



# SMARTER MARKETING MATTERS

The Science of Niche Marketing



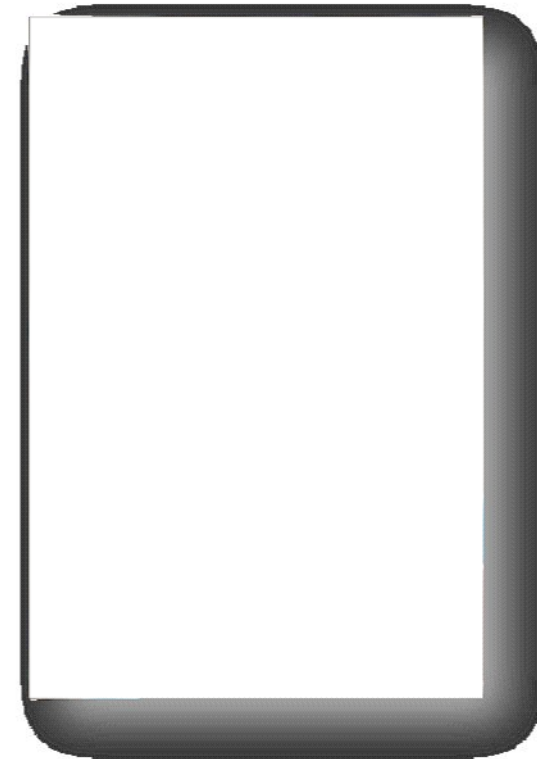
# DARIENNE MOBLEY

Speaker

Trainer

Tourism Expert

Certified Professional Coach



 DARIENNE, inc





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What is niche marketing?

How has it changed tourism marketing?



A **niche** is a focused, targetable portion of a market. You can think of a niche market as a narrowly defined group of potential customers.







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# BIG DIFFERENCE BETWEEN

## General

- “Come See Us!”
- “You’ll have a good time!”
- Promoting overall image
- Promoting to everybody

## Niche

- Outdoor Adventure
- Family Vacation
- Golf/Fishing Trip
- Sports Travel
- Romantic Weekend Getaways
- Girlfriend Getaways
- Boomers/Millenniums/
  - Gen X or Y
- Culinary







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# KENTUCKY NICHE MARKETS



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# THE PRODUCT

What do you have that others would want to see or experience?



Your niche will find you!

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# THE PRODUCT

UNIQUE HAPPENED RELAXATION GREAT SAFETY  
AUTHENTIC VALUE STORY WANTS PAMPERED  
NEW EDUCATIONAL VISITOR FUN HISTORY  
CONVENIENT EXPERIENCES

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# THE PRODUCT

## What the Visitor Wants Today

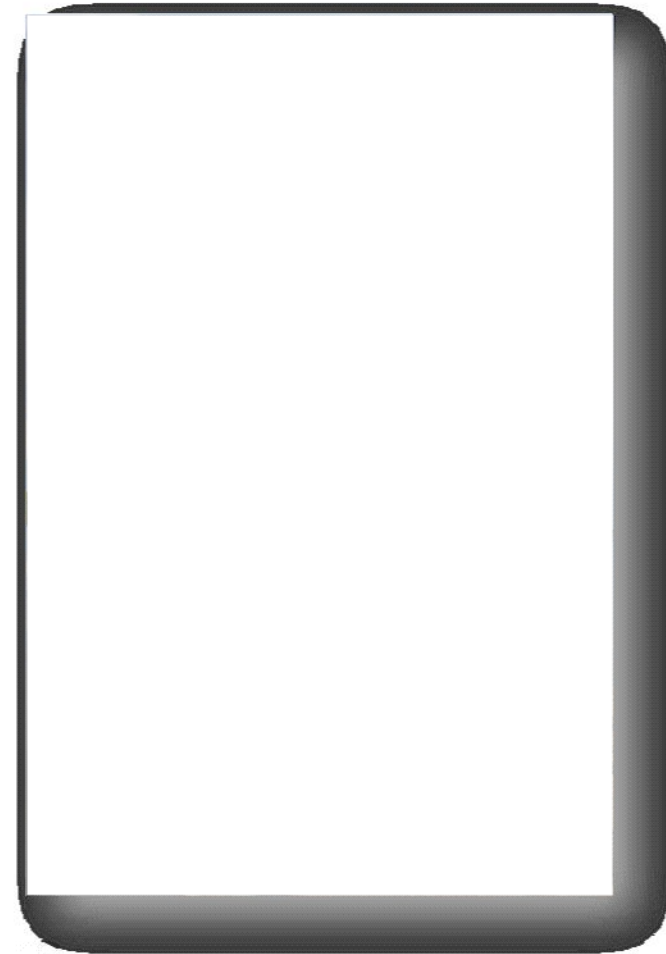
- Value
- New and unique experiences
- Authentic
- Be where history happened
- Fun
- Beauty
- Safety
- Educational experiences
- To be pampered



