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navigate

Visitor Growth **Playbook**

01 Paid Search

02 Organic Social Media

03 Paid Social Media

04 Email Marketing

05 Creative Development

06 Everything Else

Welcome, I am your author, Ant Rawlins.

Let's cut to the chase, this book has been written with one purpose, to help you, as busy Attractions Marketers, grow your visitors and revenue **right now**.

Recent industry data highlights that currently, attraction visits are around 80-90% of pre-pandemic levels. Therefore, there is ample opportunity for every attraction to grow its visitor numbers.

At the same time, our attractions clients buck this trend, with one increasing visitors by 15% since 2017 and revenue by £1m (19%). Another increased visitors from 400,000 to 700,000 and revenue from £10m to £17m.

This Playbook has been written using the methodologies we implement for these 'buck the trend' setters. By showcasing them for you, you can adopt a similar approach to maximise your marketing investment and resources, increase marketing success, visitor numbers, and revenue - today.

Why listen to Navigate?

I founded Navigate in 2005, and during this time, we've been fortunate enough to guide the marketing of many UK attractions. We're also ALVA's, (Association of Leading Visitor Attractions) Marketing Partner, an organisation we are proud to support, that has done wonders for the industry, particularly during the pandemic.

Further afield, Navigate has worked with major global travel brands such as IHG and Accor Hotels; destinations such as Visit Britain, Japan, Catalunya and Mauritius; and conservation brands such as the Ocean Conservation Trust (OCT) and the Royal Society for the Protection of Birds (RSPB).

Our mission is to help people explore and protect our world, and as a certified B-Corp, this offering of knowledge is part of what we commit to doing, to support our industry and cause.

This is a rapid action Playbook, a manual for you to pick up often, review where you are, and keep on track with the 6 most important things you need to do, to grow your visitor attraction numbers and revenue.

I hope you find this insightful, and if you do, please let me know (anthony@navigate.agency) and share with your peers.

Best wishes,
Ant

Foreword



Background



Navigate

Where are you?

10 questions to shape a plan.

"Knowledge is having the right answer - intelligence is asking the right questions."

Whenever we begin conversations with new attractions, we ask tailored questions to understand the landscape and opportunity space.

These questions are detailed over the next few pages to help you organise your thoughts and begin to make a tactical marketing plan that aims to focus on the most important business priorities.

Take a couple of hours to prepare the canvas for the start of this exciting growth project and consider the following questions:

If however, you want to skip to the good stuff and find out the areas you should be focussing on to grow visitors and revenue - jump a couple of pages to get started.

01 What are your annual visitor numbers for the last five years, and what's your target for the next three years?

- Benchmark - Most attractions have been operating at around 80% of visitor capacity since 2019.

02 What percentage of your turnover do you spend on marketing?

- Benchmark - 5% minimum, but up to 10% when you get the mix spot on.

03 Who are your audiences that haven't returned?

- Benchmark - many attractions are finding that their 65+ audiences have not returned, but have a think and see if you can find a pattern. That reduction in your visitor numbers might be within a specific audience group.

04 What new audiences would you like to reach?

- The pandemic changed people's behaviours and encouraged them to consider new and different things. Consider how this can translate into new audiences for you.

Background



05 How much have your prices increased since 2019?

- Benchmark - many attractions have increased prices by about 10% since 2019.

07 What's your digital advertising ROAS and ROI?

- ROI is the return on investment which includes team or agency resource costs.
- ROAS is the return on advertising spend, which is the media spend only.
- Our Travel and Tourism Industry benchmark ROAS is 19:1.
- Many attractions make the mistake of not including their own teams' internal time in calculating ROI.

09 What is your marketing budget split of digital vs traditional?

- Digital is digital marketing activity such as social media, search engine advertising and organic activity, email marketing etc.
- Traditional is PR, print, leaflets, Out of Home, (billboards) etc.
- Benchmark - Pre-pandemic, a survey we conducted of over 100 attractions of all shapes, sizes and locations revealed the split to be 20% digital: 80% traditional.
- In the last four years, this budget split has shifted to 65% digital and 35% traditional.

06 Do you have dynamic pricing?

- The most profitable attractions have dynamic pricing in place - charging more during peak time and for tourists versus locals.

08 How many email addresses do you have in your marketing database?

- There is no transparent industry benchmark as it depends on the attraction size. However, when it comes to email, the industry conversion rate is 3.3% per annum, meaning that 20,000 email addresses at an average order value of £50 should deliver £33,000 per annum in revenue. This is perennial.

10 Are you making the most of the experience culture boom?

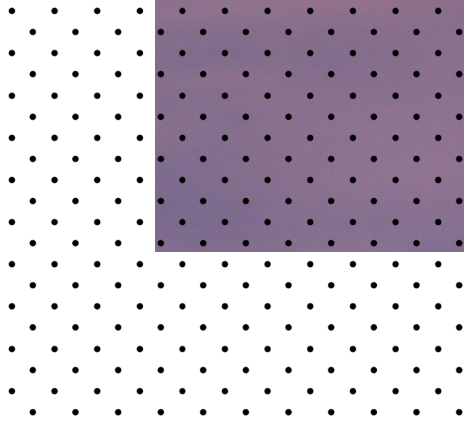
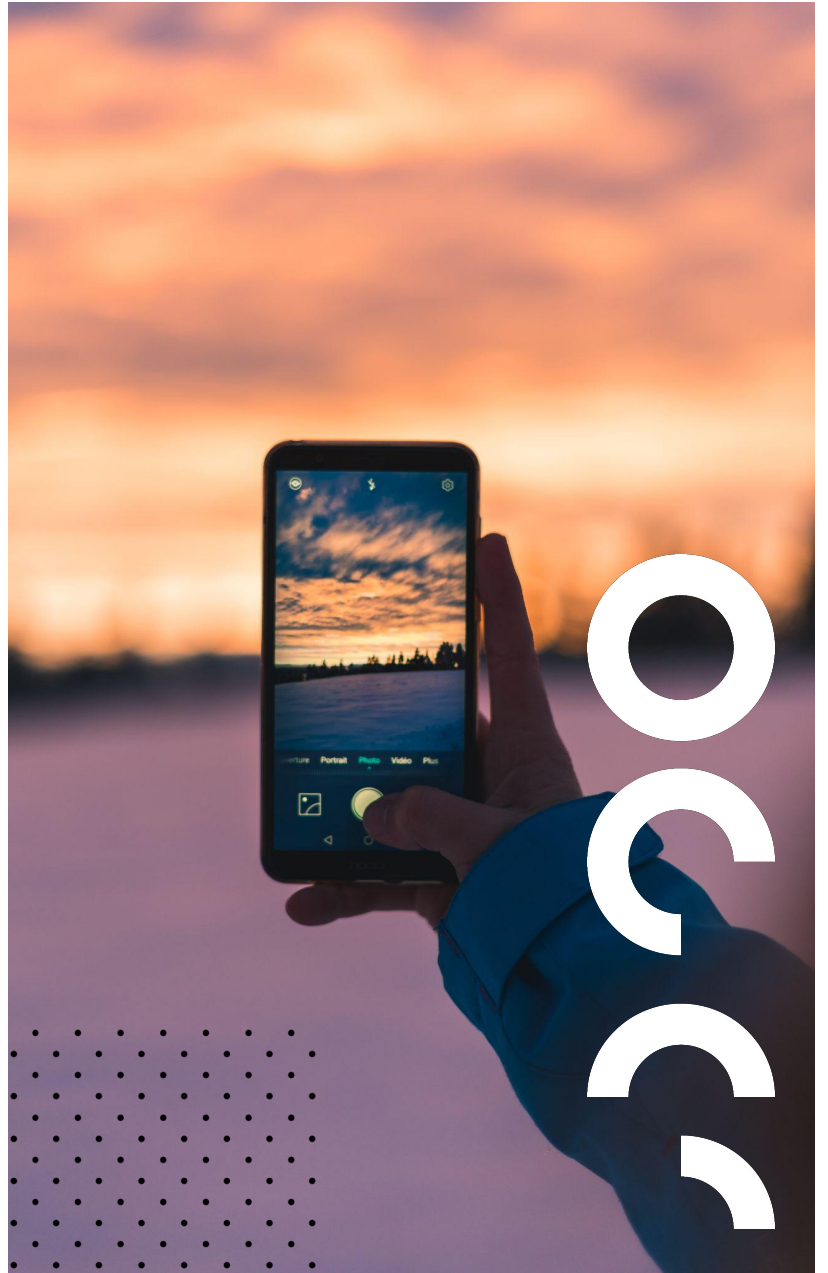
- This was a growing trend pre-pandemic and has only grown since. During lockdowns, we realised that we didn't need more stuff, what many people wanted was to have great shared experiences with family, friends and loved ones that create long lasting memories.

Background

“So, once you’ve gathered this background information, it should become apparent where the gaps are in the activity”.

01

Paid Search



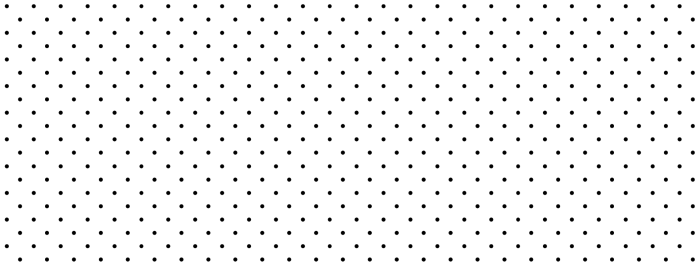
Navigate

Why is paid search important?

