



# **TOURISM MARKETING PLAN**

## **STEP-BY-STEP GUIDE**

Tillamook Coast Partners



# Welcome!

This workbook was created to go hand-in-hand with your Creating a Marketing Plan training for Tillamook Coast tourism businesses.

This guide will help you turn big marketing ideas into a clear, actionable plan that works for your business, your audience, and your budget.

**Ask Yourself:**  
**What is your biggest marketing challenge right now?**

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## STEP #1

# Define Marketing Objectives

What are you trying to achieve? This should align with your overall business goals.

Be specific and include the:

- **Who:** Families, couples, adventurers, foodies?
- **What:** Special, tour, new service?
- **Why:** Off-season purchases, awareness, traffic?

### Example:

Increase family bookings for the winter season with a special family winter package offering free tickets to local attractions.

## Exercise:

**What do you want to achieve?**

**Who are you targeting?**

**What will you do to achieve it?**

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## STEP #2

# Define Target Audience

Who are you trying to reach? Define a specific customer persona you can market to.

Define your audience's:

- **Demographics:** Age, income level, location
- **Psychographics:** Interests, values, hobbies, motivations

Study audience behavior via online reviews, social media, and your own past visitors' behavior.

### Example:

Sustainable Sarah is looking for a way to explore the beauty of Oregon while minimizing her carbon footprint and supporting local, eco-friendly businesses.

## Exercise:

**Who is your ideal customer?**

**What do they want or need?**

**What are their shopping or booking habits?**

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## STEP #3

# Conduct SWOT Analysis

Study your business to understand where you shine, where you need to improve, and what's happening in your market.

Define your business SWOT:

- **Strengths:** What does your business do really well?
- **Weaknesses:** What could you improve in your business?
- **Opportunities:** What could you take advantage of? This could include market trends, improving on competitor offers, or offering something new.
- **Threats:** What could harm your business? Does a competitor have similar offers at lower price points? Is someone outperforming you in the market?

## Exercise:

**What makes your business stand out?**

**Where can you improve?**

**What can you take advantage of?**

**What could harm your business?**

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## STEP #4

# Unique Selling Proposition

Define what makes you different: the clear reason someone should choose your business over others.

**A USP should include your history, values, service and your “special sauce.”**

1. Start with the question: What makes you special?
2. Keep it simple, clear, and consistently use it everywhere.
3. Align your USP with your target audience.

### **Example:**

Explore exclusive guided hikes through Tillamook’s hidden trails. Our local guides share insider knowledge and a personalized adventure that you won’t find anywhere else.

## Exercise:

**What are 3 things that make your business different than others?**

**Write your USP in a simple, clear message.**

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## STEP #5

# Analyze the Market

Stay ahead of your competitors by paying attention to tourism trends and visitor expectations.

Identify market trends:

- Examples: sustainability, food-centric tourism, and health and wellness

Consider economic and local factors:

- Seasonal trends, local initiatives, potential partnerships

Adapt to customer expectations:

- Provide a personalized experience that is true to your business and brand, and make it easy to book or purchase

## Exercise:

**What are trends impacting your business?**

**Are there local events or collab opportunities?**

**How easy is it for people to book/order?**

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## STEP #6

# Set SMART Goals

SMART goals give you clear direction, focus, and help you measure your progress.

## Exercise:

- 1. Specific: What exactly do you want to achieve?**
  - 2. Measurable: How will you know you've achieved it?**
  - 3. Achievable: Is it realistic given your resources?**
  - 4. Relevant: Does it tie to your business goals?**
  - 5. Time-bound: What's the deadline?**
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## STEP #7

# Establish Your Budget

Think about how much you can spend on your marketing campaign, and where you want to allocate funds.

### **1. Determine overall marketing budget**

### **2. Break down expenses into marketing activities**

- Social media, website paid advertising, promotions

### **3. Prioritize your spending**

- Consider low cost options like organic social media posts

## Exercise:

**What is your total available budget?**

**How will you break down your budget?**

**What are some low-cost strategies you can try?**

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## STEP #8

# Marketing Channels

Choose channels that work for you and your business, while also reaching your target audience.

Start with your audience.

- Where do they make purchasing decisions?

Select the best channels for what works for your business and your audience.

Common marketing channels:

- Social media, paid advertising, email marketing, SEO & local search,
- influencers, partners.

Try low-cost channels like social media, email marketing and partnerships.

## Exercise:

**Where is your audience?**

**Which channels will help you the most?**

**Which low-cost options will you use?**

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## STEP #9

# Develop Content Strategy

Your content should match your audience's needs and push them to act.

Plan around your audience's needs.

Create content that drives action by ways including a Call-To-Action (CTA):

- Book your stay by December 15 and save 15%
- Download our free guide to get a head start on your vacation

Create a content calendar to help stay on track. It should include:

- Content you'll post, when you'll post, channels you'll use, any CTAs.

## Exercise:

**What content resonates best?**

**What value can you offer in your content?**

**What CTAs will you use?**

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## STEP #10

# Implement Your Tactics

Your content should match your audience's needs and push them to act.

Create a timeline that covers which marketing activities will happen when.

Set up the tools or platforms you plan to use. For example:

- Social media scheduling tools: Metricool, Buffer, Later
- Digital Ad Platforms: Google Ads, Meta Ads
- Email Platforms: Mailchimp, Kit
- Your website platform and booking system

Delegate who will be the point person for implementing your plan

## Exercise:

**What are the key dates for your campaign?**

**Which tools and platforms will you use?**

**Who is the point person?**

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## STEP #11

# Monitor and Measure

Monitor your campaign so you can adjust and optimize the campaign as it's running.

Go back to your goals and decide which metrics will best help you measure the important metrics to your campaign.

Examples:

- **Website traffic:** Google Analytics measures visits and time on site
- **Conversions:** How many people are taking your desired campaign action?
- **Engagement:** Social media tools like Metricool or Meta Business Suite measure responses, likes, comments, shares
- **Email metrics:** MailChimp or Kit track open rates and clicks on desired links

## Exercise:

**Which metrics will you watch?**

**Which metrics tools will you use?**

**How will you analyze results?**

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## STEP #12

# Refine and Optimize

Every campaign teaches you something. Study what did and didn't work to optimize future campaigns.

Measure overall performance. For example:

- **Social media:** What was your engagement and reach?
- **Paid ads:** What was your cost-per-click? Did you get conversions?
- **Email campaigns:** What were your open rates and click-through rates to desired links?
- **Overall conversions:** How many people took your desired action? Did you reach your goal?

**Remember: Stay curious. Test, learn and refine.**

## Exercise:

**Which channel(s) performed best?**

**Which content resonated best?**

**What have you learned?**

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# Extra Notes: