
Welcome to
Marketing
Module #1
Peter Balog
contentpeter.com

In this module:

Marketing Communication & Global Tourism Trends

Hello!

Peter Balog

- digital marketing expert
- contentpeter.com

hello@contentpeter.com

My story

...or why am I qualified to help?

Translator

Travel guides and articles

BA in East Asian Studies & Editorial Studies

Travel writer

800+ articles and reviews

20+ countries traveled to

Digital marketer

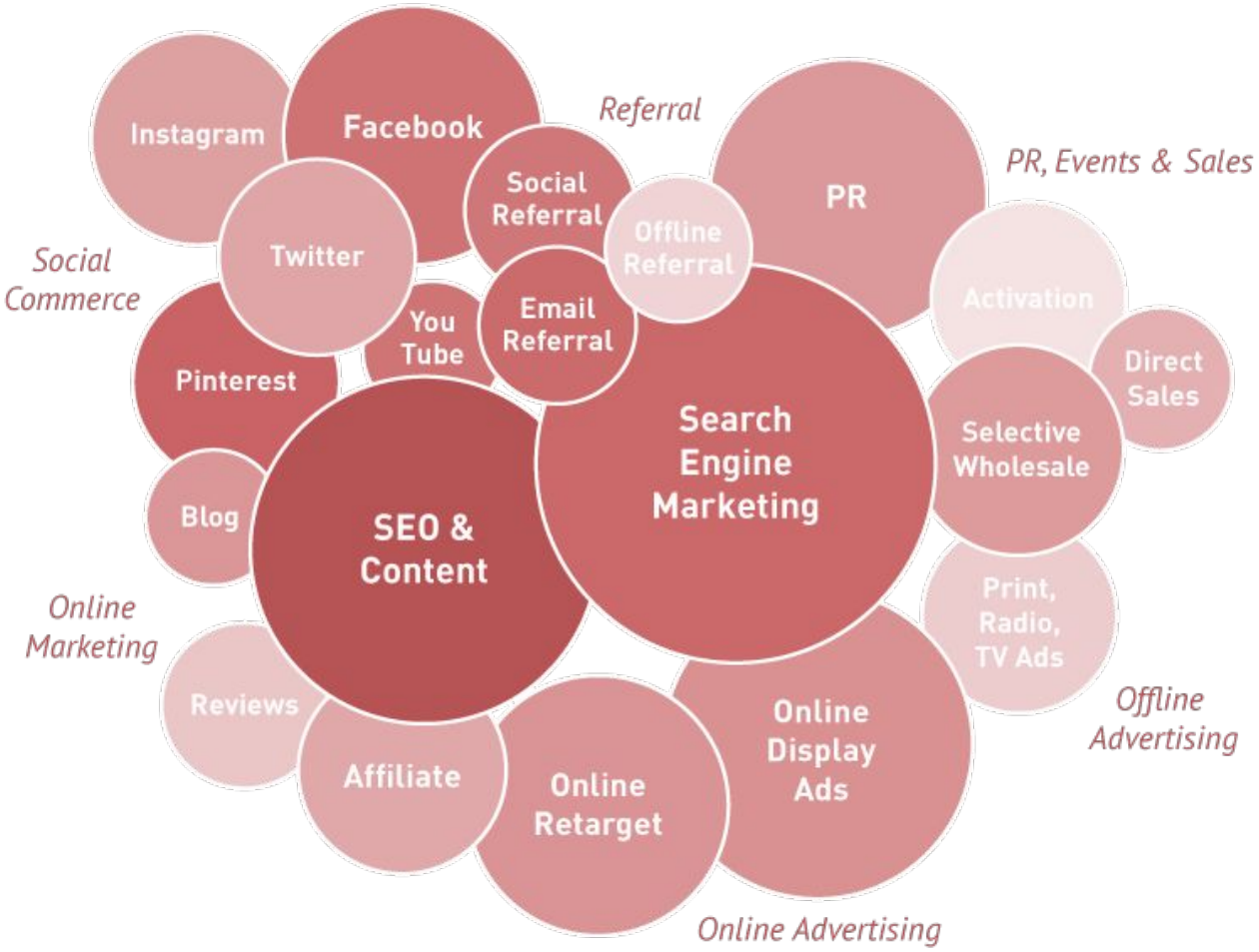
Agency experience

MA in Communication Studies

Freelancer

Full time digital nomad

40+ happy clients :)


Instagram
Facebook
Referral
Social Referral
Offline Referral
PR
PR, Events & Sales
Activation
Direct Sales
Selective Wholesale
Print, Radio, TV Ads
Offline Advertising
Online Display Ads
Online Advertising
Online Retarget
Affiliate
Reviews
Online Marketing
Blog
SEO & Content
Search Engine Marketing
Email Referral
You Tube
Pinterest
Social Commerce
Twitter

“Social media? We do have Facebook, besides...

...I only need a new website right now!”

Mr. Random Client

Digital Marketing Communication

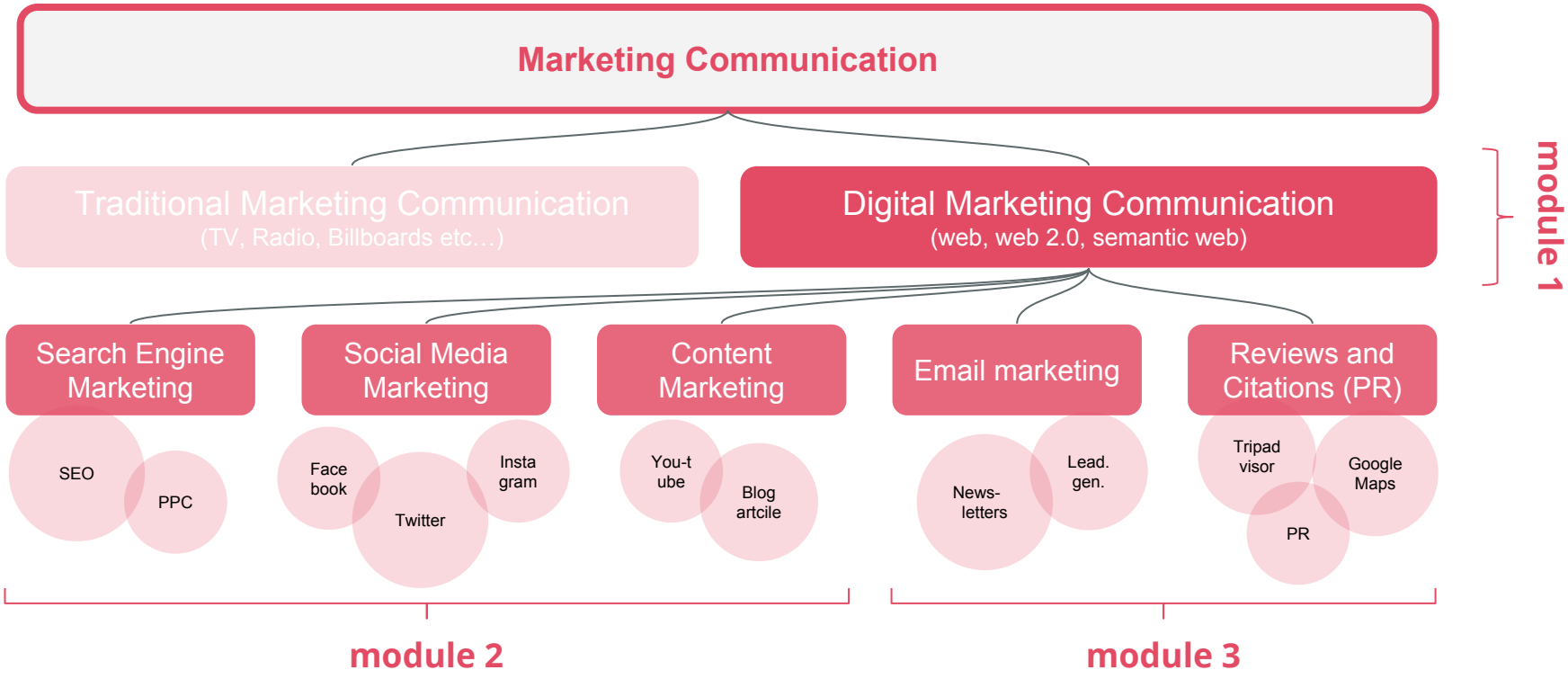
How do you make yourself noticed?
(attention)

