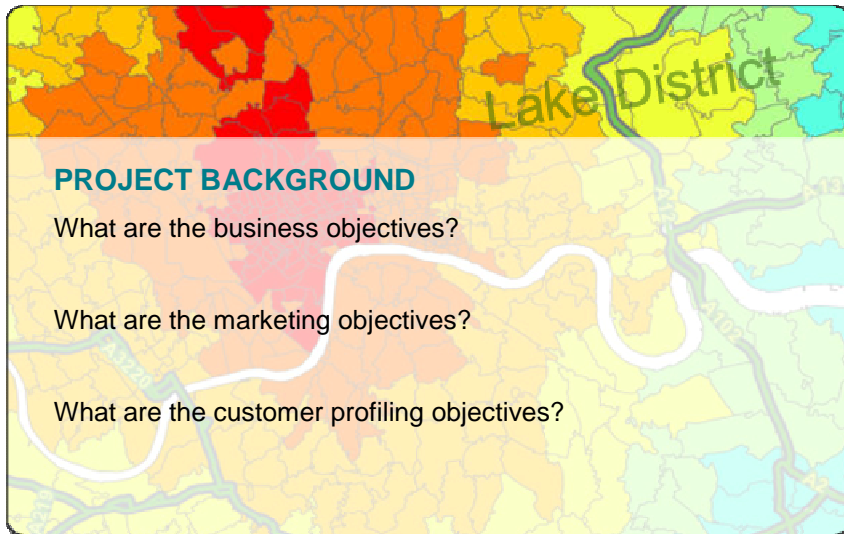




Cumbria Tourism

Customer Profiling Proposal



PROJECT DETAILS

Customer Profiling

Reference:

Proposal for:

Client Contact:

Cumbria Tourism contact:
Nick Truch
01539 825 002

Actionable Insights for your Marketing Mix

Customer Segmentation - By understanding the habits, attitudes, and perceptions of your customer segments you can develop products and services that appeal to them and design marketing material to specifically target them, for example:

- Designing your marketing messaging
- Selecting keywords for your internet marketing
- Designing special offers and promotions
- Designing themes for direct mail shots
- Associating your promotions with other products and services that your customer segments use

Customer Mapping - Mapping the location of your customer segments can help identify which areas to target your marketing on when planning your advertising and marketing campaigns.

Further mapping can help inform your marketing activities by identifying which channels and techniques to use, for example:

- Identifying which newspapers have the best coverage of a customer segment for your PR and adverts
- Choosing the best media channels by comparing coverage of your segments in Radio, TV, free press, and paid for press.

Catchment Area Market Profile - It is possible to map the customer segments that surround you, providing intelligence on your local market. Using drive-time analysis we can identify the size of your customer segments that are on your doorstep.

