Sustainable CBT DIY Toolkit

Module 3

Communication and Marketing
Notes to the reader

About the tool

• The toolkit guides the community members through an awareness raising and learning journey for creating and implementing responsible marketing and communication actions.
• The toolkit has 6 blocks as shown on Slide 3. The structure is modular and flexible – you are encouraged to go through each module to foster systematic changes and improvement. However, you may also start with the prioritized block deemed as most important for you.
• The toolkit facilitates the community members to co-create and implement improvement measures in Do-It-Yourself (DIY) manner - no trainers needed.
• The key community members will work together as a team to follow the simple step-by-step instructions for discussions and activities.
• A facilitator needs to be appointed from your community to lead the group work.
• You may call SUS-TOUR Helpdesk in case you have questions or suggestions in applying the toolkit: +254-20-2574059

Role of the facilitator

Before applying the toolkit

• Review the DIY toolkit thoroughly to identify the most relevant tools for your community
• Prioritize the most relevant block for your community – if you need support, you may go through the checklist in Action 1, or call the Helpdesk for advice
• Identify the key community members that may contribute to your prioritized block, and call for a group meeting
• Coordinate the participants to bring supplies (notebook, necessary material for e.g. product innovation)

During the group discussion

• Help the community to understand why you are meeting on this prioritized block
• Facilitate the discussion - posing the relevant questions and summarize the key learnings following the toolkit
• Summarize the agreed follow-up activities timeline and assigned responsible persons

After the group discussion

• Call SUS-TOUR Helpdesk in case of questions
• Follow up with the key persons to track progress
• Call SUS-TOUR helpdesk to discuss how to improve

Basic material needed for applying the toolkit

Notebooks, pens, a room for group discussion, other material specified in each block

Background

• The DIY toolkit forms part of Community Based Tourism (CBT) Support package made available by the SUS-TOUR project. You can find out more about SUS-TOUR project here: http://sustourkenya.org/
• SUS-TOUR Project is a European Commission funded project under the SWITCH Africa Green programme http://switchafricagreen.org. It aims at contributing to the sustainable development of tourism in Kenya through promoting customer-oriented innovation and marketing of CBT, fostering improvement in rural livelihoods, while enabling the conservation of culture and nature.
What will you learn from this session

Diagnose current status

1. How to diagnose your readiness for marketing activities

Create improvement solutions

2. How to generate customer-oriented marketing ideas

3. How to develop marketing plan

Implement improvement measures

4. How to improve word-of-mouth marketing

5. How to develop promotional message and online marketing channels

6. How to enhance communication with the customers

Note: Checking the toolkit will not help you gain market access. That takes practice, implementation, and ongoing learning. But this is a great start!
Read through the promotional message from the tour operators (Integritour), and conduct group discussion:

• What products/experience is the tour operator promoting?
• What types of customers might be attracted by such messages?
• What product features is the tour operator emphasizing? Why?

VILLAGE INDUSTRY TOUR

Traditional Village Industry Tour (Full day tour. Mon-Fri)

Step back in time on this one day tour of the villages, cottage industries, and beautiful countryside around the shores of Lake Victoria.

Meet local children and observe a lesson at a village nursery school. Drop in on two village community groups for weaving and pottery, meet the workers and enjoy demonstrations of their ancient, traditional handicrafts. Take a stroll through the village of Kanyankong for a glimpse into daily life, pausing by the grave of Barack Obama’s grandfather before enjoying refreshments with the women’s group back at the weaving centre.

Enjoy a picnic lunch at Simbi Carter Lake, where you may be lucky enough to see flocks of flamingos mid-migration, before travelling on to Kilis to visit the famous Kilis soapstone workshops and perhaps indulge in a spot of craft shopping...

Back to main Community page here.

A DAY IN VILLAGE LIFE

A Day in the Life of a Luo Village (Full day tour. Mon-Fri)

Spend a day immersing yourself in the daily life of a typical, rural village.

Meet the people, visit their homes and learn about their daily routine, plus see first hand the good work of a local NGO that serves the village and many 100s of outlying homesteads. Day trip elements include, but are not limited to:

− Visit the local medical centre and meet with some of the community health workers.
− Take a stroll through the rice-fields and subsistence farms.
− Visit a typical local homestead and meet with local villagers.
− Learn how to eat a typical Luo lunch with the young orphans at the local orphan feeding centre.
− Observe a school lesson in class (day dependent)
− Wander around the town market (day dependent)
− Learn about some of the sustainable, revenue-generating projects being initiated in the area.

Profits from this tour are shared with the NGO which operates the local health centre, and co-funds the orphan feeding centre. Please ask us if you wish to find out more or contribute to the good work done in this region.

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Source: Integritour, 2017

KERICHO TEA PLANTATIONS

Roaming the Team Plantations of Kericho (Full day tour – All days)

 Spend an invigorating day roaming the rolling hills of bright green tea estates around Kericho. Meet the pickers, watch the end-to-end process of a local tea factory and relax in the tranquil gardens of a local arboretum.

From Kericho it’s a 90 minute drive through hills and villages up to Kericho – a small, friendly town, set amongst orchards and acres of lime-green tea-fields.
Start your tour with a guided stroll around the tea plantations learning about this age-old industry, and getting a glance into the community lives of the workers...

After the factory, there’s time for a drive around the plantations and a stop-off at a pretty, peaceful arboretum for a soda before making your way back to Kericho.

Back to main Community page here.

THE BEST OF KISUMU

Best of Kisumu Tour – (Full day tour – all days)

Enjoy the very best of Kisumu town in this jam packed day of lake, nature, history, people and the buzz of daily life.

Start your tour on Lake Victoria with a gorgeous sunrise cruise, weaving between the hippos and fishermen and observing the daily life of the lake and some of its 300+ bird species.

Take a driving tour through town on your way to the Kibosu Museum where you’ll learn about the history of the region and the local Luo tribe. Move on to the Moi Music Souvenir Market for a spot of gift shopping for a fascinating guided stroll around the bustling municipal food market before enjoying a leisurely lunch at your choice of Western restaurant, lake-side fish restaurant or local barbeque joint.

While away the afternoon in the tranquil setting of the Impala Sanctuary on the banks of Lake Victoria. Follow the many trails around the park, or simply sit quietly in the shade down by the lake and let the wild Impala and zebra roam closer.

Inclusions: Hotel pick-up / drop off, knowledgeable driver / guide, comfortable vehicle, petrol, all entry fees, refreshments & packed lunch.