How do you want your guests to feel?
(emotion)

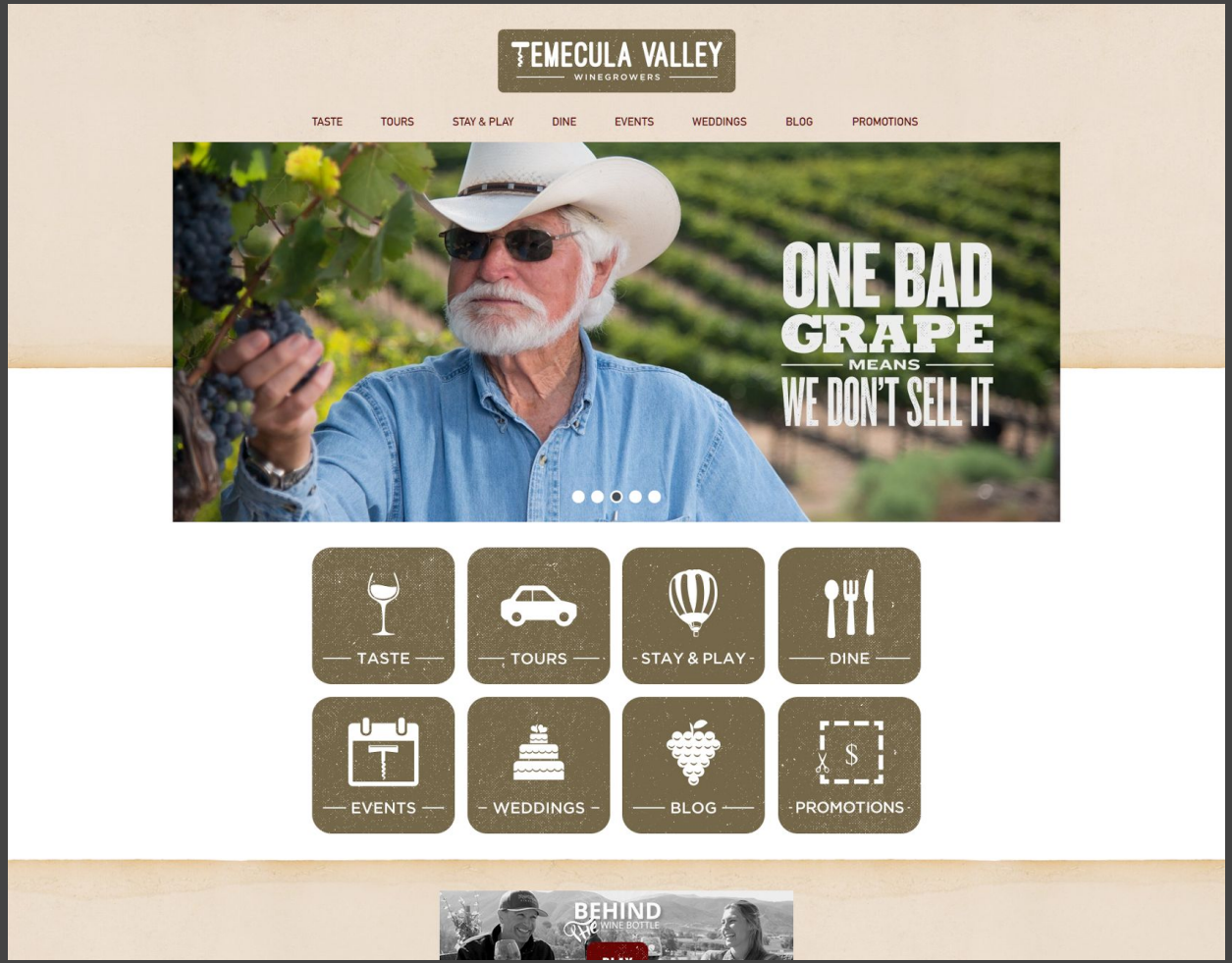
What do you want to communicate?
(the positive message)

What do you want to share?
(story)

About the workshop



The seven seconds test


TEMECULA VALLEY
WINEGROWERS
TASTE
TOURS
STAY & PLAY
DINE
EVENTS
WEDDINGS
BLOG
PROMOTIONS
ONE BAD
GRAPE
MEANS
WE DON'T SELL IT
TASTE
TOURS
STAY & PLAY
DINE
EVENTS
WEDDINGS
BLOG
PROMOTIONS
BEHIND
THE WINE BOTTLE

1.

The seven seconds test

Ennis Ireland B&B Accommodation

Glenomra House B&B

Home Page | Room Rates | Special Offers | Reviews | About Ennis | How to Find Us | Contact Us

Welcome to Glenomra House Ennis

Single, double and triple bedded rooms are available.

Guest Rating ★★★★★ 12

★★★★★ - Bob And Eileen, United States

Out of our recent 2 week Ireland fling using all B&B's I have to say the Mary was our favorite hostess! Her husband is great as well. She is genuine, funny and so helpful. Mary, we all laughed at some...

★★★★★ - Marleen And Luc, Belgium

We had a very pleasant stay at Glenomra House. The house is tastefully decorated, with a warm atmosphere. Mary made us feel very welcome and helped out with every possible query we had. The breakfast ...

★★★★★ - Bridget, Ireland

Spotlessly clean and very friendly

- Independently reviewed in many tour & travel books
- 15 mins from Shannon Airport
- 8 minutes walk from Ennis town centre
- En-suite bedrooms and Tea/Coffee in all rooms
- TV in all rooms
- Free Wi-Fi & hi-speed internet access in every room
- Free Parking in this Town Centre Location
- Designated smoking area outside for guests

Glenomra House provides excellent bnb accommodation within walking distance of Ennis town centre (8 mins). It is a large modern home, family run, offering its guests an uncompromising level of service for over 20 years - all bedrooms have private bathroom, tea/coffee facilities, T.V/Wi-Fi free of charge, hairdryers - guests have the use of their own private lounge where they can also watch T.V., browse through the large library of books available, relax and enjoy a pre-dinner drink before heading into town where you will discover the atmospheric medieval streets of this market town - home to many top class restaurants & on-street cafes - Ennis is bursting at the seams with pubs featuring live trad music sessions every night of the week (one of the best reasons to stay here). Ennis also has its one regional arts centre, Glor, providing excellence in a diverse range of cultural programming ranging from music, theatre, dance, film, visual art and comedy - something for all the family!

