the most powerful return on investment when it comes to making connections.

Source: Business2Community

So how has PR reshaped the PR industry?

With a global usership in the billions, social media has become one of the fastest growing industries in the world.

While it has touched just about every industry under the sun in some capacity, it has had a huge—and arguably more pointed—impact on the public relations industry.

From changing the way people consume their news to contributing to the rise of the citizen journalist, social media has forced PR pros and reporters to adapt or perish.

1. **The lifespan of a news story is shorter—but its reach is astronomical.**

Social media is immediate and noisy. How noisy? Roughly 6,000 tweets are shared per second on Twitter. That's just one of many social networks.

While that makes social media a highly effective tool for communicating breaking news coverage, it also means the lifespan of a news story is much shorter than it used to be. This means that journalists are constantly searching for the next big thing and PR pros must keep up.

However, even though the lifespan of a story may be shorter, social media has the power to broadcast a story farther than ever before. Thanks to social sharing, an article in a small local publication in the middle of the country may go viral online, spreading globally and becoming the next big story.

2. Crisis communications has become even more crucial.

As if PR pros needed another thing keeping them awake at night, social media has provided a whole new way for brands to mess up big time in front of their audience if they aren't careful.

Beyond scheduling media interviews and pitching stories, PR professionals are now responsible for managing brand voice and protecting the organisation's online reputation via the publication and promotion of additional content, community engagement, media monitoring and measurement.

Failure to monitor social media for brand mentions and have a plan in place for responding to customer feedback (both good and bad) could mean a missed opportunity at best (like the Red Lobster-Beyonce faux pas from early 2016) or a full-scale crisis at worst (United Airlines).

3. PR pros have increased access to journalists.

Social media helps PR pros get closer than ever to reporters. By following a journalist on social media, PR pros can learn about a reporter's tone of voice, opinions on relevant topics and recent work.

However, this doesn't mean you should drop all other responsibilities and spend 40 hours a week sifting through Twitter. Instead, use a tool like *Muck Rack* to find publications and journalists that meet your criteria and get instantly connected with their recent tweets and social media profiles.

A word of caution: While social media can be a great place to research reporters and make connections, it's not a good idea to tweet or direct message your pitch directly to a reporter unless their bio explicitly indicates to do so.

4. PR pros find themselves in the customer-service trenches.

Social media interactions happen in real time.

This means that social media users expect an immediate response from brands when they have a concern, complaint or question.

Although the primary responsibility for most PR pros is still to secure media placements for their client or company, they've had to become much more customer-focused.

Building your brand community on social media is now just as important as snagging that interview for your CEO; depending on your industry, it might be even more influential than traditional media coverage.

5. Social media has introduced a new PR phenomenon: influencers.

Social media hasn't just provided an outlet for professionally trained journalists to share breaking news; it's also brought about a new type of citizen journalist: the influencer.

From a beauty vlogger with 3.7 million subscribers on YouTube to a travel blogger with 175k followers on Instagram, **influencers are considered one of the best ways to attract new customers to a brand.**

Source: Ragan's PR Daily

EXERCISE THIRTEEN

What else would you add about how social media has changed the PR industry, and how do you expect it will further change our industry in the future?

The Top 7 New Zealand Travel Bloggers to Follow Right Now! [www.z!](#)



Image source: Anita Hendrieka

Here are some influencers that you may like to follow.

New Zealand may be a small country, but it does not lack support for fellow Kiwis! Here's the top 7 New Zealand Travel Bloggers that are taking over the world as we know it and you need to follow right now!

Jub from Tiki Touring Kiwi

He's a kind vegan Kiwi bloke with a long beard and has travelled to over 40 countries. He's explored some pretty amazing parts of the world including Mongolia, Russia and Belarus with a dream to visit 60 countries by the end of 2016!



Jub is a man with no plan and taking each day as it comes. Be sure to check him out on Snapchat (jubunator), he's quite a laugh! You can follow his adventures on Facebook and Instagram too.

Kyle from Bare Kiwi

Kyle is a New Zealand Instagram king with a travel blog and YouTube channel. With over 35,000 followers, he is one to follow closely. He takes some of the most beautiful pictures of New Zealand which he features on his Instagram account! He's passionate about showing travellers the beauty of NZ. Taking the road less travelled



Bare Kiwi is a guy you should follow if you want to see the true Aotearoa (New Zealand).

Sonja from Migrating Miss

Sonja is an inspiration! She's lived in a lot of corners around the world such as the United States, Australia, Canada and Spain, where she is currently. She loves to promote the expat lifestyle as a Kiwi living

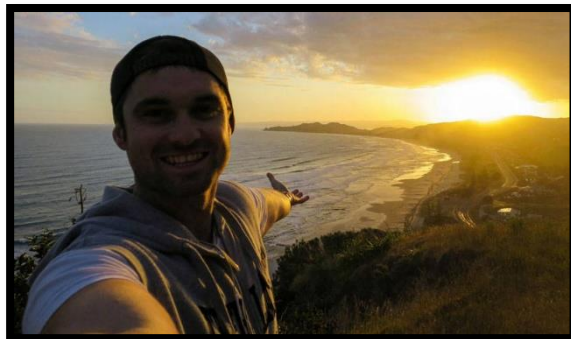


her dream and sharing her passion of travelling the world. Sonja left her

cosy house at the tender age of 16 to move to the United States for a year and has claimed it was her first best decision. Follow her adventures on her blog, Instagram and Facebook – her photos are beautiful!

Phil from Broken Limitz

Phil was bored of the 9-5 work life as a carpenter, so he decided to chase the big money in the Australian mines like a lot of Kiwis do. It took 4 months for him to realise that money cannot buy



you happiness, so he booked a one-way ticket to Europe via Thailand to pursue his dream of travelling the world. Now you can see him on his laptop writing about his adventures on his website Broken Limitz. He's travelled to over 40 countries and has had some amazing experiences you must read about! He also takes some epic pictures that are featured on his Instagram, he has over 30,000 people following him on there and his Facebook too!

Katie from The World on My Necklace

Katie has been travelling the world and living abroad for over 12 years now visiting beautiful places such as Belize, Fiji and Peru. She has a quite impressive list of destinations she has visited so far. Katie decided to start a blog



so she could document a 13-month trip she was doing through the Americas so she could keep her family and friends in the loop. These days she blogs with an audience from around the world and is considered one of New Zealand's top travel bloggers! Make sure you follow her adventures on Instagram and Facebook too, it will make you want to book a one-way ticket!

Source: Anita Hendrieka



It's cost effective, and it works. Influencer marketing is no longer the domain of the big guys. Essentially the digital age's version of a celebrity endorsement, influencer marketing is a powerful way to connect with larger audiences, whatever your business size. Here's how you should go about it.

Who are influencers? Where can you find them?

An influencer is someone with a significant online following, be it for their blog or social channels. What they post typically influences a large audience. They do not endorse a particular brand and are generally paid or incentivised to post about a brand on their channels.

You can find influencers for your property through a number of tools, some of them partially free like BuzzSumo, Klout, Twtrland and FollowerWonk. When choosing an influencer, you need to understand your audience demographic, know which social platforms they frequent and find an influencer on that platform. Number of followers and levels of engagement are key considerations when choosing who to partner with. Remember, an influencer with a smaller following but higher engagement could work better when you keep in mind end goal – a booking.

You may also need to keep in mind things like cost and ROI, content tone, etc when making the choice.

How much to pay influencers?

Financial compensation can come across as insincere; paying someone to write.

Source: Accomnews NZ. Image as published in article.

A more popular way is to invite them to 'experience' your property. Partnering with local activities to provide them a more holistic

experience of the place and its surrounds is also a widely used approach. You can offer key influencers already in your area discounts to stay at your place.

What you get from all this is posts on their platforms; think of it as a megaphone to talk to your customers. When they post, share them on your platforms too, creating a mutually beneficial relationship.

It is important that you finalise a contract before the influencer arrives. Lay down clearly what is expected of both parties to avoid any disputes at the end.

Some ways to mobilise influencers

Reach out to influencers, host them and ask them to write about their experience or post on their social media. Host a fam trip; partnering with the local tourism board airline is a great option for this campaign.

Organise a meet-up or event for influencers at your property. Encourage the participants to post from the event, better still do a live video.

Why rely on just influencers; turn your fans into influencers by running contests. Make advocates out of your fans.

Engage with your influencers online; like their posts, share and comment on them. Participate in Twitter chats and groups. Follow popular hashtags like #travel, #travelwriter, #hotel, etc. – it's where the influencers are, where your audience is.

EXERCISE FOURTEEN

Your trainer also works for a hospitality related business as a PR manager.

They're looking to commission a hotel and hospitality influencer to promote a new product and/or service in order to retain customers, while also looking to attract new customers.

Now that you've had a chance to read some of the great Kiwi travel / hospitality influencers within the social media space, it's your turn to create a storyboard and/or video to show how you can be **the next best hotel and hospitality Influencer**.

Remember to cover most of the social media channels: Facebook, a blog, YouTube and Instagram. Mock-up some tweets, Instagram/Facebook posts using a storyboard concept. Think about using images to enhance the travel brand.

For some ideas and help, check out the following **helpful videos** and weblinks.



How to Get Paid to Travel the World - Become a Travel Influencer! 10:59mins
<https://youtu.be/i88XuxOmTqM>



Become a Best Western Hotels & Resorts Travel Influencer – 0:38sec
https://youtu.be/v_vUJgtW53M



Travel Influencer Explained - What is this job? How can you get this job? | Sorelle Amore 4:21mins
<https://youtu.be/uffq2zVsO7c>



How to Use Social Media Influencers to Market Your Hotel? – 1:45mins
<https://youtu.be/OVXTeSOVLg>

Helpful articles:

How to become an instagram travel influencer:

Weblink: <https://bit.ly/2YTuyxYF>

Top 10 Travel Influencers Brands Need to Know About

Weblink: <https://bit.ly/2KK4o1E>

Tweet inspiration: Why you should Tweet like a tourism brand

Weblink: <https://bit.ly/2Vn6N8n>

21 ways to stand out as a travel blogger or influencer

Weblink: <https://bit.ly/2Uqj9Q0>

Your trainer will decide who is hired as their next **best travel and/or hospitality influencer!**

How not to use PR and Social Media!

With over a third of the world’s population on social media, it’s only natural that so many brands have joined in, doing their best to stand out in a positive way, reach their audience and engage them with meaningful content.

Only...that isn’t always the case. Every year, brands make huge mistakes on social media, mistakes that either lead to a few chuckles at their expense, considerable consequences and anything in between.

And let’s not forget one of the most popular sayings in marketing and PR is “*no publicity is bad publicity*” ... There are exceptions to every rule.

Source: Forbes

Ryanair's Twitter trolling of BA flight blunder embarrassingly backfires [www://](#)

Ryanair's attempt to poke fun at British Airways on social media after a flight mistakenly landed in Edinburgh instead of Düsseldorf has **backfired**.

The budget airline's official Twitter account shared an image of a copy of Geography for Dummies, writing: "Hey, British Airways, we have a present for you".



But commenters quickly jumped to BA's defence, mocking Ryanair with several suggestions for guidebooks they thought its staff ought to read.

Among the suggestions was "Customer Services for Dummies". In January, Ryanair was named the UK's least-liked short-haul airline for the sixth year running.

The Twitter spat came after a BA flight destined for Düsseldorf landed in Edinburgh on Monday after flight-plan paperwork was filed incorrectly.

Passengers on the flight only realised the error had been made when they heard the "welcome to Edinburgh" announcement after the plane had landed.

BA replied to Ryanair's social media jibe, tweeting: "Now, now. No one is perfect."

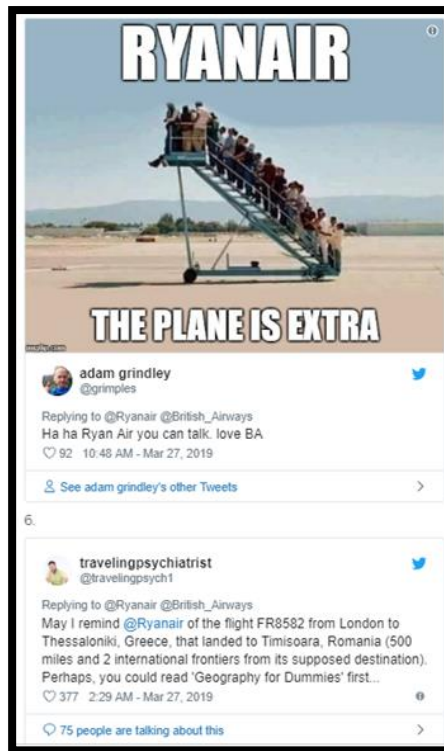
Holidaymaker Nigel Johnstone was among those to hit out at the budget airline for its move to hit out at BA. He tweeted: "Hey Ryanair, you may not know this, but the subject is navigation, not geography."

Andy Hollinson posted:
 "British Airways are missing a trick. Ryanair would have charged double for the second destination."

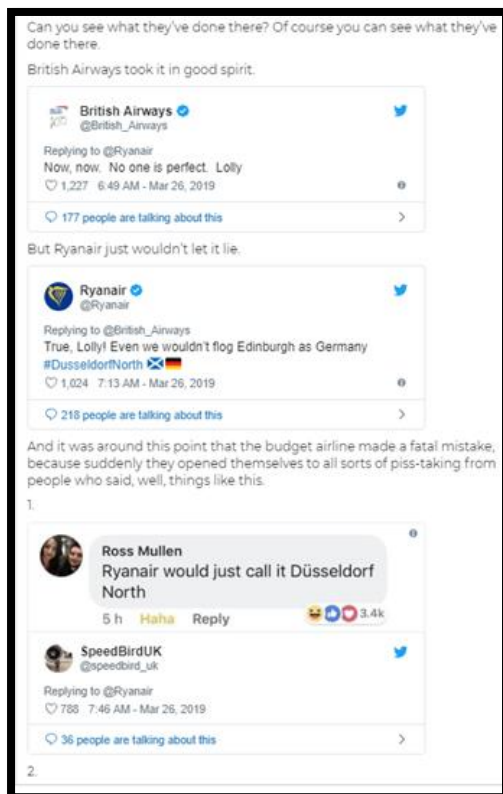
Chris Pollock tweeted a link to a report about a Ryanair flight landing at the wrong airport in 2006 and wrote:
 "Turns out Ryanair had an old copy of Geography for Dummies that they could send BA."

The moral of the story here is those who live in glass houses really shouldn't throw stones. There's also a case of number one never needing to acknowledge the chasing

pack. BA could have hit back with a dig of its own, but it took the high road with its reply, simply tweeting "no-one is perfect."



that with Ryanair's track record, other users would do the work for them.



Sources: The Poke and TheThings.com
 All images as published in the articles.