Day is customizable to preference & other options include:
− Morning alternative to Museum: Guided tour of Kibosu Market, the 2nd largest street market in Kisumu
− Afternoon alternative to Impala Park: Trip to Kit Mikayi (see ‘Beers on the Boulder’ Product detail)
− Split out the boat and town elements and enjoy a longer lake experience including a visit to a local fishing village (see ‘Day Break on Lake Victoria’)

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Module 3. Communication and marketing

Action 0: Warm-up exercise

Read through the promotional material from community tourism enterprise (Twala Cultural Manyatta), and conduct group discussion:

• What key information is listed on the brochure? Why?
• What customers and targeted groups might be attracted by the information?
• What makes the brochure attractive for the target groups?
• How could such brochure be used and distributed to create market opportunities?
• What’s good about the brochure?
• What can be improved?

Reflection:

• What are the advantages and disadvantages of developing this type of marketing material?
• What key messages and elements should be included in the brochure to interest your customer or target group?
• How can you distribute the brochure for generating business opportunities?
• What key steps should you take?

Source: ACC, 2017
Module 3. Communication and marketing

Action 0: Warm-up exercise

Promotional channel reflection

Read the screenshot of the promotional channels of community-based tourism organizations (Sagala lodge), and conduct group discussion:
• What marketing channels is Sagala using?
• How’s the performance of Sagala’s marketing activities?
  • What’s good?
  • What can be improved?

Reflection:
• What’s the advantages and disadvantages of each promotional channel?
• What efforts should be made to establish and maintain the marketing channels?
• What’s your key learning and ideas?

Source: Sagala Lodge, 2017

Source: TripAdvisor, 2017
**Module 3. Communication and marketing**

**Action 1: Diagnose your readiness for marketing activities**

**Overview**

**Aim**
- To generate an overview on your readiness for marketing activities
- To better understand the actions needed for marketing activities
- To plan the next step in your marketing strategy

**Expected output**
- Generated overview of marketing activities and resources
- Prioritized marketing activity items to be achieved

**Possible steps to follow**

1. **Exercise with the marketing activity checklist:**
   - Check if your business has already implemented the marketing activity items
   - While you go through each item, discuss with your community members:
     - Is this activity necessary for my marketing action? Why or why not?
     - How might this activity benefit my business?
     - What do we already have as a start?
     - What might be needed to implement the activity?

2. **Group discussion based on the marketing challenge card:**
   - What are your current marketing activities
   - How effective are your current marketing activities for attracting customers? Why?
   - What are your key challenges/ barrier for implementing the marketing activities in plan?

**When to take this action**
- If you would like to get an overview on what to improve for enhancing your marketing activities
- If you would like to prioritize marketing activities with your community members

**Background knowledge**

**What is marketing**

As Dr. Philip Kotler defines, “Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit”

A breakdown of the major components of marketing includes:
- Knowing who your target customers are and what they need
- Developing products/service that meet people’s needs at a price they are prepared to pay
- Promoting the product via various channels to make purchase happen
<table>
<thead>
<tr>
<th>Marketing activity checklist</th>
<th>Implemented?</th>
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<tbody>
<tr>
<td><strong>Marketing strategy</strong></td>
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<tr>
<td>1 You have clear marketing goals</td>
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<tr>
<td>2 You have a marketing plan including goals, activities, budget, responsible person, timeline, and how to track progress</td>
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<tr>
<td><strong>Customer</strong></td>
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<td>3 You have an overview on what channels your customers use to find your products/service</td>
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<tr>
<td>4 You have a good overview of the needs of different market segments</td>
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<td>5 You understand what basic information your customers need to know for making the purchase decision</td>
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<tr>
<td><strong>Product</strong></td>
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<tr>
<td>6 You have an overview on what are your competitive and qualified products to promote</td>
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<tr>
<td>7 You have a good overview on the unique selling points of your products</td>
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<tr>
<td>8 You know what product features to highlight to interest the customers and buyers</td>
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<tr>
<td><strong>Price</strong></td>
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<tr>
<td>9 You have clear pricing on the products</td>
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<tr>
<td>10 Your price on the products is perceived as reasonable by your customers</td>
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<tr>
<td><strong>Message/information</strong></td>
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<tr>
<td>11 You have business name</td>
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<td>12 You have business logo</td>
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<td>13 You have business signage</td>
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<td>14 You have short description of your business unique selling points</td>
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<tr>
<td>15 You have promotional message introducing the history and story of your business, including your social-cultural activities and impacts</td>
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<td>16 You have contact details for customers to reach you</td>
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<td>17 You have GPS location that guides customers to find you</td>
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<tr>
<td>18 You have over 6 quality pictures of your products/service</td>
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<td>19 You have price list on your core products</td>
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<tr>
<td>20 You have promotional messages describing the UVP of your products</td>
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<tr>
<td>21 You have testimonials to show your customers’ positive experience of your products</td>
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<tr>
<td><strong>Marketing material</strong></td>
<td></td>
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<tr>
<td>22 You have business cards with phone numbers</td>
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<tr>
<td>23 You have distributable (online or offline) brochure/information sheet</td>
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<tr>
<td>24 You have developed and maintained your own website</td>
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<tr>
<td>25 You have developed and maintained social media page (e.g. on Facebook, Instagram)</td>
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<tr>
<td><strong>Marketing channel and proactive communication</strong></td>
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<tr>
<td>26 You have maintained active online profile allowing users’ comments (e.g. Booking, Trip Advisor etc.)</td>
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<tr>
<td>27 You have encouraged your customers to post or refer to your business</td>
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<tr>
<td>28 You have introduced your business and marketing material to the local tourism enterprises (e.g. local hotels, tour operators)</td>
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<tr>
<td>29 You have introduced your business to the local intermediators (e.g. tourism information centre, regional tourism association etc.)</td>
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<tr>
<td>30 You have talked to potential non-private customers (e.g. universities organizing educational tourism, companies organizing team building events etc.)</td>
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</tbody>
</table>
Overall challenge: How to improve marketing performance?

What are your current marketing activities – what promotional messages do you use, what marketing material and marketing channels do you use?

How effective are your current marketing activities for attracting costumers? Why?

What are your key challenges/ barrier for implementing the marketing activities in plan and improving your marketing effectiveness? Why?

How might we overcome the challenge/ barrier and improve your marketing effectiveness? Prioritize 3 most convincing and feasible ideas

<table>
<thead>
<tr>
<th>Ideas</th>
<th>+ what’s good</th>
<th>- What to be improved</th>
<th>? What makes the idea interesting?</th>
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What are the next steps?

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible person</th>
<th>Timeline</th>
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Module 3.  Communication and marketing

Action 2: Generate customer-oriented marketing ideas

**Aim**
- To better understand what and how to market based on the customers' needs
- To generate ideas on how to deliver the promotional message through the most effective channels to reach your customer.