2.

The seven seconds test

Xtreme Lazer Tag (Avon)

Call us at: 317-272-4815

8131 Kingston St.
Suite 100
Avon, IN 46123
(Behind Godby Furniture)

- HOME
- ABOUT US
- BIRTHDAY PARTY'S
- GROUPS

Xtreme Lazer Tag Hours And Prices

At Xtreme Lazer Tag, we take care to provide our customers high quality entertainment.

Monday PRIVATE BOOKINGS

Tuesday PRIVATE BOOKINGS

Wednesday PRIVATE BOOKINGS

Thursday. 4-9 PM OPEN PLAY

Friday 4-MIDNIGHT OPEN PLAY
Friday. 9-MIDNIGHT FRIDAY NIGHT FRENZY
UNLIMITED LAZER TAG
1 FREE SOFT DRINK
$20 per player

Saturday 10 AM-11PM OPEN PLAY
Saturday 10AM-1PM SATURDAY MORNING BLAST
UNLIMITED LAZER TAG
1 FREE SOFT DRINK
$20
9-11PM
SATURDAY NIGHT OUT
UNLIMITED LAZER TAG
1 FREE SOFT DRINK
$15 PER PLAYER

Sunday. 1PM-7PM. OPEN PLAY
SUNDAY SPECIAL
4 GAMES OF LAZER TAG
FOR $20

REGULAR GAME PRICES EXCLUDING SPECIALS:

ONE GAME $ 8
TWO GAMES $ 15
THREE GAMES. $ 19
THESE PRICES ARE PER PLAYER.

To Book A Birthday Party Online Click Here.

Request Information

Name:

Email:

Phone: optional

Request:

Send

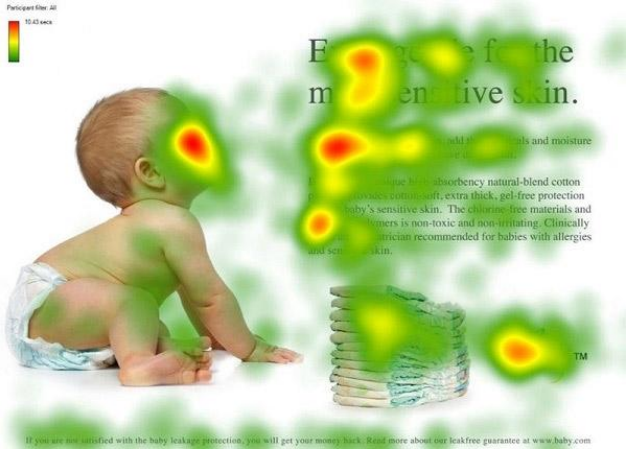
3.

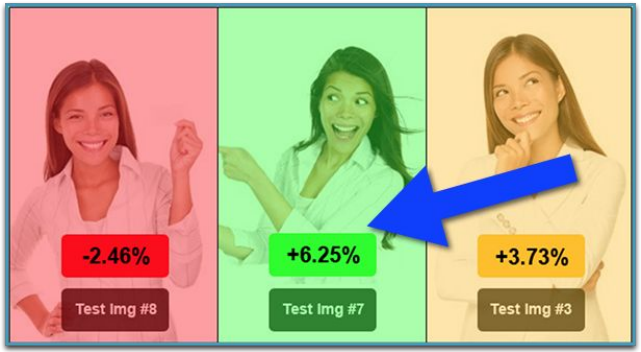
The seven second test

Visual creatures

Humans are visual creatures

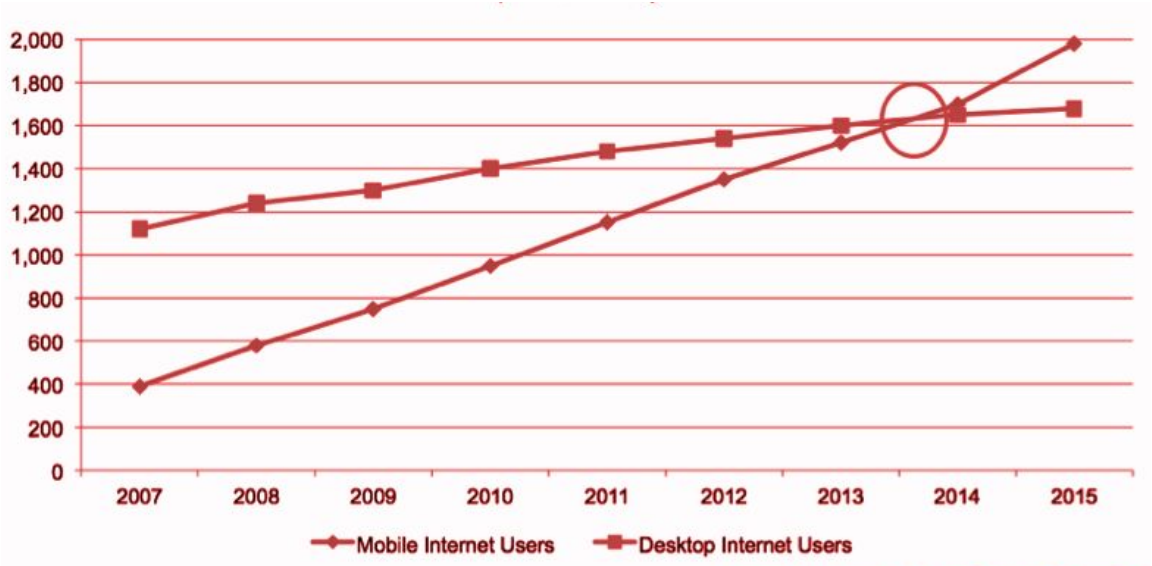
- Eyes drawn to images, smiles, eyes
- We usually decide if we care about a site in 7 seconds
- We scan webpages, not read them



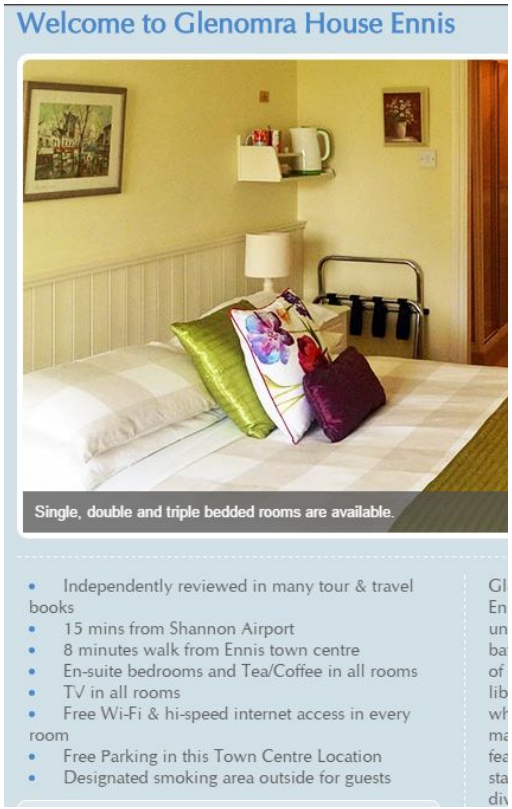


Mobile sites

50% of all mobile searches are conducted in hopes of finding local results, and **61%** of those searches result in a purchase. Do you want in or out on that traffic?




