

Learning aim A—Explore the role of marketing's in influencing customer decisions

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

The key principles of marketing is to—research the market, produce products or services to met them needs, know what is currently happening in the market, ensure the organisation is customer focused and build great relationships with customers.

In order to do these Marketing and Customer service work very closely with each other when looking at customer feedback, creating promotional materials and identifying appropriate target markets

The marketing mix

The marketing mix refers to the 4 P's—product, price, promotion and place. A marketing plan should look at the 4P's independently

- A description of the market segment to be targeted
- An explanation of the benefits of targeting that segment
- The aims and objectives of the marketing strategy
- Details of the 4 elements—price, product, promotion and place.

The impacts of the marketing mix and customer service relationship can be positive or negative depending on how will it works

Positives	Negatives
Customers are happy and post good reviews	Unhappy customers will tell friends of bad experiences
Customers stay loyal to the organisa-	Adverse publicity harms the brand
Increased revenue	Revenue decrease

Learning Aim B—Examine the impact that marketing has on the success of the organisation

The marketing process in a travel and tourism context, including understanding the market, designing a marketing plan, planning marketing activities, building customer relationships and reviewing the success of marketing activity.

- Marketing aims and objectives, including market share, profitability, customer loyalty, the importance of setting SMART (Specific, Measureable, Achievable, Realistic, Time-bound) marketing objectives.
- Development of a brand and brand extensions in a travel and tourism context.
- Implications of organisation size for marketing activity, e.g. budgetary constraints, availability of specialist staff.

Potential impact on customers is attracting new business, retaining customers and building customer loyalty. Potential impact on organisation is developing clearer links between marketing and an organisation's aims and objectives, development of a brand and brand extensions and increase in profits

Factors affecting Marketing is

External	Economic	Social	Technology	Internal
Political factors	Recessions	Demographic changes	Social media	Size of organisation
Terrorism and natural disasters	Taxes	Customer trends	Apps	Culture
International and political relations	Interest rates		Transport development	Budget
Legal and ethical considerations	Exchange rates			resources

Learning Aim D — Producing Marketing material

Learning Aim C—Carrying out market research

Preparing for market research activity requires identifying the organisation’s aims and objectives, setting market research objectives, choosing primary and secondary research methods in relation to objectives, target group on which to focus research.

Market research requires appropriate sources of primary research, e.g. survey, interview, observation, trials, questionnaires, focus groups. As well as secondary research, e.g. published reports, industry reports, back data on previous tourists or travellers, social media feedback, government data on population statistics, consumer trends, researching competitors.

Primary and secondary research data can determine the target market, including understanding customer needs, matching needs to products and services.

Use of research data can determine and justify target market and demand for the product/service.

Use of research data to help establish the essential purpose and features of the product or service.

Use of research data to inform campaign aims and objectives and suitable communication methods

Key factors to consider in the design of a successful campaign.

- Campaign aims and objectives, e.g. to introduce a new product or service, to increase profit for the organisation, to gain more customers through short term discounts, to draw customers to a specific event aimed at a specific market.
- How the promotional campaign contributes to organisational objectives, reinforces and supports brand values and adds to sustainability of marketing activities.
- Identification of target market.
- Campaign budget.
- In order to be effective, promotional materials and activities should be professionally presented, clearly aimed at the target market, meet the marketing aims and objectives, and include all necessary information.
- Factors for consideration, including key objectives of the material and activities, most appropriate promotional activities/materials to be used, target audience, appropriate methods or platforms for material and communication distribution, information to be communicated (e.g. product/service detail, price, where to buy, dates of event), headlines; images; typography.
- Use of AIDA (Attention, Interest, Desire, Action) for checking that promotional material will attract customers and encourage purchase of the product or use of the service.
- Keep It Short and Simple (KISS) strategy

Promotional material can be leaflets, brochures, posters, email blogs, tv and newspaper advertising, trade fairs and presentations