**Expected output**
- Developed overview on promotional messages and marketing channel for the key market segmentations

**Possible steps to follow**
1. Go through the market segmentation exercise result from Module 2.
2. Exercise with the market segmentation sheet
   - List the customer segmentation from Module 2 (and their characteristic and motivation if space allows) in Column 1
   - Go through each box for each customer segmentation, putting yourself in the shoes of your customer and reflecting on:
     - How does the customers get to know my business?
     - What messages does the customer need to make informed decision?
     - What images attracts the customer?
     - What marketing activities are we using for attracting the customer?
     - What worked well?
     - What can be improved?
   - Iterate the above process for the other key market segmentations

**When to take this action**
- If you’d like to better target your customers with effective marketing activities
- If you would like to improve the performance of your marketing activities

**Background knowledge**

**Why taking customer-oriented approach for designing marketing activity?**
The more you understand how your target customers may research and buy your products, the more effectively you can market your product to them. To understand what are the most effective marketing messages, channels and actions, you need to walk in the shoes of your customer. Try to retrace the customer journey before they arrive at your business, by answering the following questions:
- What might have triggered your customer to plan for a holiday to Kenya?
- How will your customer look for information? Who might influence the decision?
- How will your customer book the products and service?
- What does your customers prepare for the trip and what might he/she want to know before arrival?

**Tips**
- You should always ask how your customer heard about you or who referred them to you. This helps you to better understand what marketing activities are effective. This is the basis for you to design, evaluate and improve your marketing plan.
- You may find out by talking to your customers when greeting them, or inviting your customers to fill out an survey (see the sample survey templates in Action 6). Also, when you are marketing online, you may find according online tracking tools to understand the sources of the booking.
- Effective marketing messages are:
  - Simple and concise
  - Focusing on the most important benefits for the customers, and
  - Using words that create visual imagery and evoke positive emotion
Module 3. Communication and marketing

<table>
<thead>
<tr>
<th>Market segment analysis working sheet</th>
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<tbody>
<tr>
<td><strong>Action 2: Generate customer-oriented marketing ideas</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Market segment</th>
<th>Products</th>
<th>Customers' information source</th>
<th>Promotional message</th>
<th>Picture</th>
<th>Current marketing activities</th>
<th>Improvement idea</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What customers do you currently attract? What further customers could you attract?</strong> – you may get the input from your market segmentation result in Action 2 of Module 2</td>
<td>Which of your products are they interested in? What’s unique in the products?</td>
<td>How did they learn about your products?</td>
<td>What message works?</td>
<td>What image might appeal to them?</td>
<td>What marketing channel are you using to attract the target</td>
<td>What can be improved in the current marketing activity? What other marketing material and marketing channels can you use to promote your products?</td>
</tr>
</tbody>
</table>
Module 3. Communication and marketing

Action 3: develop marketing plan

**Aim**
- To specify the target customers, pricing strategy, marketing material, marketing channels and activities
- To develop marketing action plan

**Expected output**
- Sketched marketing strategy
- Developed marketing plan

**Possible steps to follow**
1. Exercise with the marketing strategy working sheet
   - Reflecting the result of Action 2, by discussing the following questions:
     - What unique selling points of our products should be highlighted?
     - What are the most effective marketing material to reach our major customer segmentation?
     - What marketing channels can work effectively for all the segments?
   - Use the working sheet to note down your key target groups, products, price, marketing material and marketing channels and promotion activities
2. Exercise with the marketing plan working sheet
   - List your marketing goals – be specific and quantitative
   - Specify the actors involved
   - Think about how to measure the progress of the marketing activities

**When to take this action**
- If you would like to better prepare, implement and track your marketing activities

**Background knowledge**

**What is a marketing plan**
A marketing plan describes how your product is going to be sold and to whom. There are five key elements that should be included in every marketing plan:
- **People**: Clearly identify the market segments that your community is seeking to attract
- **Product**: design and package your product in such a way that it is appealing to your target markets
- **Price**: define your pricing strategy by thinking about how much your customers will be willing to pay for your product
- **Place**: consider what message and marketing material sells the best to your customers.
- **Promotion**: identify the most effective channels to reach your customer

**Tips**
- A common error in marketing is losing focus. Thus, you should identify just two or three means of marketing and do them right. That can be far more powerful than trying to do a bit of this and a bit of that, particularly if your financial means are limited.
- Marketing is an ongoing process. Plans need to be monitored and reviewed regularly. Evaluating your marketing plan will also help you to prepare more realistic and achievable plan in the future.
## Module 3. Communication and marketing

### Action 3: develop marketing plan

<table>
<thead>
<tr>
<th>Elements</th>
<th>Potential questions to ask and examples</th>
<th>Your answer/ marketing strategy</th>
</tr>
</thead>
</table>
| **People** | **Who are you selling to?**  
What target groups do you plan to focus on?  
• Existing customer  
• New customers                                                   |                                 |
| **Product**| **What key products to promote?**  
What product development strategy to take?  
• Product variation  
• Product differentiation  
• Product prioritization  
• Others                                                           |                                 |
| **Price**  | **What price to charge?**  
What pricing strategy to take  
• Price skimming  
• Penetration pricing  
• Cost recovering pricing                                          |                                 |
| **Place**  | **What marketing material works the best?**  
• Business card  
• Brochure or information sheet  
• Website content  
• Social media posts  
• Others                                                            |                                 |
| **Promotion**| **What promotional channels and activities work the best?**  
• Facilitate word-of-mouth marketing  
• Develop and maintain website  
• Initiate or enhance social media interaction  
• Directly sell to the business customers (e.g. educational institutions, companies)  
• Promote via hotels  
• Promote via tour operators  
• Promote via the tourism information centre and the associations  
• Promote through the other organizations (e.g. NGOs, volunteer organizations)  
• Others                                                              |                                 |
<table>
<thead>
<tr>
<th>Channel</th>
<th>Examples</th>
<th>Target groups</th>
<th>Cost</th>
<th>Benefits</th>
<th>Material and preparation needed</th>
<th>Requirement</th>
</tr>
</thead>
</table>
| **Tour operators** | Tour operators offering cultural tourism products and village tours | Mainstream tourists choosing tour packages | Medium to high | • Wide outreach with professional service  
• Could package the products in itineraries  
• New market through referral  
• Could lead to long-term partnerships | • Make your concept attractive for your tour operators  
• Product/package description | • Quality products  
• Good customer management skill  
• Professional service  
• Commission fee |
| **Hotels** | Hotels in your neighbourhood or your region | Tourists staying in the hotels | Medium to high | • Tourists may have good access to you if the hotel is not far  
• New market through referral | • Brochure  
• Flyer | • Quality products |
| **Other tourism service providers** (e.g. transportation, catering etc.) | Taxi drivers, restaurant, event organizers, local shops etc. | Tourists, local inhabitants | No or low | • Wide outreach to diverse customers  
• Service providers have direct interaction with the tourists and may support personal marketing | • Brochure  
• Flyer | • Quality products |
| **CBT networks** | Ecotourism Kenya, FECTO, KEKOBAT Local tourism associations | Tourism stakeholders | Low to medium | • Cross referencing benefits  
• Good experiences of other can be learnt  
• Opportunity to get supported on product/service improvement | • In most cases you must pay membership fee to join such networks | • Membership fee and/or annual subscription |
| **Information centres or the counties** | Tourist Information Offices in Nairobi, Mombasa, Kisumu etc | Tourists visiting the information centre | No or low | • Wide outreach to the tourists arriving at the destination/region  
• Opportunity to gain free online presence if partnering with the county  
• Opportunity to stand out as unique experience complementary to the mainstream tourism products | • Brochure  
• Flyers  
• Short video | • Quality products  
• Good customer management skill  
• Professional service |
| **Certification schemes** | Eco-Warrior award | Tourism stakeholders, tourists | Medium | • Good visibility and positive image  
• Positive effects on customer satisfaction  
• Positive effect on water and energy consumption. | • Adherence to set standards and guidelines | • Meeting the certification standard |
| **Social media** | Facebook page, Instagram, twitter, Youtube | Your business website | | | | |
| **Online tourism** | | | | | |
### Module 3. Communication and marketing