Over the last 20 years, digital advertising has changed rapidly. The attractions sector was behind the curve until the pandemic hit. Having viewed the uptake of digital marketing and advertising over the last 20 years, it was phenomenal to finally see the adoption rate we knew was needed.

As we are all aware, Google is the dominant force in search (currently just over 91%), and whilst we are sure you are utilising Google advertising, it is also worth considering other search engines. Despite the low percentage share of the market, other search engines can be easy to set up and still deliver decent volumes, for example, Bing or MSN.

Paid search is about converting those who are already showing interest, converting the low-hanging fruit in effect. It's about capturing people actively searching for something - often with the intent to take action - such as booking a visit.



What should I be aiming for?

Of course, every attraction is different. However, in our own experience, an average ROAS for destination marketing PPC across a wide range of organisations in 2022 was 19:1 (that's £19 for every £1 spent).

There is a great range of results in our data - some delivering well over 50:1 return, and when you consider the current all-industry average for PPC is 2:1 - attractions in general, perform well above the average.

ONE: paid search.



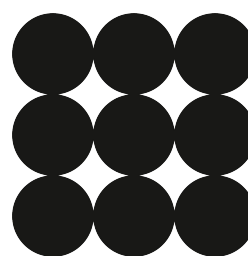
Some tips for success.

Pro Tip: The first step of your PPC strategy on any search platform should be to own searches for your own brand before anything else. Are other organisations, competitors or affiliates bidding on your brand terms? This is an easy way for competitors or partners to pinch visitors already searching for you.

Tool Tip: If you don't have a spreadsheet set up to help you calculate advertising ROI, try using <https://www.omnicalculator.com/finance/roi> to help understand your PPC costs and returns efforts.

Broad match keywords

Google will try and steer you down the direction of only using broad match keywords. This can lead to wasted ad spend and traffic with poor relevancy and low intent.

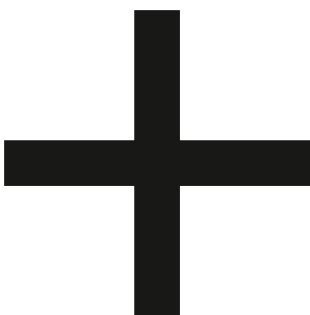
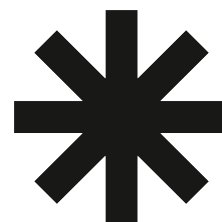


Ad copy

Not including your ad groups' keywords in your search ad copy will result in a low-quality score. This means your ads will rank lower with more expensive, average cost-per-clicks.

Ad extensions

Adding extensions to your campaigns will add additional value by showcasing promotions, USPs & prices.

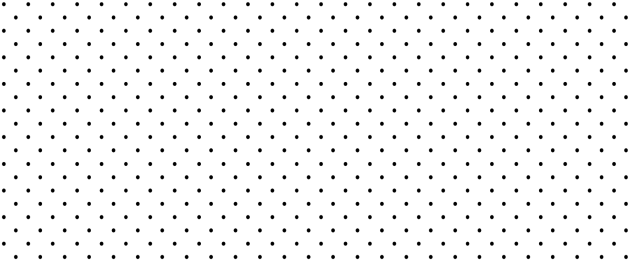


Tracking

The objectives of your search ads shouldn't be just to send traffic. Instead, use conversion tracking to highlight what actions that traffic is taking, allowing for optimisation of smart bidding strategies and data-driven decision making.

ONE: paid search.





Next steps: Questions I should ask Actions I should take

Here are some additional questions to drive your decisions on PPC:

01 What's your current advertising spend on PPC?

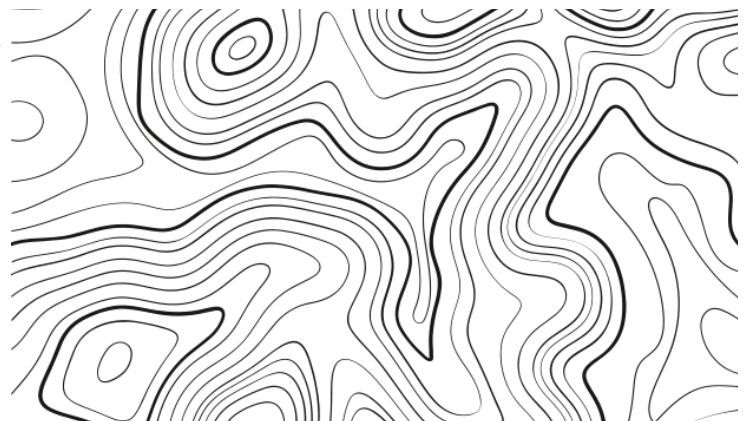
02 What's the revenue you generate from this on a monthly basis?

03 Do you have conversion tracking set up, and is it reporting accurately?

04 What is your ROI from PPC? (include resource time or investment here).

Now you have the questions and insights to know what's possible, you should set targets to enhance your current paid search performance and produce a timing plan to take action on your current position.

Note - Paid Search advertising delivers results rapidly, as soon as you implement the enhancements. That makes it the number one tactical tool you have at your disposal for growing visitors and revenue.



ONE: paid search.



Google Grants for charity attractions.

If your attraction has charity status, you are eligible for a Google Ads Grant of up to \$10,000 per month for free; please read on. If you do not have charity status, **skip to section two.**

For those lucky enough to qualify for a Google Ads Grant, make sure you are maximising its usage, and it is driving the right outcomes. Our research shows that only around 2% of charities in the UK are actually using their Google Ad Grant; of these, I dread to think how many of them are using it effectively.

A Google Ads Grant is a great way to experiment with new audiences or areas, and is an excellent way to get relevant traffic into a conversion process without using your own marketing spend.

As a word of warning though, there are restrictions on how your grant can be used, what it can be used for, minimum click-through rates, spend thresholds and more. So, ensure you're within the guidelines, it is worth it for up to \$10,000 per month of free advertising spend per month available.

FACT FACT FACT FACT FACT FACT

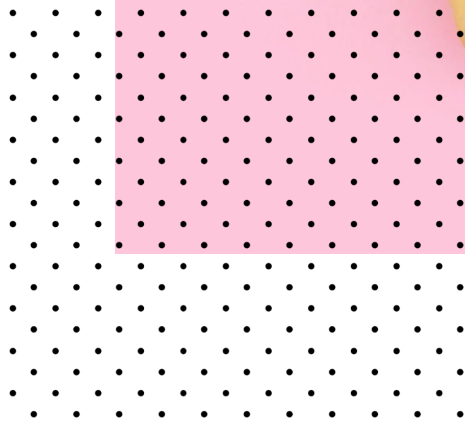
A [2022 report from the Charitable Aid Foundation](#) indicated that both Animal and Environmental Charities were growing their share of UK charitable donations, bucking the strong downward trend in donations that are occurring in all other areas with the cost of living crisis.

Many of the attractions we speak to fall into this category and could be capitalising on this trend.

ONE: paid search.

02

Organic social media.



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Why is organic social important?

Social media is a vast area of change and growth. When we were first established over 18 years ago, Facebook had just been launched in the UK. And to this day, Facebook is the single greatest social media platform for growing visitor numbers.

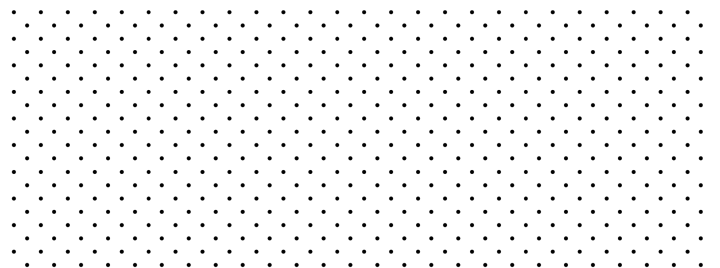
Social media channels are a great way to remind and excite existing audiences about you, whilst reaching and inspiring new, relevant audiences. These channels provide the opportunity to be creative with how you use images and video content.

Believe it or not, we've recently heard people say, 'Facebook doesn't drive visitors anymore'. Our experience and data suggest otherwise.

Interesting statistic.

From a survey of 25 top UK visitor attractions, Facebook drives an average of 46% of the traffic from social media sources to attraction websites ([Source SimilarWeb - Dec 22/Feb 23](#))

Whilst Facebook should still be a critical part of your plans, the number of social media channels is continually evolving, and audiences can differ across them.



TWO: organic social.

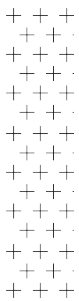


What should I be aiming for?

It's critical to have a presence in the right social media channels (we all know this), but which ones?

The channel you're focussing on now might not be the best use of resources, and the same channels aren't necessarily right for all. It's all about understanding which audience you really want to reach, identifying where they are online, and where existing customers are most active and engaged online too.

There are many platforms available; here are a few headline thoughts:



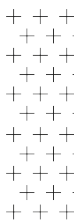
Meta

Facebook and Instagram are highly recommended as a standard for all visitor attractions - they give you that broad mainstream coverage but with great targeting and reach.