# THE PRODUCT

## What Do You Have

- Culture
- Outdoor Recreation
- Music
- Food and Drink
- Festivals
- Shopping
- Attractions
- Industry Tours/Agriculture To
- Creative Packaging



  
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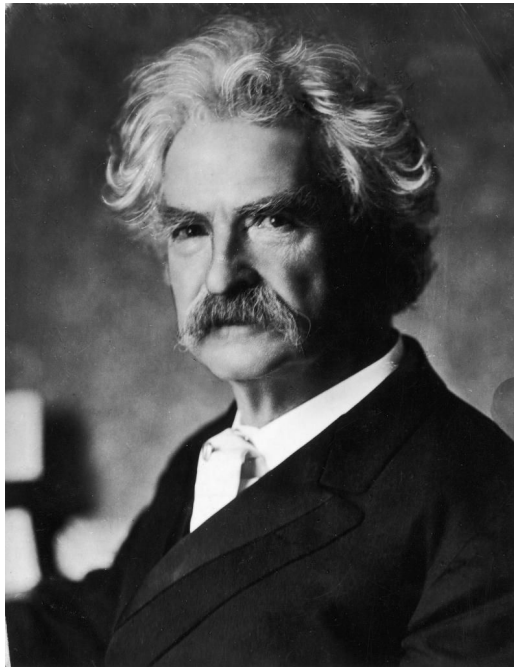


# THE PROMOTION

“

Many a small thing has been made large by the right kind of advertising.

~ *Mark Twain*



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# PROMOTION

## Fundamentals of a Marketing Campaign



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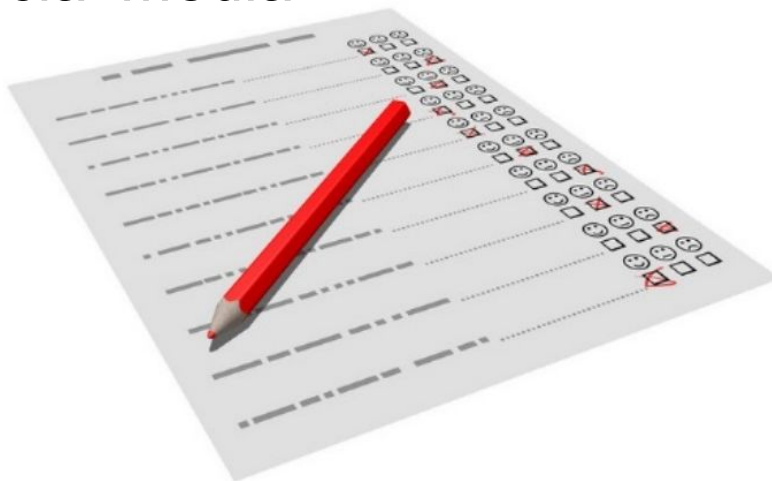




# PROMOTION

## Do It Yourself Research

- Send email survey to advertising inquiries or past visitors
- Focus Groups
- Survey visitors checking out of hotels
- Survey at visitor centers
- Social Media



# PROMOTION



Where is your “lowest hanging fruit”?

Closer than you might think

The logo for DARIENNE, inc features the word "DARIENNE" in a blue, serif font, with a small green leaf-like icon above the letter "I". The word "inc" is in a smaller, blue, sans-serif font. To the right of the text is a solid green circle.

# PROMOTION

## Components

- Social Media
- Web/Interactive/Video
- Public Relations
- Print
- TV/Radio
- Tradeshows
- Brochures



PROMOTION



**than**



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We know you love your kids. This weekend, love them long distance.

It's time.



Hilton Head Island, South Carolina

It's time you made a little time for you. For a few days, spent with a few good friends. For sharing the laughter and the sunshine, and creating a few unforgettable memories. It's time. For your official Smiles vacation guide, visit us online or call 1-888-SC-SMILES, Ext. 6055.