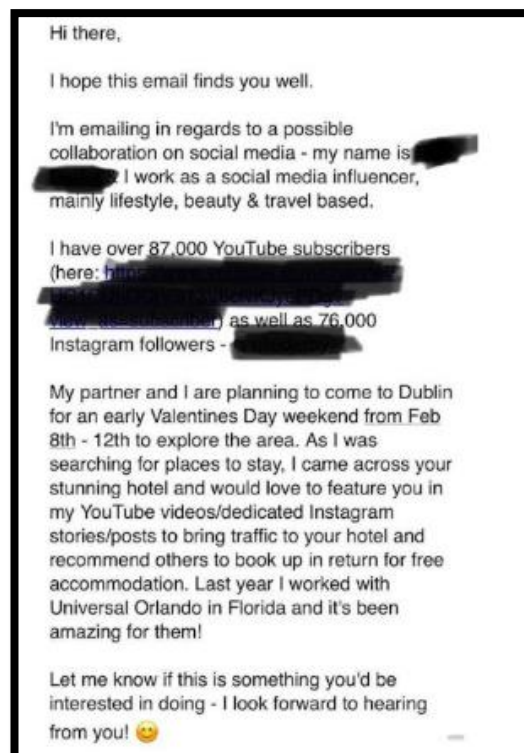
Hotel Calls Out “Influencer” For Asking for Free Stay, Bans All Bloggers

I find this to be an interesting situation. Let me start by saying that I’ve been blogging full time for 10 years now. A vast majority of my travel is self-funded. Not once (at least that I can recall) have I reached out to a brand and asked for something for free in exchange for exposure. On some occasions I’ve received things comped, though it’s extremely rare, and only when companies reach out to me, and I always disclose it. I’m fortunate that I have a business model that works for the blog, so free travel just isn’t what I’m after. I’d rather pay for my own travel and provide you guys unbiased reviews.

That being said, I do think it’s important to acknowledge that there are tons of influencers who are looking for free travel, and some even get paid by brands for featuring them. I don’t fault them one bit, because the reality is that companies are willing to spend tons of money to work with them. Personally, I think companies somewhat overvalue the exposure, but the point is that this has become a pretty standard and legitimate thing, and many brands like when influencers reach out to them and propose ways to collaborate.

With that in mind, there’s an interesting and sort of crazy story of what unfolded between a Dublin hotel and an “influencer,” per the Independent.

It all started when The White Moose Cafe (which runs the Charleville Lodge Dublin) shared the email they received from an influencer on their Facebook page:



Along with sharing the email, they wrote the following:

Dear Social Influencer (I know your name but apparently it's not important to use names),

Thank you for your email looking for free accommodation in return for exposure. It takes a lot of balls to send an email like that, if not much self-respect and dignity.

If I let you stay here in return for a feature in your video, who is going to pay the staff who look after you? Who is going to pay the housekeepers who clean your room? The waiters who serve you breakfast? The receptionist who checks you in? Who is going to pay for the light and heat you use during your stay? The laundering of your bed sheets? The water rates? Maybe I should tell my staff they will be featured in your video in lieu of receiving payment for work carried out while you're in residence?

Lucky for us, we too have a significant social media following. We have 186k followers on our two Facebook pages, an estimated 80k on our Snapchat, 32k on Instagram and a paltry 12k on our Twitter, but Jesus Christ, I would never in a million years ask anyone for anything for free. I also blog a bit (www.paulvstenson.com), which as far as I'm aware is another way of saying "write stuff on the internet". The above stats do not make me any better than anyone else or afford me the right to not pay for something everyone else has to pay for.

In future, I'd advise you to offer to pay your way like everyone else, and if the hotel in question believes your coverage will help them, maybe they'll give you a complimentary upgrade to a suite. This would show more self-respect on your part and, let's face it, it would be less embarrassing for you. Here is a little video I produced which you may learn from: <http://bit.ly/2mKTDTD>

Best regards,

Paul Stenson
www.charlevill lodge.ie

P.S. The answer is no.

Obviously, this created quite the controversy, and people had strong opinions about this. Both the influencer and the hotel received a lot of hate. This has led the hotel to post a follow-up, banning all bloggers from their business (apparently we're all a single community, and based on what's written, even bloggers paying to stay at their hotel aren't allowed — oddly the owner says he's a blogger too, so is he banning himself from his own hotel?):

****ALL BLOGGERS BANNED FROM OUR BUSINESS****

Following the backlash received after asking an unidentified blogger to pay for a hotel room, I have taken the decision to ban all bloggers from our hotel and cafe.

The sense of entitlement is just too strong in the blogging community and the nastiness, hissy fits and general hate displayed after one of your members was not granted her request for a freebie is giving your whole industry a bad name. I never thought we would be inundated with negative reviews for the simple reason that somebody was required to pay for goods received or services rendered.

The girl in question was never identified in my original post, but she herself went on to create a video explaining how she was "exposed" with "malicious intent" for asking for a freebie. This kind of victimization is very prevalent in the blogging industry, and is in keeping with their general modus operandi of wanting everything for nothing.

If any of you attempt to enter our premises from now on, you will be ejected.

Many thanks,

Paul Stenson
www.charlevill lodge.ie

P.S. Perhaps if you went out and got real jobs you'd be able to pay for goods and services like everybody else. Just a thought!

Meanwhile the influencer posted a video on their YouTube page sharing the embarrassment of the situation. And in response, the hotel posted this “House of Influencers” video, mocking influencers.

I’m not really sure what to make of all of this. I guess we have to give the hotel credit for knowing how to get free publicity. Certainly, a lot more people know about the hotel than before. I can’t say it’s good publicity, but some would say that any publicity is good publicity.

Otherwise, I think the hotel comes across in a negative light. They could have just ignored the email or politely declined. Whether they like it or not, lots of brands are willing to work with influencers, and of course it’s their prerogative not to. They didn’t need to shame the influencer in the way they did, and I get why she’s embarrassed.

The author of the article asks this question: ***What do you make of this situation?***


Source: Onemileatatime.com. Slightly edited article. Images as published in the article.

EXERCISE FIFTEEN

What can tourism and hospitality companies learn from the BA/Ryanair incident, and the hotel influencer example? How can they ensure that using social media to respond to customer enquiries can add value to a brand?

Source: Forbes and Hootsuite

STAKEHOLDER PR

Stakeholder relations management is a key skill 

Effective management of relationships with stakeholders is crucial to resolving issues facing organisations. By using their influence, stakeholders hold the key to the environment in which your organisation operates and its subsequent financial and operating performance. Thus, the effective management of stakeholder relations should be an essential focus of PR and organisational activity.

What is a 'stakeholder?'

A stakeholder is any person, group or organisation who can place a claim on an organisation's attention, resources or output, or is affected by that output. They have a stake in the organisation, something at risk, and therefore something to gain or lose as a result of corporate activity.

The aim of stakeholder relations management is to influence stakeholder attitudes, decisions, and actions for mutual benefit. Stakeholders need to gain from the relationship, or they may not be sufficiently motivated to cooperate.

The first main steps in stakeholder relations management are to identify and prioritise stakeholders. You then use stakeholder planning to build the support that helps you succeed.

The benefits of using a stakeholder-based approach are:

You can use the viewpoints of the main stakeholders to help shape your projects at an early stage. This makes it more likely they will support you, and their input can also improve the quality of your project.

Gaining support from powerful stakeholders for your work can help convince senior management to allocate more resources to you. This makes it more likely your projects will be successful.

By communicating with stakeholders early and often, you can ensure they know what you are doing and fully understand the benefits of your project. This means they can support you actively when necessary.

You can anticipate what stakeholders' reaction to your project is likely to be, and then you can build into your plan the actions that will win their support.

Identify your stakeholders

List the people, groups or organisations who are affected by your project, who have influence or power over it, or have an interest in its successful or unsuccessful conclusion. Stakeholders can be assessed systematically according to criteria such as influence, impact and alignment. For example, these questions can help assess their relevance:

To what extent will your strategy affect each group, positively or negatively?

How far does the strategy align with their existing beliefs about your organisation's values and purpose?

How far do they share your organisation's values and purpose in this area?

How robust is the existing relationship with them?

What information do they need from you?

How do they want to receive it?

Who influences their opinions about this issue, and who influences their opinions of you? are some of these secondary sources therefore potential stakeholders as well?

What is their potential to influence the business directly or indirectly (via other stakeholders), positively or negatively?

If they are not likely to be positive, what will get their support?

If you can't get their support, how will you manage their opposition?

How likely will actions towards one stakeholder group influence the attitudes of other stakeholder groups?

What are the consequences of this?

A very good way of finding the answers to these questions is to talk to your stakeholders directly – tactfully of course!

You can help their thoughts by asking them questions through a process of facilitation. People are often quite open about their views, and so asking them is often the first step in building a successful relationship. Seeking their advice is another good way to strengthen your relationship and add value from their input.

Source: Cutting Edge

EXERCISE SIXTEEN

Read the following academic journal article *“Corporate Public Relations Dynamics: Internal vs. External Stakeholders and the Role of the Practitioner “*

On page 25, (it's page 26 in the PDF), one participant described the difficulty in balancing the needs of internal and external stakeholders as:

We have two constituents we've got to make happy—our press, because as a PR person, my customer is the reporter...but, at the same time, I've got to make my executives and my internal stakeholders happy by getting coverage that's going to drive the business and customer sales. So, it's a really tough balance. – Lisa Brown, manager

PR & METRICS

Why are PR measurement metrics so important? And does PR work? When marketing and PR budgets are being squeezed (for most of the time), it's the return-on-investment (ROI) that Finance Directors are only interested in hearing about. What bang did I get for my bucks?!

So what metrics are used to measure PR success? [www.!!](#)



Image Source: PR Mention

EXERCISE SEVENTEEN

Below is a list of metrics that you need to consider while measuring the impact and success of a PR campaign.

1. Sales Stats
2. Social Media Reach
3. Engagement on Social Media
4. Media Impressions
5. Brand Mentions
6. Social Shares
7. Website Traffic
8. Number of Backlinks
9. Keyword Rankings
10. Lead Generation

Create and deliver a presentation that demonstrates your understanding of these impacts, and where possible, support your presentation using relevant examples from a hospitality business in New Zealand.

To help steer the direction of your presentation in the right way, you will need to focus on the following areas:

- What socio-economic factors affect sales?
- What are the benefits of calculating social media reach?
- How can you measure social media reach on platforms like Facebook etc?
- What are the key indicators of engagement?
- What are the benefits of using engagement metrics?
- What companies can you use to help measure engagement?
- Media Impressions. What's the definition? How is it calculated? What is the benefit of having and using this insight?
- Find a definition of Brand Mentions. What are the benefits and what tools are available to help brands measure this impact? Include graphs and infographics.
- Social shares. Find a definition of social shares. Who is sharing your online article? What platforms are available for brands to measure this impact? Think about the number of shares and likes etc.,
- What does a brand need to do in order to increase website traffic? How can Google Analytics (and other similar platforms) calculate this for you?
- Find a definition of backlinks. What does it measure? And why is it important? State what backlinks analysis tools are out there?
- Find and state a definition of Keyword Rankings. Advise what keyword ranking tools are available. How is it measured?
- Lead Generation. What does this term mean? Include the calculation to work out a Click-Through Rate (CTR). What's a Conversion Rate? What's the calculation used to work it out?

WHAT IS A MARKETING COMMUNICATIONS STRATEGY?

Marketing Communications Strategy: What It Is & How To Do It Right 

By Dmitry Dragilev - PR Outreach, PR Strategy, PR Tactics

Short URL: <https://bit.ly/3ouDrGL>. Abridged article.

Marketing communications strategy is the strategy used by a company or individual to reach their target market through various types of communication. It includes your message (what is to be said), the

medium (where it is to be said), and the target (to whom your message is reaching).

You might be wondering: what's a marketing communications strategy that always works, even without a budget?

Easy: build relationships with journalists to get press coverage, guest posts, and backlinks.

Marketing communications or **Public Relations** is the 'Promotion' bit of the "4P's of marketing" you might have learned during your university days (product, place, price, promotion).

Since "marketing communications strategy" is a mouthful, most people just shorten it to "Public Relations" which essentially uses online channels and software to identify relevant journalists, pitch them suitable stories and earn free media coverage.

Usually, "PR strategy" means building top of mind awareness amongst your ideal customers about the product or offer.

If you think about a strategy you employ to sell on Instagram DM the tactics and messaging you use are similar to PR and pitching journalists.

How you go about this will depend a lot on your experience, industry, and budget. If your marketing plan has a budget of a million dollars to spare, you can reach out to your target market with a promotional mix that includes TV or Facebook ads.

However, if you're like most entrepreneurs, you want to promote your business without breaking the bank.

And there is no better way do that than by managing your own PR campaign internally without retaining the services of a media relations company or a full-service marketing company.

What is a Marketing Communications Strategy?

As I mentioned earlier, marketing communications strategy defines the entire range of activities you will do to market your products. This includes everything from paid marketing to media relations (PR).

EXERCISE EIGHTEEN

Using your own words, write a short summary to demonstrate your understanding of the term '**Marketing Communications Strategy**':

DEVELOP A MARKETING COMMUNICATIONS STRATEGY THAT WORKS

How to develop a marketing communication strategy that works



By Marijana Kay, Coschedule.com. June 10, 2020

Short URL: <https://bit.ly/3Dc6ZN9>. All images as published.



How to develop a marketing communications strategy that works (template) header

Ever tried to quickly explain what your product is about, but ended up with a long-winded monologue that made little sense?

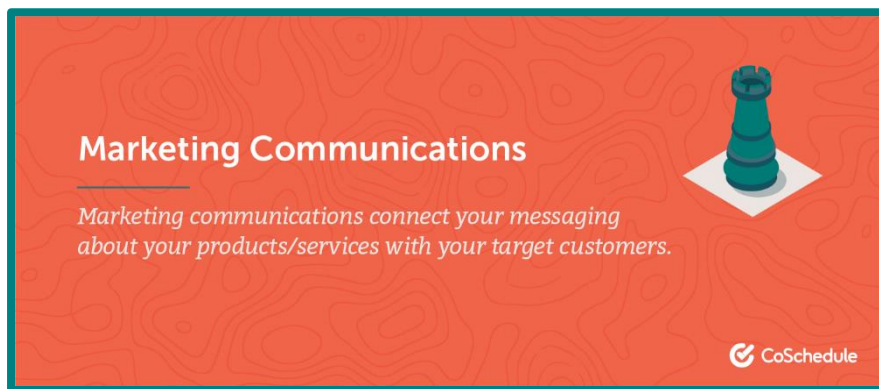
Have you had a new marketing team member that struggled to translate your idea into a marketing message that resonates?

In marketing, there's so much room for confusion. Instead of showing up for your target customers with confidence and consistency, it's easy to end up sharing anything that's related to your industry. This can make you sound like everyone else.