#### Action 3: develop marketing plan

<table>
<thead>
<tr>
<th>Goal</th>
<th>Marketing activity</th>
<th>Targeted outcome and timeline</th>
<th>Resource needed (personal, costs)</th>
<th>Responsible person</th>
<th>How to track progress</th>
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Marketing plan working sheet
<table>
<thead>
<tr>
<th>Goal</th>
<th>Marketing activity</th>
<th>Targeted outcome and timeline</th>
<th>Resource needed (personal, costs)</th>
<th>Responsible person</th>
<th>How to track progress</th>
</tr>
</thead>
</table>
| Improve online presence – reaching to over 10,000 potential customers online | • Take quality photos of the business  
• Develop promotional information on our business and core products  
• Develop business website  
• Develop Facebook page  
• Email the buyers and other intermediaries to share the website  
• Produce an information sheet at the front desk, including the link to the website and social media  
• Help customers to take photos and ask for permission to post them on social media – tag the customers when posting | • Developed website by 20th October  
• Developed Facebook page by 20th October  
• Over 50 buyers and intermediaries receiving information on our website and social media | • Supporter on website development and social media operation  
• Digital camera  
• Computer/smartphone | Marketing manager / XXX | • Tracking of visitors stats on the website and Facebook page |
| Achieve over 50 positive customers’ review online | • Improve the experience of the visitors by being more welcoming and responsive  
• Improve WIFI connection for guests to go online  
• Put an in-room sign/card inviting the guests to review online  
• Send email to recent guests inviting them to write a review – some online tools (e.g. Review Express) may make it easier  
• Add the review address (e.g. TripAdvisor, Facebook page) to the breakfast table with cheerful greetings – “Good morning! How was your stay? Let everyone know how it was – post a review on.... Thank you for your comments. Cheers”.  
• Give the guest a small souvenir (e.g. handmade bookmark) when they leave and invite the guests to review  
• Put a guest message notebook with pens in the lounge and notify the guests that the reviews may be posted on our website | • In-room sign/card  
• Small souvenir carrying the website and online review site  
• Over 50 customer survey filled in by end of 2017  
• Over 80% guests receiving an thank-you email inviting them to review online | • Computer/smartphone | Marketing manager / XXX | • Tracking of online review sites |
### Module 3. Communication and marketing

**Action 4: improve word-of-mouth marketing**

<table>
<thead>
<tr>
<th>Aim</th>
</tr>
</thead>
<tbody>
<tr>
<td>• To stimulate word-of-mouth marketing (WOM) based on improved understanding of the customer journey</td>
</tr>
<tr>
<td>• To attract the key customers through WOM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected output</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Developed user journey of your key customers who might recommend your products</td>
</tr>
<tr>
<td>• Generated ideas on how to stimulate word-of-mouth marketing proactively</td>
</tr>
<tr>
<td>• Developed action plan on improving proactive word-of-mouth</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>When to take this action</th>
</tr>
</thead>
<tbody>
<tr>
<td>• If WOM is your main marketing activity</td>
</tr>
<tr>
<td>• If you’d like to better mobilize your customers to help you market your products</td>
</tr>
<tr>
<td>• If you’d like to increase the number of visitors who mainly know about your business through referral</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Background knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is a WOM and what are the key principles</strong></td>
</tr>
</tbody>
</table>

**What’s customer journey**

Customer journey refers to the complete sum of experiences your customers go through when interacting with your business. Tourism customer journey typically describes how your customer interact with you before, during and after the trip. Mapping your customer journey you understand what your customers want by examine the real moments of interaction and how your customers go about achieving their needs.

| Tips |
### Module 3. Communication and marketing

#### Action 4: improve word-of-mouth marketing

<table>
<thead>
<tr>
<th>Targeted market segment:</th>
<th>Challenges to be addressed by applying the user journey:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• .....................................................................</td>
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<tr>
<td></td>
<td>• .....................................................................</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>User journey</th>
<th>Customer needs and key considerations</th>
<th>Customer actions</th>
<th>How to enhance WOM through the touch points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search for information and explore options</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inquire</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Getting ready</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On trip</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Review and referral</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Module 3. Communication and marketing**

**Action 4: improve word-of-mouth marketing**

**User journey example**

**Targeted market segment:** Schools that organize regular educational trips

**Challenges to be addressed by applying the user journey:**
- How to attract the teachers who are organizing a educational trip?
- How to stimulate the teachers to promote my products through WOM?

<table>
<thead>
<tr>
<th>User journey</th>
<th>Developing the user journey - Questions to ask</th>
<th>Customer needs and key considerations</th>
<th>Customer actions</th>
</tr>
</thead>
</table>
| Search for information and explore options | * How does your customer search for information and compare different offers?  
- What is the information source?  
- What key information is he/she searching for and compare on? | * Find options about school trip  
* Get a sense of cost and prioritize the ones with good quality-price ratio | * Read reviews online (TripAdvisor, website)  
* Ask friends/ colleagues  
* Check Facebook groups |
| Inquire | * How does he/she inquire?  
- How does he/she contact the service provider?  
- What does she/she inquire? | * Get an overview on the product in more detail  
* Compare the prioritized options | * Call the service provider to check price and the details of the products |
| Purchase | * How does he/she make the purchase decision?  
- Who might influence his/her decision?  
- How does he/her book the trip? | * Make the decision based on the feedback from his/her network  
* Reserve the products in a convenient and secured way (e.g. through | * Discuss with colleagues  
* Check with the students  
* Book the products through the phone  
* Transfer the down payment through mobile banking  
* Request invoice |
| Getting ready | * How does he/she prepare for the tour?  
- What further information might he/she collect?  
- What service might he/she expect to facilitate the trip? | * Help the students to prepare the trip  
* Arrange other necessary services (e.g. transportation) | * Check how to reach the destination  
* Check what to bring  
* Read about the destination and other interesting activities |
| On trip* | * How does he/she interact with your business during the journey (e.g. welcome, check-in, orientation, check-out etc.) | * Make the trip fun and educational | * Organize educational activities for students |
| Review and referral* | * How does your customer communicate about your service to his/her friends?  
- What media does he/she use?  
- What does he/she tell? | * Share the experience with friends and colleagues | * Collect pictures  
* Post on Facebook with images  
* Share the contact details of the business when asked |