Twitter

Twitter is useful if you have relatively niche subject matter appeal (like tanks, ships, birds etc.). It's also good for engaging with, and amplifying online PR coverage.



LinkedIn

Don't overlook LinkedIn, it can be a great channel for attracting corporate visitors and activity.



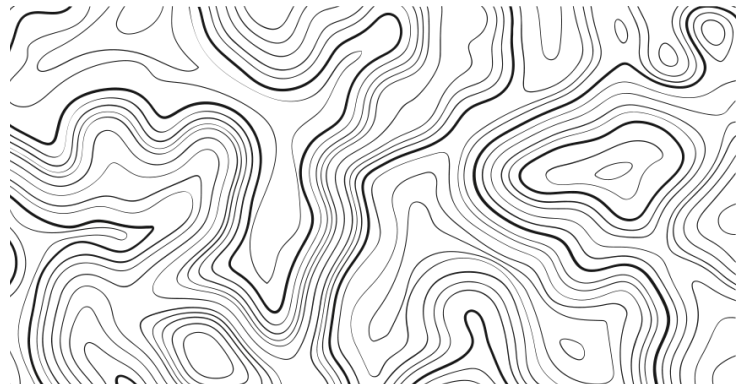
TikTok

TikTok is ideal for targeting younger audiences and is much more effective than Facebook for this demographic.

TWO: organic social.



Tips for success.



Timing

When people are online and able to see your content, this makes a big difference to its performance. Make sure you optimise posting times for content on each channel to maximise impact.

Sizing

Factor in the optimal image and video sizes, dimensions and recommended orientation per social network.

Cut & Paste

Avoid posting the same content across different channels - especially copy-and-paste content. Instead, optimise each piece of content for each channel; whilst this might seem time-consuming, the impact will be worth the effort.

Terms

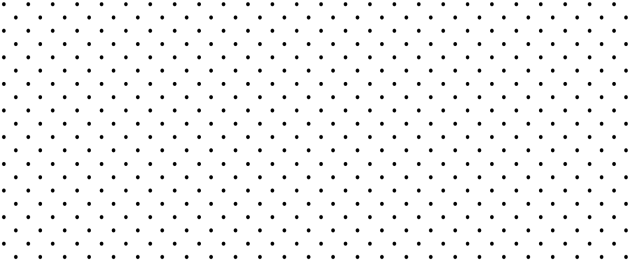
This is a great way to get your content seen by others who are either searching for, or engaging with, relevant content. So, use hashtags where appropriate.

Efficiency

Be realistic. If you have a social channel that is not active, it can do more harm than good. It's better to focus on one or two social channels and excel than to spread yourself too thin across multiple channels.

TWO: organic social.





Next steps: Questions I should ask Actions I should take

Assuming you are set up with the right channels for reaching and engaging your audience, there are a few key questions you need to answer to ensure social media works best for you and your business.

01 Do you set and follow a regularly updated content plan for your social media?

02 Do you optimise posts for each channel or simply broadcast the same content everywhere?

03 Do you boost any posts or just rely on organic exposure for your content (non-paid)?

04 Do you think about who the content is meant for when you create it?

05 Do you ensure you promote the content themes that are most relevant to your offering and engaging for your audience?

06 If you rely on organic exposure, do you optimise posting times?

Now that you have the answers and insights to know what's possible, set targets to measure whether your organic social effort is reaching your most valuable audiences and is aligned with your offering. Then set timings to take action on your current position. This might include creating an actionable content plan to manage a consistent promotion of key themes (see next page).

TWO: organic social.



Creating a content plan.

If you haven't done this previously - don't worry! A content calendar doesn't need to be complicated, but it does need to be consistent. The best and simplest way to create a content plan is as follows:

Identify the unique selling points of your attraction. The things you offer that no one else does, or the combination of things you offer that provide visitors with a unique experience.

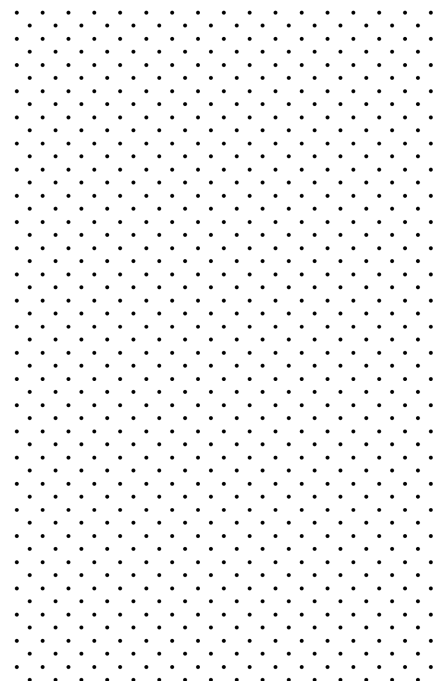
These could be:

- Location
- Attraction type and what you can do there
- Team and customer service
- Visitor experience
- Programming and events
- Facilities, like a cafe or play area

Define creative content themes around these for the **quarter** at least. It's important to have consistent themes and ideas to build up a picture of what you offer in the visitor's mind. People typically need to hear information seven times to truly absorb it, so ensuring you consistently post around specific creative themes is key.

With the right approach to planning, these will be your attractions' primary and most compelling reasons to visit, maximising the chances that your target audience will understand what you offer and why it's great for them.

The additional benefit of your content plan is that this can feed your schedule for your long-form content. It can help identify themes for website articles, email content and wider blog content.



TWO: organic social.





Optimum publishing times.

Although there have been many studies detailing data-driven “best posting times” on every social media channel, the truth is every attraction has slightly different optimal times for posting content. And it’s because every attraction has a unique mix of customers who are online at different times (even if you target the same kind of customer as a competitor attraction).

Reflecting this in posting times is important. Prompt engagement on recently posted content means each channel’s algorithm will reward your most engaging content with increased visibility in the right people’s feeds.

Each of your social media management pages publishes insights that help you understand when it’s best to post. If you use a social media scheduling tool like Hootsuite or Buffer, you’ll probably know they publish optimal posting time recommendations in their dashboards.

Pro tip

Many social media management tools like Sprout Social or Rival IQ offer a free trial period, which can be very useful to gather data about the best social media posting times for your organisation. It can also reveal other strategies your competitors are using too.

TWO: organic social.



Do you have a weather plan?

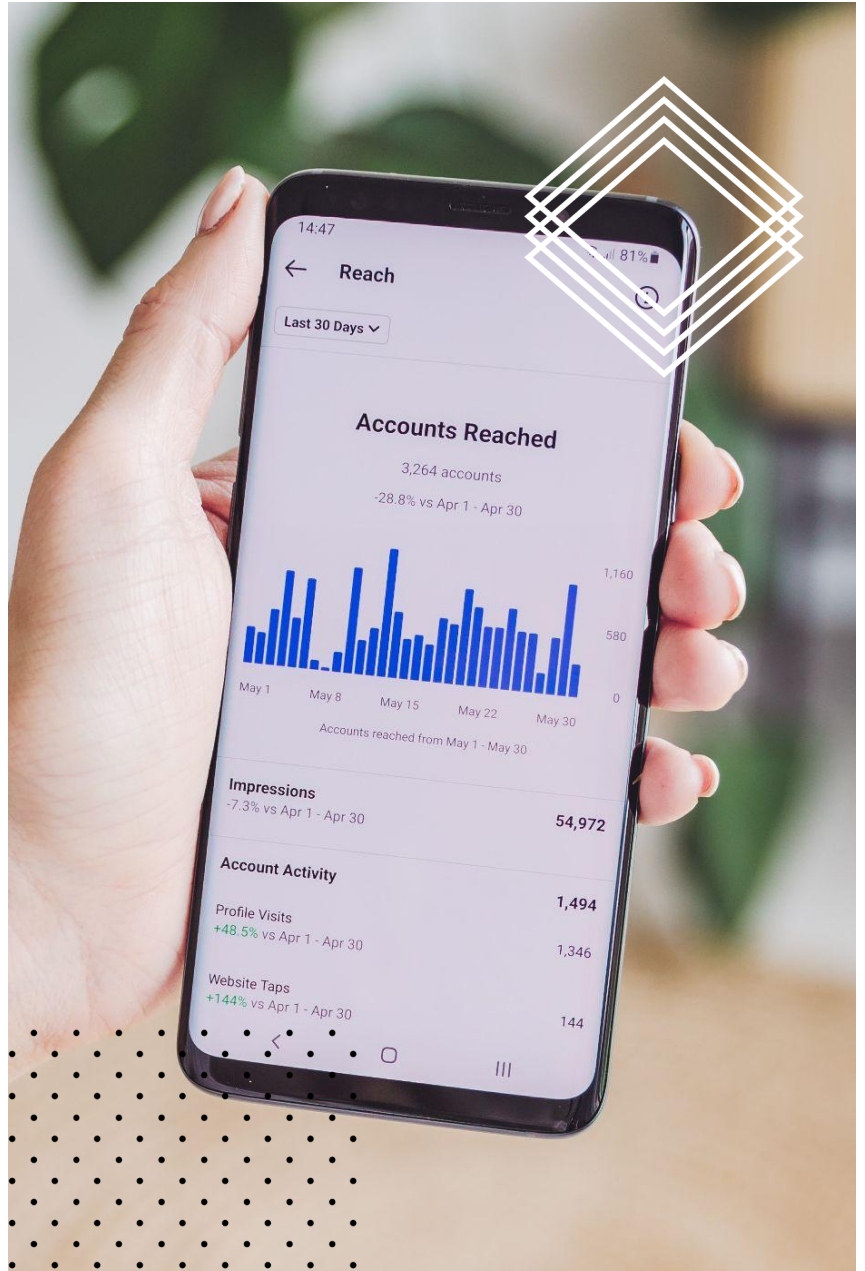
As a final scheduling tip, consider including a tactical weather content plan that you can quickly publish when the weather isn't to your liking (depending on whether you are an indoor or outdoor attraction). The reason we highlight weather specifically is that it remains the overriding factor that affects attraction visits across the entire country.