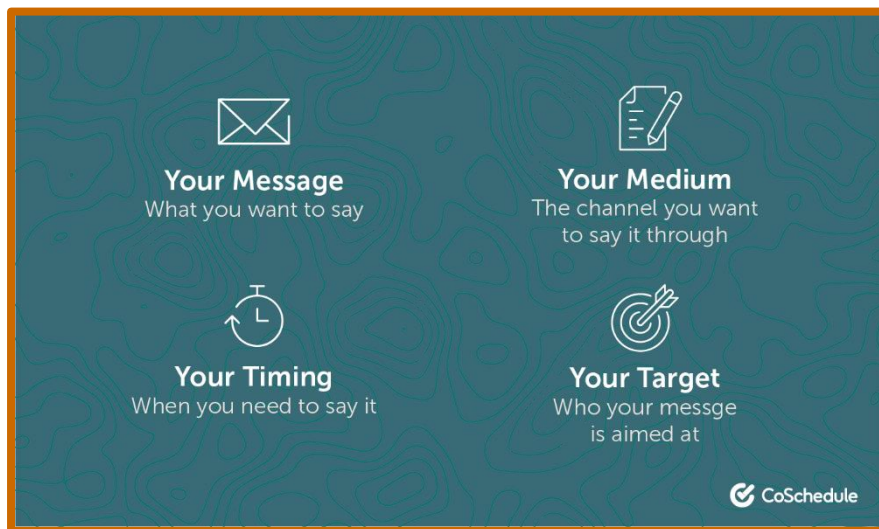
You know that a marketing communications strategy would help you align your products with your messaging and carve out your unique space in the industry.

However, every time you've tried to create that strategy, you got overwhelmed by a long, corporate-sounding document that ended up collecting virtual dust on your computer.

Marketing Communications: The Definition



A marketing communications strategy depends on four elements:



Your marketing communication strategy is a set of tools and processes. It will help you deliver the right marketing message, to the right person, at the right time, and through the right channel. This is also its key benefit, which we'll dive into in a moment.

It supports your marketing and business goals, including everyday marketing activities as well as product launches, limited-time promotions, hiring goals, partnerships, and more.

Why You Need a Marketing Communication Strategy

Here's the thing: you could just publish what feels best at any given moment. At times, that might work.

More often than not, this approach won't get you where you want to be. You'll miss your goals, and you'll even struggle to analyse and understand what went wrong.

Here's why having a marketing communication strategy helps you avoid this scenario.

The Right People Will Get the Right Message at the Right Time and Place

The important thing about this benefit is that all four parts need to be fulfilled in order for the marketing communication strategy to work.

- People (your audience)
- Message (what you're saying/selling)
- Timing (day, week, month, season, etc.)
- Place (channel you chose)

Let's unpack this with an example.

A home goods online store sells furniture and home decor. These might be the four parts of their marketing communications strategy:

- People: Primarily newlyweds, young families, and new homeowners
- Message: Customizable furniture to match spaces of all shapes and sizes
- Timing: Evenings and weekends
- Place: Instagram and YouTube

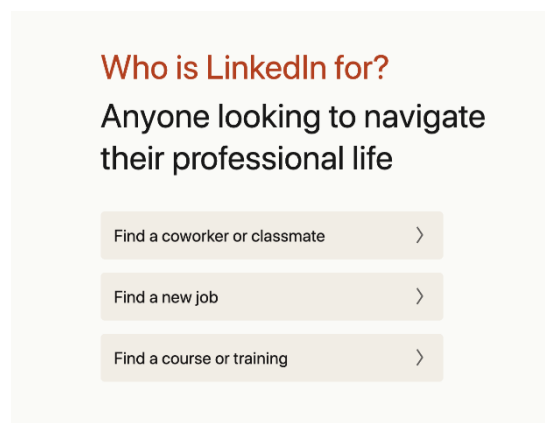
If they create a piece of content following all four of these, they'll maximize their chances of getting found and loved by their target customers.

Let's look at what happens if they miss one of these. For example, they may do everything right but publish it on LinkedIn. Their efforts on LinkedIn will fall flat.

Why? Because if you look at LinkedIn's homepage while you're logged out, this is what you'll see: Who is LinkedIn for?

In other words, it's not that people who want to buy home decor aren't on LinkedIn; it's just that they aren't on LinkedIn for that reason.

Another mistake this fictional home goods store could make is to consistently publish on weekdays at 10 a.m. Their target audience loves home decor projects, but they focus on them after work and on weekends. That means they entirely miss this content during the week.



Maintain Brand Consistency on Every Channel

Lucidpress analysed the state of brand consistency and found that:

- Brands with consistent branding expect to earn 23% more annual revenue than inconsistent brands.
- Brands that are consistently presented to consumers are four times more likely to experience brand visibility.

If your online presence is inconsistent, you risk confusing your potential customers and losing them for good.

Of course, every channel is different, and you won't simply repost the same graphics and copy across all channels and call it consistency. This is where your marketing communications strategy comes in.

It will allow you to show up on multiple channels, through many formats, and stay true to your values and brand voice.

You'll also make hiring new team members less risky and daunting because your strategy will maintain that consistency — no matter who wrote the post.

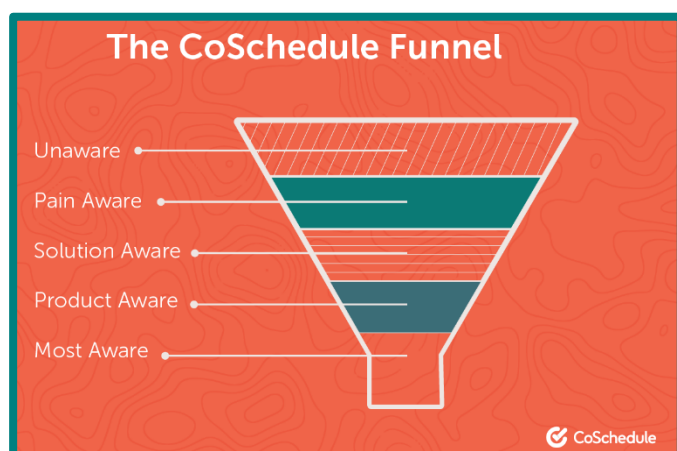
Drive Business Growth By Delivering Value to Potential Customers

Want to show your potential customer how you can make a difference in their life?

One of the hardest ways to do that is to use the same, generic message — regardless of how focused it is on their pain point or how aware they are of you and your product.

In other words, if a sales person called you and interrupted your family dinner, you'd have a very different conversation if they're from a company you've never heard of compared to the one from a company you've been buying from for a decade.

Although the content marketing funnel is far from linear, it can still be divided into the top, middle, and bottom.



Your marketing communications strategy will help you tailor your message based on where your target customer sits in the funnel. This way, you will deliver value to your future customer and support your company's launches and sales goals.

Plan Your Marketing Communications Strategy in Six Simple Steps

Follow these steps to build out your marketing communications strategy.

Remember, this isn't supposed to be a weeks-long process and a 75-page document. It should be an easy-to-reference, straightforward document that guides your marketing activities across all your channels.

1. Identify Your Target Market

Your target market is the distinct group of people you want to reach with your marketing message.

Focusing on your target market, instead of trying to sell to everyone, lets you get specific with your messaging and smart about where you invest your marketing budget. People in your target market are far more likely to buy from you than those outside of it.

Here's some criteria you can use to define your target market.

- Industry
- Income/revenue
- Business size
- Level of expertise
- Location
- Education level, age, and gender

These will help you understand who you're not selling to. If you need to, use ranges as your definition. For example, the level of expertise can be beginner to intermediate, business size can be 50 to 100 employees, and so on.

Take Leap Software, a legal case management software. Immediately at the top of their homepage, they tell us they're "Focused on the needs of sole practitioners and small to mid-sized law firms."



In other words, they're tailoring all their marketing communications and products to the budget and needs of smaller law firms — which are significantly different to the budget and needs of a law firm with thousands of employees.

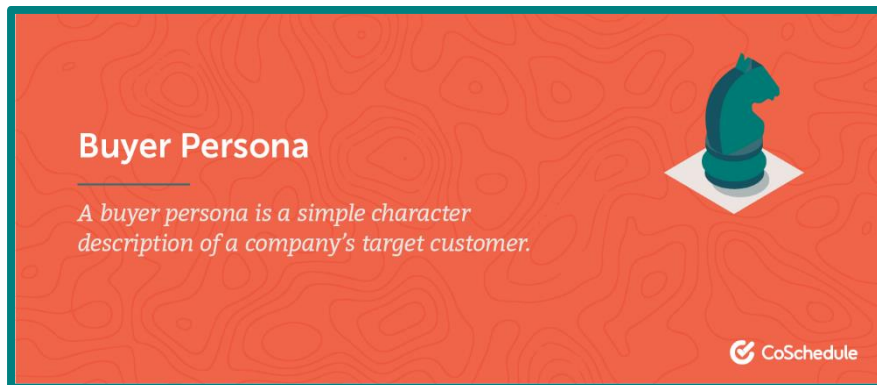
Consider the pain points to which your content and your business speaks; list all the common traits of people who find it useful. That's your addressable market — the people you can turn into your customers.

2. Identify Your Target Customers

Your target market can include one or more types of your target customer. Your next step is to define them.

This is where you should get extra specific within the ranges you've defined earlier, and one great way to do that is to use a buyer persona approach.

A buyer persona is a simple character description of a company's target customer.



To define your target customer, dive into the specifics such as their:

- Current job title (if applicable)
- Goals (in your field or in their job — if Business-2-Business, B2B)
- Pain points and challenges

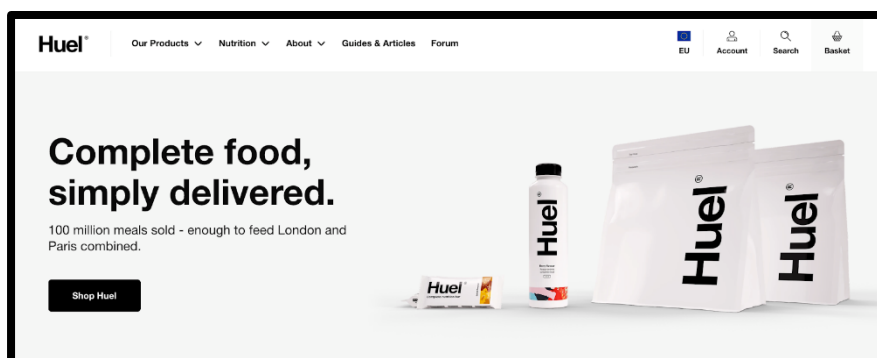
The key is to focus on the why for each of your target customers. What hurts enough to make them look for a remedy?

Use these questions to dig deeper:

- Who are our best customers?
- What qualities and behaviours do these customers share?
- What made them search for a solution like ours?
- What is the outcome these customers want to accomplish?
- Why have they chosen us instead of our competitors?

Repeat this process for all your types of target customers based on the products or services you sell.

Let's take [Huel](#), a meal replacement powder, as a great example.



[Their founder said](#) they have two main types of target customers.

- Target customer 1: People who want to eat well and have food ready quickly. They want to avoid the hassle of lengthy cooking and always having the right food in their cupboard. They don't want to end up eating junk food just because it's faster to get.

- Target customer 2: People who want to lose weight and/or eat healthier. They're intimidated by calorie-counting a large variety of foods and struggle to consistently put in the effort to do it.

These target customer definitions are short and simple, yet set the foundation with the goals and key pain points that stand in their way.

3. Identify Your Unique Selling Proposition

You may be tempted to skip this step, but power through it — it will help you be specific in the following steps.

Your [unique selling proposition \(USP\)](#), also called unique value proposition (UVP), is the core benefit or solution that differentiates your product or service from the competition. It positions you as the best option on the market.

The only case in which you wouldn't need a unique selling proposition is if you don't have any competitors in your market. My guess is that you do.



Here are some questions to consider when you're creating your unique selling proposition.

- How does your product solve your customer's pain point or improve their situation?
- What are the specific benefits of your product?
- Why should customers buy from you and not from your competition? What is your unique differentiator?

Check out these examples of unique selling propositions to inspire you.

- **Domino's Pizza** – Fresh, hot pizza delivered in 30 minutes or less, guaranteed.
- **Allbirds** – The comfortable shoe that's easy on the planet.
- **Kiva.com** – Loans that change lives.
- **M&Ms** – The milk chocolate that melts in your mouth, not in your hand.
- **CoSchedule** – Organize all of your marketing in one place, from any place.

You'll find even more examples in CoSchedule's [product marketing strategy guide](#).

Finally, you can have more than one USP. For example, you can create one for each of your different products or product categories, as well as for your company culture, hiring goals, and more.

- Company culture USP from Buffer, "We're a small team on a mission to help innovative companies grow their businesses — and along the way, we're championing a more human way to work."
- Hiring USP from Intercom, "We help the people behind internet businesses talk to their customers — like people. We're always looking for the right people to make that happen."

In other words, USPs can help you not just to differentiate your products from your competitors, but also your opportunities for jobs, partnerships, and more.

4. Match Your Audience Problems to Your Product Solutions

Now, map the pain points you identified in the second step with the solutions you offer.

A quick and easy way to do this is by creating and filling out a customer problems/product solutions messaging matrix.

In a blank table, fill the first row with your offerings. Then, fill the first column with all the customer pain points you've identified.

You'll end up with a matrix that looks like this:

PAIN POINTS	PRODUCT/SERVICE 1	PRODUCT/SERVICE 2	PRODUCT/SERVICE 3	PRODUCT/SERVICE 4
PAIN POINT 1	■	■	■	■
PAIN POINT 2	■	■	■	■
PAIN POINT 3	■	■	■	■

5. Match Your Messaging to Channels You Choose

Then, add a check mark to each pain point/offering match. Once you're done, make this matrix available company-wide. This will help you align your product-focused messages with customer pain points, not only on your promotional channels, but also sales calls, customer emails, trade shows, and anywhere else you talk about what you do.

For your aligned messaging to work, you need to map it to your channels.

First, [choose the marketing channels](#) you want to use for your marketing communications. These should support your goal of matching your target customer's pain point with your products.

In other words, start where your target market is already hanging out. It's a good idea to start out with the online real estate you own — your website, blog, and email list — and expand to others, such as social media channels, YouTube, and so on.

List the specific channels you've chosen and get specific. Remember, you can always change this later!



Next, define the focus of your content in order to reach your target customers and communicate your unique selling proposition.

Use this list as a starting point.


- **Top of the funnel content:** educational, valuable, and pain-focused content
- **Middle of the funnel content:** content that helps your target customers identify solutions
- **Bottom of the funnel content:** conversion-focused content that helps customers make a purchase decision
- **Company culture content**
- **Hiring-focused content**

Now, you can match these content focuses and the messaging that goes with them to the channels you listed earlier. Use this matrix to make it easy.

