Guerrilla Tourism Marketing: Increase Your Profit by Leveraging Marketing, Technology and Relationships (Paperback)

By Carol Wain

Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The latest addition to the Guerrilla Marketing family, Guerrilla Tourism Marketing leads the reader through numerous ways to increase their profits by leveraging relationships, technology and multi-channel marketing tools. Too often business owners, particularly smaller businesses such as independent hotels, BBs, spas, golf courses, restaurants and tour companies forget that marketing is continuous and it needs to be measured, split-tested and adjusted. Guerrilla Tourism Marketing is comprised of 4 parts: * Guerrilla Marketing Overview - In this section, the authors outline guerrilla marketing concepts; how to identify your ideal customer so that you speak directly to them; ways to increase customer lifetime value; how to create value differentiators, so price shopping is reduced; which guerrilla marketing weapons work best today; and managing your online reputation to earn more business. * Multi-Channel Marketing - In this section the authors discuss ways to use multiple, digital marketing tools to increase engagement, exposure, traffic and profit. Topics include internet marketing, local marketing, social media marketing, mobile marketing and promotional strategies. * Leveraging Relationships - In this section the reader is introduced to ways to leverage...

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Reviews

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