TWO: organic social.

03

Paid social media.



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Why is paid social important?

To grow your visitor base, you've got to advertise on social media to reach new audiences. While organic social media is great for talking to your regular followers, it won't get you the reach you need on its own. If you want to catch the attention of potential new visitors, you'll need to back up your organic content with a media budget.

There are several ways to do this effectively, through boosted or promoted content and targeted advertising.



What should I be aiming for?

Develop a baseline programme of ad investment that boosts the visibility of the best day-to-day content, promoting your attraction and its offering, to engage with existing audiences. Use consistently engaging and highly-targeted advertising to reach new audiences. This is most effective when it's run in synergy with and alongside Paid Search (see Section One).

THREE: paid social media.



Paid social - post boosting

Any amount of ad spend that's well-directed will have a positive impact, and you can boost day-to-day posts with a small budget. Recommended spending for boosting varies based on your audience size, but the more you can spend, the more people will see your content. As a minimum, we suggest £50 - £100 per boosted post, spread over a few days.

To help you, follow these best practice steps I've added on how to boost posts on Facebook.

- 01 Make sure you have administrator or manager access for your Facebook Page or Instagram profile, as well as a Facebook (Meta) Ads Manager account with a current payment method.

- 02 Login, go to your Facebook Page or Instagram profile and find a post to boost.

- 03 Click on the "Boost Post" button at the bottom of the post.

- 04 Choose a goal for your boosted post, such as "Get more website visitors."

- 05 Edit the action button and URL to fit your desired call-to-action.

- 06 Target your audience by specifying demographics and interests, or let Meta target your post to the most interested people.

- 07 Set a budget and duration for your boosted post.

- 08 Click "Boost Post Now" to run your ad on Facebook or Instagram (or both).

- 09 Monitor the results adjusting spend based on clicks if the desired outcome is conversions - and engagement if it's reached.

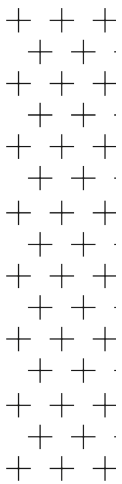
THREE: paid social media.



Paid Social - synergistic

Consistent paid social media advertising works hand in hand with paid search engine advertising (Google / Bing).

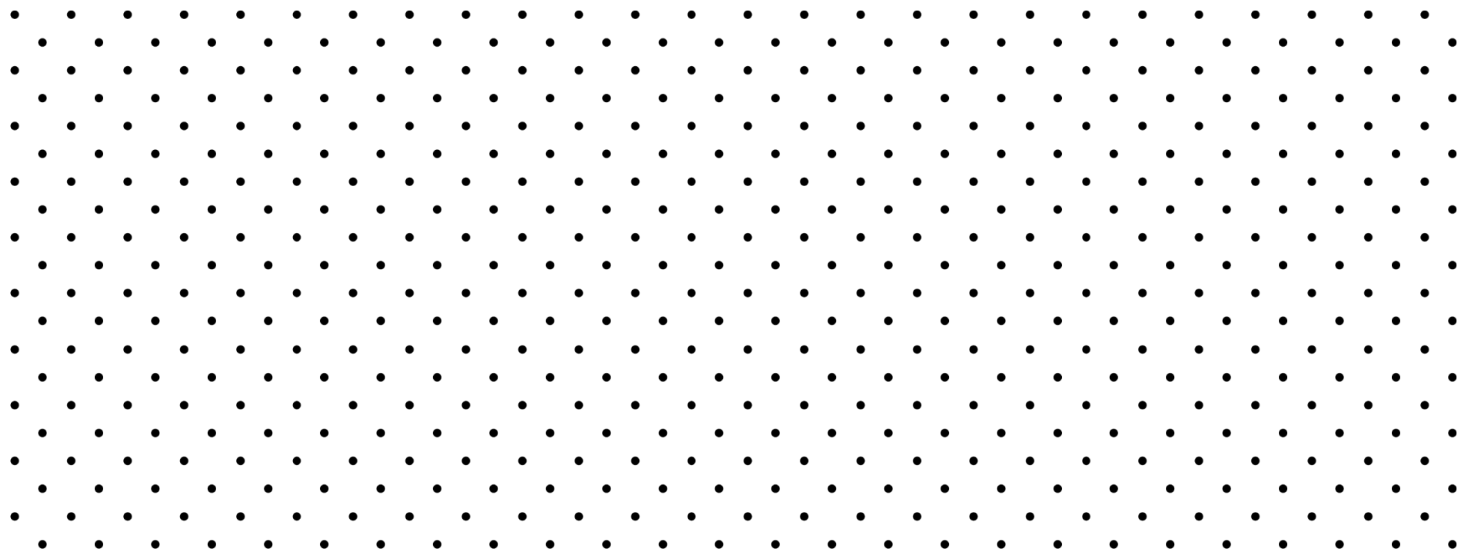
Most of our clients spend 90% of their budget on a combination of Google and Meta (Facebook and Instagram) advertising, and by linking these advertising activities together, you ensure you capture the widest range of new audiences.



Paid Social ROI

The ROI on paid social media isn't as strong as on Paid Search. Namely, on Paid Search, the users are usually looking for something they want, whereas on social, your advertising is typically interrupting general browsing by the user.

Nevertheless, Paid Social can provide more defined targeting than Paid Search, so you can effectively reach the new audiences you want to speak to. You can also use Paid Social to retarget people who have previously visited your website in a more engaging way than Paid Search.



THREE: paid social media.



Tips for success.

"When social media advertising was combined with paid search, there was a 19% increase in conversion rates and a 10% decrease in cost per acquisition."
Kenshoo (Skai)

Wastage

A little knowledge can be a dangerous thing, and it's easy to burn a budget without the right technical input. Ensure you manage the campaign and spend rate correctly at set-up.

Creative

Compelling creative can make a huge difference. Proper time and consideration needs to be taken over your messaging through both imagery and copy.

Pro Tip:

Run simple split testing for your ads to identify the best-performing ad creative and make data-driven decisions.

Best practice

Following tested best practices can feel time-consuming, but it's important if results are to be maximised.

Balance

Failure to frequently track performance makes it easy to burn budget - but over-checking can waste time and isn't useful.

THREE: paid social media.



Next steps: Questions I should ask Actions I should take

Here are some final key questions to drive your next steps on Paid Social and generate an actionable plan:

01 Is conversion tracking set up using the Meta Pixel/Conversion API to measure sign-ups, leads or purchases?

02 Are you utilising all of the ad formats, including statics, carousels, slideshows, and videos?

03 Are your creative assets optimised for all of the top engaging placements? I.e. Portrait videos for reels/stories?

04 Do you test different call to actions?

05 Are you creating a successful paid social funnel by segmenting your ad sets out across prospecting and remarketing audiences?

06 Are you tailoring your creative to users at different stages of the funnel?

07 Do you know how to run simple split testing for your ads?

Having gained insights into the gaps in your plan and a perspective on what's possible with Paid Social, set targets to improve your current performance. Create a timing plan to take action on your current position.

THREE: paid social media.



Next steps: creating a paid social plan

These are the key steps to follow when developing and activating a Paid Social plan that can align with your Paid Search:

01 Define campaign goals: Determine the specific objectives of the campaign and what you hope to achieve through boosted social post advertising on Facebook and Instagram (Meta), as well as potentially with Paid Search on Google too.

02 Identify target audience: Define the target audience for the campaign based on interests, behaviours, or other relevant factors.

03 Choose the right social media platforms: Choose the social media platforms that best align with your target audiences and campaign goals, such as Facebook and Instagram.

04 Develop ad creatives: Create ad creatives that resonate with your target audience for both the boosted social post advertising and Paid Search ads.

05 Set budget and bidding strategy: Determine your budget for each component of the campaign and the bidding strategy that will be most effective for your goals.

THREE: paid social media.



Next steps: creating a paid social plan

These are the key steps to follow when developing and activating a Paid Social plan that can align with your Paid Search:

06 Define targeting options: Choose targeting options such as location, demographics, or behaviours to reach your intended audience for both the boosted social post advertising and Paid Search ads.