THE CONTENT FOCUS/CHANNEL

Messaging Matrix

CONTENT FOCUS	BLOG	WEBSITE PAGES (NON-BLOG)	INSTAGRAM	LINKEDIN	TWITTER
TOFU	Content formats: Key messages:				
MOFU					
BOFU					
COMPANY CULTURE					
HIRING					



Here are some examples of formats that work well in these combinations of focuses and channels. You can use these as inspiration and simply add your key messages based on your USP, your target customer pain points, and goals.

EXAMPLE OF THE

Content Focus/Channel Messaging Matrix

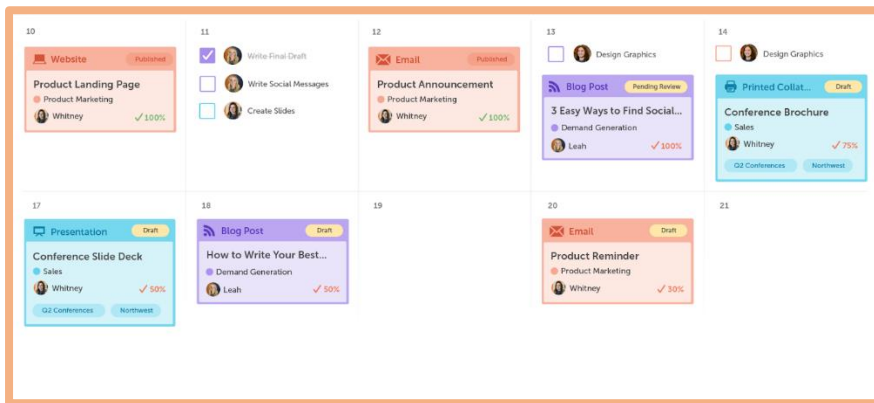
(With Formats)

CONTENT FOCUS	BLOG	WEBSITE PAGES (NON-BLOG)	INSTAGRAM	LINKEDIN	TWITTER
TOFU	Blog posts	[Insert Message]	Instagram awareness ads	Reposted blog posts as LinkedIn articles	
MOFU	Comparison guides	Webinars		LinkedIn ads	Proactive engaging with relevant Twitter mentions
BOFU	Product-based tutorials	Live product demos Customer success stories	Instagram retargeting ads		
COMPANY CULTURE	Interviews with team members	Team pages	Staff spotlight Office behind-the-scenes		Staff member Takeover
HIRING		Job descriptions		Posts about teams, benefits, etc.	



[CoSchedule's Marketing Calendar](#) lets you handle all of your marketing from a single place. This includes the overview of all channels and campaigns on one calendar, drag-and-drop flexibility in case something unexpected comes up, and reporting to your boss and other teams.

In other words, nothing will ever slip through the cracks or not make sense again.



6. Set Your Goals and Identify a Way to Measure Them

As we defined in the beginning, your marketing communications connect your messaging about your products/services with your target customers. To know if your marketing communication strategy is working, you need to know how to measure it.

An easy way to do that is to clarify:

- Your business goals (such as revenue), which are supported by
- Your marketing goals (such as lead generation, new sales, repeat sales), which are supported by
- Your reach and engagement

Based on your business goals, how many sales do you need to make, and how many leads do you need to generate? Look at your previous data, such as lead to sale close rate, to get an estimate to start with.

For example, if about 10% of your leads become your customers, and you need 50 new customers to hit a revenue goal, you'll need to generate 500 leads.

From here, map out what needs to happen to generate 500 leads — such as:

- Your blog traffic
- Your social media reach
- Your social media engagement (such as clicks, comments, and direct messages)

Again, based on your previous data, define these numbers so they can support your goal of 500 new leads. Find these in Google Analytics and in the analytics section for each social media channel.

Remember that some channels may be better at driving reach and support long-term visibility (like Instagram), while others could be effective for immediate results, like click-throughs and signups.

Use these to [track the return on investment](#) of your marketing communications and to quickly spot any misalignment of goals and messaging, so you can correct course quickly.

Your Marketing Communication Strategy is Now Anything but Boring

On the contrary, it's an easy, enjoyable way to craft your educational content, social media posts, emails, and everything else that makes up your marketing power.

When you're done creating your marketing communications strategy, don't forget to share it with your team and company as a whole. This will help you delight your current and future customers and reap the benefits for a long time to come.

EXERCISE NINETEEN

Now that you have learnt how communication (in this case, public relations), and marketing can work together, select and apply a range of **communication and marketing strategies** to an identified hospitality business, in order to improve business performance.

This is an individual exercise, and as part of this task, you must select **one** target audience from the following four stated below, to base your marcomms strategies around:



Notes: You must ensure that your identified and chosen hospitality business 'fits' the target audience that you have selected above.

You must select and apply **more than one communication and marketing strategy**. It's up to you to determine what strategies and tactics you use to grow your selected target audience.

Min. word count 1250 words. Include a word count at the end of your response. Font size 12pt and Arial.

SKILL SESSION

HOW TO USE VIRTUAL REALITY (VR)



Image source: Gadgets Reviews

How do VR glasses work?

These glasses use lenses to convert your ordinary phone screen into a 3D environment. This is achieved by splitting the screen into two separate channels, one for the left and one for the right eye. Each eye will then see a slightly different perspective, and this tricks your eyes into thinking it is actually looking at a real 3D environment. The effect is similar to a 3D TV except VR creates a much larger screen that covers your full viewpoint.

Dedicated virtual reality systems have their own software, processors and internal screen, they are more capable and have some nicer sensors, but they are really expensive, a great investment if you are a gamer but a substantial investment if you are not. Slide in VR glasses are just lenses that cut out all the tech costs by smartly outsourcing the job to your phone.

What is a good smartphone to use with VR?



If you are using a regular phone, the main thing to look out for is screen resolution, the higher your screen resolution, the better the screen will look when it becomes larger. Generally, 720p is the lowest you should go, for a better less pixelated experience full HD 1080p or higher will bring a much crisper image.

If you are looking for gaming, then you will need a higher end phone, for movies and some basic games you will be ok with most phones released in 2015/2016+.

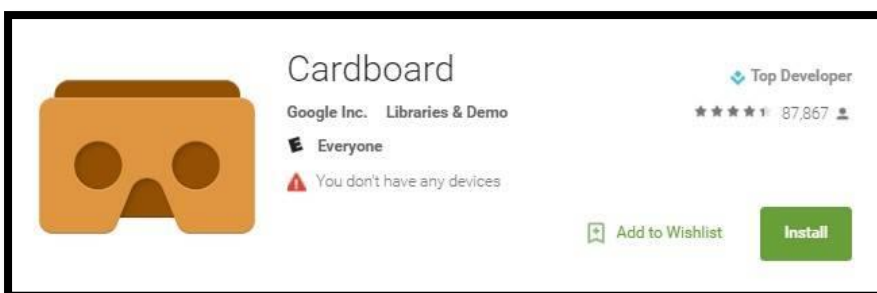
The size of the phone?



If your phone is at least 5 inches, you will be able to fit it in the VR frame, however, the screen will not be as immersive compared to a 6-inch screen because the larger the screen, the wider the periphery will be. A larger phone is generally likely to also have a larger resolution so the quality will be improved too.

The software

Here is where the possibilities become endless as the applications do all the magic.



Step #1 Google Cardboard

Google cardboard is the best starting point as it covers YouTube and also making your own VR pictures from scratch. Google has mastered the basics in this well-made app, and it is a great first step.

Watching movies in VR



Watching a movie in VR means enjoying a cinema size screen straight from your phone, all you need to do is get the right app, and any video you already have will be automatically converted into a big screen. Even a movie that is not 3D will play perfectly, and around the screen, you will see the movie seats and curtains, these will be in 3D, just like you are sitting in an empty private cinema.

Playing games in VR

Gaming is one huge avenue for VR now you can really be inside the game, fully rendered 3D environments will only get better and is set to be the future of the industry.

The Physical Setup

Once you have the apps ready, you just chuck your phone into the front door making sure the split screen line meets the middle screen, and it's all go.

1. Adjust the head straps until it sits comfortably.
2. Adjust the eye spacing.

See images on the next page.



3. Adjust the focus.



4. You're ready to go.

Do you wear glasses?

Only some goggles can go glasses-free, so if you don't want to wear your glasses look out for ones with an adjustable focus.

Apps for the iPhone?

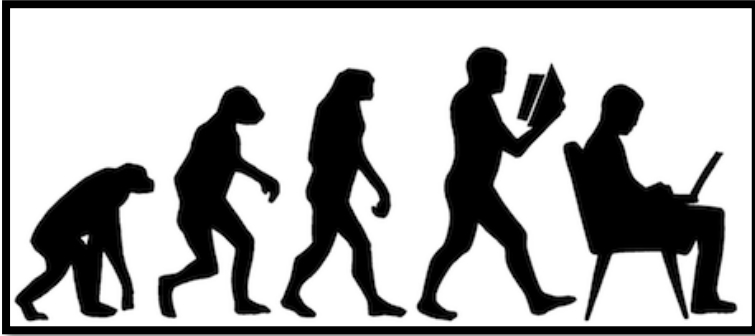
You can find in the app store by searching VR or virtual reality, some of the same ones offered in Android are also available on the iPhone

The Controls

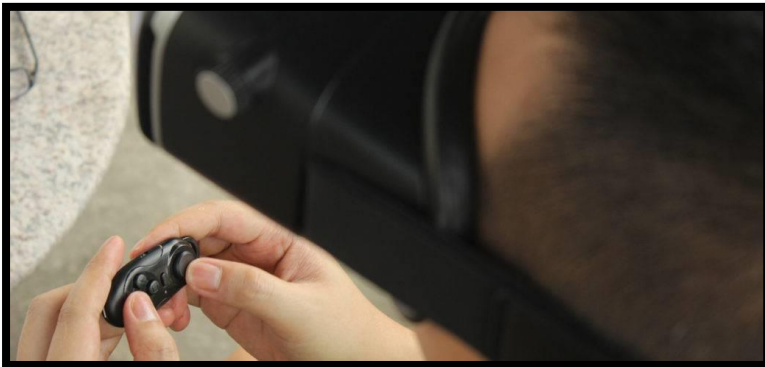


When in VR mode you can't touch the screen, you need to use a controller to navigate. If you didn't get a controller, then you will need to use games that don't need a controller. For watching movies, you can get away without one by tapping the screen and getting it playing before closing the screen door. **Some apps also use a virtual mouse, so you move your head and the pointer moves.** This is also true when you are watching VR compatible videos on YouTube.

VR is in its infancy



The future of this technology is huge and rapidly growing. What we are using today will likely be looked down upon in the future the same way we would look at an old dot matrix Nokia phone today.



Not often something so revolutionary comes along, this is an entirely new medium of entertainment and communication, something that will change the way we relax, work and even do business. With that in mind, it might be premature to venture into the big \$ leagues of Samsung and Sony, as what's out today will likely be replaced as the tech develops rapidly.

Are you ready for your first steps into the VR world? Do it the easy way with your phone and a set of goggles.

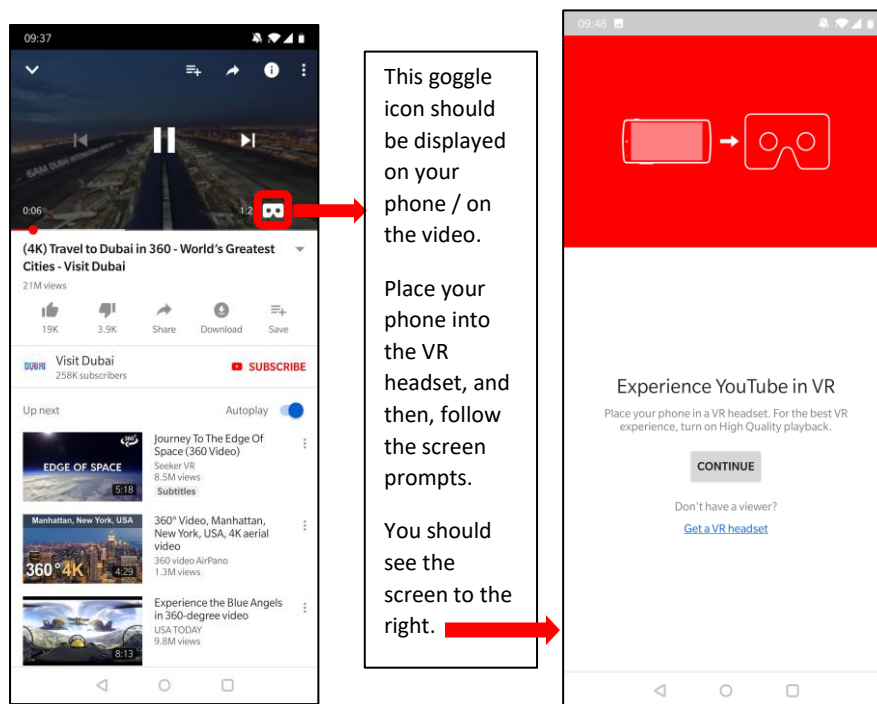
Source: BlitzWolf Blog

You will now be offered an opportunity to see for yourself the immersive nature that virtual reality offers. The best way to learn more is to try them out.

Simple to follow instructions should accompany the VR headset. You just need to make sure that you have inserted your phone the right way.

An example is below.

1. Type into Google the title of the video and add the letters VR. It should come up with the following video in the search.
2. Click on the YouTube video option.
3. Click on the goggle icon. Then, it should bring up the Experience YouTube in VR option. Follow the online instructions and insert your smartphone into the phone slot of the VR headset. Make sure the phone is inserted the correct.
4. View the VR video in 360.



There's a white dot on the screen. Is that a fault?

No. That allows you to access your menu to restart, continue or exit an experience. You will find the menu by looking down. Keep the dot pointed at the menu icon for a few seconds to select it.

How do I stop and start the experiences?

You need to look down and keep the white dot focused on the menu icon. This will then give you the options of exiting, restarting and continuing the experience.

Some brands have a specific VR app. Check these out on the respective app stores.



Image source: One Core Media

PUBLIC RELATIONS IN THE DIGITAL WORLD

Sometimes when discussing public relations, it becomes separated from digital comms and solely associated with mainstream media relations – getting journalists to write about a company or feature a product on their show.

But that's just one element of public relations.

Connecting with your audience through storytelling can take place on ALL platforms – social media, your own website, podcasts, blogs and newsletters.

PR works in all these areas.

Traditional media in its original format (print, radio, scheduled TV shows) lost audiences to new tech platforms (digital news sites, podcasts, on demand TV) and because they were such large established companies it took them longer than it should have to adjust.

In the internet boom we saw digital content creators, SEO advisors and growth hackers, spring up everywhere, presenting themselves as something very different to PR.