TEMECULA VALLEY
WINEGROWERS
WHAT CALIFORNIA WINE WAS BEFORE IT WENT CORPORATE
TASTE
TOURS
STAY & PLAY
DINE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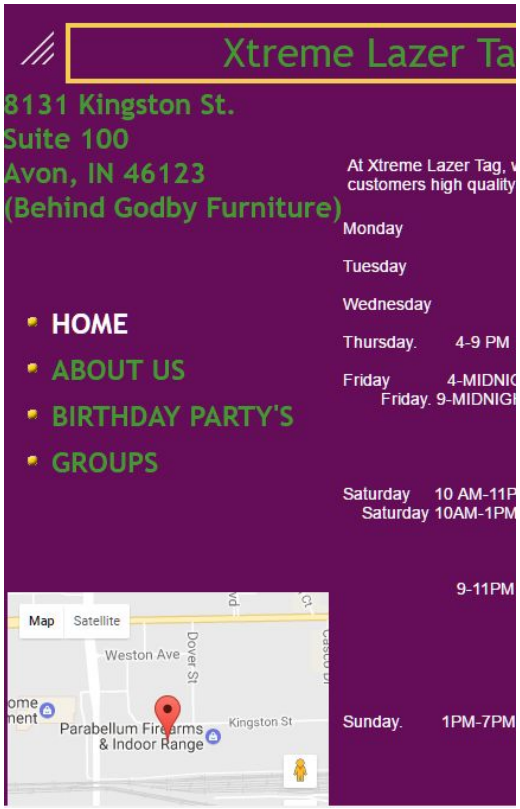
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HOME
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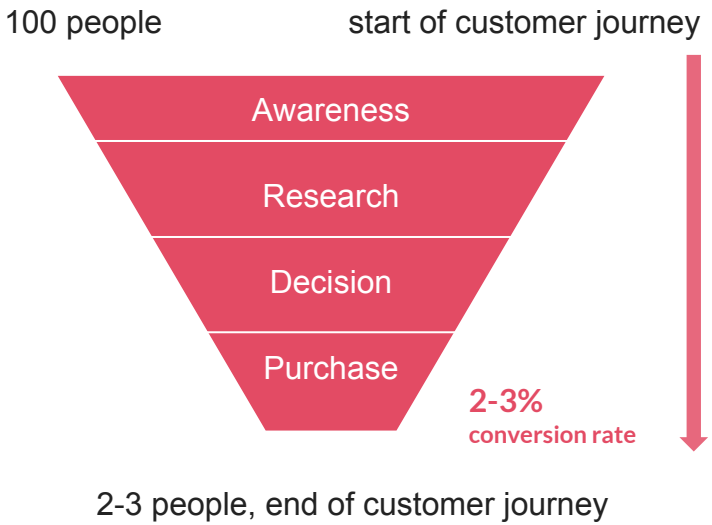
Monday
Tuesday
Wednesday
Thursday. 4-9 PM
Friday 4-MIDNI
Friday. 9-MIDNIG
Saturday 10 AM-11P
Saturday 10AM-1PM
9-11PM
Sunday. 1PM-7PM
Map
Satellite
Weston Ave
Dover St
Kingston St
Parabellum Firearms & Indoor Range

Funnels

The purchase **funnel**, or purchasing **funnel**, is a consumer focused **marketing** model which illustrates the theoretical customer journey towards the purchase of a product or service.



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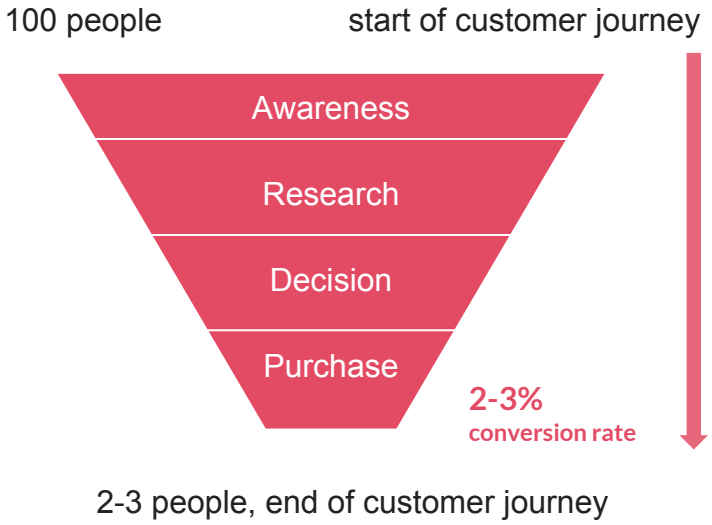