07 Set ad placement: Decide where your ads will be placed on Facebook, Instagram etc.

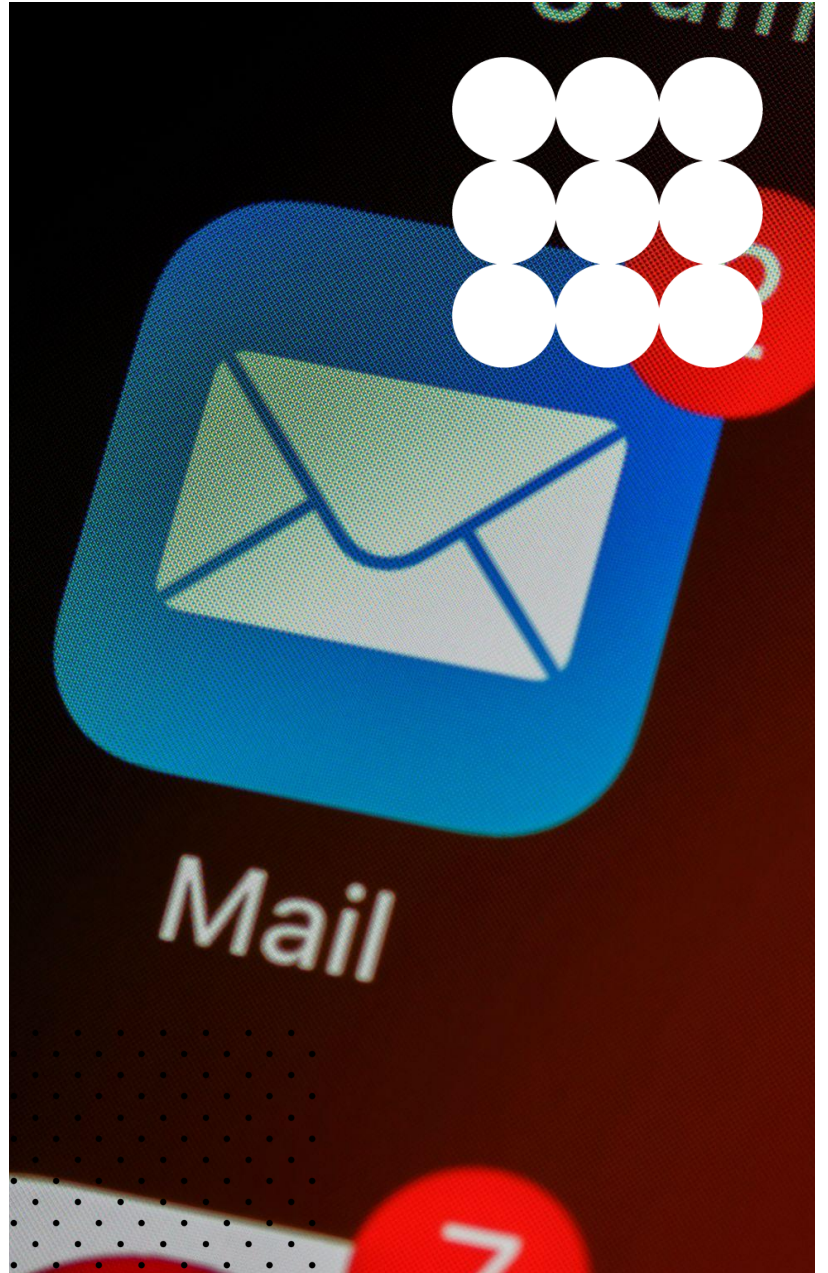
08 Launch the campaign: Once everything is set up, launch the campaign and monitor its performance.

09 Track and optimise performance: Continuously track and optimise the campaign's performance to ensure it's achieving its goals and maximising ROI for both the boosted Social Post Advertising and Paid Search ads.

THREE: paid social media.

04

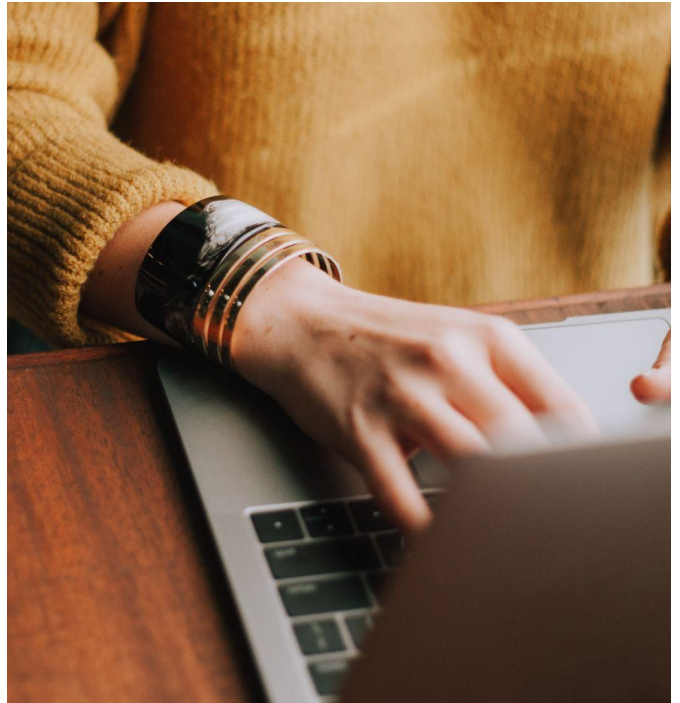
Email Marketing



Navigate

Why is email marketing important?

Email serves as your primary "free" communication channel with your audience. While it usually targets existing and connected individuals, implementing a robust strategy to continually expand and segment your email database will help you create a valuable marketing asset. This is preferable to continually investing in channels that always require payment to play. It makes email a vital part of the mix, that should be executed consistently with yearly growth targets.



What should I be aiming for?

Although we won't delve into writing effective emails or optimising your subject lines and open rates, these are important steps to consider. Mailchimp and other email services offer detailed "how-to" articles on these topics, much like social media content and advertising, and you should take time to absorb the sound advice here (and on the multitude of excellent expert blogs about email campaigns too).

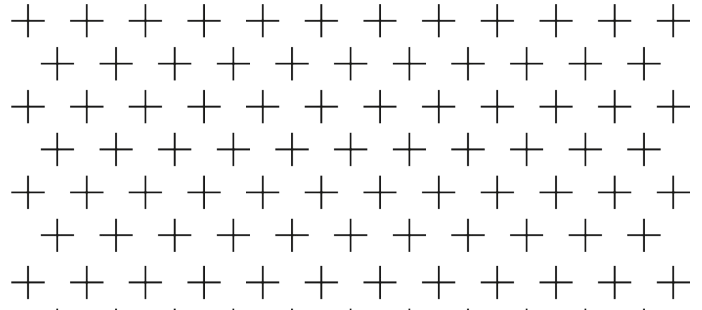
Instead, we're going to draw your attention to database growth. This should be a key aim for any email marketing activity.

FOUR: email marketing.



Grow your email database.

With increased privacy protocols on major platforms, digital advertising is becoming less targeted. So, to future-proof communications with your audience, it's more important than ever to build your own data through email addresses.



You can grow your email database with a few proven methods:

01

WiFi: Double opt-in for wifi access to capture email addresses in your attraction. Use them to create targeted audiences for social media advertising.

02

Data form website pop-up: Obvious and easy to implement. Test implementation to be sure it doesn't cause a drop-off in website traffic.

03

Data capture campaigns: This represents the one big opportunity for you to go out and proactively capture email addresses. This approach needs a good incentive and a decent activation budget.

FACT FACT FACT FACT FACT FACT

Travel & Tourism email open rates are 15% higher than the all-industry market average - Source: Constant Contact.

Email traffic to Travel & Tourism websites converts 23% better than the market average - Source: RulerAnalytics.

FOUR: email marketing.



Tips for success

We've been running data capture campaigns for about 15 years, capturing millions and millions of targeted email addresses for travel and tourism brands worldwide.

Here are some of the most important tips and learnings we've gained from the experience of running this activity.

01 Data capture campaigns should be hosted within an app of some kind on your social channels and website.

02 Using digital advertising, you should direct traffic to your data capture app.

03 Audiences should be incentivised to provide their email address. In the same way that you incentivise people to sign up for your email newsletter - but this has to be more compelling as we're reaching a cold audience who might not have heard about you.

04 Your incentive doesn't need to be costly at all, just special - a behind the scenes tour? Unique merchandise that no one else can get? A holiday club for your kids? We're sure you can come up with some great ideas here for your attraction that don't cost much but are priceless.

05 Brand or tactical partnerships are a great way to reach a predefined highly relevant audience. Make sure you select the right brands with an engaged audience, and your partner commits to communicating with them in the right way across multiple channels.

06 It's important to segment these new audiences and keep them separate in your database so that you can nurture them as top-of-the-funnel new visitor prospects - rather than combining them with your current newsletter or customer sign-ups who will respond to a different message.

FOUR: email marketing.