We also saw terms such as 'Digital PR', 'Inbound PR' and the like, rise in popularity.

But the mainstream media has adjusted to the digital world and now these terms have become a little outdated.

Media companies are fully established online and have real domain authority. They are also multimedia companies – they may have a print edition, a digital edition, a podcast and a TV show.

In the same way, PR is also a reflection of this digital maturation. The same PR rules and tactics apply when pitching or liaising with all types of media, including digital.

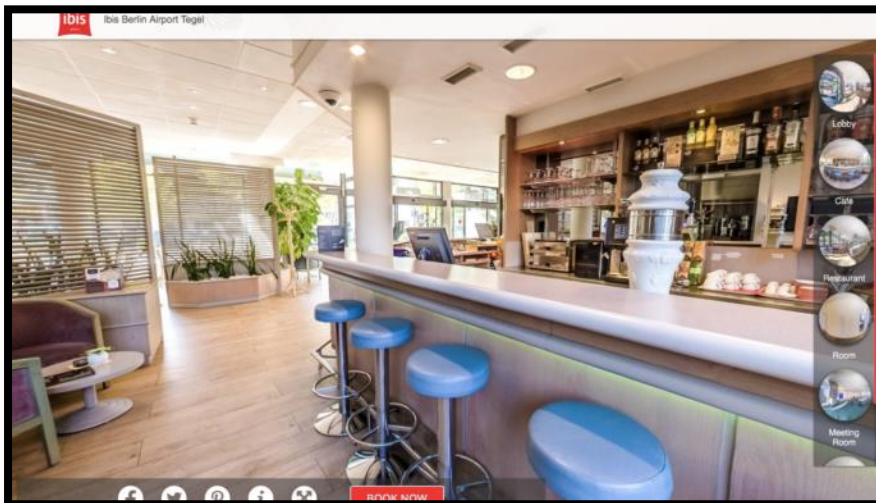
For example, reaching out to a trusted website that you would like to review your product and give you a backlink to help your SEO is essentially PR.

Creating great content, targeted at specific keywords to drive traffic to your site, also includes elements of PR and storytelling.

Source: ClassPR

COMPANY SPOTLIGHT: GCH, A GERMAN HOTEL MANAGEMENT COMPANY

The Benefits of Virtual Reality for Hotel Bookings by Michal Hubschmann,
CEO of VDroom www.vdroom.com



Not only does virtual reality technology increase time and engagement spent on hotel websites--as guests explore the look and feel of each room--but it radically increases their exposure and rankings on search engines.

GCH, a leading German hotel management company, is a good example of a pioneer in the world of **virtual reality** for hotel bookings. More than a third of the hotels they manage, including **Best Western, Ibis, Wyndham, and Radisson Blu**, now offer guests the ability to view their rooms in 360. GCH also created the world's first virtual reality portal, allowing guests to discover hotels and entire destinations three dimensionally.

Not only does this technology increase time and engagement spent on hotel websites--as guests explore the look and feel of each room--but it radically increases their exposure and rankings on search engines. Now, through a partnership with technology solution provider start-

up **VDroom**, virtual reality has become a critical component of GCH marketing efforts.

Through the VDroom platform, property owners create and distribute a 3D gallery of visual assets with one click. The technology proactively reports to search engines rather than passively waiting for them to index a new listing, further increasing visibility and direct traffic to a property. Hotels using the service have enjoyed up to 50% more views than hotels using regular images. The technology also allows hotels to upsell—offering an upgrade to a client who just booked a standard room by linking to a deluxe room and demonstrating the difference.

According to Daniel Wishnia, GCH digital marketing consultant, the “wow” effect from **virtual reality offers incentive for guests to book directly through the hotel as opposed to using an OTA**. This is critical for hotels that commonly pay up to 30% commission to OTA’s to serve as their booking agents.

Furthermore, innovations in the field mean the 360 viewing now can be accessed through smartphones or PCs without the need for special equipment or glasses, Rather, than a trend, GCH sees **virtual reality as a proven strategy to increase hotel bookings**.

Michal Hubschmann is CEO of VDroom, a leading 360°/Virtual Reality content management system for hotels to showcase 3D versions of their properties.

COMPANY SPOTLIGHT: SHANGRI-LA HOTELS AND RESORTS

Experience the virtual world of Shangri-La Hotels and Resorts 

Now you can explore Shangri-La Hotels and Resorts' hotels and destinations around the world with our immersive 360-degree videos. Take virtual tours of amazing destinations and iconic hotels, all from the comfort of your home.

You can watch the videos using the 360-degree video player provided. For a fully immersive virtual reality (VR) experience, download the file and watch using any VR headset that supports the Oculus platform.



Shangri-La Destinations Virtual Reality Tour – 1:30mins
<https://youtu.be/4f4cyO49ev8>



Mongolia Virtual Reality Tour – 2:20mins
<https://youtu.be/KHduM-6SEEs>



Shangri-La Hotels Virtual Reality Tour – 1:41mins
https://youtu.be/wjmlX_dc3Y8



Kowloon Shangri-La Hong Kong Event Spaces Virtual Reality Tour – 2:17mins
<https://youtu.be/1Smt72zpxSE>



Hylandia By Shangri-La Virtual Reality Tour – 1:38mins
<https://youtu.be/txMaVZKcBVU>

Please note: The video format is not yet compatible with some browsers. For best viewing experience, please use the latest versions of Chrome, Firefox and Internet Explorer. Videos may not be viewable in some countries.

Diving into New Zealand's 'most inaccessible places' in new virtual educational experience

From the pristine Poor Knights Islands to the pollution-muddied Hauraki Gulf, an engaging new project is allowing Kiwis to immerse themselves in New Zealand's environment.

NZ VR launched earlier this week, a collaboration between New Zealand Geographic and the Sir Peter Blake Trust.

From the pristine Poor Knights Islands to the pollution-muddied Hauraki Gulf, an engaging new project is allowing Kiwis to immerse themselves in New Zealand's environment.

NZ VR launched earlier this week, a collaboration between New Zealand Geographic and the Sir Peter Blake Trust.

Captivating 360 videos were filmed in a variety of unusual locations and now, they're free for anyone to take a look.

"Everybody understands their world best when they can experience it for themselves," NZ Geographic's James Frankham told Newshub.

"I think that VR [virtual reality] is uniquely powerful in reconnecting us with our natural world. It doesn't matter whether [the location] is fragile or really hard to access - anyone can get there on their phone, or their iPad."



Students at Kedgley Intermediate check out the VR headsets. Photo credit: Newshub.

While people can check it out on their phones, tablets or computers, the footage really shines through virtual reality headsets. Filmed underwater, the 360 videos let viewers swim with whales and relax with stingrays - all from the comfort of their own home.

"Being able to transport New Zealanders, from where they are now to some of our wildest, most inaccessible, fragile places, is why VR is so powerful," Mr Frankham said.



The immersive videos travel to parts of New Zealand most Kiwis never go. Photo credit: NZ Geographic / Supplied

Kelly Bleakley, head of community engagement at the Sir Peter Blake Trust, told Newshub they want to continue the Kiwi explorer's educational legacy.

"He wanted people to experience the wonder of the environment and be inspired to take care of it," she said.

"It's pretty amazing, the kids get blown away when they get to experience it. Some of them have never been to the ocean, let alone see what's under the surface."



Kelly Bleakley, head of community engagement at the Sir Peter Blake Trust. Photo credit: Newshub.

For its launch, NZ VR was brought into south Auckland's Kedgley Intermediate, a decile two school. It was a dream come true for some of the students who spent the morning virtually diving in New Zealand marine reserves.

At one point, the students ducked for cover, seeing a shark slowly cruising over their head.

"It looked really realistic," one student told Newshub.

Ms Bleakley said while they hope to bring the full virtual experience, headsets and all, into as many schools as they can, making the videos and other educational material publicly available helps more students get involved across the country.

"We hope that students get to really experience and fall in love with the environment and get some actions that they can take to help protect it."

New Zealand Geographic's James Frankham. Photo credit: Newshub.

For these students, it was an experience like no other.



"I liked the stingrays - it was close, and it was a beautiful sight. I want to see one in real life," one girl told Newshub.

Mr Frankham is hopeful the experiences will make a positive difference.

"The process of reconnection builds empathy, and it's a way that we can value our natural world more, care for it better and understand the mechanisms that govern it better."

The **interactive VR videos** can be found on **New Zealand Geographic's website**.

Source: Newshub

ANATOMY OF A MULTIMEDIA CAMPAIGN



Image source: Business2Community

Use multimedia to captivate audiences [www.17](#)

When it comes to the transformation of the public relations industry, Google, Facebook, and Twitter always receive the revolutionising praise. This post, however, is aimed to put visual content on the pedestal.

As you look through an interrogative lens — analysing brands, consumers and the media's relationship with multimedia, it's easy to see that visual content is the engine that steers the narrative. Multimedia is the gatekeeper to earned media and the catalyst to engagement.

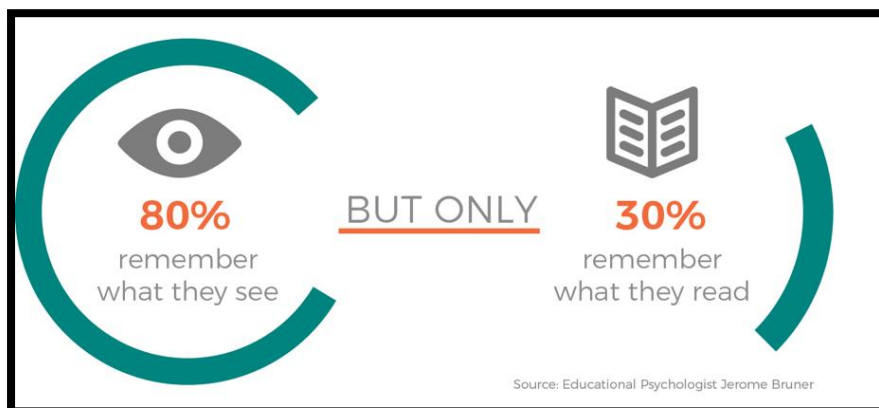
To understand the impact of multimedia, we must acknowledge the fact that content is everywhere and there is no way to escape it. When you pair the 24/7 news cycle with always-on connectivity, you get consumers overwhelmed by a perpetual stream of content.

From online articles to advertisements to blogs to social media posts — numerous mediums are competing for your audience's attention. We visit and see hundreds, sometimes thousands, of websites and pieces of content every week. So, our attention spans are extremely short and very diluted.

Content intelligence company, Chartbeat analysed deep-user behaviour across two billion website visits and discovered that 55 percent of internet users spend fewer than 15 seconds actively on a page. To make an impact, content needs to shine.

BuzzSumo, a content analysis company, also evaluated over 1 million articles in a study that revealed articles with an image every 75-100 words received double the shares versus articles with fewer images.

The internet has revolutionised how we ingest content, and visual content has changed the way we consume it. Multimedia has the innate ability to trigger emotion, boost comprehension and spark long-term memories. Physiologically, the brain processes visuals quicker and more effectively than text, which speaks to the salience of multimedia.



The Media Relies on Visual Storytelling

As consumers gravitate towards multimedia content — multimedia is also the driving force behind the content the media publishes.

In our 2017 State of the Media Report, we learned that 71 percent of journalists “always or often” use multimedia in their stories. Furthermore, a 2016 interview with the Associated Press revealed most major news outlets will not run a text-only story. Multimedia is a crucial component to impactful modern-day journalism.

Journalists are no longer measured by the quality of their work; they are measured by the effectiveness of their work. Similar to communications professionals, reporters are measured by data and metrics such as:

- How much traffic did the story drive?
- How long did people spend reading it?
- Ultimately, how profitable was the article?

Journalists Need Help to Alleviate Increased Demands

Given the abundance of content, it’s amazing to think there are more articles being published by fewer journalists. By 2024, the Bureau of Labour Statistics expects to see about a 10 percent decline in the number of working journalists. Four outlets alone, combine for over 1,000 stories daily.

Stories and videos published per day



More often than not, reporters are losing the luxury of leaning on photo editors, copy editors and publishers to help complete their story. Journalists are up against the clock to publish high quality, share-worthy content.

A helpful exercise is to put yourself in the shoes of a journalist. When you receive numerous well-crafted press releases — you're going to take the path of least resistance, covering the fully packaged story complete with visual assets. It's not only mandatory, but also timesaving.

In the eyes of the media, browsing press releases is no different than searching on Craigslist — people are very unlikely to click on a Craigslist ad that does not include a photo.

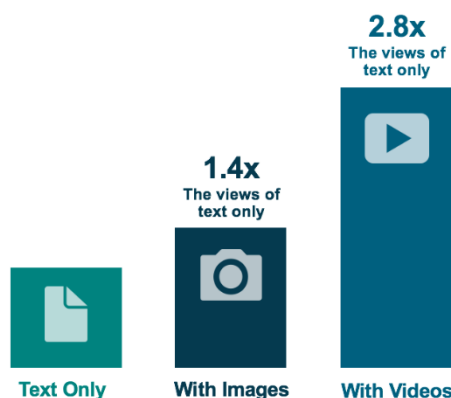
Visual Content Impacts Your Performance

When it comes to content creation, B2B and B2C organisations face similar challenges and priorities. According to the Content Marketing Institute's 2016 Benchmarks, Budgets, and Trends — communication teams aim to:

- Publish more engaging content
- Better understand efficacy
- Create more visual content

For marketing professionals — multimedia is a must have. But for PR pros — visuals are still a nice to have.

A 2015 study by PR Newswire found that less than half (42 percent) of all press releases included multimedia elements, and of the top 100 most successful releases, 68 included multimedia assets. Our research shows that embedding a photo or a video in your press release can increase views by 2.8x.



Given what we know:

- Multimedia sparks consumer engagement
- Journalists rely on visual assets

Source: PR Newswire analysis of 2015 press releases

It's quite surprising to see that PR professionals have not fully embraced visual storytelling.

When seeking editorial coverage, it truly behoves communicators to package their press release with all of the necessary assets — logos, photos, videos, etc. — so it's essentially plug-and-play for a journalist.

Source: Cision

USING VIRTUAL TOURISM TO OBTAIN AN ACTUAL EXPERIENCE

Back in 2001, an acquaintance who worked for Lonely Planet told me about a surprise discovery. The travel guide business had an audience of people who would buy their travel books, but never travel. Lonely Planet dubbed them “virtual tourists”.

Now Lonely Planet, and others, have become excited by tourism powered by virtual reality (VR) — both on this planet and, thanks to NASA, on others.

VR films are also being developed by travel companies, such as Thomas Cook. And Tourism Australia has partnered with Google to understand the marketing potential of VR (well, 360-degree panoramic videos).