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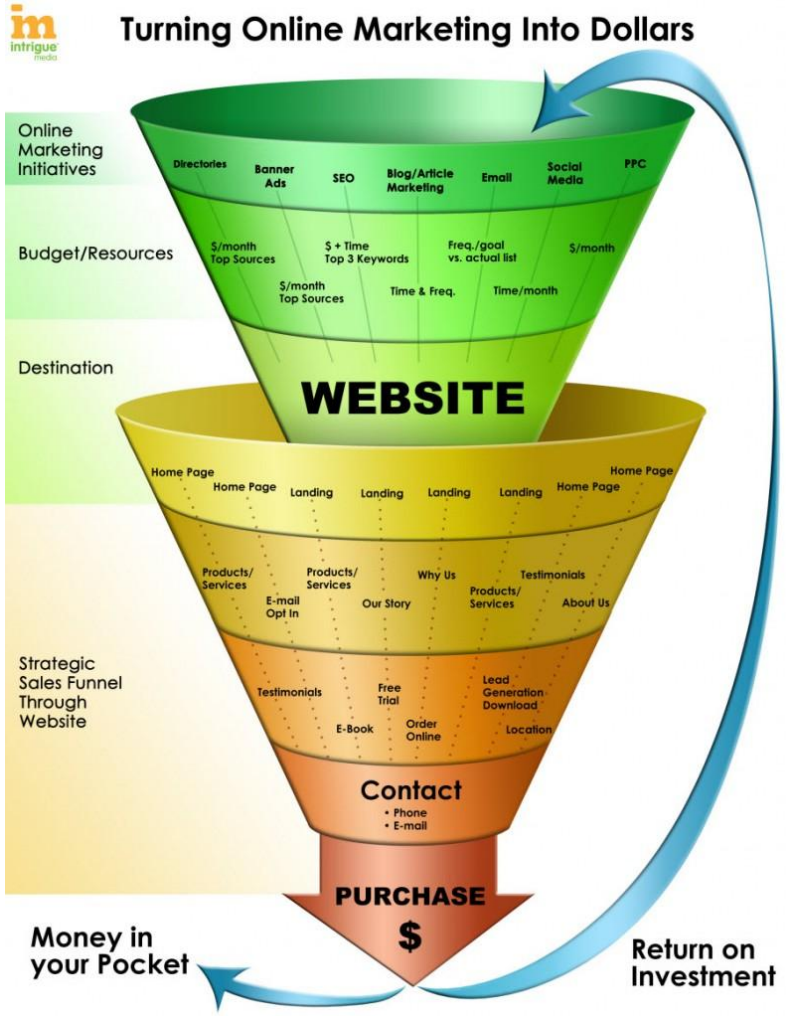
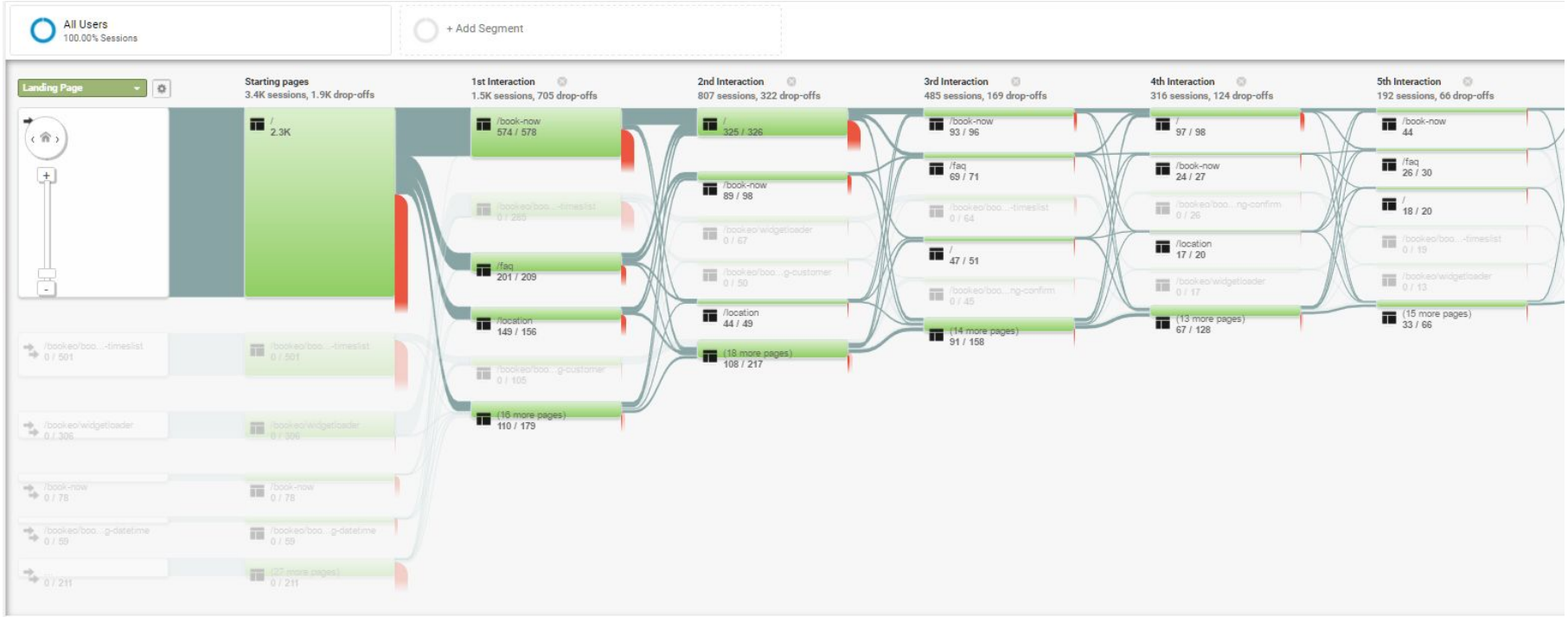


A behavior flow in action

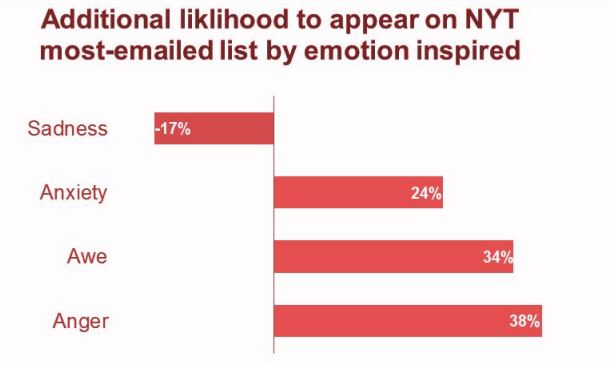


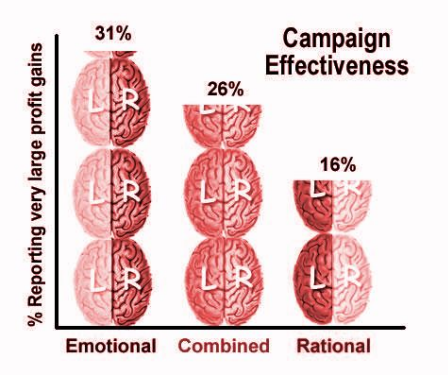
Evoking emotions

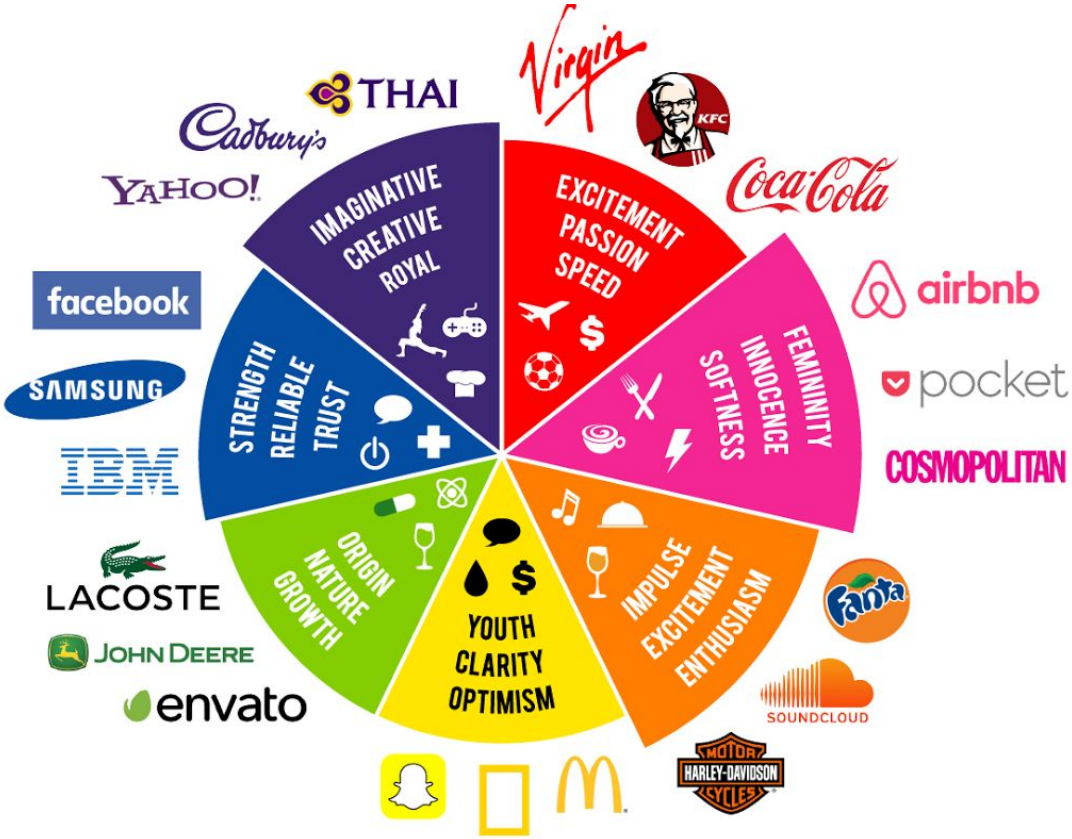
What emotions do these logos evoke in you?

