What is marketing?

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Marketing is about discovering, creating, arousing and satisfying customer needs.

The goal of marketing is to create and maintain positive relationships with existing and potential customers.
Who are you?

and what is your product or service?
What do you like about doing your business?

Please share two things you love about the work you do.
How does your business compare to other businesses that are offering similar services to similar market group(s)?

**Helpful**

- your service
- your product
- your skills
- your story
- your staff
- your knowledge
- your way of operating
- projects you support
- your resources
- your reputation

**Weaknesses**

- Harmful

**Strengths**

- Helpful

**Opportunities**

- Helpful

**Threats**

- Harmful

**Political environment**

- Legislation
- Market trends
- Economic trends
- Competition
- Global influence
- Weather/nature
- Technology
- Demographics

**Internal and Controllable**

- Helpful

**External beyond your control**

- Harmful
Who is your customer?

What needs and wants do your customers have?
My body has needs

Air temperature
Food and water
Toilets
Sleeping
Clothing
Movement

I need certainty

Feeling safe and comfortable in accommodation, community and surroundings, health wise

I need connection

Relationship and communication with others, support, being part of community

I need to feel important

Being heard and seen, feeling special and worthy of attention

I need to grow

Learning new things, developing myself

I need variety

Change, something new and different, curiosity

I need to contribute

Helping others, care and give beyond myself
**Who is your ideal customer?**

It is important to have a clear picture of your ideal customer.

Think of your ideal customer and try to answer as many of the questions below.

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Travel patterns</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age?</strong></td>
<td><strong>Domestic or international?</strong></td>
</tr>
<tr>
<td><strong>Nationality?</strong></td>
<td><strong>Type of holiday: relaxation, adventure, cultural, shopping, etc.?</strong></td>
</tr>
<tr>
<td><strong>Income?</strong></td>
<td><strong>Average length of stay?</strong></td>
</tr>
<tr>
<td><strong>Married?</strong></td>
<td><strong>Travel expenditures?</strong></td>
</tr>
<tr>
<td><strong>Education?</strong></td>
<td><strong>Gets travel information from:</strong></td>
</tr>
<tr>
<td><strong>Occupation?</strong></td>
<td><strong>Family &amp; friends</strong></td>
</tr>
</tbody>
</table>

**Areas of interest & lifestyle**

- **Hobbies?**
- **Sports & activities?**
- **Lives in city or rural area?**
- **Interests (for example culture/history, nature, adventure, spiritual, local communities)?**
- **Level of comfort needed?**

**Travel guides**

- **Other**

- **Online booking sites**
- **Travel agencies / tour operator**
- **Magazines & newspapers**
- **Internet**
**Target groups**

*བྱེད་འབེན་སྣོད་ཚིག* 

A specific **group** of consumers at which a company aims its products and services. Your **target customers** are those who are most likely to buy from you.

- **Backpackers**
- **Mountaineers**
- **Cultural tourists**
- **Adventure travelers**
- **Self driving tourists**
- **Bar hoppers**
- **Students**
- **Senior tourists**
- **Repeat visitors**
- **Nature lovers**
- **Pilgrims / religious tourist**
- **Bird watchers**
- **High end luxury tourists**
- **Shop-a-holics**
The Marketing mix

How to connect your ideal customer to what you have to offer?

Product

Place

Purpose

Price

Promotion

People
What are customers looking for?

How does your product/services meet your customers needs?

What sets your product/service apart from your competitors’?
What does it cost the customer to use your product/service?

What is the customer willing to pay for your service (perceived value)?

What profit margin do you need?

How are your prices helping you reach your ideal customer?

What is the price of similar products/services offered by your competition?
Place

When and where, in terms of time and space, is your product available to customers?

Is your product/service convenient to buy?
What mediums do your target consumers use (especially when in “buying mode”)?

How do you communicate with your customers?

How are your competitors promoting their products?

What is your budget for promotion?
What are the important points of human contact between your customer and your business?

How do the people in your company make your customer feel seen, heard, supported and special?
How are you taking your social and/or environmental responsibility?

How are you inspiring customers and employees through meaning, innovation and community?
Using the marketing mix

How does your market group know you are the right company for them?

What is your message to your target group?

Product
You understand your customer’s needs and have what they are looking for. Your products/services give the customer an unique and authentic experience.

Place
You are easy to find and connect with.

Purpose
Using your company has meaning and purpose by having a limited impact on the environment and/or benefit for local communities.

Price
You give them value for their money.

Promotion
You know what media your customers use.

People
The people in your company find it important to build a special relationship with each customer.
In this remote land Songtsam has built a series of boutique high end lodges each providing a distinctive experience. All lodges are beautifully decorated and equipped with modern amenities, ensuring absolute comfort and relaxation.

Songtsam never tried or wanted to be separate from the local community. Instead, the lodges are constructed right inside or next to living villages, which creates opportunities for guests to share a special close bond with the vibrant life of the local culture.

Local villagers’ yaks often try to get in the yard to eat the plants and villagers say hello on their way back home.

Songtsam builds lodges that evoke a feeling of “coming home”, rekindling the warmth of being taken cared for just as when one was a child.

Songtsam was formally set up in 2001 in Shangri-La with its aim of preserving and promoting local Tibetan culture and tradition.

The soul of Songtsam is the friendly and attentive staff. A family atmosphere draws them together, with many members having worked with Songtsam from the very beginning. Coming from different villages around the region, everyone has a story to share about their hometown; first-hand experiences that help enrich and deepen guests’ travel experiences.

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The Marketing mix

How to connect your ideal customer to what you have to offer?

Slogan: Coming home

Product

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Price

Songtsam has built a series of boutique high end lodges each providing a distinctive experience. All lodges are beautifully decorated and equipped with modern amenities, ensuring absolute comfort and relaxation.

Place

In this remote land (can book online)

Purpose

Songtsam was formally set up in 2001 in Shangri-La with its aim of preserving and promoting local Tibetan culture and tradition.

Promotion

Website

People

The soul of Songtsam is the friendly and attentive staff. Coming from different villages around the region, everyone has a story to share about their hometown; first-hand experiences that help enrich and deepen guests’ travel experiences.

Website

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You should use your message consistently on all your marketing materials (we will work with that in the branding training)

Make sure your message is short, inspiring, positive and honest
Your best marketing is customer satisfaction

Your best marketing is customer satisfaction