

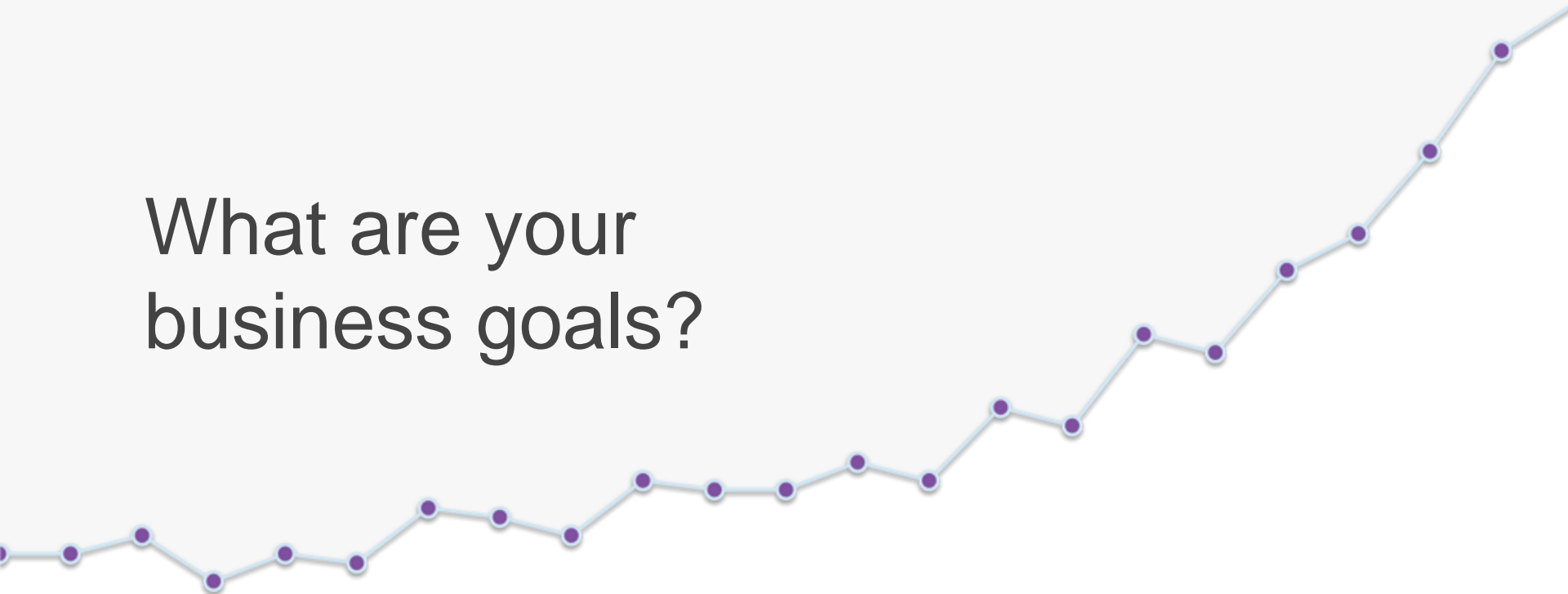
The State of Local

What every local tourism and the hospitality business needs to know in a digitally powered world

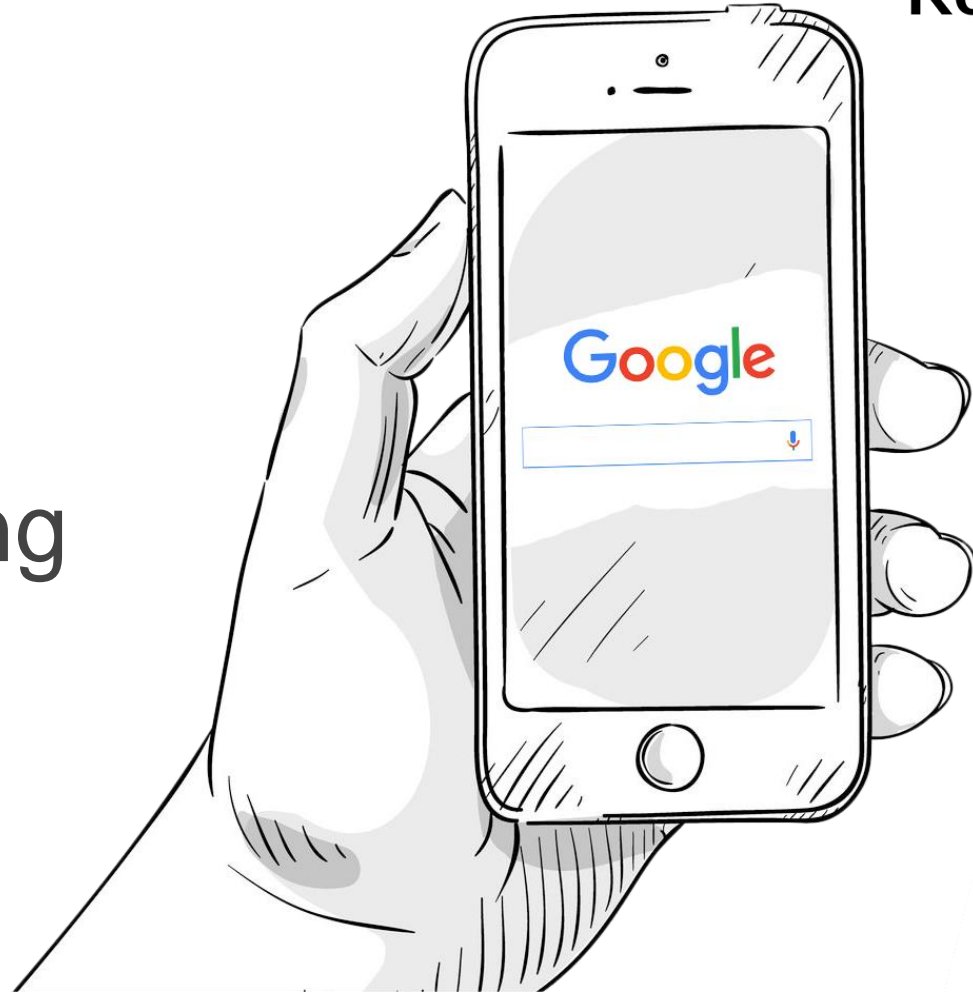
Roman Haller
Komod.cc by Bookplan
rh@komod.cc