*As this is not the key focus of this section (marketing), the information in this row is simplified. Please note that it’s helpful to elaborate the touchpoints with the user during the trip for the purpose of improving product/service quality and enhance customer satisfaction.*
<table>
<thead>
<tr>
<th>User journey phase</th>
<th>Touch points for your business - questions to ask</th>
<th>Example of touch points from company XYZ</th>
</tr>
</thead>
</table>
| Search for information and explore options | • What channel can you use to reach to your customer?  
• What pre-service information can you offer?  
• What information should you highlight on? | • Enlist its business on TripAdvisor  
• Manage the TripAdvisor review on daily basis  
• Offer link to the company website  
• Distribute brochures to the schools  
• Post product offer on Facebook  
• List the product and package introduction, pictures, price and contact details, and highlight the product competitiveness (e.g., good quality-price ratio) |
| Inquire | • How can you answer the inquiry in the expected way?  
• What information do you offer? | • Set a reachable phone  
• Offer sample itineraries for school trip  
• Offer competitive deal |
| Purchase | • How might you interest the people that influences your customers' decision?  
• Where do you promote your products? | • Highlight the features that may interest the students in the brochure or other marketing material  
• Communicate on the payment conditions  
• Share the transaction details  
• Send the invoices |
| Getting ready | • How could you help your customers to better prepare for the trip?  
• What information would you provide to your customer?  
• What service could you provide to facilitate the trip preparation? | • Send a thank-you letter via email  
• Share the GPS location and inform the most convenient way to reach  
• Send the "Tourist DOs and DONTs" guidance  
• Share destination guidance and introduction  
• Help arrange a pick-up service at the destination |
| On trip* | • How can you enhance the satisfaction through the interaction with your customer? | • Organize educational activities for students  
• Improve customer service  
• Leave a visitors book and pen in the lounge  
• Invite the guests to share their feedback and comments on the visitors book |
| Review and referral | • How could you facilitate your customers to share his/her experience?  
• How can you invite your customers to share their information?  
• How could you help your customers to share information conveniently and vividly? | • Put an information sheet at the front desk, showing info on the business Facebook page and invitation on sharing experience on social media  
• Help customers to take pictures during the activities  
• Post the pictures on Facebook page and tag the customers  
• Give the customers small souvenir and the business card  
• Send a thank you letter with feedback survey to the customers  
• Offer special deal for customers coming through referral |
## Module 3. Communication and marketing

### WOM action plan

<table>
<thead>
<tr>
<th>Goal</th>
<th>Marketing activity</th>
<th>Targeted outcome and timeline</th>
<th>Resource needed (personal, costs)</th>
<th>Responsible person</th>
<th>How to track progress</th>
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</table>

Action 4: improve word-of-mouth marketing
## Module 3. Communication and marketing

### Action 5: develop key promotional message and online marketing channels

#### Overview

<table>
<thead>
<tr>
<th>Aim</th>
<th>Expected output</th>
<th>Possible steps to follow</th>
</tr>
</thead>
<tbody>
<tr>
<td>To specify the types of marketing message (including sustainability information) that can attract tourists</td>
<td>Developed promotional message for online marketing and other marketing material (e.g. brochure)</td>
<td>Recap the Twala brochure example—what are the key elements in it?</td>
</tr>
<tr>
<td>To prepare content (promotional messages) for marketing</td>
<td>Developed website</td>
<td>Read through the Promotional message examples</td>
</tr>
<tr>
<td>To enhance online presence of your business</td>
<td>Developed and active social media page for marketing</td>
<td>Group exercise with Promotional message working sheet</td>
</tr>
</tbody>
</table>

Revisit your current marketing material and extract the relevant information into the column “Your promotional message – current”

Prioritize the most important section to be improved

Craft the prioritized section according to the Promotional message examples

Use the crafted promotional messages to develop a website on the suggested platform (Weebly, Wordpress) or other platforms. You may refer to the Website example

Develop social media page on Facebook, and maintain it based on the Facebook page maintenance examples

Design/customize the business card based on the business card examples

Review and check the website together with the community members

#### When to take this action
- If you would like to attract more customers with more proactive marketing
- If you are planning to improve your marketing presence online
- If you would enhance direct marketing to your customers online

#### Background knowledge

**Why including sustainability information in your promotional material**

- Increasing value for the responsible travelers
- Improving customer satisfaction
- Enhancing customer loyalty
- Stimulating more respectful interaction in destinations

**Why developing a website**

Website is a great way to verify that you are running a formal and professional business. It provides a more dynamic channel for you to keep in touch with your customers. You can also link the website address to email, Facebook page or other channels to promote your business. A simple website can draw the content from your brochure, and use the templates from online website builder (e.g. Weebly, Wordpress).

**Questions to ask for reviewing your website**

- Does the site send a clear message to your target audience?
- Does the site sell your business and generate potential clients?
- Does your site present basic information about your products and features?
- Have you asked a qualified English-speaking editor to review it, to ensure the text is well written?
- Do you own the rights of the images you want to make publicly available?
- Do you have the staff necessary to manage these platforms and keep them updated and relevant?

**Tips**

- You can collect and showcase customers’ feedback or testimonial letters on your website, online review platform (e.g. TripAdvisor) and direct communication with your guests. Use them as additional sales and marketing tools, as they will add credibility to what you do.
- It’s also helpful to develop a logo of your business. You may get inspiration on designing your logo from online platforms like www.tailorbrands.com
### Key promotional information section

<table>
<thead>
<tr>
<th>Business name</th>
<th>Consideration</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Make it catchy</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>• Ensure it’s easy to pronounce and to remember (not too many words, or use an easy-to-remember acronym)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ensure it’s unique in your destination</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Use the same business name as time goes by</td>
<td></td>
</tr>
<tr>
<td>Business unique value proposition (UVP) - short description in one line</td>
<td>• Think about it as the headline on your brochure, your website, or the one-sentence introduction your partners uses on their marketing material - it’s the first message your customer may see when scanning through various options.</td>
<td>• Rustic beauty in the heart of kajiado (MasaiEcolodge, 2017)</td>
</tr>
<tr>
<td></td>
<td>• Highlight how your business delivers unique value/experience to your target customer. One potential format: (Key benefits) for (targeted customer)</td>
<td>• Maasai Simba Camp is for people who would rather combine authentic Cultural and Safari experience with the Maasai in Amboseli ecosystem (Simba Camp, 2017)</td>
</tr>
<tr>
<td></td>
<td>• Highlight the unique features that distinguish your offer from your competitors</td>
<td>• Il Ngwesi – People of Wildlife (Il Ngwesi, 2017)</td>
</tr>
<tr>
<td></td>
<td>• Think about it as the headline on your brochure, your website, or the one-sentence introduction your partners uses on their marketing material - it’s the first message your customer may see when scanning through various options.</td>
<td>• An eco-tourism community project offering unique access to the marine conservation area, perfect for travellers eager to be introduced to the natural diversity of Vanuatu (Australian Aid, 2015)</td>
</tr>
</tbody>
</table>

