

FAREHARBOR

SPARK

LAS VEGAS 2022



Don't Leave Your Money on the Table: Optimize your Marketing ROI



[DON'T LEAVE MONEY ON THE TABLE]

OPTIMIZE YOUR

MARKETING ROI





Ester Duran

SENIOR STRATEGIC PARTNERSHIPS MANAGER Amsterdam



Claire Little

SENIOR ACCOUNT MANAGER Denver



MICRO-MARKETING for BIG results



AIM SMALL, MISS SMALL



It's all about the

ANGLES

Who leads to what,
where, when, and how



THE AGENDA

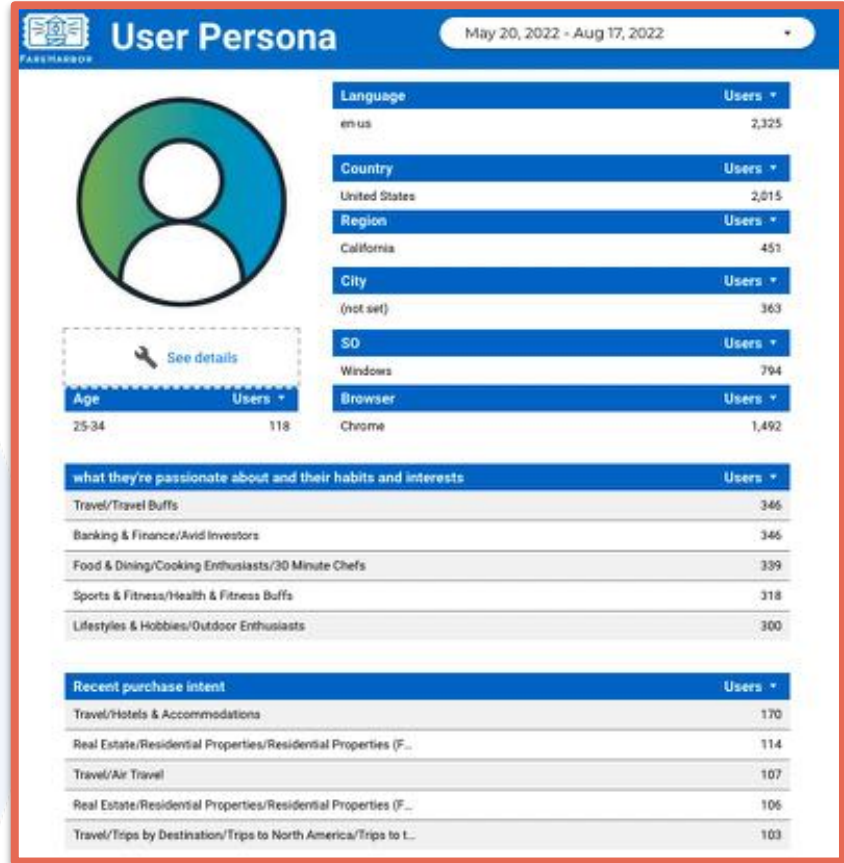


- > CUSTOMER PERSONAS
- > TIMING STRATEGY
- > PRACTICE
- > QUESTIONS ?

What is a Customer Persona?



- Put a face to your target market.
- Create the launchpad for your strategy.



Why **Customer Personas** Matter:



Emotionally Engage

Focus on individuals for a more targeted strategy



Higher Conversions

Targeted content can increase CVR

tip:

Marketing the 'best tour' becomes more **realistic and attainable** when you narrow down the 'best tour for _____',



Effective Customer Personas



Use Data

Let your website analytics show you who you are currently reaching and who you can reach more of.



Creative & Specific

Find the motivations of an individual to make your audience come alive.



Adjust for Moving Targets

Refine your strategy and continue looking for new personas and new markets.



Timing is *EVERYTHING* in Marketing

Defining both long-term & short-term goals is crucial to your business and overall marketing strategy.

QUICK Wins

- < 6 months
- Disruptive
- Sprint



BIG Picture

- > 6 months
- Organic & brand
- Marathon

slido



**With your marketing budget,
where do you spend the
most MONEY?**

① Start presenting to display the poll results on this slide.

slido



**With your marketing budget,
where do you spend the
most TIME?**

① Start presenting to display the poll results on this slide.

Platforms & Timing

SHORT TERM

- 1 Social Ads
- 2 Promos & Giveaways

BOTH

- 1 PPC
- 2 Email Campaigns
- 3 Print Advertising

LONG TERM


- 1 Social Presence
- 2 Blogging
- 3 OTAs & Affiliates
- 4 Word of Mouth



Please note: This is a general overview & is not all-encompassing of your options!