Emotions guide us

- Emotional campaigns outperform non-emotional campaigns on almost every metric, including (but not limited to) revenue, profit, and share gain.
- 70% of viewers who experienced a strong emotional response to an advertisement were highly likely to buy the product.
- Videos that elicit strong emotions are twice as likely to be shared over those that elicit a weak emotional response.







Source: ThinkDesign

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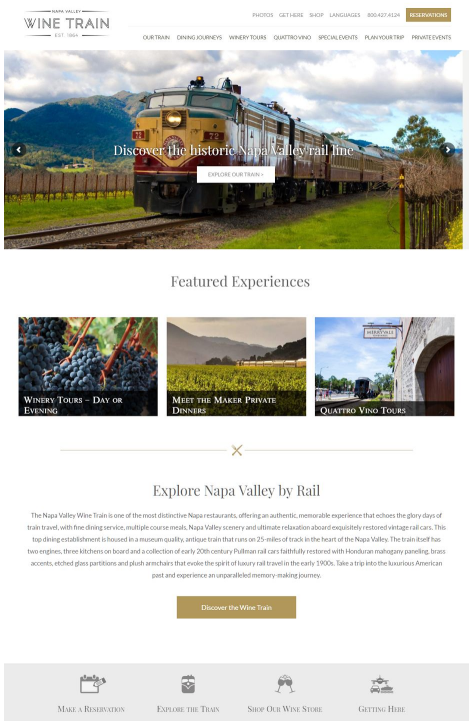
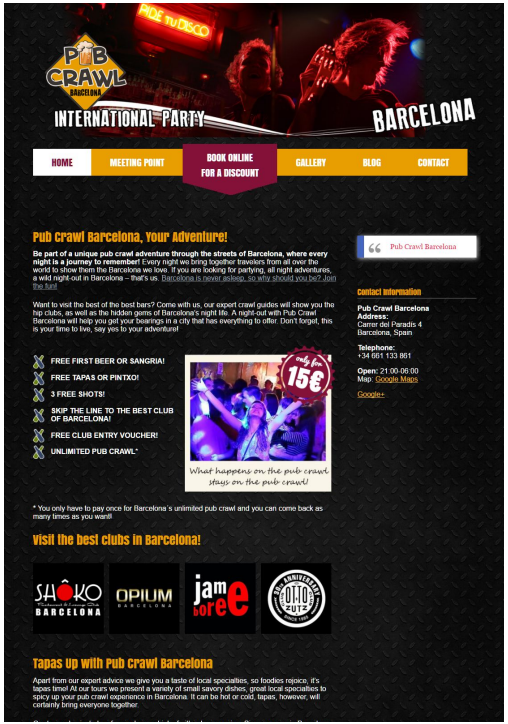
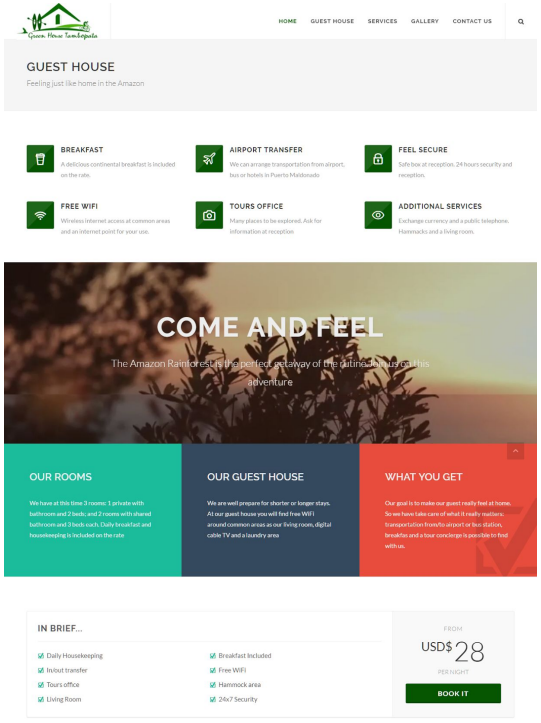
Emotions, logos, images







The positive message

The moving company

“We are not like our competition, we do not have hidden costs!”

“Our very professional services are always available, we do boxing, furniture assembly, and our colleagues are always available, if you have any questions, do not hesitate to call us!”

“Need a hand? Just call us! BEST MOVING COMPANY IN TOWN!”

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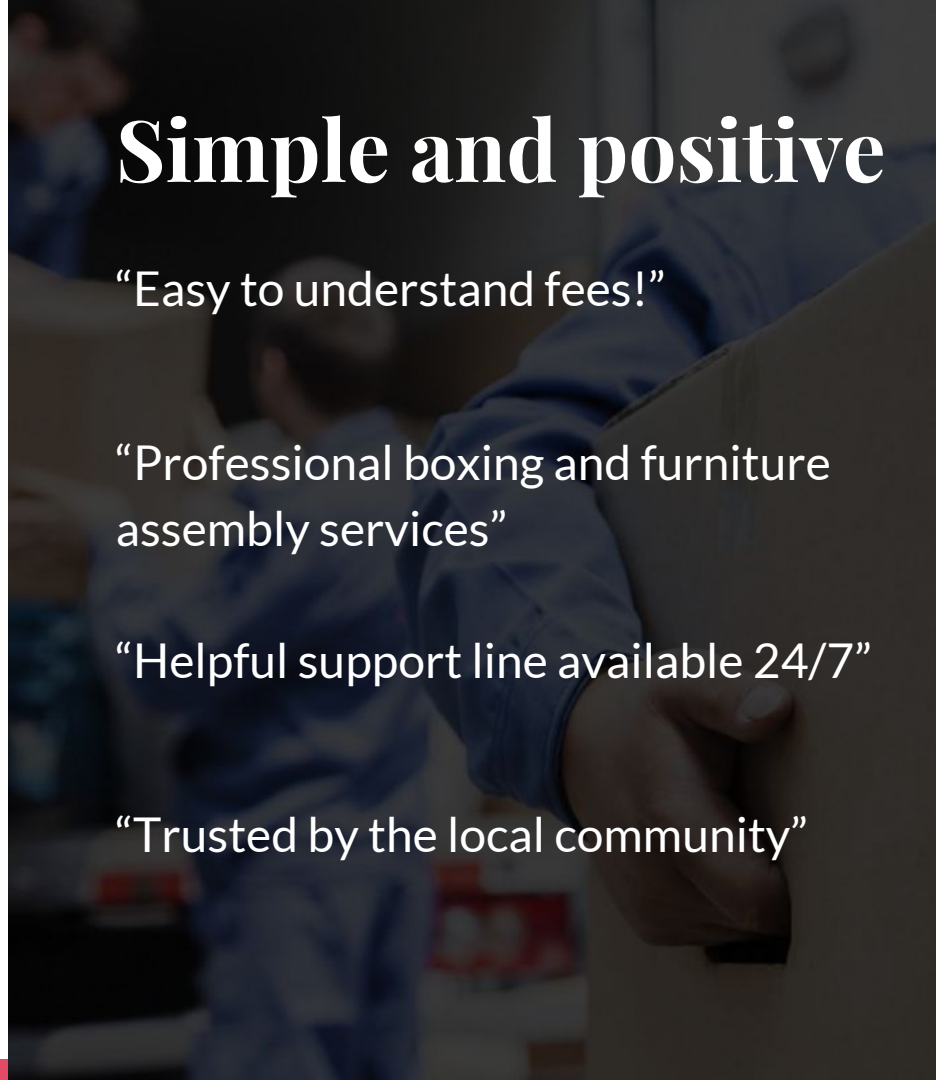


Simple and positive

“Easy to understand fees!”