### Business UVP - longer description (in one sentence or one paragraph.)

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Why should your ideal customer purchase from you, rather than from anyone else? If you can answer this question in one catchy sentence (that makes sense), you have a strong and UVP.</td>
<td>• We're the only proper glamping place in the country and we offer affordable, bespoke accommodation for up to 12 - 14 people in beautifully furnished bell tents.</td>
</tr>
<tr>
<td>• Why should your ideal customer purchase from you, rather than from anyone else? If you can answer this question in one catchy sentence (that makes sense), you have a strong and UVP.</td>
<td>• Guests have recently said we are &quot;the best glamp in Kenya&quot; and we have &quot;the best views in the country&quot;. (Sieku Glamping, 2017)</td>
</tr>
<tr>
<td>• Why should your ideal customer purchase from you, rather than from anyone else? If you can answer this question in one catchy sentence (that makes sense), you have a strong and UVP.</td>
<td>• At Masai Eco Lodge you can enjoy the crystal clear echo of your voice, those of your friends, cow bells, birds chirping and choirs of the natural world as synthetic audio (read tv, radio, stereo) not allowed. (MasaiEcolodge, 2017)</td>
</tr>
<tr>
<td>• Why should your ideal customer purchase from you, rather than from anyone else? If you can answer this question in one catchy sentence (that makes sense), you have a strong and UVP.</td>
<td>• Renown for adventure in ecotourism, agritourism, personal, group or corporate activities such as team-building, conferences, seminars, workshops, weddings, bird-watching, hills climbing, detoxing, cycling, trekking, site-seeing and a host of artistic and cultural activities. The resort is the only one in East Africa with artists-in-residence facilities. (MasaiEcolodge, 2017)</td>
</tr>
</tbody>
</table>

### Contact information

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Include the following basic contact information: Location, Email and/or telephone</td>
<td>• Our office is located 2.9 km from Moshi town at Langoni, Mji Mpya near Mji mpya secondary school; it can be reached easily from town through Private car, Tax, hired car, Motorcycle. It takes 5-10 minutes to reach there. (Raueculturaltourism, 2017)</td>
</tr>
<tr>
<td>• Ensure that you are reachable and can respond timely via the listed contacts – do not change the contact details once it’s defined</td>
<td></td>
</tr>
<tr>
<td>• Try to locate yourself on Google map or describe how to reach you conveniently via different transportation means</td>
<td></td>
</tr>
</tbody>
</table>
### Key promotional information section

**Summary of products/service UVP (highlight)**

- You may list the various products/experience offered. But you should highlight the uniqueness of your prioritized products. This helps the customer to better remember you.
- You may mention for whom your products are made for

**Example**

- Sieku offers a unique experience - luxurious, special touches (that you normally find in upmarket lodges) mixed with a wholesome, glamping (glamorous camping) experience - all at affordable rates. We are perfect for couples and solo-ers, adventurers, families, big groups and pets. (Sieku, 2017)
- We people of Rau Forest area have organized the following tours to our esteemed visitors: Nature walks in to Rau Forest Reserve, Bird watching tour, Cultural village walks, Rice Farm Tours in Mandaka-Mnono and Mabogini villages, Hot local lunch, Local food Cooking lesson, Moshi town local Market Tours and a number of traditional activities that gives visitors a good insight into African culture, Extended tours to Lake Chala & Chemka Hotspring, Homestay and Camping. (Rauecoculturaltourism, 2017)
- KEEP is an association from Kakamega that works for the conservation of the last little piece of Guinean tropical rainforest that remains in Kenya. KEEP has a long history of projects varying from the establishment of a butterfly farm and tree nurseries to assisting in biodiversity monitoring and primate research (mygola, 2017)
- Twala Cultural Manyatta provides guided ecotours, Maasai cultural experiences, and affordable accommodations. The Manyatta was initiated by local Maasai women to provide a unique and authentic experience for visitors while fostering respect and understanding of the local environment and culture. It is located in the stunning wildlife-filled Laikipia plateau, near Mt. Kenya. (ACC)

---

### Introduction of key products

- Prepare at least the following basic information: product description, quality pictures, price
- Make the description inviting and engaging
- Describe the experience in a vivid way
- Add a representative and quality picture

**Example**

- Rau Forest Nature Walk (half day/full day) - Explore a natural African forest reserve, in which several cultural tourism activities are allowed, which exposes visitors to an abundance of nature covered by unique tree species. On your walk, you will spot blue monkeys and black-and-white Colobus guereza and a number of forest bird species. Listen to stories and various uses of various trees including the sparkling very old tree’s spanning of up to 200 years. Visit the sacred tree Mvule (Miliciaexcelsa) believed to be 196 years old regularly visited by locals to pray (an act closely associated with superstitions) for different needs. Outside the forest is a great view of Rice plantations dotted with water birds of different colours. You can extend forest hike with experience in tree planting as giving back to the forest, all native trees which are friendly to the forest and Colobus guereza. (Rauecoculturaltourism, 2017)
- Tanzania food cooking lesson - This tour is perfect for those who are interest to learn how local cooking different foods. This is a special lesson on how to cook various Tanzania dishes which are always include in the tour packages. You will be involved from the first steps of buying what to cook at the local market, local ways of cooking in a typical African kitchen. The common Tanzania dishes which you will get to cook includes Ugali, makande, pilau, banana foods. Our guides will be there to explain each and everything from the first step to the last step. (Rauecoculturaltourism, 2017)
### Module 3. Communication and marketing