Komod

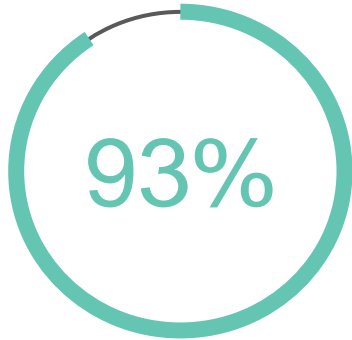
What are your
business goals?



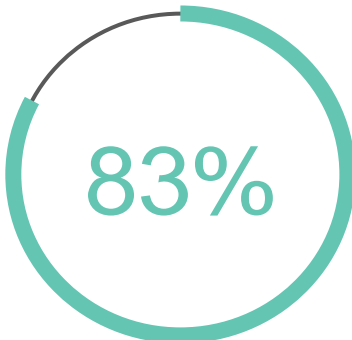
Exactly how
has marketing
changed?



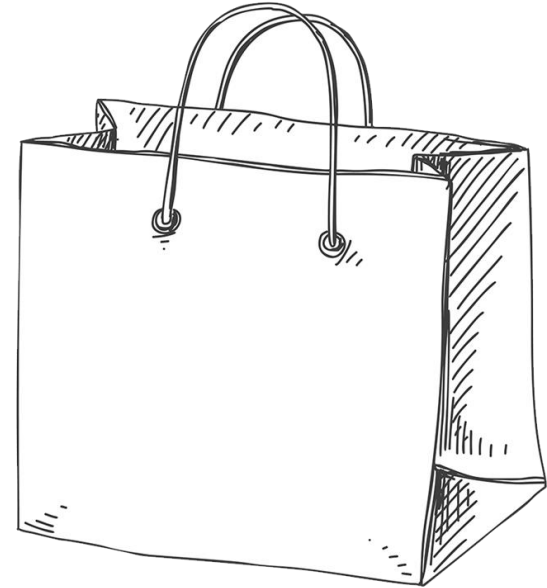
Buying decisions are made online



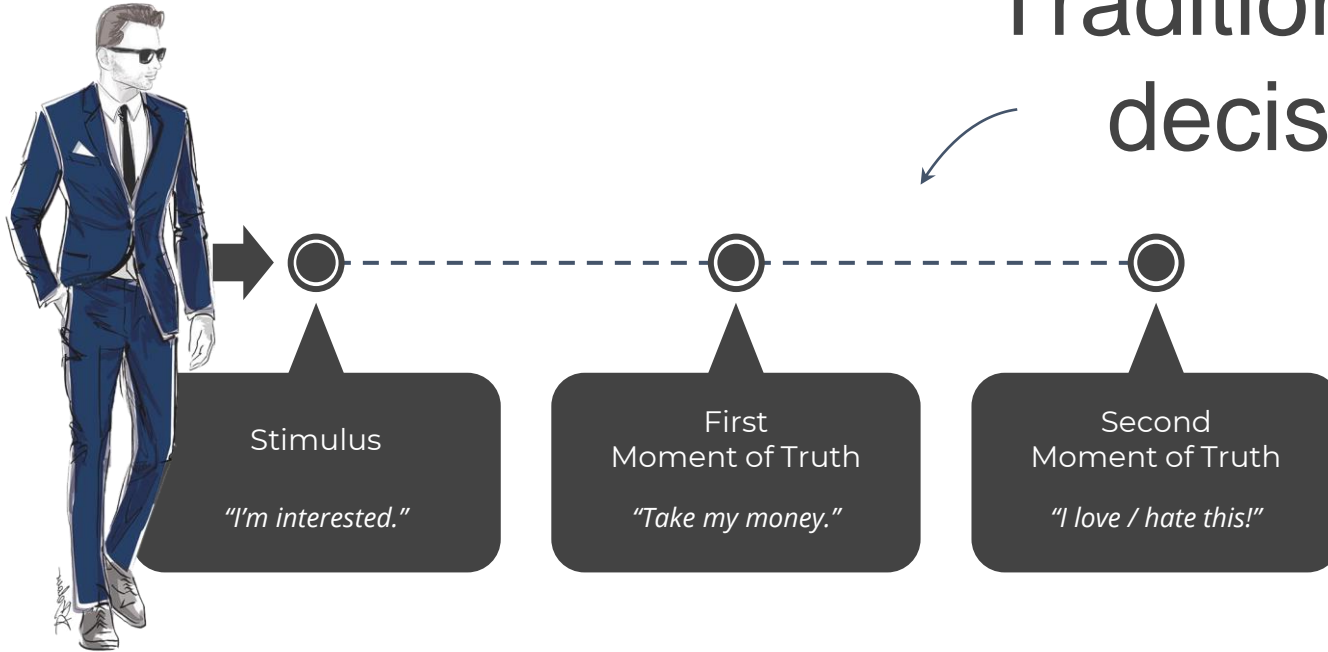
Travellers say they've
used online resources