Tips for success

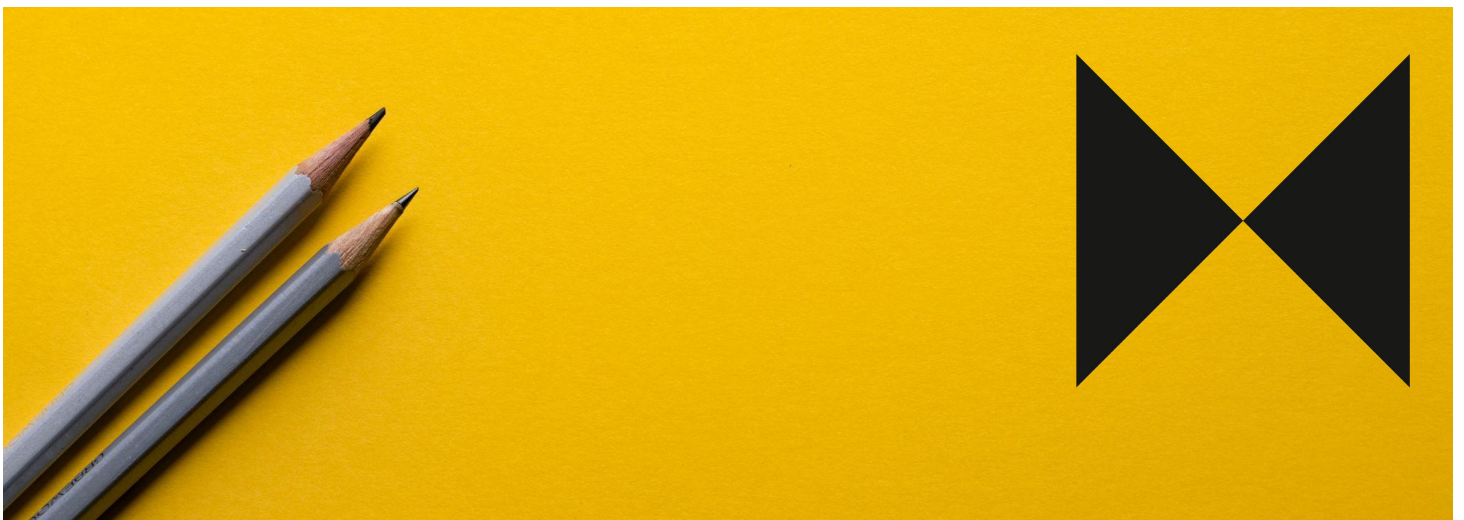
07 Make sure your creative is engaging, and your call to action is compelling enough to inspire the action you need.

08 Follow up quickly after the campaign has finished. People who signed up are at least interested in your offering, and a prompt follow-up lets them know you will value them - if they engage.

09 Make sure you understand the laws on competitions and closely follow the stated procedure for drawing and announcing winners.

Following these steps will increase your database in the best possible way.

Having identified gaps in your email plan and a perspective on what's possible with new audience database growth, set targets to improve your current performance and create a timing plan to take action on your current position.



FOUR: email marketing.



Next steps: creating an email capture campaign

These are the key steps to follow when developing and activating an email capture campaign plan that can align with your Paid Search.

Answering the following questions will lead to making your email campaigns stand out:

01 Who exactly is the target audience?

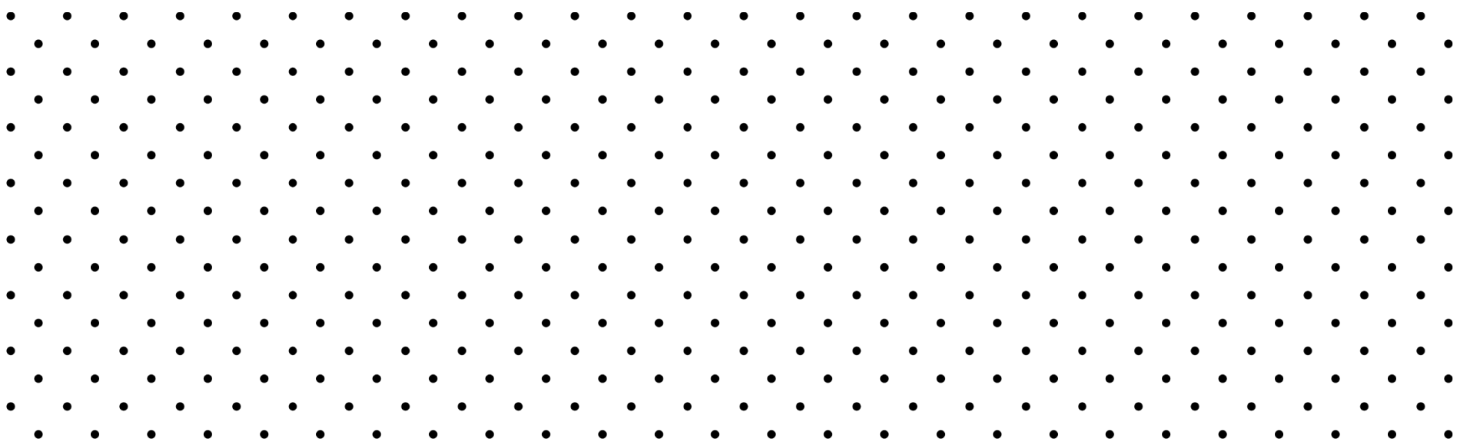
02 What will be the best incentive for them to sign up?

03 What other organisations can I partner with to build an attractive incentive for the most valuable audience?

04 What will success look like - how many names do you need to capture?

05 What is your conversion rate from emails to visits?

06 Are you set up to segment new email addresses in your database?



FOUR: email marketing.



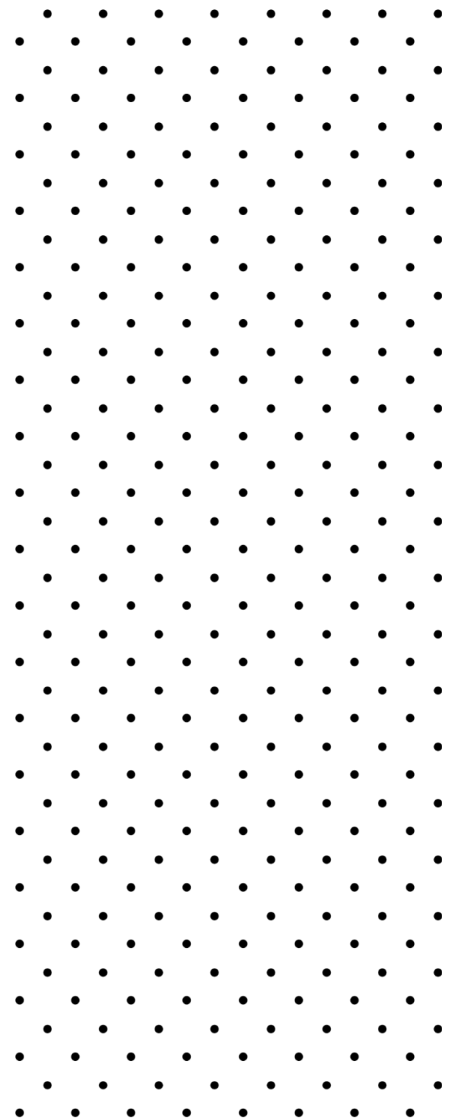
Next steps: the real value of customer data

We have established that email provides an ongoing, low-cost/free marketing channel to a highly relevant audience. But in case you need more convincing about data capture, we'd like to highlight the power of a single email address and why it's so valuable to your marketing.

01 You can use your email addresses to reach your database on other channels through targeting. This continually reinforces your attraction.

02 You can use your email addresses to create similar audience groups for advertising targeting. These groups typically have a lower cost per click, higher click-through and conversion rates. Because the people similar to those who have visited you, are your most likely new visitors.

03 How do you show the ROI in data? Look at your average % for conversions, % transactions, average transaction total value.



FOUR: email marketing.



What is the value of an email address?

We did a bit of digging to put some conversion stats behind our words for email. Imagine if you acquired 10,000 email addresses with a click-through rate of 1.06% and website email traffic conversion rate of 3.3% (both travel industry benchmark averages).

Imagine 50% of the addresses were families and 50% couples. Using ALVA's average ticket and secondary spend values from 2019, (and adjusted up for inflation) that would yield an AOV of £83 and £42 respectively. That would yield an extra £7,539 a month - and an extra £90,000 annually. That figure goes up further when you consider that 60% of attraction visitors visit more than once. It makes the average value of every email gathered £9 and delivers a pretty impressive positive ROI after factoring in campaign costs. It also gives you a first party relationship with a potential lifetime customer.



Notably, sending an email can result in a significant increase in sales for your attraction, even if the recipient doesn't open or click through the email. The simple act of seeing your attraction's name in the subject line can prompt an increase in website traffic and visits. Even if the email isn't read, it acts as a subtle reminder that drives visits and keeps your attraction top-of-mind.

FOUR: email marketing.

05

Creative Development

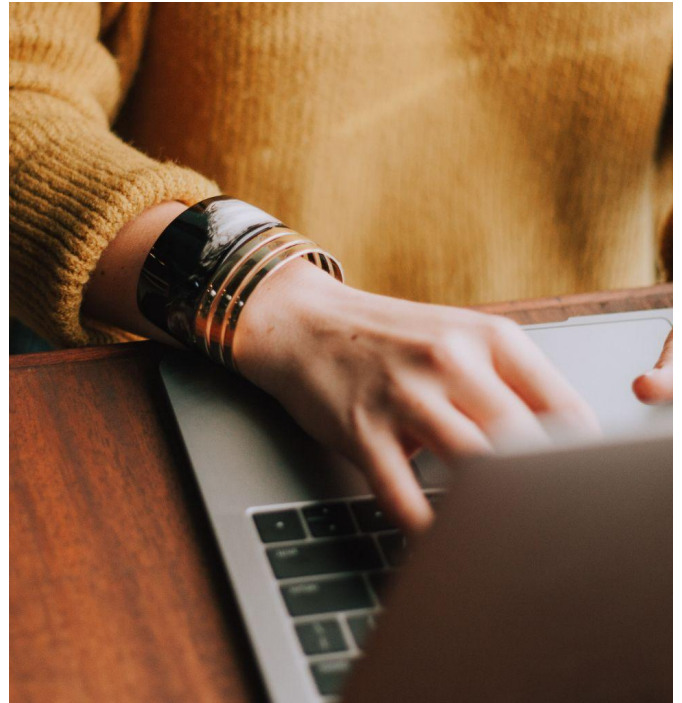


Navigate

Why is creative important?