#### Action 5: develop key promotional message and online marketing channels

<table>
<thead>
<tr>
<th>Key promotional information section</th>
<th>Consideration</th>
<th>Example</th>
</tr>
</thead>
</table>
| Information on sustainability      | • Describe how your products benefit the community and the environment  
• Mention how the customers are doing good to the community and the environment by choosing your products                                                                                                    | • KEEP was founded by a man named Wilberforce Okeka and other local forest guides who saw the detrimental effects of unsustainable practices on the forest: deforestation for agricultural purposes and firewood collection, cattle grazing, and gathering of medicinal plants. The mission of KEEP is to educate the community about the importance of forest conservation, and to provide a number of sustainable income generating projects that attempt to improve community members’ lives and livelihoods. (Customers). The Eco-lodge bandas are a vital aspect of KEEP’s efforts to improve conservation through creating alternative income-generating activities and employment opportunities for the local people from Isicheno and surrounding villages. Most people in this area are subsistence farming, and have struggled to find ways to make supplemental income. Solomon Miheso from KEEP reflects on the impact of tourism on the community: “Tourists help education to grow in the community, especially the education of learning English. It creates a demand to know English, especially in the children, who want to talk with the tourists. It creates an urge to learn more and get involved. Tourism brings in the money that is needed to supplement people’s lives with extra income, and it encourages them to engage in alternative lifestyles to destroying the forest.” (GVI 2017)  
• All proceeds go directly to the community and will be utilised for the benefit of sustainable development and poverty reduction. All guides have been recruited from the local area. |
| Your business introduction         | • You may include the following sections: background, your vision, your mission to state the purpose, goals and values of your business.  
• A business vision communicates your business’s overall goals and desired future status, which should represent the heart and soul of your business. It describes the “why” of your business. You may think about your vision by projecting your business in 5 to 10 years.  
• A mission statement intends to describe your approach to achieve your  
• Vision and mission statements should be revised as needed to reflect the changing business culture                                                                                                           | Twala Cultural Manyatta is a community project initiated by local women to preserve the rich cultural and historic heritage of the local Maasai people. This ecotourism facility is constructed using local and traditional materials. Our mission is to provide a unique and authentic experience for visitors while fostering respect and understanding of the local environment and culture. (ACC, 2017) |
<table>
<thead>
<tr>
<th>Key promotional information section</th>
<th>Your promotional message - current</th>
<th>Your promotional message - crafted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business UVP - short description in one line</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business UVP - longer description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact information</td>
<td></td>
<td></td>
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<tr>
<td>Summary of products/service UVP</td>
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<tr>
<td>Introduction of key products</td>
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<tr>
<td>Information on sustainability</td>
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<tr>
<td>Your business introduction</td>
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<tr>
<td>What other information shows the best part of your business?</td>
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</table>
Module 3. Communication and marketing

Action 5: develop key promotional message and online marketing channels

Home page

Experience the Rich Culture of the Maasai People

Activity Highlight

Our services: Stay with us

Contact us

Make reservation

Module 3. Communication and marketing

Action 5: develop key promotional message and online marketing channels

Website example

Information source:
- Twala brochure
- Pictures from ACC & EK
- Videos from worldvision Kenya and Lonely Planet

http://twalaculturalmanyatta.weebly.com/
## Module 3: Communication and marketing

### Action 5: develop key promotional message and online marketing channels

<table>
<thead>
<tr>
<th>Potential measures to keep your Facebook page engaging and attractive</th>
<th>Tips</th>
</tr>
</thead>
</table>
| Join relevant Facebook groups and share your updates, which can also include promotion of products, events etc. | You can search for relevant Facebook group on traveling, tourism etc. Think about where your potential buyers or customers might be. Examples of relevant Facebook group (mainly potential buyers or partners)
| Community Tourism in Kenya
| TRAVEL KENYA
| Kenya Expats Travel
| Kenya Outdoors Tours & Travel Unlimited Adventures
| Tour Guides Kenya |
| Create albums to showcase your destination, business and products | Picture says a thousand word. Upload quality pictures of your business and your destination to give your tourists a taste of their potential experience. |
| Tag fans in notes and statuses | When you host events or interact your guests, be sure to take plenty of photos, load the photos to your fan page and encourage fans to tag themselves. This would push out into their wall and friends’ News Feeds, providing valuable (free!) exposure. |
| Share interesting and informative anecdotes and funny stories about what’s happening at your enterprise or your destination | |
| Update on specific events, promotions or news at your destination or your business | |
| Create Facebook event for local happening - this can either take place within or around your community | |
Visit a local family in the XXX Region, for

(unique value proposition within 8 words)

Overnight or Daytime visits possible.

- Homestay: _______________________
- Telephone: _______________________
- Email: __________________________
- Address: _________________________

Please pass this card on!
Thank you, and happy travels.

Key services:
- Accommodation
- Local food
- Natural trails
- Cultural performance
- Rock climbing
- Bird watching
- Water rafting
- Handicraft making

Visit a local family in the XXX Region, for

(unique value proposition within 8 words)

Overnight or Daytime visits possible.

- Homestay: _______________________
- Telephone: _______________________
- Email: __________________________
- Address: _________________________

Please pass this card on!
Thank you, and happy travels.
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<tr>
<td></td>
<td>Action 5: develop key promotional message and online marketing channels</td>
<td>Module 3. Communication and marketing</td>
<td>Marketing plan working sheet</td>
<td><strong>Diagnose</strong></td>
<td><strong>Ideate</strong></td>
</tr>
</tbody>
</table>
### Module 3. Communication and Marketing

#### Action 6: Enhance communication with the customers

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<tr>
<th>Aim</th>
<th>When to take this action</th>
</tr>
</thead>
<tbody>
<tr>
<td>• To better understand the market and customers’ needs</td>
<td>• If you plan to conduct market research</td>
</tr>
<tr>
<td>• To engage guests in responsible travel</td>
<td>• If you’d like to better meet customers’ expectation and improve customer satisfaction</td>
</tr>
<tr>
<td>• To improve your business based on guests’ feedback</td>
<td>• If you’d like to enhance the cultural exchange with the guests while fostering better understanding and respect.</td>
</tr>
<tr>
<td>• To improve customer satisfaction</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected output</th>
<th>Background knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Developed customer feedback collection tool</td>
<td><strong>Why collecting customer feedback?</strong></td>
</tr>
<tr>
<td>• Developed and distributed tourists Code of Conducts (CoC)</td>
<td>• It offers the best way to measure customer satisfaction</td>
</tr>
<tr>
<td></td>
<td>• It provides actionable insight to create a better customer experience</td>
</tr>
<tr>
<td></td>
<td>• It can guide you on improving a product or service</td>
</tr>
<tr>
<td></td>
<td>• It generates tangible data that can be used to make better business decisions</td>
</tr>
<tr>
<td></td>
<td>• It guides you to stop reoccurring problems</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Possible steps to follow</th>
<th><strong>What is tourist Code of Conduct?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Group discussion:</td>
<td><strong>Why tourist code of conduct?</strong></td>
</tr>
<tr>
<td>• Why it’s important to collect customer feedback?</td>
<td></td>
</tr>
<tr>
<td>• What feedback mechanism are we using now? How effective are they?</td>
<td></td>
</tr>
<tr>
<td>• What can be improved?</td>
<td></td>
</tr>
<tr>
<td>• How can we utilize the feedback?</td>
<td></td>
</tr>
<tr>
<td>2. Group exercise based on the customer feedback tool examples:</td>
<td></td>
</tr>
<tr>
<td>• Develop/ choose your customer feedback tool. You may review the various feedback tools example. If you decide to conduct customer feedback survey, you may customize the customer survey samples.</td>
<td></td>
</tr>
<tr>
<td>• Note down your follow-up plan in the action plan template</td>
<td></td>
</tr>
<tr>
<td>3. Group discussion</td>
<td></td>
</tr>
<tr>
<td>• Why it’s important to communicate with the customers on tourists code of conducts (CoC)?</td>
<td></td>
</tr>
<tr>
<td>• What aspects would you like to highlight in your tourists CoC?</td>
<td></td>
</tr>
<tr>
<td>• How might you enhance customers’ awareness on the CoC?</td>
<td></td>
</tr>
<tr>
<td>4. Group exercise based on the tourists CoC example</td>
<td></td>
</tr>
<tr>
<td>• Develop your tourist code of conduct. You may refer to the examples</td>
<td></td>
</tr>
<tr>
<td>• Display your code of conduct in a visible place</td>
<td></td>
</tr>
<tr>
<td>• Develop action plan on how to proactively distribute and communicate on the tourists Code of Conducts</td>
<td></td>
</tr>
</tbody>
</table>