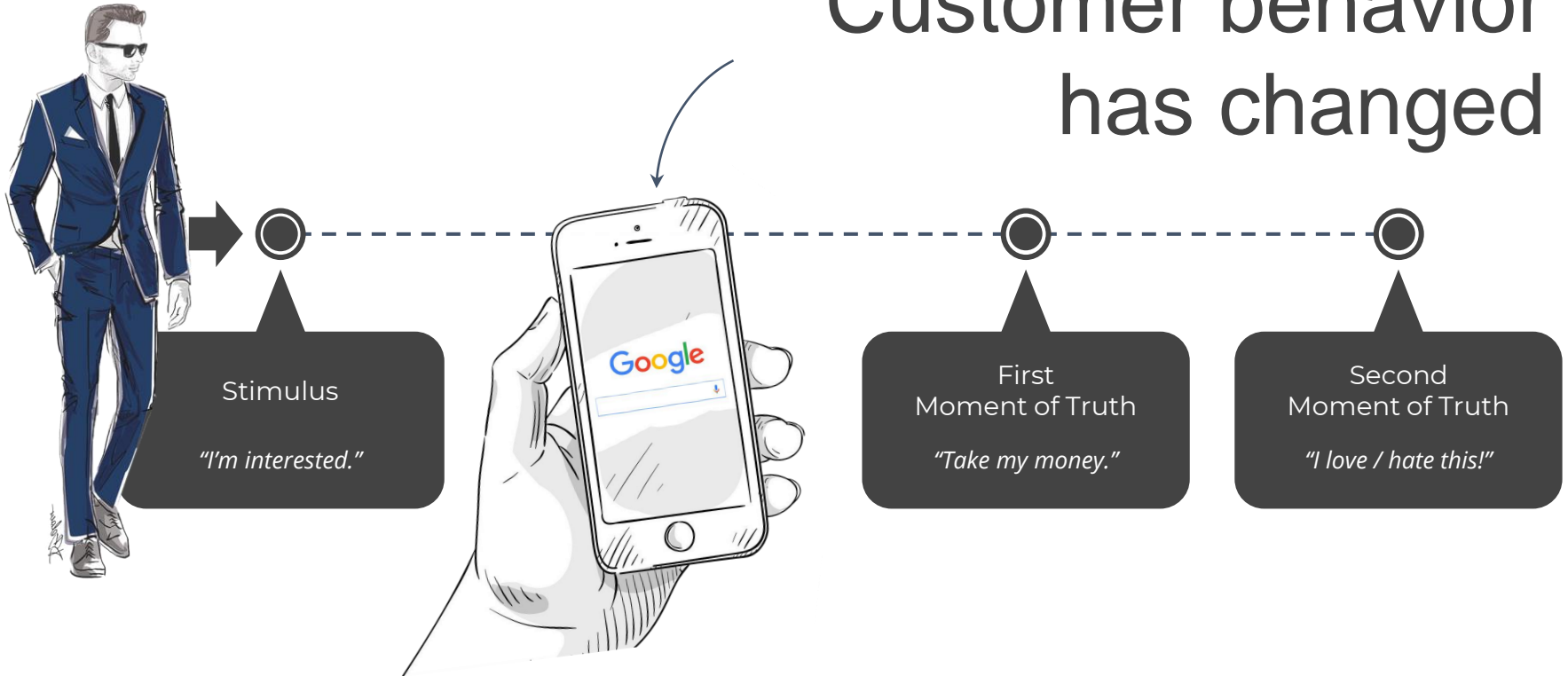
Travellers who visited a
store and used online
search before going in



Traditional buying decision model

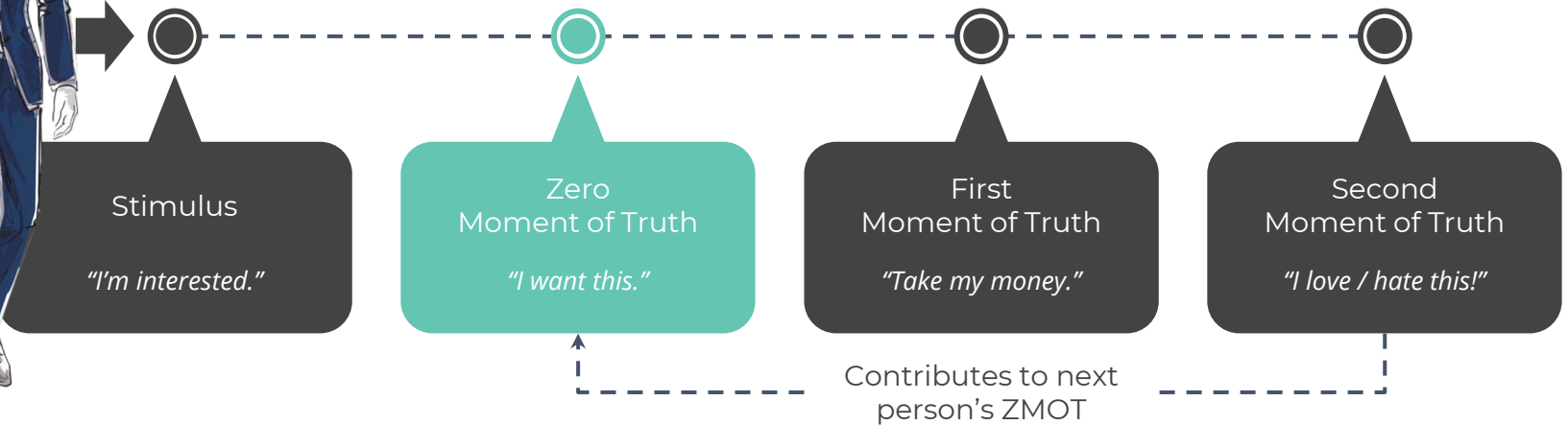


Customer behavior has changed

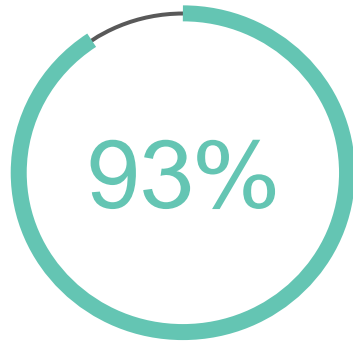


Google The 'zero-moment-of-truth'