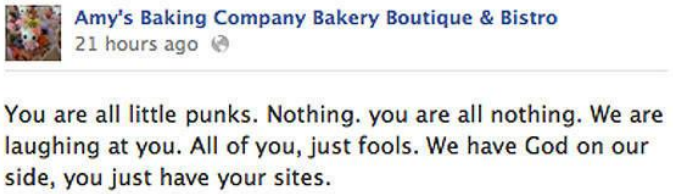
“Professional boxing and furniture assembly services”

“Helpful support line available 24/7”

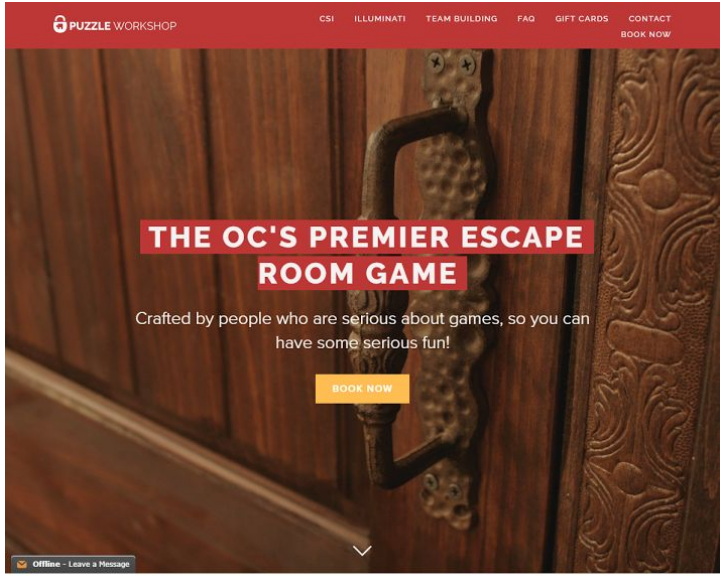
“Trusted by the local community”

Your message: simple and positive

- Using negative language is a bad idea (“no”, “don’t”, “nothing”, “pointless”, “never”)
- Never pressure the customer (“must”, “want”, “choose”)
- Use simple language (average reading comprehension level: 7th grade)
- Passive-aggressiveness, condescending, we-know-it-better attitudes
- Clickbait only pays off on the short run



Positive example



Solve The Clues Before Time Runs Out

An escape room presents a unique challenge: escape from the

Solve The Clues Before Time Runs Out

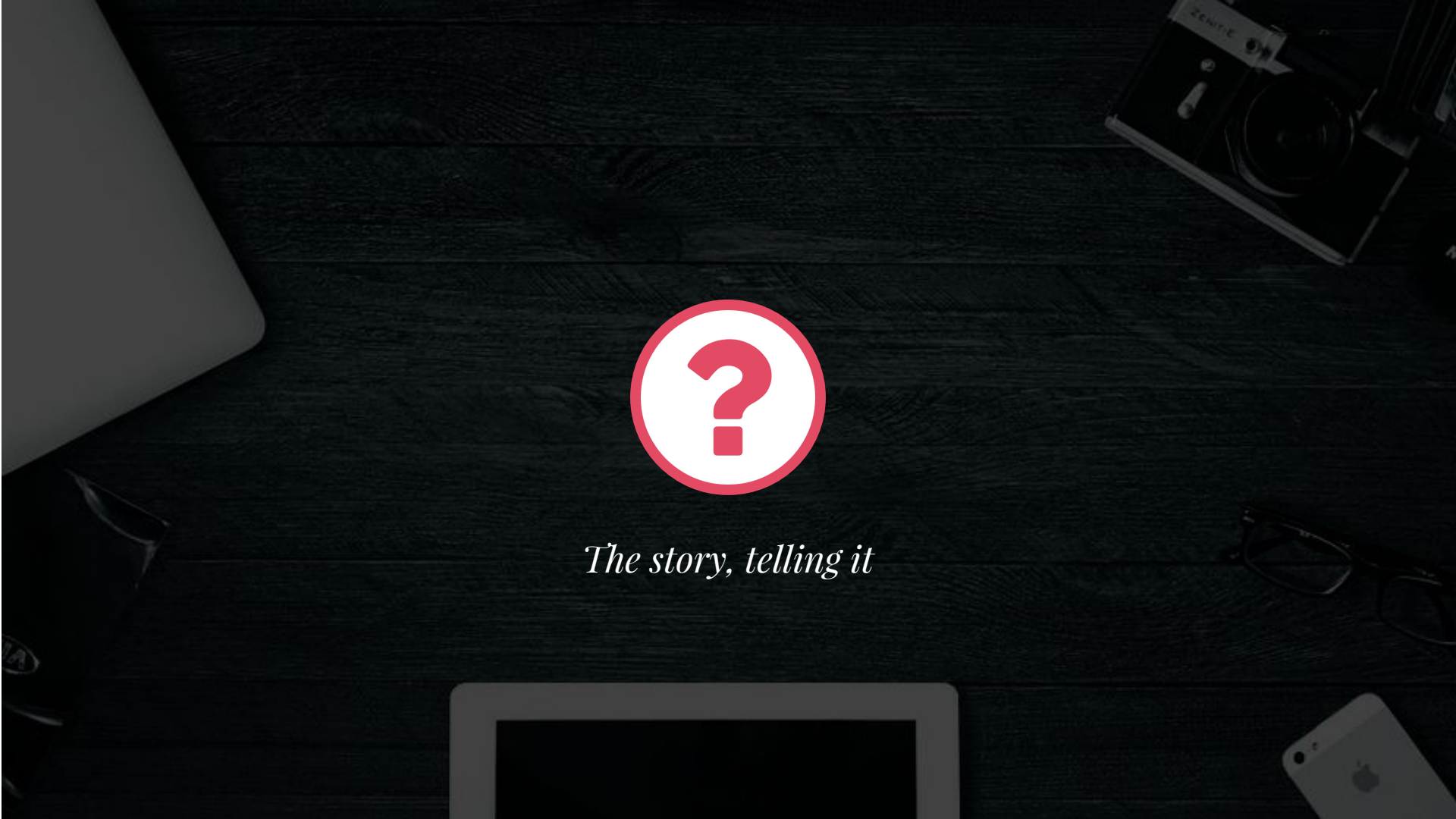
An escape room presents a unique challenge: escape from the room within 60 minutes! To succeed, you will need to use your intelligence, imagination, and creativity.

Fun For Friends, Families, Teams, And Clubs!

Whether you're a complete beginner or an escape room expert, this room is guaranteed to be a good time. Bring your friends and family! We also do corporate events and work with clubs and school groups!

Created By Game Lovers, For Game Lovers

The Puzzle Workshop escape rooms are crafted by people who are serious about games, so you can have some serious fun! We have a combined 25 years of experience producing, marketing, and designing games of all kinds. We created Puzzle Workshop to share our love of games with you!


The story, telling it

Three stories

1.

