

UNIT 16: Explain the role of marketing and how it interrelates with other functional areas of a travel and tourism organization

UNIT 2: Explain the role of marketing and how it interrelates with other functional areas of an organisation

The role of marketing



The structure and operations of marketing departments



The different roles of travel and tourism marketing within both a Business to Consumer (B2C) and Business to Business (B2B) context

The Marketing Department

Marketing Departments often collaborate with other divisions of a company, such as advertising, promotions, sales, product development and market research.

That interplay raises a key issue: where your Marketing Department fits in your company's organizational structure.

The Marketing Department; Structure

A Marketing Department occupies one of two positions in the organizational structure:

- ▶ Directly below the CEO
- ▶ Below or within Sales



M3 Model

The Marketing Department; Structure

Its principles are:

- ▶ Customer-centricity
- ▶ Integration (of classic and digital disciplines)
- ▶ Agility (responsive and able to create personalised experiences)

The Marketing Department; Structure

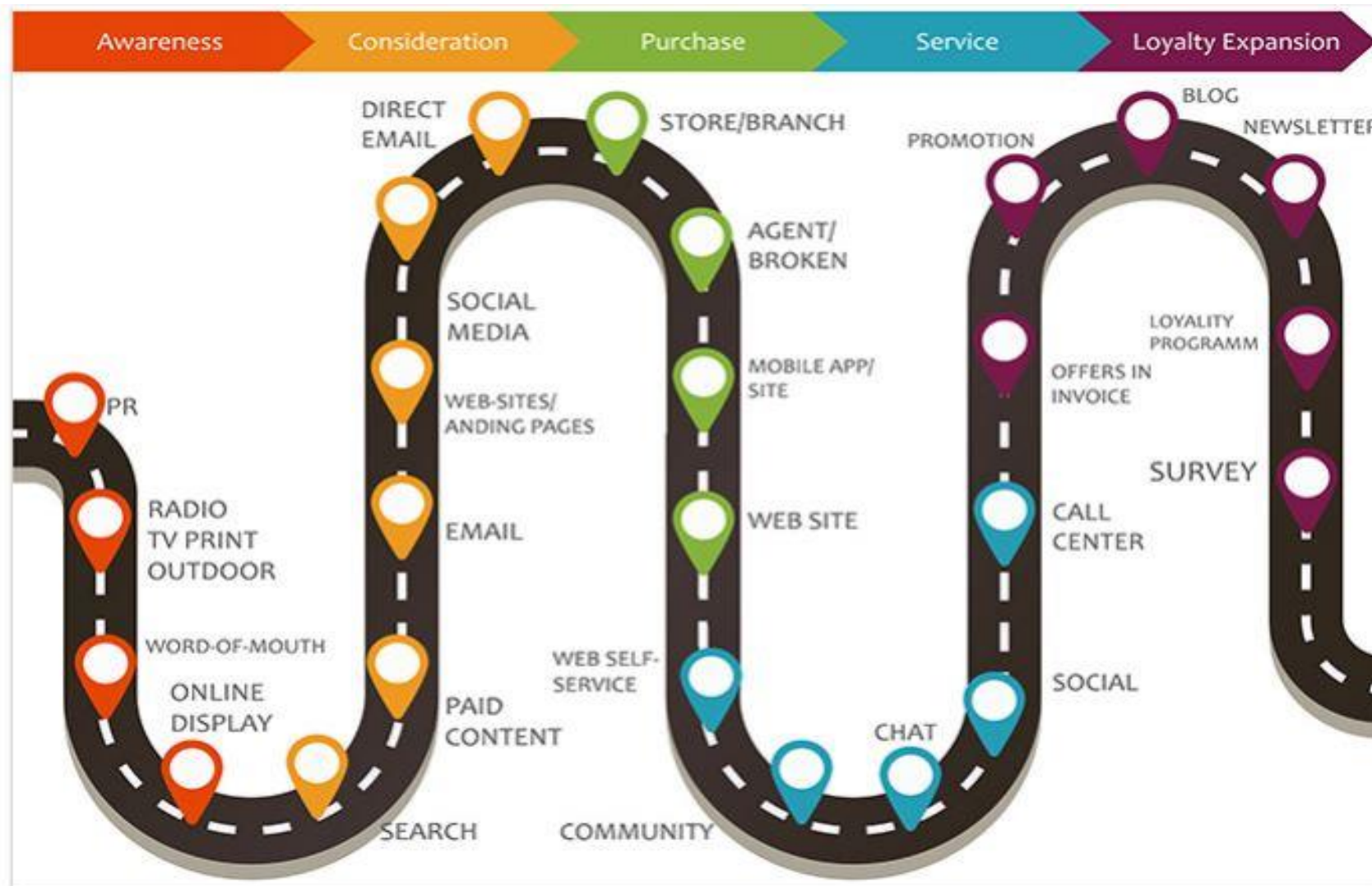
These six (6) structures serve as the basic building blocks of organisational design.

1. Product-focused organisational structure
2. Geographically-focused organisational structure
3. Channel-focused organisational structure
4. Functionally-focused organisational structure
5. Segment-focused organisational structure
6. The customer journey-focused organisational structure

Customer Journey Map



Customer TouchPoint



The Marketing Department; Reconstructure

1. Analyse the market
2. Define the current process in detail
3. Assess the current process against the broader business strategy and marketing goals
4. Design models that align the new marketing structure to the business strategy
5. Map the transition process
6. Communicate why the change is necessary and inspire stakeholders to get on board

B2B vs B2C

- ▶ B2B businesses market and sell their products and services directly to other businesses.
- ▶ B2C businesses sell products and services to consumers for their personal use.

Importance of Customer Service

- ▶ B2B customer service comes into play prior to ever making that first sale and begins with a customer's very first contact with your company, whether you call them or they call you.
- ▶ B2C customer service helps build customer loyalty where customers will be willing to pay a slightly higher price to know that they can return the product easily and can trust the source they are dealing with.

B2B Marketing

- ▶ Top of funnel marketing activities build awareness and educate the prospect on the value of your offerings. This is where your blog posts and social media will play an important role.
- ▶ Middle of the funnel marketing needs to focus on more in-depth knowledge and relationship building activities. Webinars and other types of content that can help the buyer learn how your product or service solves their problem will keep them interested in your offering.
- ▶ Bottom of funnel marketing needs to help the buyer make the final decision. Content at this stage include a free estimate, a demo, a free trial or a complimentary assessment will help the buyer finalize their decision.

B2C Marketing

- ▶ B2C companies employ more merchandising activities like coupons, displays, store fronts (both real and Internet) and offers to entice the target market to buy.
- ▶ B2C marketing campaigns are concerned with the transaction, are shorter in duration and need to capture the customer's interest immediately. These campaigns often offer special deals, discounts, or vouchers that can be used both online and in the store.