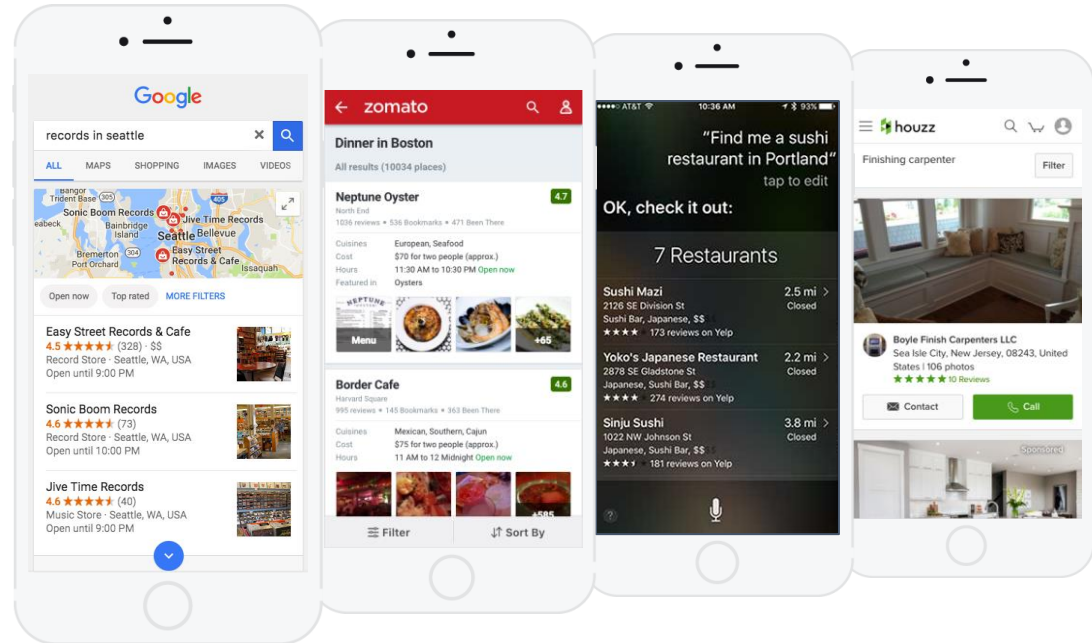
The moment someone decides they want something.



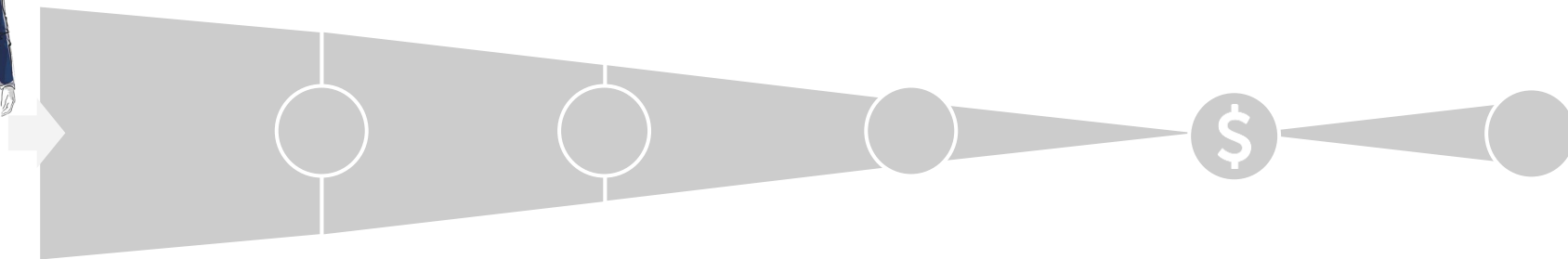
Do you stand out where people are making decisions?