 **South Carolina**  
*Smiling Faces. Beautiful Places.*  
DiscoverSouthCarolina.com

**DARIENNE, inc**





# GIRLFRIEND GETAWAYS

  
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# GIRLFRIEND GETAWAYS

What are they looking for?



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May be the first spa...



  
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# GIRLFRIEND GETAWAYS

What are they looking for?



 DARIENNE, inc



# GIRLFRIEND GETAWAYS

What are they looking for?



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# GIRLFRIEND GETAWAYS

What are they looking for?



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# GIRLFRIEND GETAWAYS

What are they looking for?

Rejuvenate

Relax

Reconnect



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# GIRLFRIEND GETAWAYS

Produce, Promote, Review, Adapt





# GIRLFRIEND GETAWAYS

Examples



Rediscover your zen without the men.

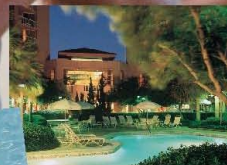
Take a break from being "Finder of All Lost Household Items" and enjoy some girls-only time on Alabama's Gulf Coast.

Sugar-white beaches. Fantastic dining. Luxury accommodations. Fabulous fall rates.

Aaaah...deep breath.

GULF SHORES  
ORANGE BEACH  
ALABAMA

866.813.5792  
AlabamasGulfCoast.net



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## No Bag Limit.

*W*hile he's occupied in the great outdoors this season, you'll be in lovely, historic Natchez, bagging your own limit of touring, shopping, fine dining, spas, art classes, and even a cooking class for game -- all at delicious discounts.

It's our Wild Life Refuge package, one of the Girlfriend Getaways offered by the Natchez Convention and Visitors Bureau.

Grab your best Gal Pals and call us or log on now for all the juicy details.

*Natchez*

Est. 1716

IT'S WHAT YOU LOVE ABOUT THE SOUTH

1.800.647.6724

[www.visitnatchez.org](http://www.visitnatchez.org)

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**DARIENNE, inc**







## BREAKING UP IS HARD TO DO

This package is the cure for those “getting over him” and is dedicated to your stories of break-ups, split-ups, separations, parting of ways, detachments, divorces, etc. that were bittersweet, dreadful, heavyhearted, saddening, and even tragic.

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## HERE'S WHAT IS INCLUDED:

- Three nights accommodations
- A copy of the book *He's Just Not That Into You*
- Two pints of Ben and Jerry's Ice Cream in your choice of the top five flavors; with large spoons and a front row rocker on our porch
- One hour massage at Belladonna Day Spa and Salon
- RTA passes for unlimited transportation to French Qtr
- Tickets to the Gray Line Cocktail History Tour
- Voodoo doll with pins and a permanent marker for his name

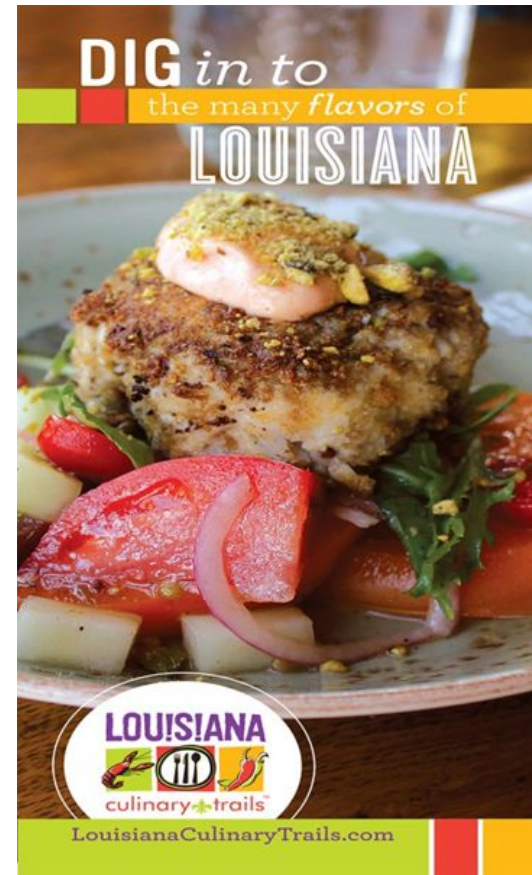


# CULINARY TOURISM



Louisiana Culinary Trails  
Budget - \$175,000

- Brochure
- Public Relations Media Events
- Restaurant Takeover
- Social Media
- Influencer Campaign



