

6 MARKETING

MISTAKES TO AVOID THIS EASTER



#1

No Planning

Know who you want to target and your goals. Define the best marketing channels to suit your audience and budget.



#2

No Segmenting

One campaign does not fit all. Segment offers & campaigns to different audiences based on interests and personas.



#3

Poor Quality Content

Entice bookings with quality images, video, and copy designed to target each audience and offer. Poor quality achieves poor results!



#4

Copy & Paste

Don't copy and paste the same old campaigns and holiday messages, aim to stand out with unique offers, creative messaging and visual media.



#5

Always Discounting

Price discounting for bookings can get very competitive. You don't have to always devalue what you offer, instead create value-added packages to lure special interests.



#6

No Remarketing

People who have already visited your website are actively considering what you offer. Set up remarketing ads on Meta & Google Ads retargeting them to book.



For assistance with your digital marketing campaigns get in touch with our team! E: getintouch@tomahawk.co.nz



TOMAHAWK