Travellers say they've used online resources



Customer Journey



Customer Journey



Awareness

Generate Interest



Interest & Awareness

Social / Search Advertising

Email / Text Marketing

Loyalty programs

YouTube / Video Ads

Television

Billboard

Online display advertising

Newspaper / Magazine

Radio

Word of mouth

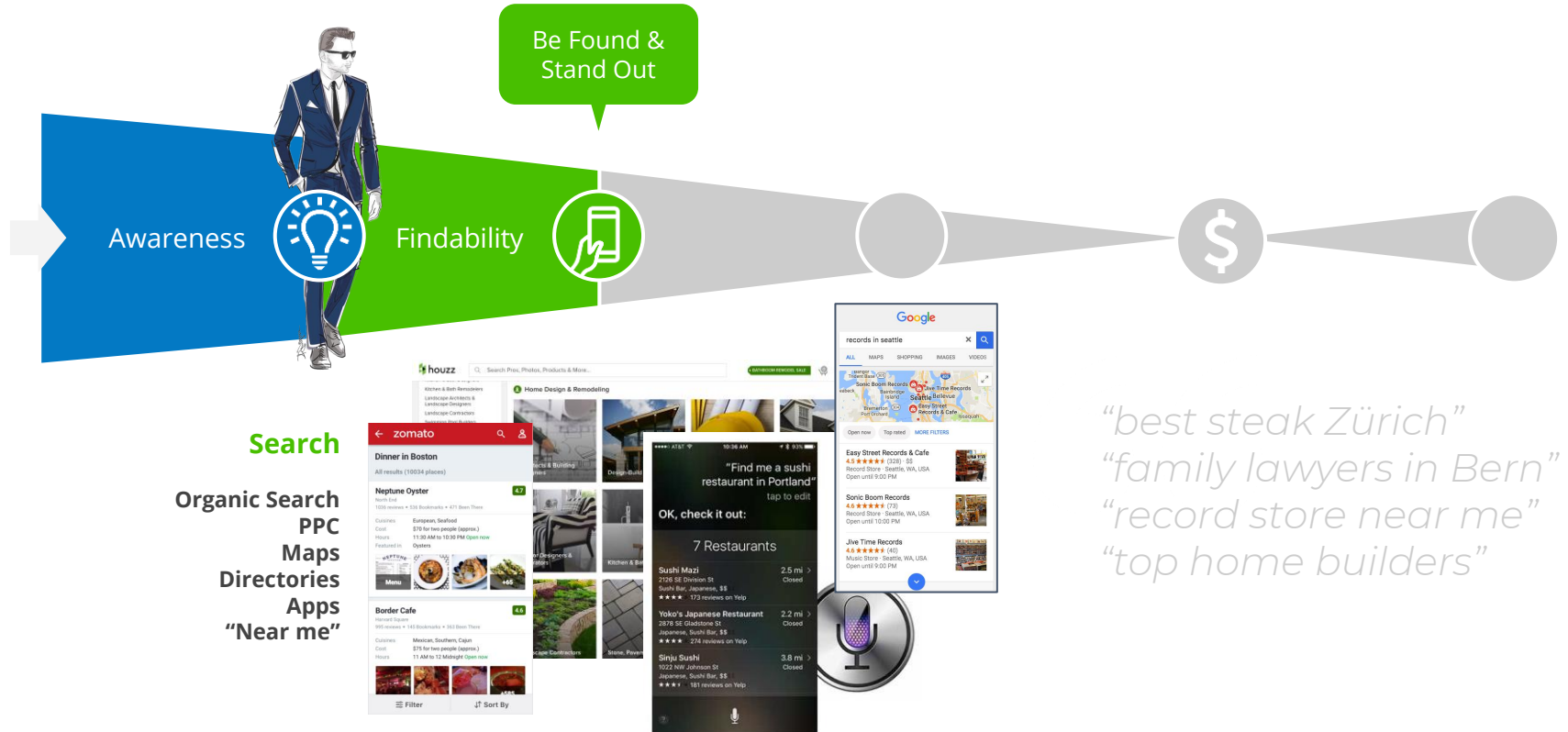
I'd like to have that.

That looks cool.

I want to know more.

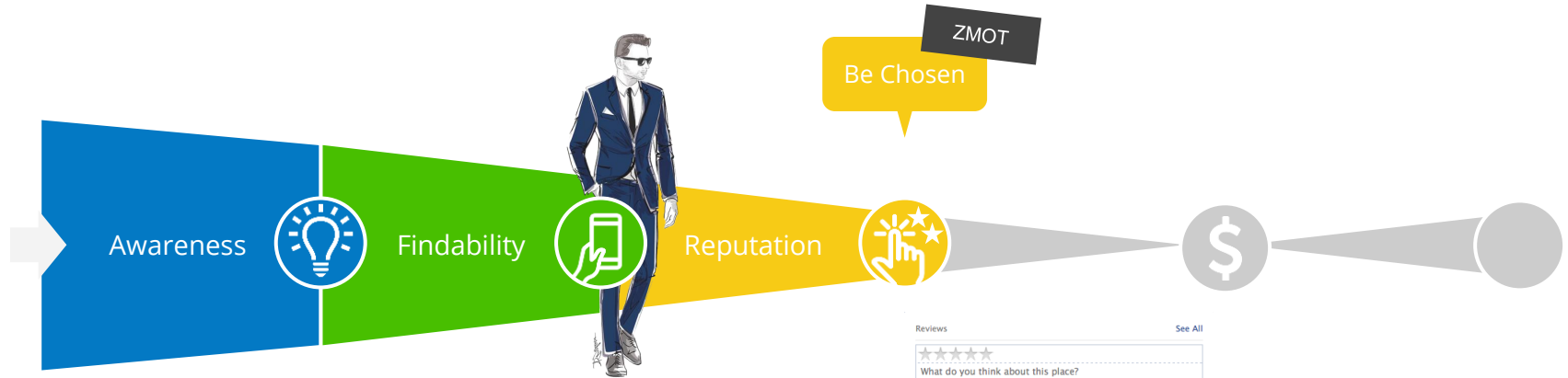
I needed one of those!

Customer Journey



"best steak Zürich"
"family lawyers in Bern"
"record store near me"
"top home builders"

Customer Journey



This business is popular! They have a lot of reviews, from mostly satisfied customers

Research

- Blogs & Articles
- Reviews
- Social Media
- Friends and family

Reviews See All

What do you think about this place?

Craig Childress Johnson ★★★★★ One of the most beautiful hotels in the ... about 3 weeks ago

Charlie Lacroix ★★★★★ Etant invité dans le ... on Wednesday

Ryan Summers ★★★★★ Took a rail vacation about 2 weeks ago

Pedro Duque Ribeiro

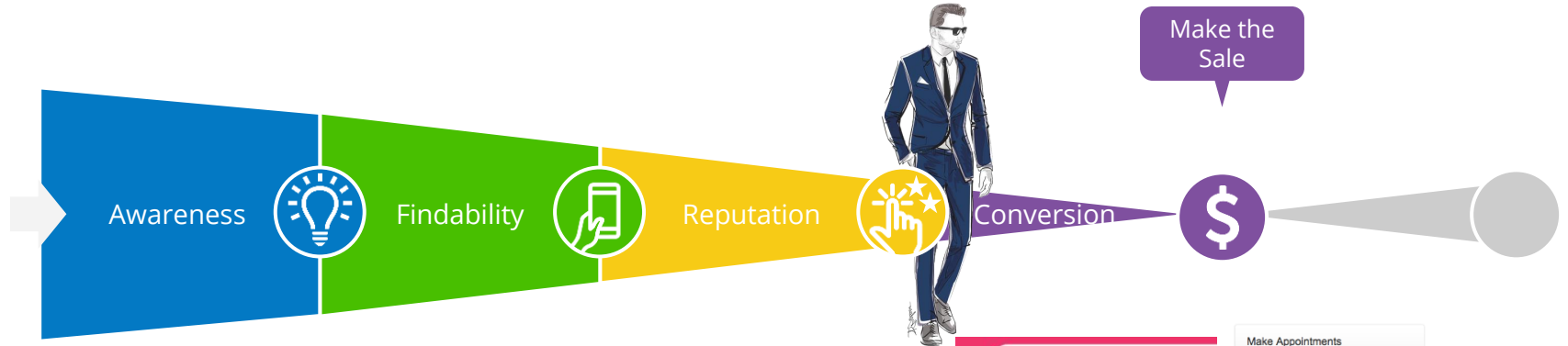
Nathanael Rutherford @Mr_Rutherford · Jun 16
if you're ever in Valdosta, GA, I HIGHLY recommend eating at Big Nick's. Best soul food place I've ever had

EATER
Los Angeles

The 38 Essential Los Angeles Restaurants, Summer 2017
Eater's recommended restaurants in the city of Angels
by Matthew Kang | @mattdaule | Jul 11, 2017, 10:30am PST

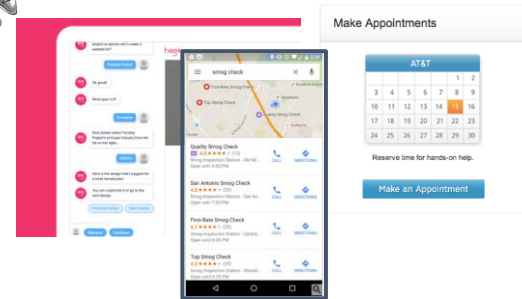
BIG NICK'S
BBQ · COLLEGE · BBQ

Customer Journey

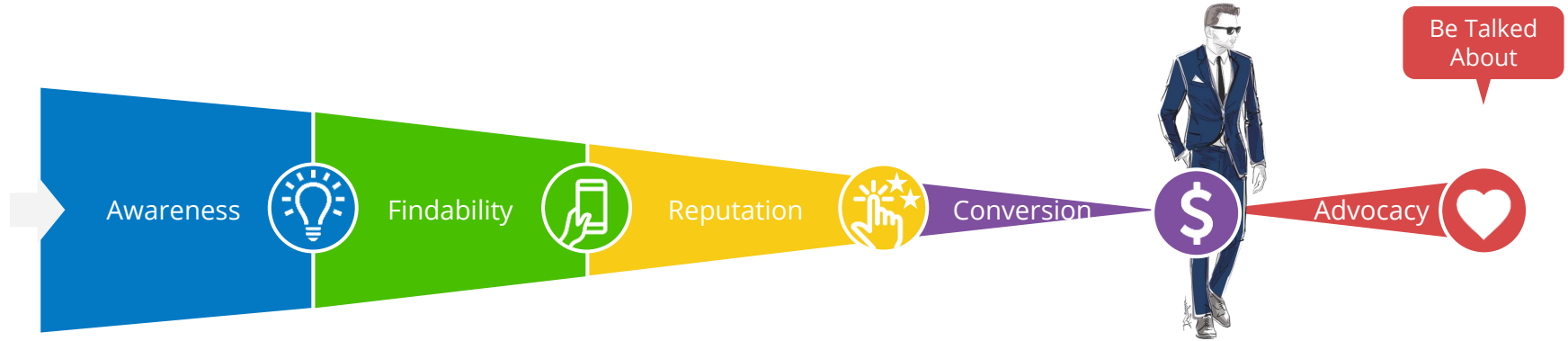


It's really easy to book an appointment

Purchase
Website
App
Online booking
Phone Call
In-store purchase



Customer Journey



*Quick, skilled service.
You should really
check them out.*

Experience

*Post-purchase
expectations vs. reality*

Social Post
Write a Review
Discuss with friends
Blog



Channels impacting your Customer's Journey



Stimulus

- Social / search advertising
- Email / text marketing
- Loyalty programs
- YouTube / Video ads
- Television
- Billboard
- Online display advertising
- Newspaper / Magazine
- Radio
- Word of mouth