But VR tourism isn't only about recreating a virtual version of reality that renders travel to the destination unnecessary. It can enhance tourism in other ways — by allowing tourists to handle precious historical artefacts in virtual form, or by retelling contested histories from previously unexplored perspectives.

What is virtual tourism?

In contrast to Lonely Planet's definition, let's consider virtual tourism to be the application of virtual reality — including augmented reality (AR) and mixed reality (MR) — to tourism.

The term virtual reality is most commonly used to describe what happens when you are completely immersed in a virtual environment you can see through a headset. Enhanced forms of virtual reality allow you to interact with that environment using extra equipment, such as gloves fitted with sensors.

Virtual reality is also used as a catch-all term to describe the overall spectrum of digitally mediated reality, which includes virtual reality, as well as mixed reality and augmented reality.

Augmented reality and **mixed reality** are computer-generated visualisations that augment our sense of the real world around us or

merge the real and virtual together. You still wear a headset, but rather than blocking out the world, an AR or MR headset enables you to see visualisations within your real-world surroundings.



Image source: PhD student Mafkereseb Bekele demonstrates a digital underwater landscape augmented over the real world as it would appear through a Microsoft HoloLens headset. Author provided

Augmented reality and mixed reality are usually visual, but you can now get audio augmented reality, that will play audio recordings through special glasses about sites you're looking at. There is even **olfactory-augmented reality** that can enhance your experience with smell.

Virtual reality can be more than a mirror that gives you a realistic interactive simulation of the current world: it can bring the past into the present.

As Sir David Attenborough has noted:

'The one thing that really frustrates you in a museum is when you see something really fascinating, you don't want to be separated from it by glass. You want to be able to look at it and see the back of it and turn it around and so on.'

The London Natural History Museum's app *Hold the World* gives users a chance to move and manipulate virtual objects that are fragile, expensive or remote.

Sky's new virtual reality experience, *Hold the World*, offers the unique opportunity of a one-on-one audience with Sir David Attenborough. The ground-breaking interactive experience transports you from the comfort of your home to London's Natural History Museum, where you can get your hands-on rare specimens from its world-famous collection as you go behind the scenes to explore areas usually closed to the public.

YouTube clip: <https://youtu.be/nr3l98Omm-0>

Virtual tourism is also breathing new life into mythology and folklore. In Denmark, there are plans to turn a virtual reality exhibition exploring Viking history and Norse mythology into a permanent theme park.

Visitors will be able to fight giants and dragons and explore a complete “Nordic” landscape.

Virtual tourism can allow people to hear fresh interpretations of history. For example, the augmented reality app Dilly Bag connects users with the stories of Indigenous Australian servicemen via a smartphone.

Stories can be told from the perspective of flying animals, or provide thrills and spills that appear more dangerous, immediate and visceral than the real thing (see this VR rollercoaster theme park in China).

Inside China's first billion-dollar virtual reality theme park

Giant robots and futuristic cyberpunk castles rise out of lush mountain slopes on the outskirts of Guiyang, the capital of one of China's poorest provinces. China is building its first virtual reality theme park, which expected to be fully functional by February 2018. The 330-acre (134-hectare) park in southwestern Guizhou province promises 35 virtual reality attractions.

YouTube clip: <https://youtu.be/JhtYQczgNNw>

How common is virtual tourism?

Given the expense and complexity of virtual reality, augmented reality and mixed reality arguably have more potential for virtual tourism.

Wi-Fi, which is required for many virtual tourism experiences, is now commonplace, and many people do have their own devices. But content must be tailored to specific devices – smartphones can overheat from processing so much data, and the size of tablets can make them unwieldy.

The number of exciting technological showcases is matched by the number of failed or broken equipment and deserted VR centres. Hyped promises proliferate – apparently every year is the year that VR, AR and MR will break through.

Yet any VR software and hardware currently full of promise seems to get old very, very, quickly. If we are to move past one-hit AR wonders such as Pokémon Go, we need scalable yet engaging content, stable tools, appropriate evaluation research and robust infrastructure.

Formats such as WebVR and Web XR promise to supply content across both desktops and head mounted displays, without having to download plugins.

But before we see virtual tourism become widespread, we need to change our preconceptions about what virtual reality is. Let's not limit VR experiences to recreations of the real world, instead let's open our minds to history, mythology and fresh perspectives from real people.

Source: The Conversation. All images and videos as published in the article.

So, in this digital / virtual tourism world, how smart do tourism businesses need to be to achieve success? The answer may lie through the power of media and technology to outsmart each other.

And speaking of using technology, Wellington's Regional Economic Development Agency (WREDA) has used virtual reality to entice people to visit in 'actual reality'.

Wellington uses virtual reality to entice people to visit in 'actual reality'

Anyone with access to a virtual reality headset can now visit Wellington, without actually having to visit Wellington.

The Wellington Regional Economic Development Agency (WREDA) is taking a \$300,000-odd punt on a virtual reality (VR) take of our capital city that has just been released.

Dubbed WellTown, it is a VR trip around Wellington – thought to be a first of its kind – where those with a VR set anywhere in the world can explore some of the city's highlights.

Check out the website* here: <https://www.wellingtonnz.com/welltown/>

Strap on a pair of VR goggles, meet an outrageous local guide, and get ready to be immersed in *WellTown*, where New Zealand's capital is transformed into the world's first virtual city that you can explore and play as a game.

** WellTown is free to download from the Steam and Oculus VR stores and can be viewed on YouTube. An android and iOS version are in the works.*



First stop was Wellington's waterfront diving platform to pop virtual bubbles to get virtual people to jump into virtual water.

It feels God-like in the virtual world, but I imagine the sight of a man in a bulky headset waving digital controllers in his hands trying to pop bubbles only visible to him is distinctly-less cool to watch in the real world.

Then there is a trip beneath Wellington Harbour, where a southern right whale just happens to pass by. Then to some native bush with views over the city where an incredibly lifelike fantail perches on my hand with birdsong all around.

Then it's a trip down to the Wellington Railway Station to kill – or, perhaps, bring back to life – zombie commuters, and up to Cuba St to become a busker for Orchestra of Spheres, then stand beneath the matariki stars.

Virtual reality has clearly come a long way in the past few years. The virtual environment is clearly that – you can breathe underwater for a start – but after a while it all starts to feel real.

That is, until a voice from the real world comes in: "You know you can turn around, right?".

There are the six game-like "experiences" but there is also an "explore more" where one finds oneself with the Treaty of Waitangi, and able to step up and read sections, or the famed suffrage petition, or checking out tertiary education providers and an All Black test.

The game cost Wreda, via Wellington City Council funding, just under \$300,000 to develop. It was a figure that Wreda spokeswoman Anna Calver said was roughly on-par with a winter advertising campaign.

"We wanted to show what Wellington is all about. It's fun, it's creative, it's vibrant so we want to give people a sense of that, so they actually come here – not in virtual reality but in actual reality."

It is free to download and could be used by anyone with a VR set. It would be used for a variety of Wellington marketing purposes, including letting businesses use it as a free way to market the capital.



Image source: WREDA AND WRESTLER/SUPPLIED

A southern right whale glides through the pristine virtual Wellington Harbour.
Slightly adapted article.

Source: Stuff.co.nz. Images as published in the article.

Been there, seen it, got the virtual t-shirt: How virtual reality is changing tourism



Visionaries: Google Street View has captured 'VR experiences' of migrating crabs and national monuments around the world. Photo / Getty Images NZ Herald

The advent of commercial jet travel and the home cine-camera have all changed how we choose to spend our free time and what we do when we get there.

However, there's a new technology promising to take the 'staycation' to another dimension.

Virtual reality – leisurely abbreviated to the techy-acronym 'VR' – is the much hyped and misunderstood medium that promises to change how we travel.

In same the way we might once have sit through the obligatory family-holiday slideshow, – or today's envious trawl of travelling friends' Instagram stories – VR enthusiasts see it as the logical next step for how we share our travel experience.



Image source: www.spreadshirt.com

The immersive nature of the medium has led to some proclaiming that the future of VR could be a substitute for "being there".

"What?" I hear you scoff.

"Trade in daiquiris and the sensation of sand between your toes for one of those ridiculous headsets? No thanks!"

It's true there is still some way to travel down the VR tourism path, but imagine:

Soon you could be transported to Everest base camp or a lone island in the Maldives in milliseconds – without the need for delays, airport trips and carting luggage.

The numbers suggest many feel we're almost at that point now. And there are some extra benefits in cashing in on this virtual tourism expedition.

In recent years Tourism Australia has invested in 360-degree videos. Its "immersive" tourism videos have been seen over 10.5 million times - and more importantly, a fifth of tourists viewed these videos as part of researching and choosing a potential holiday destination.

The research conducted by **Tourism Australia and Google's Think Board** showed that VR was a great way to showcase the country's nature and environment, reporting that experiences such as swimming with the whale sharks of Ningaloo Reef resonated "particularly well among consumers."

And its importance is only set to grow. The survey showed that tourists (22 per cent of US, 25 per cent of UK and 30 per cent of the Australian domestic market) were considering using VR to plan a holiday.

While the tourism body insists "there's nothing like Australia", VR might be close.

Unsurprisingly, tourism bodies have been dabbling in VR on both sides of the Tasman; in response Pure NZ released a **video of a virtual kea**.

In 2007, Google Maps launched Street View, a collection of 360 VR photos allowing users to visualise journeys from street level. Since then, the service has captured "VR experiences" of migrating crabs, national monuments and become a go-to for travellers looking to get directions for prospective journeys.

The search engine has already created virtual maps of entire countries, the latest of which is Kenya.

This is welcome news to Cyrus Onyiego, Country Manager for booking website Jumia Travel, saying in **an interview with Africa Tech** it will "go a long way in bringing the entire world to the country not only virtually, but also physically".

It might not be a virtual holiday as such, but VR has already become a vital part of travel planning.

360: Ningaloo Marine Park, Western Australia, Australia

See what it's like to swim with whale sharks off the coast of Western Australia in a 360-degree video. Between mid-March and mid-July every year, these gentle giants can be found in the Ningaloo Marine Park following the mass spawning of coral.

YouTube link: <https://youtu.be/tKdwpVHwx-Y>

The technology is set to be a big driver for tourism destinations.

However, might the true virtue of VR be in reducing overtourism?



Destinations like Thailand's Maya Bay have been forced to close their beaches to visitors, in response to environmentally harmful levels of tourists. As other bucket-list favourites, such as Machu Picchu in Peru and Boracay in the Philippines, consider similar measures to curb damaging visitor rates, VR tourism has been mooted as a way to slake environmentally damaging wanderlust.

Tourism NZ Facebook: Pure 360 of Doubtful Sound

YouTube link: <https://youtu.be/2PnIBgUNB74>

In an article on *The Conversation* authored by researchers from Australia's Sunshine Coast University, it was suggested that "VR could offer experiences of locations like this without impacting the natural environment".

The academics were great believers in the "new opportunities for travellers" presented by VR. The research sees the technology transformative to the travel industry, but also for those taking part -

with subjects reporting feelings of "relaxation, rejuvenation, expectation, surprise, trust in oneself, and improved self-esteem".



The article goes as far as to suggest that it might even alter the makeup of local tourism-based economies: proscribing that "alternate forms of income for local people need to be developed to support economic viability".

Machu Picchu exploring 360° video

This is a 360 4K video from when we explored Machu Picchu in Peru! You can experience this 360-video using the YouTube app, try and select the highest resolution. Then move your phone around to experience the magic of 360 video!

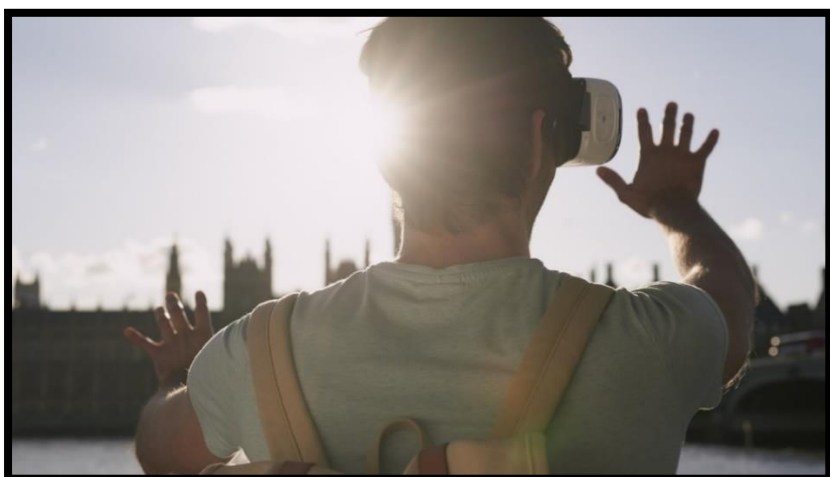
YouTube link: <https://youtu.be/RhQY6sKmEo0>

It seems both of these uses for VR in tourism stand in contradiction. Will the technology be used to drive tourists to destinations or keep them at home?

There is still a long way to go down the journey towards virtual tourism - and while we might be able to visualise the end goals of this technology, we will just have to wait and see what happens.

Source: NZ Herald. Videos and image as published.

Innovative ways travel brands are using virtual reality by Natasha Pratts



Over the past couple of years, virtual reality has received a serious amount of hype in the travel sector. Yet initial early excitement has faded somewhat and there's a sense that nobody is entirely sure whether VR really does have long-term staying power.

According to Skift, the technology itself is improving and the high costs associated with creating 360-degree content creation are coming down. Yet despite technological advancement and greater affordability, travel brands have been slow to invest. For many, there seems to be a general uncertainty about how VR can best be used, and whether the end benefits outweigh the costs.

However, by getting creative with production, harnessing the latest technology, and looking at exciting new applications, a number of hotels and travel brands are finding that VR can offer benefits unlike any other medium. In the following post, we'll look at five different examples.

1. Enhanced guest experience

Using VR as a tool to entertain guests and enhance their overall experience remains relatively unexplored. Yet the applications of virtual reality in this area are almost limitless. A case in point is **One Aldwych** — a 5-star hotel in London. When guests order The Origin (a whisky-infused cocktail), they're handed a **virtual reality headset** that reveals how and where their chosen tippie is made.

With the headset in place, guests take an immersive journey that includes visiting the distillery where the whisky is aged and soaring over the Scottish Highlands, before arriving back in The Lobby Bar where the bartender serves their drink. This unique blend of storytelling and sensory experience has worked a treat. The bar sold 30 of the drinks on the menu's first night.

It's easy to imagine how VR could be similarly used to enhance all kinds of on-property experiences, from a meal at the hotel restaurant, to fitness classes to offering a multi-sensory spa treatment.

2. Virtual reality in social spaces

At the **boutique Hotel Zetta in San Francisco**, their lobby features a virtual reality installation created by San Francisco's, **Exit Reality**. When guests slip on a VR headset, they're whisked off to various virtual worlds, from outer space to a ghostly sunken shipwreck.

