

MAREKTING

ACTION PLAN

| Target Market | Action | STA Responsibility | External Liaison | Time | Measurement |
|--|--|---------------------------------------|-----------------------------------|----------------------------|---|
| Overseas a) Market mapping | Market mapping of: <ul style="list-style-type: none"> UK (Geo to update) Germany Benelux | Marketing Manager Research Manager | Geo (UK) | | Quarterly market mapping update |
| Overseas b) Representation | Terms of reference for prospective representation companies (UK main base with activities in Germany and Benelux) | Marketing Manager | Marketing Committee | Conduct process around WTM | Appointment of representation company |
| Overseas c) Trade Shows | Trade shows to be attended: <ul style="list-style-type: none"> WTM ITB Vakantiebeurse Indaba Explore new South Africa based trade shows (eg. SA – WTM) Detailed ROI report after every show | Marketing Manager | Marketing Committee | | ROI report following each show |
| Overseas d) Volunteer Tourism | <ul style="list-style-type: none"> Mapping of Swazi based operators Engagement with operators – ‘how to grow this segment’ | Marketing Manager | | | Two page strategy to grow volunteer tourism segment |
| Overseas e) Market mapping | SA Inbounds | Marketing Manager Research Manager | STA representation company in RSA | | Quarterly market mapping update |
| Overseas f) Sales process – SA Inbounds | From market mapping develop a sales calendar: <ul style="list-style-type: none"> Who to see When By whom from STA | Marketing Manager | STA representation company in RSA | | Quarterly sales calendar review |

MAREKTING

ACTION PLAN

| Target Market | Action | STA Responsibility | External Liaison | Time | Measurement |
|---|--|--------------------|-------------------------------------|------|--|
| Overseas g) Sales process - Overseas | <ul style="list-style-type: none"> • Led by inbound leads • Informed by market mapping • Sales visits to be synchronised around international trade show attendance • Sales calendar: <ul style="list-style-type: none"> – Who to see – When – By whom from STA | Marketing Manager | Overseas STA representation company | | Quarterly sales calendar review |
| Regional a) Representation | <ul style="list-style-type: none"> • Terms of reference for STA representation based in RSA : <ul style="list-style-type: none"> – PR & media – Trade (inbounds & outbounds) – Generic campaign – Special interest – MICE • Conduct interview process • Appoint company | Marketing Manager | Marketing Committee | | <ul style="list-style-type: none"> • ToR • Letter of appointment • Contract |
| | <ul style="list-style-type: none"> • Terms of reference for STA representation based in Maputo • Conduct interview process • Appoint company | Marketing Manager | Marketing Committee | | <ul style="list-style-type: none"> • ToR • Letter of appointment • Contract |
| Regional b) Swazi 'Good News Stories' | Target – 10 good news stories | Marketing Manager | Marketing Committee | | Status report |
| Regional c) Generic Advertising Campaign | <ul style="list-style-type: none"> • Terms of Reference • Conduct interview process • Appoint company | Marketing Manager | Marketing Committee | | <ul style="list-style-type: none"> • ToR • Letter of appointment • Contract |

MAREKTING**ACTION PLAN**

| Target Market | Action | STA Responsibility | External Liaison | Time | Measurement |
|--|---------------------|---------------------------|-------------------------|-------------|-------------------------------|
| Domestic a) Tourism Awareness Campaign | 5 Point Action Plan | Marketing Manager | Marketing Committee | | 5 Point Action Plan |
| Domestic b) Roll out of regional generic campaign | Roll out plan | Marketing Manager | Advertising agency | | One page action plan & budget |

MAREKTING**ACTION PLAN**

| Target Market | Action | STA Responsibility | External Liaison | Time | Measurement |
|-----------------------------------|---|---------------------------|--|-------------|--|
| Sales Tools a) Co-op Marketing | Workshop on Co-op Marketing | Marketing Manager | David Frost | | Date & report |
| Sales Tools b) Website | <ul style="list-style-type: none"> • Ownership • Re-invigoration • Increase activities on website • Explore 'Go Moz / Stay Swazi' | Marketing Manager | <ul style="list-style-type: none"> • Geo • Marketing Comm. • Michael Slater | | Status report |
| Sales Tools c) Social Media | <p>ToR Social media specialist – 3-4 month contract to work with STA:</p> <ul style="list-style-type: none"> • Social media strategy • Capacity building within STA | Marketing Manager | Marketing Comm. | | <ul style="list-style-type: none"> • ToR • Letter of appointment • Contract |
| Sales Tools d) Collateral | Audit of current collateral & recommendations for improvement | Marketing Manager | | | Report & costings |