Search

- Organic Search
- PPC
- Maps
- Directories
- Apps
- "Near me"
- GPS

Research

- Blogs & Articles
- Reviews
- Social Media
- Word of mouth

Purchase

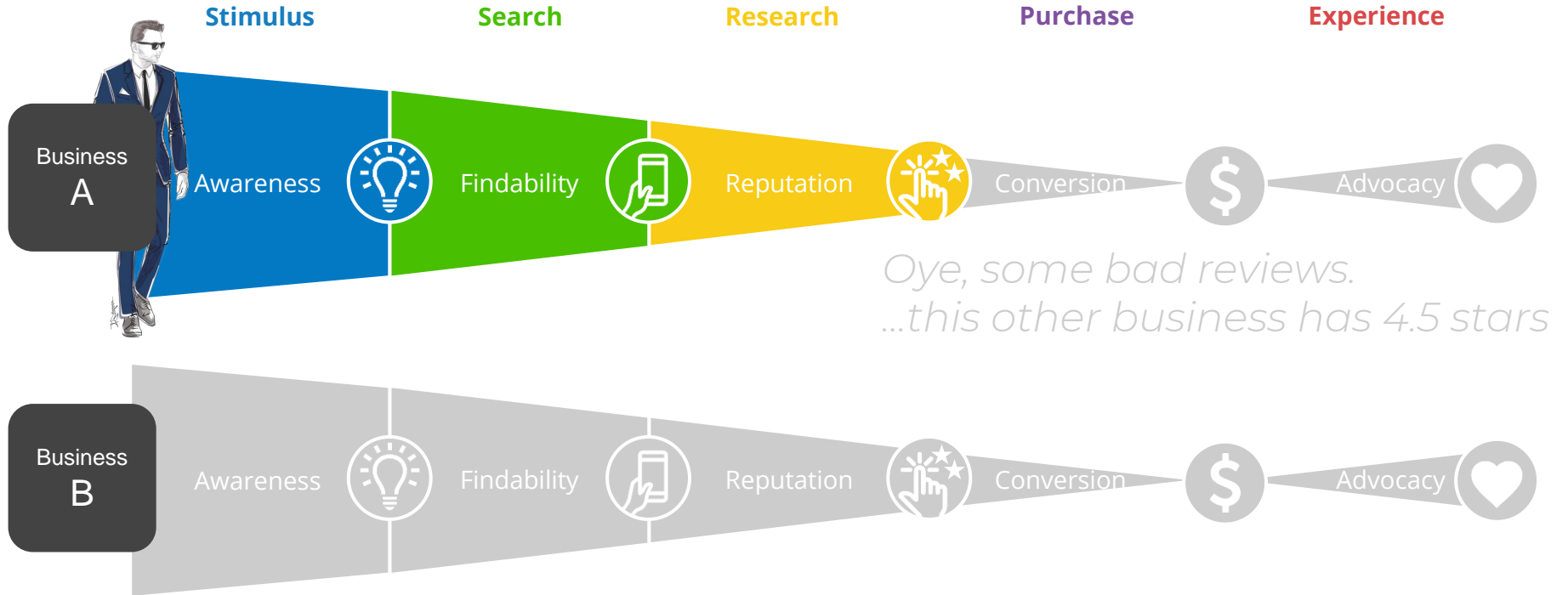
- Website
- Online booking
- Purchase via app
- In-store purchase
- Salesperson
- Marketing Materials

Experience

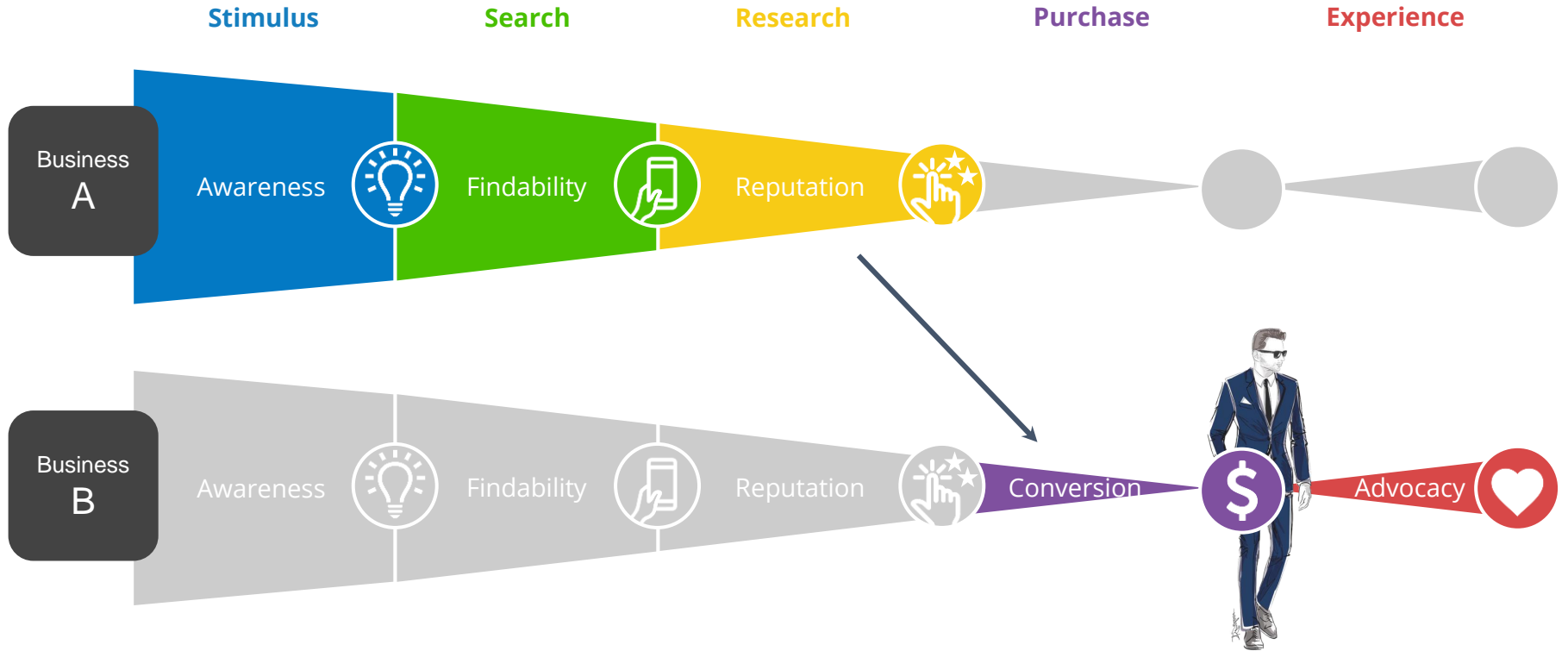
- Post-purchase expectations vs. reality
- Social Post
- Write a Review
- Blog
- Word of mouth

It's important to win
in each stage.