This clever use of VR not only entertains guests, its position, in the lobby, has created an eye-catching feature that's earned the hotel plenty of extra attention. While walking along the street, pedestrians are able to glance inside and see guests interacting in the VR room. As a result, people have ended up walking into the lobby to ask about the cube.

While enhancing the guest experience, Hotel Zetta has realised how VR can be used to create a level of intrigue that stops people in their tracks and potentially leads to winning new customers.

3. Virtual hotel tours

Virtual tours using 360-degree technology are all the rage these days. By wearing a VR headset, travellers are able to explore a hotel and destination — giving them a unique chance to try before they buy.

Atlantis Dubai's high-end virtual tour lets prospective guests explore its opulent rooms, luxury amenities and on-site experiences, from swimming with dolphins to tearing down a huge water slide at the hotel's sprawling waterpark. While in Switzerland, **Igloo-Village Zermatt** brings to life its twinkling, sub-zero mountain village with a simple yet effective VR experience that shows off its cosy igloo accommodation and camp.

Taking a slightly different approach, hotel group Palladium uses VR as a selling tool aimed at travel agents. The chain's own **salespeople are given virtual reality headsets** to present their properties to travel agents,

enabling them to offer a virtual tour of the rooms, pools and restaurants at all of Palladium’s hotels.

Far from a gimmick, these kinds of tours can generate significant levels of interest. In a **comprehensive study of over 10,000 travellers**, 31% of respondents said they would book a vacation in-store after experiencing a VR tour.

4. Destination marketing



Tourism boards are also realising the huge pulling power of VR. Visit **Mammoth** in California recently shot a **cutting-edge 360-degree/VR video** to showcase the region’s stunning landscapes in a way that simply wouldn’t have been possible with images and traditional video.

Viewers are led through the destination by a group of adventurers as they spend a day skiing, mountain biking, paragliding, kayaking and horseback riding. Along with immersive point-of-view footage, a drone was used to capture the highest ever recorded images with a 360° camera.

The results are undeniably impressive and do a great day of placing the audience at the heart of the action. Take a look at this **behind-the-scenes video** to see how this vivid production was brought to life.

5. Meetings and events

Virtual reality has more recently been harnessed as a tool to sell meeting and events space. There’s a clear utility to using VR in this way — it gives events planners a much better impression of a space to gauge whether it’s the right size for their needs. Photos and descriptions alone don’t always offer the most accurate impression.

In 2017, **Marriott** launched its own VR tour to showcase how the hotel’s meeting rooms might be used for events. Clients could take a tour using VR headsets, such as Google Cardboard. Just recently, **East Wintergarden** (a venue in London’s Canary Wharf), unveiled their own 360-degree virtual tour to give organisers a better feel for the grandeur of their event space and diversity as a venue.

When events planners have the responsibility of booking a venue for major companies and clients, applying VR in this way can give them the confidence to book.

6. In-room entertainment



As hotels roll out streaming services and on-demand content to attract guests, VR represents the next step to offer enhanced in-room entertainment. Virtual reality headsets are yet to prove a big hit with consumers. But given the likes of **Facebook, Microsoft and Google** are all continuing to invest in the technology, there's reason to believe it has the potential to go mainstream.

Certain hotels have already been experimenting. Back in 2015, **Marriott** launched its "VRoom Service". This first-of-its-kind experience enabled guests to **order VR headsets to their hotel room**. The headsets came preloaded with three "VR Postcards" — immersive 3D travel stories that followed real travellers on a journey to Chile, Rwanda and China. Far from a gimmick, **51% of new guests** that used the postcards said they wanted to stay at Marriott hotels more often.

7. Hotel Design

Using VR as an interior design tool is a relatively untapped application that has the potential to go mainstream. **Holiday Inn has been using VR to design new hotels**, a process that has saved the business huge expense and time. In one instance, the design team realised a chair for the built-in desks of a new room design didn't fit after running the design through a new virtual mock-up stage.

Independent design companies are also providing **3D experiences to allow hoteliers to visualise new design concepts**. By using a smartphone or placing on a pair of goggles, hoteliers can decide whether to alter the carpets, upgrade the bathroom, or change the furnishings. In the near future, eye-tracking and sensors within the headsets will reveal how users feel about different design elements.

Arguably, hotels could use this kind of technology with guests to learn more about their preferences regarding decor and design. By visualising things from a guests' perspective, hotels could make important choices built around the likes and dislikes of their typical customer.

Innovations in virtual reality

While virtual reality still hasn't been embraced by many in the travel sector, its potential remains undoubted. Along with hotels and DMOs, major travel agents such as **Thomas Cook are finding continued success with VR as a sales tool**. Tech giants are also investing heavily to bring new headsets to the mass market, and the **business applications continue to expand**.

Beyond marketing and virtual tours, hotels and travel companies are now pushing the boundaries of VR in terms of creativity, technological ingenuity, and attracting niche audiences. So, while the future remains unclear, the use of virtual reality in the travel industry still remains hugely promising.

Source: TravelTripper

INTEGRATED MARCOM STRATEGIES: AN INTRODUCTION

Integrated Marketing Communications (IMC)

The integrated marketing communications plan, is an approach that achieves the objectives of a marketing campaign, through well-coordinated use of different promotional methods that are intended to reinforce each other. It is successful within B2B and B2C companies and can be used by small retailers who can't afford to outsource marketing, large global brands to even non-profit organisations, this model is applicable to cater for many companies.

Within the IMC plan, the company carefully integrates and coordinates its many communication channels to **deliver clear and consistent messages** about the organisation and product or service.

The plan involves getting a communication message to a customer; this message has to be clear, consistent and compelling. The process of the IMC is important for better **managing the communication mix** with **target audiences** and maintaining the strong market position through **brand differentiation**.

Planning provides direction for creating and delivering brand messages, it provides new opportunities for advertising agencies and for companies to create added value for their customers and ensures that the message

being delivered to consumers and clients can be monitored every step of the way.

Belch G. & M. Belch suggest that the IMC process consists of six steps outlined below:

1. **Contextual or Situational Analysis**

The first stage of the IMC planning process is to conduct a situational/contextual analysis. This can involve a SWOT analysis, and an external and internal environmental analysis.

2. **Target Markets**

You need to decide who your target markets are, map them on a demographic and psychographic level. Then you need to decide what the benefits are to the consumer and why they would use the product.

3. **Communication Objectives**

The third step of the IMC planning process is to decide what the communication objectives are. These are objectives that your company wants to communicate to the public and their target audience. Some examples of these are;

- Develop brand awareness
- Change customer beliefs
- Enhance brand image
- Increase sales
- Reinforce purchase decisions

4. **Budget**

The types of budget that companies have can vary. These can be, a percentage of sales, competitive partially, percentage of profit, a budget depending on objectives and tasks and how much the company can afford.

5. **Marketing Mix Strategy**

The marketing mix is selected in line with the communication objectives and within the budget selected.

6. **Evaluating the Programme**

The final step of the IMC planning process is evaluating the programme. This can be done by certain social media metrics, by analysing online traffic with the use of Google analytics, by sales and social media tools that allow you to track engagement with certain items.

Source: [Cocoonfxmedia](#)

SWOT Analysis of the Hotel Industry – Know the Strengths and Weaknesses

There's no question the hotel industry is a vast sector that is responsible for trillions of US Dollars in the form of revenue. That being said, a SWOT analysis of the hotel industry is, therefore, paramount.

Its magical allure lies in the fact that it can help hoteliers globally to develop and implement sound and robust business strategies.

As you might expect with an industry with such a massive financial muscle, you need to have a clear-cut business strategy. Which begs the question: do you really know your hotel industry?

If you are a hotel manager, owner of a hotel or restaurant, travel enthusiast or a wannabe entrepreneur in the hotel industry; understanding the SWOT analysis of hotel industry is a must. Background of Hospitality and hotel industry might help to understand the zest of Service in the hotel industry and hospitality and explore the analysis further.



Even before we delve into it, what actually is a SWOT Analysis?

SWOT Analysis of the Hotel Industry

Simply put, a SWOT Analysis is a rundown of all Strengths, Weakness, Opportunities, and Threats facing a particular industry or niche.

Herein, we will provide an outlook for the hotel industry as a whole with a particular focus on its primary business strengths, weaknesses, and how these pitfalls can be harnessed into natural advantages.

With this information, hoteliers can set business goals which can be reviewed at least once a year.

Read on to get a good glimpse of how the hospitality industry and especially the hotel industry is panning out.

Strengths of the Hotel Industry

Right off the bat, we will have to admit that the hotel industry's strengths vary from one region to another. Every region has its own advantages and disadvantages.

But, the first step in the SWOT analysis of the hotel industry begins with an incisive look at its universal primary strengths.

1. Provides Safe Abode Away from Home

It's undeniable that the hotel industry provides safe accommodation for people when they are away from their homes.

The industry itself boasts millions of decent rooms. With a variety of hotels across the globe – from boutique hotels to the grandeur international name brands and everything in between, there's always a hotel that will fit a customer's needs.

They offer everyone a place to kick back and relax away from all the hustle and bustle of everyday life and work.

Without the hotel industry, vacations and road trips wouldn't be safer or even possible.

What else can you offer to customers as a hotelier? Think about it. It will fall under strengths.

2. Contributes to the Local Economy

As an industry that wields significant financial power, the hotel industry can certainly tide things over in the local economies.

Sure, it's local attractions that bring masses to the community, but it's the hotels that keep them there.

When people stay in a place, they consume local services and goods. They will visit local malls, eat in local restaurants, and shop in local stores.

And, where do all those top dollars end up? That's right – within the community.

So, the Hotel industry is a boon to the community.

3. It's a Mammoth of an Employer

Again, the hotel industry is an enormous sector that employs many people in myriad disciplines.

Think in the line of management, groundworks, landscaping, banking, service, and entertainment to name a few.

There are a lot of **Astonishing facts about hotel industry** with key facts being that within the next couple of decades 1 out of 10 people could be a hotelier or hospitality professional.

4. High-Profit Margin

Although the hotel industry requires huge initial capital, it's still a worthy investment as the cost of labour is lower, and the profit margins are higher.



Image Courtesy- US Hotel industry revenue reports by Travel Pulse

However, this is not the case across the globe.

While Asian, Latin, African, and Middle Eastern hotels enjoy cheap labour, those in Europe and the Americas are paying a premium in wages.

Weaknesses of the Hotel industry

Now, this is a crucial part of the SWOT analysis of the hotel industry. After all, mastering the weaknesses is what that gives hotels the competitive edge.

Let's look at a few of the weaknesses that we need to be careful with.

1. High Hotel Rates

Here's the thing: high-end hotels charge thousands of US Dollars to stay there for a single night.

The problem is that these rates are not within reach of an average household in today's world.

So, the hotels are losing customers to competition inside and outside the industry.

In essence, there's a limited demographic that the hotel industry can market their services and products to.

Although there are affordable hotels out there, they usually offer lower standards of services – and maintenance.

2. Unfavourable Tax Rates

In some countries, the hotel industry is subjected to an unfair tax structure which, in turn, takes the cost of offering hospitality services to a whole new high.

Get this: some rooms attract specific taxes which are charged per night spent there.

As if that isn't worse enough, some hotels also receive higher sales taxes when pitted against other sub industries such as bed and breakfasts.

Opportunities to the Hotel Industry

The hotel industry is here to stay; there's no question about that.

The best news is that every community has a raft of attractions and landmarks worth visiting.

What hoteliers have to do is add a little flair to them, and people from all walks of life will journey miles to partake in their beauty.

In principle, the hotel industry has an opportunity to enjoy a year-round influx of customers thanks to its modern structure.

During peak season, hotels typically take in domestic and international tourism – and local tourists during the off-season. And, this is the magical allure of the hotel industry.

The world is getting globalised, there are more booking and travelling options. Technology is providing a hand in helping the hotel industry grow.

The Future of Hospitality and the Hotel industry is bright for sure.

Threats to the hotel industry

This again is a crucial part of the SWOT analysis of Hotel industry.

Alternative lodging like Airbnb has already posed enough threat to the hotel industry.

1. **Boutique Alternatives:** Cheaper and more robust hospitality services are mushrooming each day. Airbnb is the primary threat to the hotel industry, for that matter.
2. **Prevalent Conditions:** Civil unrests in some foreign countries can dampen down hotel industry both directly and indirectly.
3. **Worse-Than-Expected Economies:** The hotel industry is still reeling back from the aftermath of the world's recession. Unfavourable interest rates and low disposable income has cut down dramatically footfall in most hotels across the world.

Conclusion

Here you go. Quick SWOT analysis of the industry we love the most. Hope this has helped you to know your hotel industry better.

Technology has a huge role to play in all the four sections of SWOT analysis of Hotel industry, but we will leave that to be covered in detail in another post.



Source: soegjobs.com. All images as published.




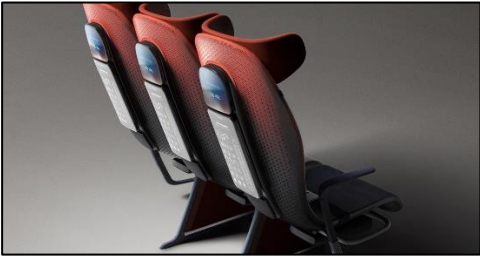
EXERCISE TWENTY

Each individual should choose **one** of the products/services listed on the next page.

Then, develop a **SWOT Analysis** for your selected product/service that focuses on the competitive landscape/business environment.

The trainer will randomly select students to showcase their SWOT Analysis.

Product/Service Visual	Product/Service Description
	<p>goTenna Mesh; designed to keep Android or iOS devices connected even when there is no cellular service</p> <p>Image source: amazon.com</p>
	<p>A travel agency specialising in selling tours to North Korea</p> <p>Image source: gov.uk</p>
	<p>The smallest Automated Travel Vacuum that is equipped with a pressure detecting sensor to remove all the air inside your suitcase</p> <p>Image source: Vago Singapore</p>

	<p>A tree tent; a dangling two-person shelter that combines the comfort and versatility of a hammock with the security of a tent</p>
	<p>A drive-in desert cinema</p> <p>Source: Backtothefuture.fandom.com</p>
	<p><u>Robi</u>, a trilingual lobby robot, whose job is it to greet guests</p> <p>Image source: 25hourshotels</p>
	<p>A next-gen automation and connectivity plane seat made from “smart textiles” i.e. a special polyester wool blend with embedded sensors but offers no recline</p> <p>Image source: Futurism</p>

Why integrated multichannel marketing is essential to your business's success [www.//](#)

Without getting too Aristotelian, with marketing, the whole is most certainly more than the sum of its parts - when it's done right that is. That's the essential essence of integrated marketing - that by coordinating messages across channels the results from increasing brand awareness, familiarity, favourability and purchase intent are far higher than when taking a less integrated approach which fails to coordinate.