Short Term Strategy & Quick Wins



Time limited promotions

New tour promotions



PPC / Social Media ads

> Discounts & Giveaways

> Influencer marketing



Long Term Strategy & the "BIG PICTURE"



Building your
online brand

Improving your
site's findability

Customer
retention



SEO

> Blogging/content creation

> Social Media



FIND THE BALANCE



- Pause and **reflect**
- Consider ROI and **opportunity costs**
- What can you do and what can you **outsource?**



slido



Do you OUTSOURCE your marketing currently?

① Start presenting to display the poll results on this slide.



OUTSOURCING:

WHEN & HOW
to ask for help

- > **Prioritize time & money**
Be honest about your plans and commitments
- > **Choose what to outsource**
Strategy as a whole or technical execution
- > **Own it always**
Don't stop asking questions



Metrics & Measuring Success



Success can live outside of conversions

Other metrics to focus on: Page Views, CTR, Bounce rate...



Your Key Performance Indicators may change over time

They'll depend on your goals!

tip:

Measure what makes the most sense for your situation.





PUT IT INTO PRACTICE

Two personas with
keywords, metrics,
timing, & execution



Company

Estaire Cruises

Location

Key West

Bio

It's December and the normally busy winter season was a little slower than anticipated. We want to ensure our 2023 spring season is the most successful one yet.

Offer

Cruises in Key West. From sunset cruises to snorkelling, dolphin watching and dinner cruises.



Foodie Francesca: *CONCEPT*



Name, Age

Foodie Francesca, 50

Location

Central Oregon

Bio

She always looks for the best nosh while traveling, usually with her partner or a friend, and likes to work up an appetite before hitting the town in the evenings.



Keywords

Dinner cruise near me, luxury sunset dinner cruise, food to try in Florida



Timing

Focus on short term for spring 2023, long term winter 2023 busy season



Metrics

Short term: Filled capacity of the boat in spring 2023 on our sunset cruise. Long term: # of upgrade food options purchased



Foodie Francesca: *EXECUTION*

1

Short Term

- 1 - **Google ads** on mobile after 7pm
- 2 - Food blogger **review**
- 3 - Food Tour **partner campaign**

2

Long Term

- 1 - **Blogging**
- 2 - **Email blast**
- 3 - **#keylicious**



Dadchelor Dave: *CONCEPT*



Name, Age

Dadchelor Dave, 32

Location

Georgia

Bio

Dave takes annual boys trips and likes to let loose on vacation with his crew. The trips are a little tamer nowadays but he likes a mix of adrenaline-pumping experiences and relaxing activities while traveling with his buddies.



Keywords

Fun water activities in the keys, keys boat party, group booze cruise



Timing

Spring 2023 with a focus on long-term market share



Metrics

Short term we'll count the number of private groups booked by men, long term we want an increase in conversion rate for men overall



Dadchelor Dave: *EXECUTION*

1

Short Term

- 1 - Influencer TikTok ad

2

Long Term

- 1 - Captain's **blog**
- 2 - **New** item
- 3 - **Site content**





KEY TAKEAWAYS

- Personas help generate **specific strategy**
- Include **short term & long term** plans
- There's **more to marketing** than PPC
- Consider **outsourcing** your strategy
- Success can live **outside of conversions**



TAKE ACTION

Refine your strategy

Optimize your marketing ROI



1. Examine your current strategy

What is and isn't working, what is missing?



2. Gather customer insights

Audience & persona reports in Google Analytics.



3. Create your timeline

Keep it actionable and follow through.



YOUR TIMELINE



WEEK 1: Create personas

WEEK 2: Keywords

WEEK 3: Timing

WEEK 4: Platforms

WEEK 5: Metrics & execution

THANKS 

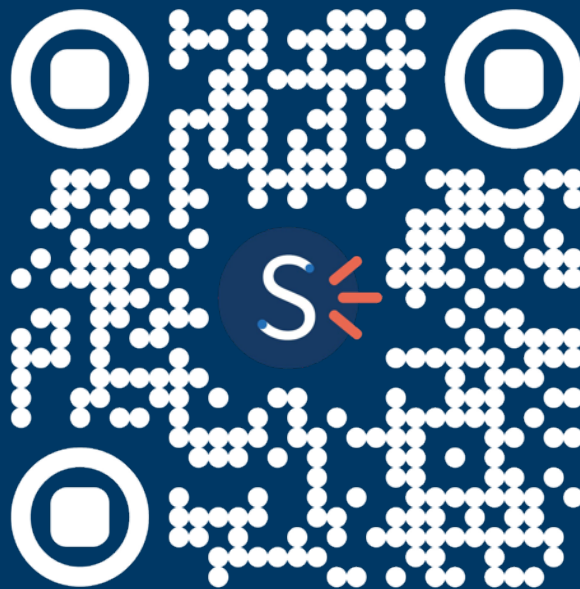


UP NEXT ON *MAINSTAGE*

Tweak These Four FareHarbor Features to Drive Conversions

REMINDERS: Login to Compass on your mobile device

Join the FH Facebook Community



Learn about FareHarbor exclusives &
find links to all your resources here!