As competition heats up on both digital and traditional channels, it's essential for you to stand out more than ever.

Whilst we've defined a good content plan that consistently communicates the main reasons people need to visit, it's simply not enough to just create the content and pop it out there. It needs to be compelling, attractive and stand out - and have real creative input.



The impact of creativity on all brands

A recent study in Science Magazine shows a small but significant positive sales benefit from a more creative approach from brands - especially in terms of visual content and emotional messaging.

Irrespective of ad formats and the products advertised, we can tell you from our own hands-on experience with visitor attractions brands that there has been a definite positive impact from using strong creative - especially when advertising to new audiences.

FIVE: creative development.



The impact of creativity on all brands

In our tactical campaigns for data capture, we've seen the conversion rate substantially higher and the cost per acquisition reduced by 50% when we have used engaging video and creative graphic executions.

Equally, this works better than usual advertising, with click through rates increasing by over 1000% when engaging video ads have been introduced.

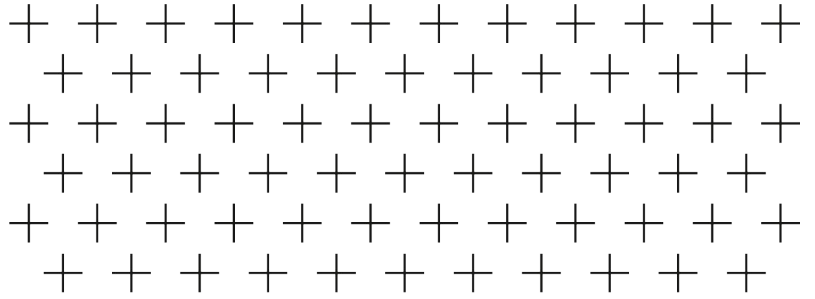


FIVE: creative development.

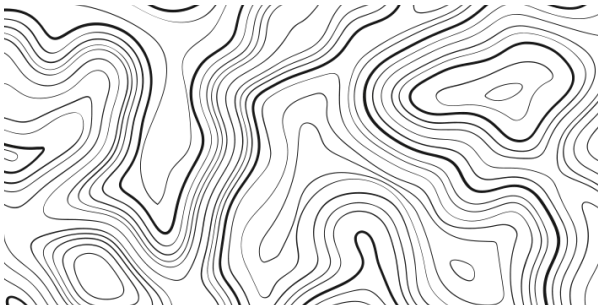


What should I be aiming for?

Well, what you shouldn't be aiming for is average or just the same as you did last year. Creativity evolves like all other areas of communications and refreshing the visual and written content to give it more context and stand out is really important.



It is best to carry out a full creative review, but if you can't refresh everything in one go, aim to improve key areas consistently over successive campaigns, or seasons. This could be improving the quality of images or video - or perhaps getting a copywriter to bring your brand to life for customers better than before. Make the changes ambitious but achievable.



FIVE: creative development.



Tips for success

We thought you might want to know what our team thinks is useful for improving the creative inputs and outputs of your marketing effort and they've given us these unvarnished thoughts to help you focus your effort.

01 Is your advert or messaging actually interesting? (Be realistic with yourselves.)

02 Does it promote fun, facts or is it useful? Is it inspiring?

03 Will your ad make audiences want to visit? (No rose-tinted glasses here either.)

04 Does it promote value and make new customers think of the whole offer - not just the price of entry?

05 What's the experience? (Can I see 'it'? Can you show me what I'll get and how it will make me feel?)

06 Can you use multiple images and write different versions of your ad copy so that different versions can be tested?

FIVE: creative development.



Next steps: creative development

For the longer term creative review, here are some key points to consider.

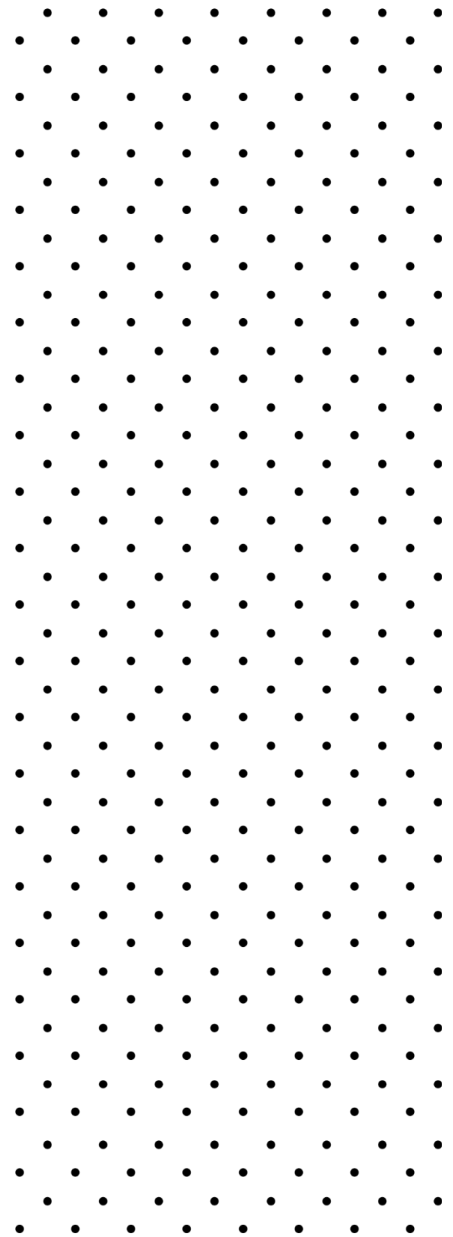
The most important step you can take is to really understand your current position on creative, and where you sit against local, regional, and even national competitors. The best way to do this is a full creative review, and we've detailed the steps you need to take below, to ensure the best results from your effort.

01 Get all your marketing collateral together. Flyers, brochures, website, social media posts, and emails - anything related to your visitor attraction.

02 Review your brand values, mission and unique selling points (USPs). Make sure all your marketing materials are aligned with your brand and goals.

03 Figure out who your most important target audience is: their interests, age, location, behaviours and their possible contexts for visiting. This will help you create marketing materials that speak directly to them.

04 Review your messaging to understand if it still aligns with your brand values and USPs. A look at what competitors are saying is useful here, too.



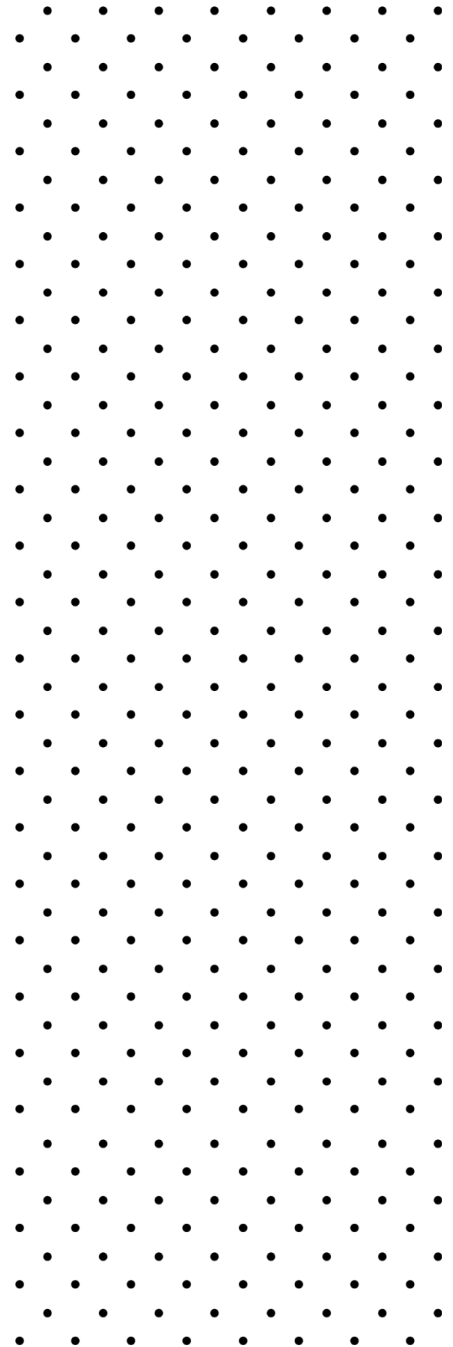
Next steps: creative development

05 Assess your assets for quality, consistency and variety. How can these be improved (quality and quantity are critical factors). Again review some competitor activity here to understand where you can stand out, (perhaps by using optimal formats etc.)

06 Look at the marketing channels you're currently using, and get a clear picture of how effective they are at delivering audiences, and at different stages of the sales funnel.