With the introduction of a whole host of new digital marketing channels over the past decade, such as Instagram, Snapchat and Pinterest as well as existing digital platforms like Google, Facebook and Twitter, the

integration of marketing channel has never been more difficult or more important.

This article will review what integrated multichannel marketing means today. To learn out to create a multichannel marketing channel see our Quick Win members' resource.

Defining integrated marketing

Traditionally, definitions of integrated marketing focus on **integrated marketing communications (IMC)**, but we believe these are no longer fit for purpose, since they imply an old media mindset of campaigns with broadcast and push communications that are one-way and not interactive. Digital media and the web have brought us the opportunity to share via social media (including UGC, user generated content) and create immersive experiences on websites and in mobile apps. We can also personalise across ads, website and email through techniques like re-targeting and website personalisation.

We also need to plan our communications around cross-device usage to reach what comScore rightly highlight as the **Multichannel majority** and to consider we should look beyond burst campaigns to longer-term continuous online visibility as people and businesses look for our products, services and brands, which Gartner have called **Two-speed marketing**.

Given this changed reality of marketing today, we define Integrated marketing as:

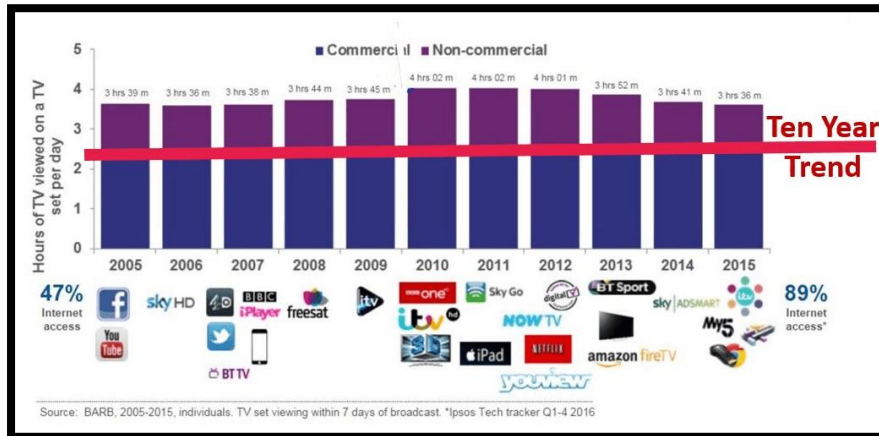
*"A strategic approach to integrating communications and interactive experiences targeting defined audiences and individuals which coordinates all aspects of marketing of a brand including **Paid media** (offline advertising, direct marketing and online display and programmatic); **Earned media** (Organic search fuelled by content marketing, PR and online influencer outreach) and **Owned media** (including social media, on-site UX, customer service and direct messaging through email and mobile), in order achieve consistent messaging customised where possible by channel which presents a unified and seamless experience to consumers across the customer lifecycle or path to purchase".*

This builds on this definition of Integrated marketing from the (Direct Marketing Association (DMA) which also emphasises the use of communications and experience together.

*Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, **public relations**, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process*

designed to ensure that all messaging and communications strategies are consistent across all channels and are centred on the customer.

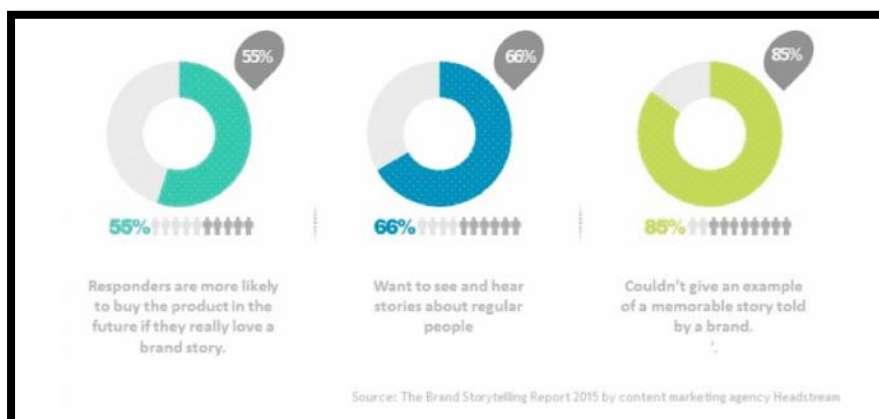
That's not to say integration stops at coordinating across individual digital channels. Many more traditional ad mediums have retained their effectiveness, and also need to be integrated with digital campaigns. TV has proved particularly resilient in this regard, as shown by the chart from thinkbox TV below and the persistence of offline media as a high percentage of investment in IAB data on ad and media spend .



Why integrate marketing channels?

Different channels have different strengths and weaknesses, and different types of content suit different channels better - Twitter is good for short, witty and pithy messages, whilst Pinterest is great for content related to design, and aspirational content works best on Instagram. So why not play to each individual channel strengths, and design marketing for that channel specifically, rather than attempting to integrate all channels?

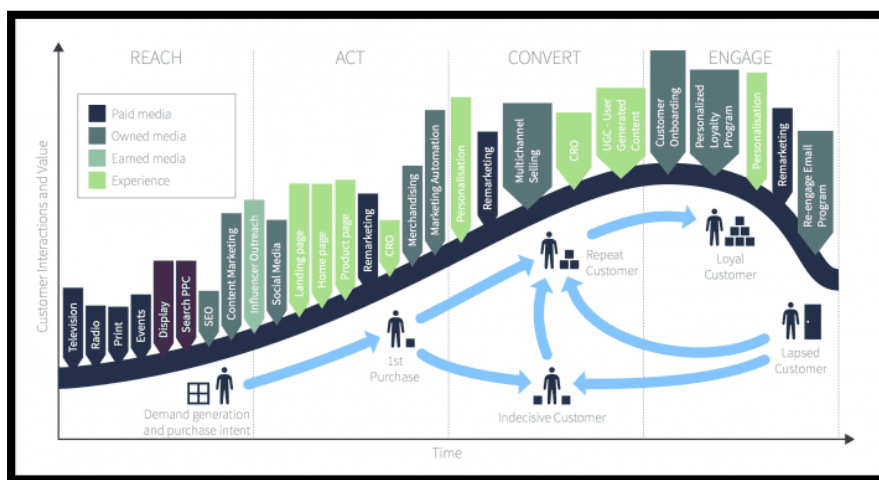
The answer is **customers don't care enough to pay attention to all your different messaging**, and by not using one clear communications strategy to amplify your brand, your message will simply be lost in the constant stream of content that all consumers are subject to every day. For example, the brand storytelling report showed that 85% of consumers couldn't name a memorable story told to them by a brand.



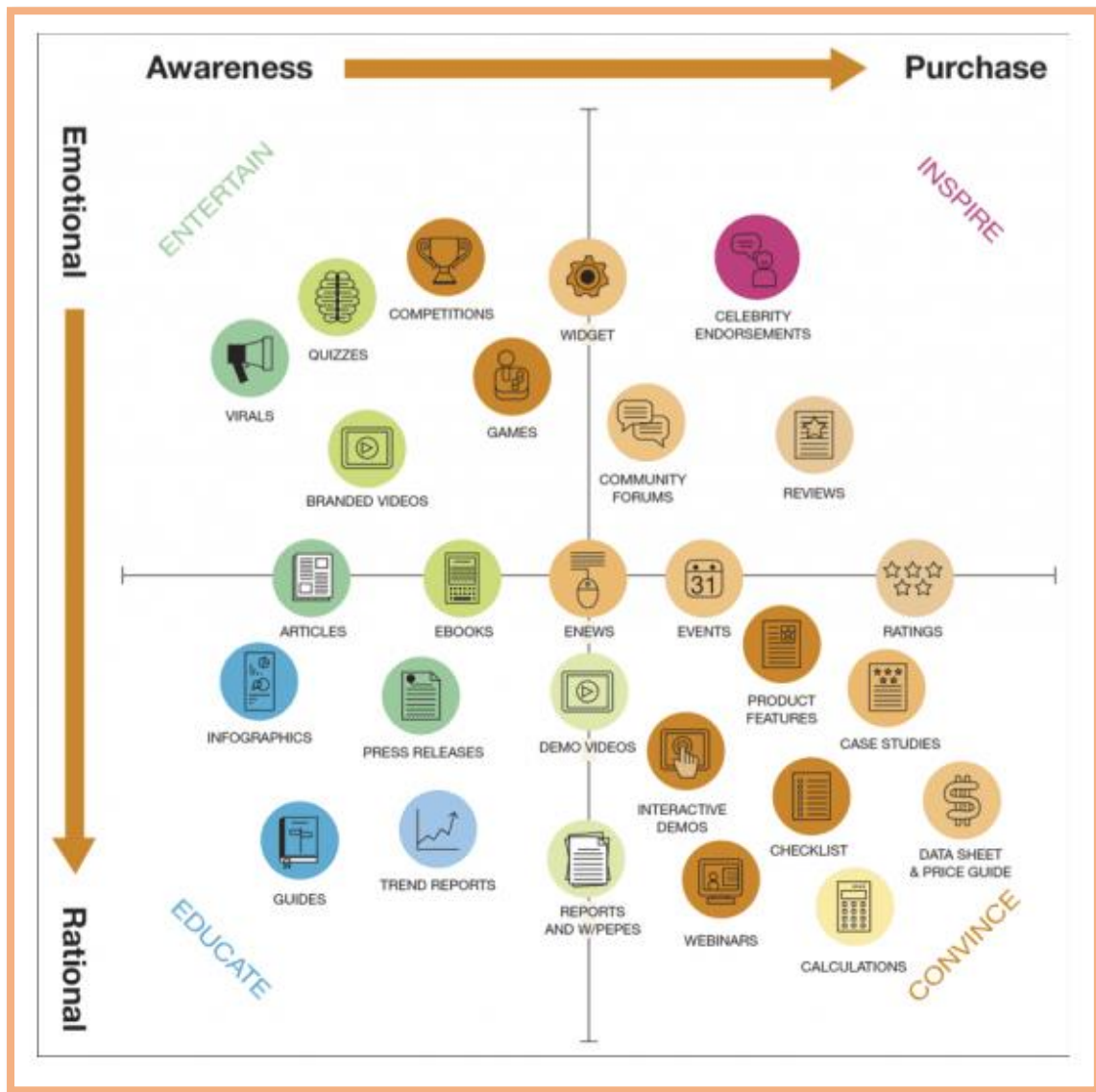
That means all of the thousands of brands storytelling efforts were completely forgotten by over four out of five people. You may think your marketing is the best thing in the world, but the reality is pretty much everyone is going to forget it very quickly. To make an impact you have to coordinate messaging. Have you ever wondered why McDonalds are constantly advertising? Everyone knows who McDonalds are. Everyone knows what McDonalds offer and there is one on every street corner. So why do they advertise? Because there is power in reminding consumers about your brand, even if they already know that it exists. And of course, they may want to change perception of its values and what it offers. This is why consistent messaging across channels is so critical. Without it, your message will fail to make an impact and you will just be yelling into a gale.

How to develop a successful integrated marketing strategy

To successfully integrate your marketing so all channels are pulling in the same direction, you need to plot all customer touch points with your brand across the customer lifecycle. This lets you form a list of channels you'll need to integrate and align with the same messaging. Our integrated lifecycle marketing diagram below should help you consider the options such as retargeting. It plots 26 marketing channels and activities across the customer lifecycle. Click on the diagram for an enlarged version.



Aligning your messaging across all forms of content marketing is also crucial, in case certain content types do not correlate with the overall brand. Here you can use our content marketing matrix to see what types of content you can use and again create a checklist of mediums which you need to assure the messaging is aligned across.



Source: Smart Insights. Slightly edited article than originally published.
 All images as published.

EXERCISE TWENTY-ONE

Plan and develop an Integrated Marketing Campaign (IMC) for a hospitality business using a range of **future focused strategies**.

Choose **one** of the following key **communication and marketing objectives** to base your IMC plan around. Note: the option you choose will apply to both the SWOT Analysis, and the Integrated Marketing Campaign (IMC) Plan.

Communication and Marketing Objectives	
Promote customer retention in existing markets	Increase customer acquisition in new markets
Raise Customer Ratings across all products/services	Promote customer satisfaction initiatives

An editable online template (as a Word doc) will be electronically sent to you. A copy of the template is shown under the communication objectives.

To help complete the template, there are questions embedded in the table to guide you in addition to the questions listed on the next page.

As part of your response, you should include the following:

- What tools would you use to research your target audience, highlight the competitive landscape and measure success?
- How can you ensure that you use “clean” data?
- What would be your main marketing message? And do you think how you speak to current customers would be different to new ones?
- Would you lead with a product, service or price message?
- What’s your brand story?
- Think about the creative itself.
- How would you drive consumers to go *between* offline and online channels?
- How would you get cost effective media coverage?
- Would you include any special offers and promotions? And if so, what would these be?
- What are the latest trends taking place in marketing?
- Think about your “own” channels you could use to save costs.
- What are your views on guerrilla marketing?
- How would you use White Papers and/or published research, as part of the marketing mix?

Example: Integrated Marketing Campaign Template

Insert your company name or logo here

GOAL	<i>WHAT IS THE ACTUAL PURPOSE OF YOUR CAMPAIGN? ARE YOU TRYING TO GENERATE LEADS, BUILD AWARENESS, STRENGTHEN BRAND AFFINITY, RETAIN CUSTOMERS, OR MAKE SALES?</i>
AUDIENCE	<i>Who are you creating your campaign for? Which audience do you want to reach?</i>
MESSAGE	<i>What is the story you want to tell? If you had to summarize your marketing campaign, how would you do it?</i>
CHANNEL	<i>What channels will be most relevant for your integrated campaign? (e.g., paid, television, print, social media, out of home, cinema, third-party partners, etc.)</i>
CONTENT	<i>What assets will you need? What are the marketing content deliverables for the campaign? (e.g., display ad, mobile app, eBook, whitepaper, TVC, webinar, infographics, content marketing etc.)</i>
RESOURCES	<p><i>Team - Who needs to be involved to ensure each part of the campaign is executed properly and delivered on time?</i></p> <p><i>Timeline - When is each asset/deliverable due? Are the deliverables going to be rolled out simultaneously, or staggered?</i></p> <p><i>Budget – What is your budget for the campaign and how is it being allocated?</i></p>
WORKFLOW	<i>Who needs to be involved in the execution of each task and in what order?</i>
MEASUREMENT	<i>Which key performance indicators (KPIs) will you use to measure success? When do you expect to see the results of the campaign? Is there an ROI goal? Once the campaign has gone live, how will you track performance, and know you've been successful?</i>

Content Source: NewsCred