Marketing for the competition



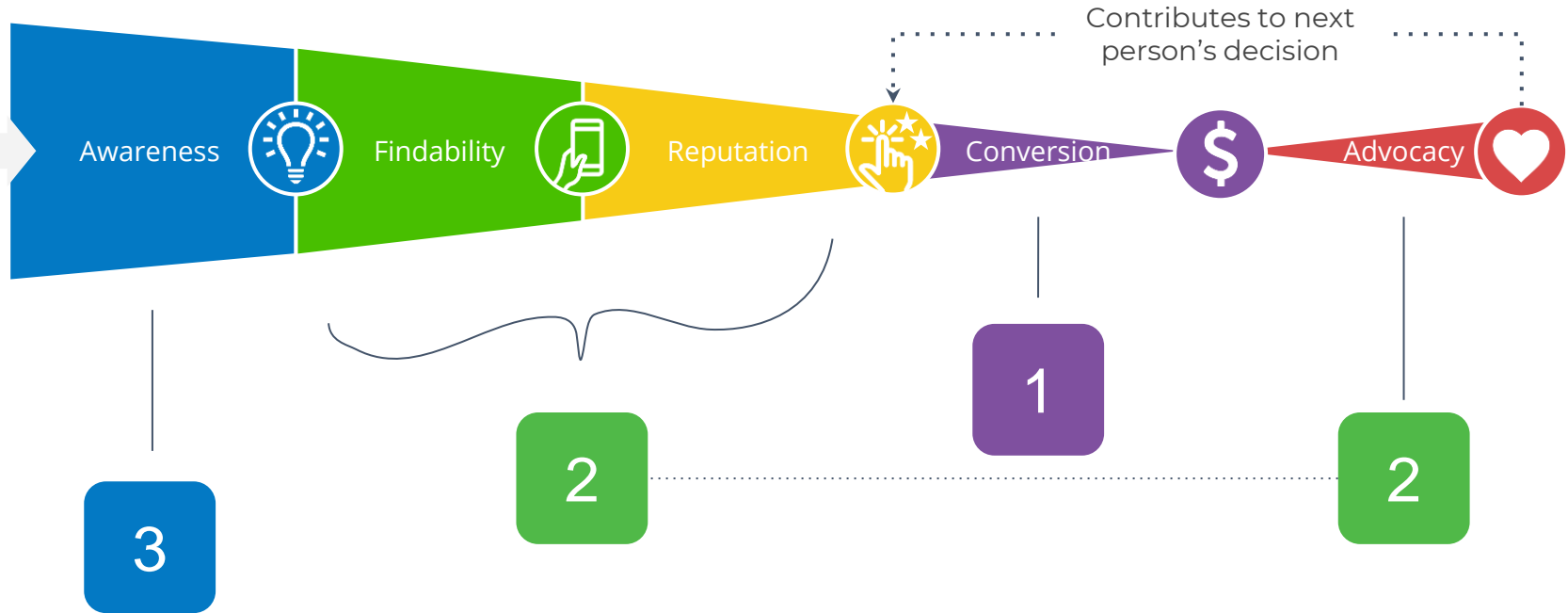
Marketing for the competition



The easiest & fastest way to increase your marketing budget is to use your competitor's.

Where is the smartest
place to start?

3 Key Focus Areas

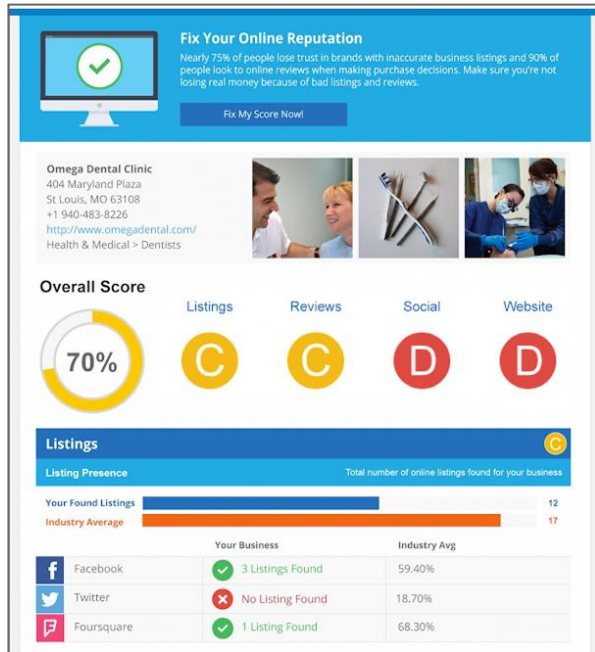


We believe

Digital Marketing should be simple.

Komod is a platform offering stress-free outsourcing of social media, review management to website development for a fixed monthly rate.

How are you performing?



1

Conversion 

2

Search Presence 

3

Awareness 

Thank you.

Komod: Get digital marketing tools for a fixed monthly rate

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