Killarney House B&B was built in 2008, Open from May to September, Killarney house was built to a very high standard. Situated on a half of acre of landscaped gardens, it is 1.5km from the centre of Tralee town centre on the main R558 to Fenit, where Fenit village is situated just 11km from Tralee in the beautiful setting of Tralee Bay. Killarney House boasts a fantastic location between Tralee and Fenit, where you can enjoy such activities as horse riding, cycling, sailing, fabulous scenic walks and enjoy some of the most spectacular views on the Western Seafront and do not not leave without sampling some of the finest seafood catch of the day in local restaurants in Fenit village and Tralee town.

2.

For centuries coffee has provided inspiration, warmth, energy, clarity, contemplation and a chance to savor and share “the good life” for all those whose enjoyed its robust flavors and rich aromas. It wasn’t until 1870, in Southern Italy, that true coffee perfection – Cafè Barbera® – was created by our founder, Domenico Barbera, when he opened our first coffee house and served fresh coffee roasted daily with passion and dedication.

From the day the first Cafè Barbera franchise opened in 2004, Cafè Barbera has preserved the tradition and spirit brought by each cup of perfect Italian espresso. We are dedicated to providing a nostalgic, yet enjoyable experience through superior product standards and service excellence.

3.

We all have that dream. You know, the one you question if it is possible? The dream that has you wondering what you are doing in life. The dream you want to pursue, but...

We were working as architects in Denver, traveling to California wine country, when we fell in love with a small vineyard and winery in Amador County. In 2014, we decided to ignore that nagging "but," leave our professional careers to pursue our dream of winemaking. Now in just a few short years, we are producing award winning wines.

We hope those who drink our wine will fall in love with the vision and creativity we pour into each bottle. A little inspiration to not settle. Always dream big. Never give up.

Share, emote, connect

The effects of storytelling on the brain

Source: SEOpressor.com

Share, emote, connect

How to tell your story?

- **Know your brand** — who are you talking to? What problems do you solve?
- **Define your ‘it’ factor** — what sets you apart from the rest?
- **Meet the customer** — who is your ideal customer? What is his or her goal in life and with your product?

Keep in mind

- **Authenticity** — tell your story, don’t make up anything! Honesty is rewarding.
- **Show, don’t tell** — “don’t give them 4, give them 2+2” - Andrew Stanton, Pixar
- **Keep it short** — people don’t have time to immerse themselves in an intricate story

Source: SEOpressor.com // lookbookhq

Now it's your turn!

Cheatsheet

How do you make yourself noticed?
(attention)

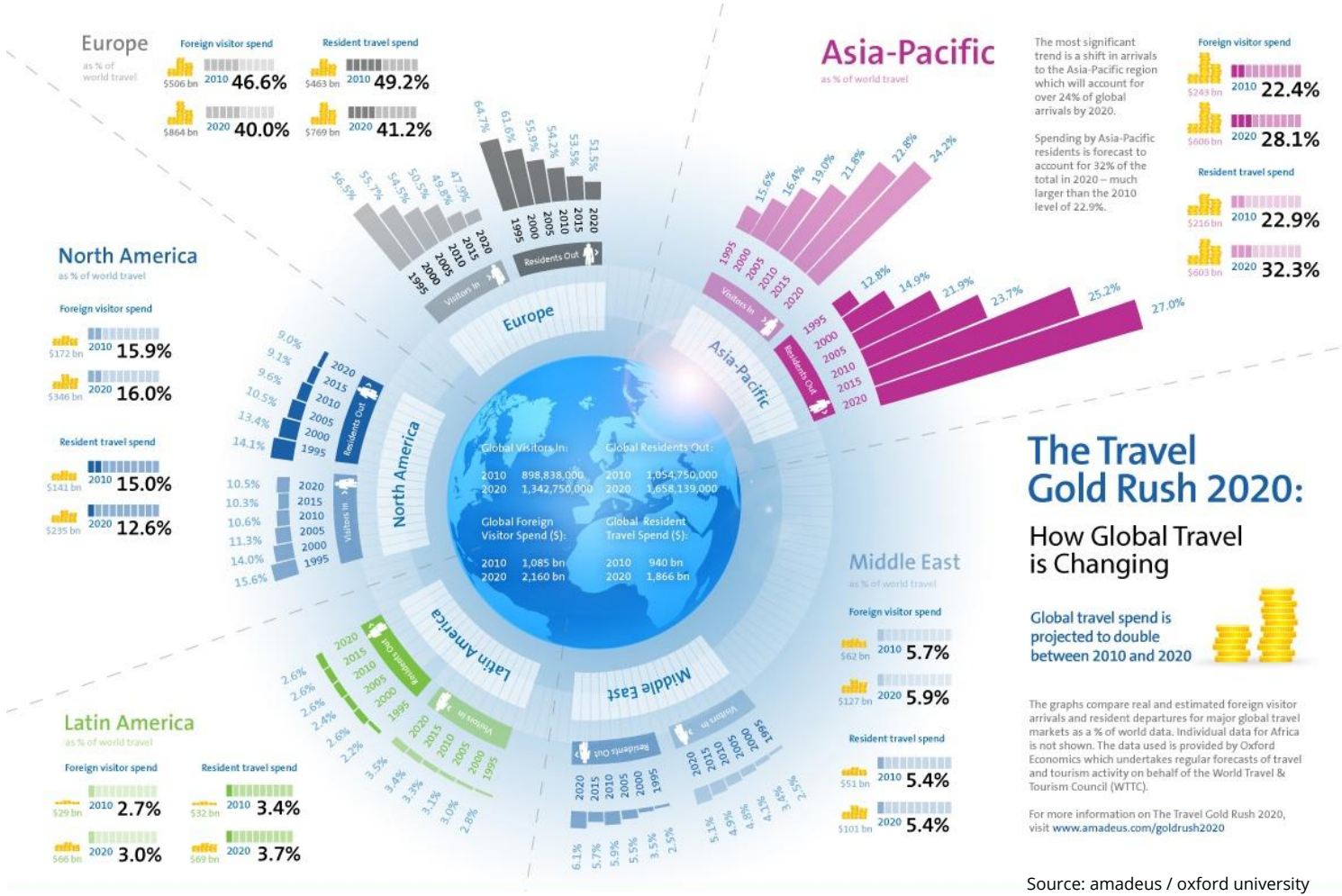
How do you want your guests to feel?
(emotion)

What do you want to communicate?
(the positive message)

What do you want to share?
(story)

Global digital marketing trends

Why do we need the glass or the drink?



The Travel Gold Rush 2020:

How Global Travel is Changing

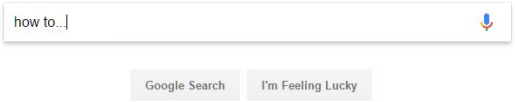
Global travel spend is projected to double between 2010 and 2020

The graphs compare real and estimated foreign visitor arrivals and resident departures for major global travel markets as a % of world data. Individual data for Africa is not shown. The data used is provided by Oxford Economics which undertakes regular forecasts of travel and tourism activity on behalf of the World Travel & Tourism Council (WTTC).

For more information on The Travel Gold Rush 2020, visit www.amadeus.com/goldrush2020

Source: amadeus / oxford university

Google it.



Interested in learning more about these topics?

Here are some important and relevant keywords that will help you find useful information.

essentials of digital marketing, visual communication, user experience, small business branding, storytelling in marketing, attention-based content marketing

Recommended learning resources:

coursera

lynda.com

udemy
"academy of you"