# RESTAURANT TAKE OVER

- 9 Louisiana Chefs
- 9 Restaurants
- 40 Tourism Professionals all posting to Facebook, Instagram and Twitter **2,962,076** impressions



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# RESTAURANT TAKE OVER

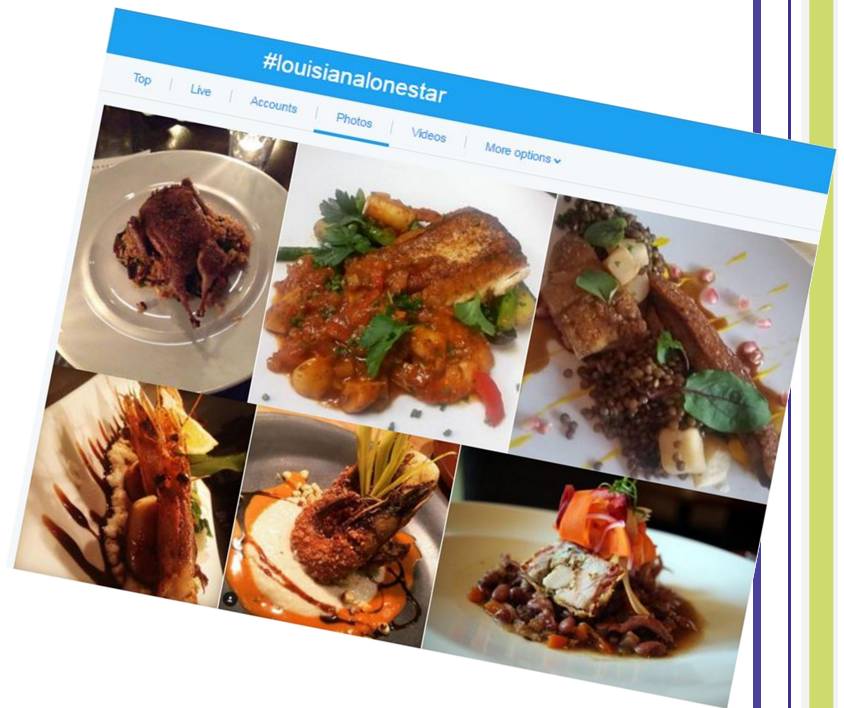
## Twitter & Instagram

On Twitter and Instagram combined, 141 users posted 616 times using the hashtag *#LouisianaLoneStar*.

This reached **758,760** people and made **2,962,076** impressions

## Facebook

Utilizing Louisiana Culinary Trails Facebook account, we reached a total of more than **32,000** people



# INFLUENCER CAMPAIGN

## OVERVIEW



**2**

**Bloggers**



**9**

**Blog Posts**



**263**

**Social  
Media Posts**



**19**

**Weeks into  
Campaign**

# INFLUENCER CAMPAIGN

## SOCIAL MEDIA ACTIVITY

### MATT LONG (COMPLETE)

99 Tweets  
46 Facebook Posts (while in LA)

### RACHELLE LUCAS (EARLY STAGES)

66 Tweets  
41 Facebook Posts (while in LA)  
11 Instagram Photos & Videos



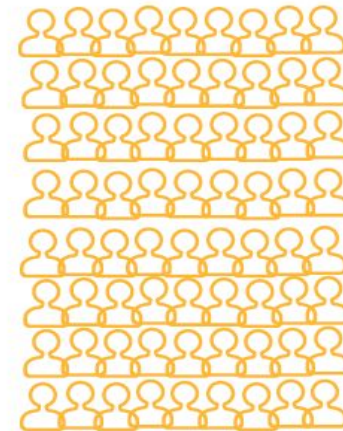
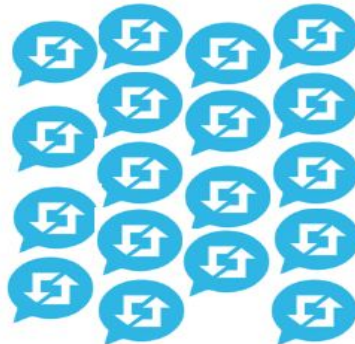
Matt



Rachelle



Culinary  
Trails



# 490

## TWEETS

These 3 people/groups tweeted a combined 490 times about LA Culinary Trails.

# 4k

## RE-TWEETS/ MENTIONS

The original 490 tweets were shared by their followers 3,997 times.