07 Now develop a creative brief that outlines your objectives, target audience, key messaging, and desired outcomes. This will help ensure that everyone on the delivery team is aligned and working towards the same goals.

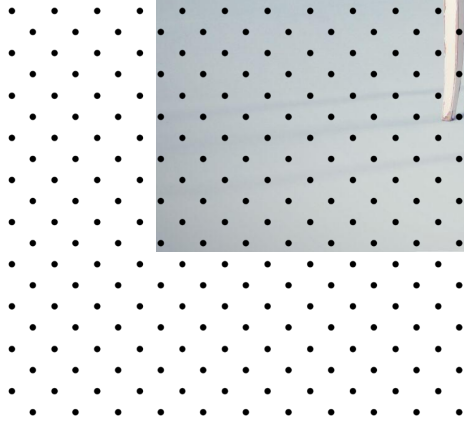
08 Brainstorm your tactics. Agree your plan, then scope the work and agree timings for delivery and launch.



FIVE: creative development.

06

Everything Else



Navigate

Search Engine Optimisation

Yes, we've purposefully put everything else into this category, but let's start with something specific about SEO.

Really, the most important thing from a digital perspective here is ensuring your local search listings are optimised to best practice on all search engines, but especially on Google. This is the key to being visible to audiences looking for something to do near them, and obviously your attraction's location needs to be listed properly to be sure they find you.



Google Business Profile

I know it sounds very obvious, but you might be surprised how many organisations haven't kept details in their Google Business Profile up-to-date, and have undoubtedly missed out on customers. It is definitely worth a sanity check at least, and for that we have included a few tips on the **next page**.

SIX: everything else.



Google Business Profile Checks

01 Incomplete or inaccurate business information: One of the most common mistakes businesses make is not providing complete and accurate information about their business. This includes their address, phone number, website URL, and hours of operation. Make sure that all the information is accurate and up-to-date.

03 Ignoring customer reviews: Many businesses forget to monitor and respond to customer reviews. It's important to respond to both positive and negative reviews in a timely and professional manner to show that you value your customers' feedback.

05 Ignoring Google Posts: Google Posts are a free and easy way to promote events, specials, and other promotions to potential customers. Many businesses fail to take advantage of this feature and miss out on potential customers.

02 Using inappropriate categories: Another mistake is selecting inappropriate categories for your business. The categories you choose will determine how your business is listed on Google Maps and search results. Make sure to select the most relevant categories for your business.

04 Poor quality or lack of photos: Having poor quality photos or no photos at all can be a missed opportunity to showcase your business. Make sure to include high-quality photos that accurately represent your business.

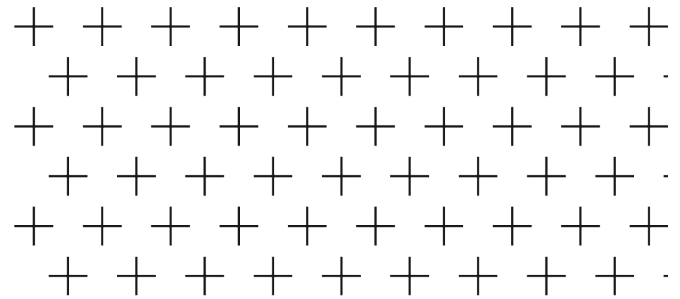
06 Not regularly updating information: Another common mistake is not regularly updating your business information on your Google My Business listing. This includes updating your business hours for holidays, special events, or changes in operating hours.

SIX: everything else.



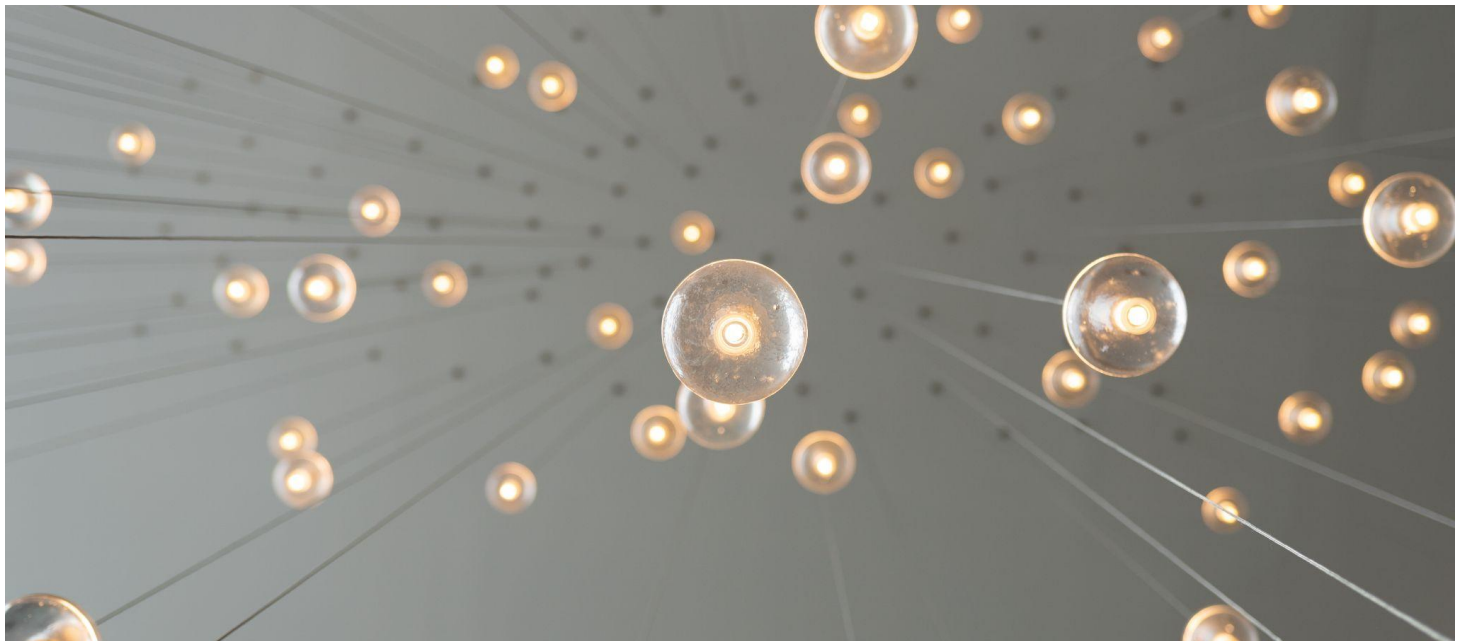
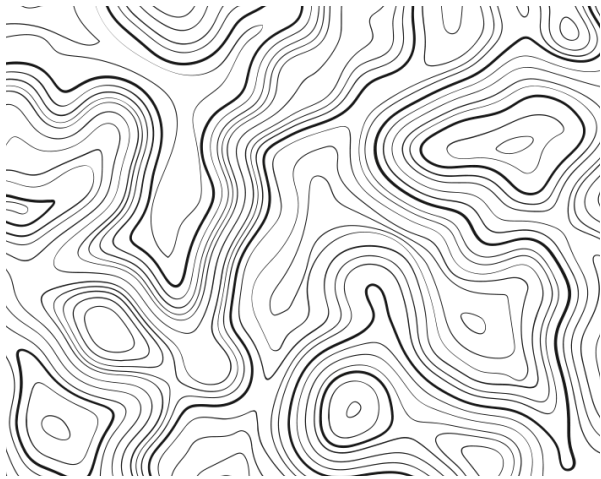
Then there really is everything else

There are still fantastic iterations and campaigns that can be delivered via out-of-home channels, print, and traditional PR.



But for us, these channels simply aren't measurable enough to be the primary channels we would advise you to focus on.

For the time, effort and energy in spinning up these channels, the lack of agility and the significant upfront commitment with no testing or adaptation allowed, we just don't see the point of you focusing your efforts here. These traditional marketing channels are the marketing channels that deliver 20% of the results for 80% of the effort, and we prefer to work the other way around.



SIX: everything else.



Final words

In conclusion, if you implement these tactics, I'd be flabbergasted if you didn't grow your visitor numbers and revenue this year.

Whilst you might feel these areas are obvious, the devil is in the detail. Optimising each of these areas can result in thousands of new visitors, and hundreds of thousands in additional revenue.

Marketing investment should be a straight line to visitors and revenue growth, and if it isn't for you, we can help.

We're also here to help discuss any of these areas, even if it's providing some general advice. We're talkers, (and for those who have seen me present at conferences, or met me in person) you know that I certainly am.

We love this industry, and we believe in the purpose of your attractions from education to enjoyment and from memory creation to conservation. So, let's chat, even if it's just for fun. I'm sure you'll come away from a conversation with some interesting ideas.

Good luck for this year,

Ant Rawlins

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Some of our fantastic clients



That's a wrap...



To conclude, this Playbook has been designed to help you, as a busy Attractions Marketer, to maximise your marketing investment and resources to increase visitor numbers and revenue.

Remember, this is a rapid-action Playbook meant to be picked up often to review your progress and keep on track.

If you have any questions or would like more information about the rationale behind the suggested tactics, please feel free to reach out to me on LinkedIn via the QR code, or drop us an email on **hello@navigate.agency**

We'd love to hear what you find useful about this guide, keep in touch and good luck with increasing those numbers.