**Tips**

You can collect and showcase customers’ feedback or testimonial letters on your website, online review platform (e.g. TripAdvisor) and direct communication with your guests. Use them as additional sales and marketing tools, as they will add credibility to what you do.
Module 3. Communication and marketing

Action 6: Enhance communication with the customers

- Inviting review with visitor’s notebook
- Inviting review via website
- Inviting review via peer reviews
- Inviting review via message wall
- Printed feedback form
- Digital feedback form
- Feedback email
- Feedback on peer review websites (e.g. TripAdvisor)
- Community groups and discussion board
- Monitoring social media
- Conduct tourists focus group

EXAMPLE
Module 3. Communication and marketing

Action 6: Enhance communication with the customers

We value your opinion!
Please take a moment to share your comments and help us improve our service.

<table>
<thead>
<tr>
<th>How did you get to know us?</th>
<th>___________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host</td>
<td>Poor</td>
</tr>
<tr>
<td>Accommodation</td>
<td>1</td>
</tr>
<tr>
<td>Food</td>
<td>1</td>
</tr>
<tr>
<td>Guides</td>
<td>1</td>
</tr>
<tr>
<td>Tour activities</td>
<td>1</td>
</tr>
<tr>
<td>Community activities</td>
<td>1</td>
</tr>
<tr>
<td>Souvenirs</td>
<td>1</td>
</tr>
<tr>
<td>Villagers' conduct</td>
<td>1</td>
</tr>
<tr>
<td>Experience</td>
<td>1</td>
</tr>
<tr>
<td>Value for money</td>
<td>1</td>
</tr>
</tbody>
</table>

What did you like the most about our homestay?

How could we improve your stay?

Other comments?

How likely are you to recommend us to your friend?

Definitely will not | May or may not | Definitely will
1 | 2 | 3 | 4 | 5

Date: _____________ Your room number / Your Name : ___________

Thank you very much for your feedback!
Please leave this form in your room or at the Front Desk when you depart.
Thank you for staying with us, and we hope to see you again.
Safe travels!

Customer feedback tool examples
### Module 3. Communication and marketing

#### Action plan template

<table>
<thead>
<tr>
<th>Action steps</th>
<th>Deadline</th>
<th>Responsible</th>
<th>Resources</th>
<th>Potential challenges</th>
<th>Result</th>
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<td>What task is to be implemented?</td>
<td>By when?</td>
<td>Who is responsible?</td>
<td>What do you need (people, budget, tools etc.)</td>
<td>What might be the barrier? How could you overcome them?</td>
<td>What is the outcome of the task?</td>
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CODE OF CONDUCT FOR TOURISTS

Environmental Conservation:
- Help to prevent littering and pack trash out of natural areas.
- Don’t collect plants and animals or disturb them in their natural habitat.

Respect for Local Culture and Customs:
- Study the history and culture of the area before you visit.
- Obtain permission before taking pictures or video.
- Don’t wear culturally inappropriate clothing such as tank tops or shorts.
- Don’t make public displays of affection.
- Respect the private property of the villagers.
- Respect community rules and regulations such as those against the consumption of alcoholic beverages or making loud noises and stay on marked trails.
- Try to behave as the villagers do.

Support the Local Economy:
- Buy local products.
- Accept the standard of service that the community is able to provide.
- Don’t try to bargain over the price of goods, buy things that you really want, see the effort that went into making them and don’t buy things out of pity because it will inhibit the ability of the villagers to develop their craftsmanship.
- Don’t give money or sweets to children freely because it will habituate them to asking for things from tourists.
- If you want to help the community economically, give money or goods to the leaders or a development organization within the village, not individuals.

Source: Rauecoculturaltourism, 2017

Source: Community Based Tourism Handbook By Potjana Suansri

ACTION 6: Enhance communication with the customers

Code of Conduct for Tourists

Stay on the trail: Straying from the trail while hiking can cause erosion and other environmentally harmful impacts. Thus, it might reduce the attractiveness of the site.

Respect wildlife: Viewing animals from a safe distance is fine; touching, feeding, or cornering them is not. Respect endangered species: Do not buy products that exploit wildlife, aid in habitat destruction, or come from endangered species.

Do not litter: This is one time when the old adage “When in Rome, do as the Romans” doesn’t apply. Even if you see a local person littering, set an example and dispose of your garbage appropriately.

Reduce waste: Recycling is extremely limited or non-existent in most developing countries. Avoid products with excess packaging; opt for beverages in glass bottles as they tend to be re-used.

Protect local water systems: Avoid undertaking activities that can pollute the water system such as using harmful detergents and soaps.

Respect cultural differences: Local customs and traditions may be different from our own. Take the time to learn what behavior is acceptable and what isn’t.

Take photos with care: Always ask permission before taking photos of people and respect their wishes if they refuse. If you do take a photo, offer to send copies back to them and make sure to follow through with your promise. If your subject wants immediate compensation in return for the photo taken, consult with the guide.

Learn a few phrases: Take the time to learn about the country you are visiting. Learning about the customs and a few words in the local language can go a long way and is appreciated by the local people.

Giving gifts: SUS-TOUR highly discourages offering money to people begging around the community areas. Parents in remote villages sometimes send their children out to beg money from visitors, since a child can bring home more than their parents from begging. This promotes further dependency and encourages more parents to send out their children. Instead, we would suggest promoting the CBTE as they have social development programs for the community.

Support Local Artisans: Support local artists and artisans by purchasing locally made goods. Many communities sell handmade crafts that you may purchase while on tour. You may also ask your Tour Leader for recommendations about where to find local markets, stores and cooperatives.

Source: Rauecoculturaltourism, 2017
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Module 3.
Communication and marketing

Reference and recommended reading

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Reference and recommended reading

Thank You

Join us

SUSTOUR-Kenya

Community Based Tourism Kenya

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Email: [info@sustourkenya.org](mailto:info@sustourkenya.org)