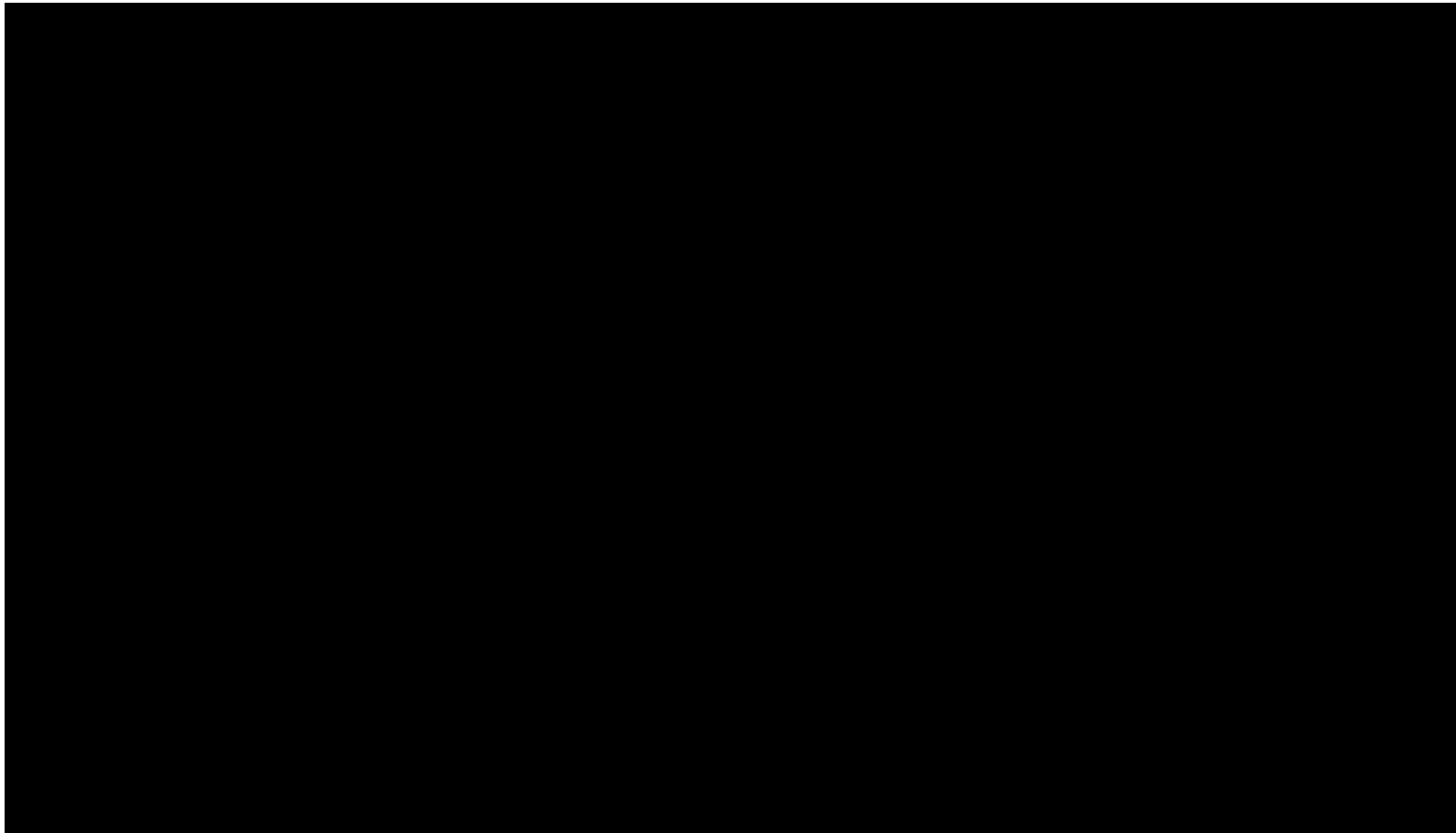
# 6.3m

## MESSAGE REACH

From the original tweets and the shares/retweets, our messages could be heard 6.3 million times.



ADVENTURE TRAVEL/MILLENNIUMS  
MONTANA - THE SKY'S THE LIMIT



# SMARTER NICHE MARKETING MATTERS

Niche Marketing is smart  
Creates revenue and visitors  
Cost effective  
Creates synergy with partners



  
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# HOW TO REACH ME

Darienne, Inc.  
dmobley@darienneinc.com  
www.darienneinc.com



The logo for Darienne, Inc. features a stylized green leaf icon above the word "DARIENNE, inc" in a blue serif font.

