

NICHE MARKETING

# DARIENNE MOBLEY

- 34 years in tourism industry
- State Director of Tourism for MS and LA
- Certified Professional Coach
- Louisiana Travel Promotion Association
- Mississippi Association Managers, Inc.
- MS Tourism Association
- Jackson MS CVB
- Natchez Eola Hotel, Natchez, MS



## NICHE MARKETING

'Niche' 'Neeshe'



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# NICHE MARKETING



What is niche marketing?

How has it changed tourism marketing?

## WHAT IS A NICHE?



A **niche** is a focused, targetable portion of a market.

You can think of a niche market as a narrowly defined group of potential customers.







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# BIG DIFFERENCE BETWEEN

## General

- “Come See Us!”
- “You’ll have a good time!”
- Promoting overall image
- Promoting to everybody

## Niche

- Outdoor
- Family Vacation
- Golf/Fishing Trip
- Sports Travel
- Romantic Weekend Getaways
- Girlfriend Getaways
- Student Travel
- Culinary



# NICHE MARKETING



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# THE PRODUCT

Tourism 180

The Product

The Process

The Promotion

The Performance

The Partners



A word cloud graphic featuring various terms related to tourism and experiences. The words are arranged in a cluster, with 'EXPERIENCES' being the largest and most prominent word at the bottom. Other words include 'AUTHENTIC', 'VISITOR', 'HISTORY', 'STORY', 'VALUE', 'RELAXATION', 'GREAT', 'SAFETY', 'UNIQUE', 'HAPPENED', 'NEW', 'EDUCATIONAL', 'CONVENIENT', 'TODAY', 'FUN', 'WANTS', and 'PAMPERED'. The words are in various colors and orientations, creating a dynamic and engaging visual.

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# THE PRODUCT

What do you have that others would want to see or experience?

‘First, Best or Different’

What is your brand?

What makes you unique?



A word cloud graphic featuring various terms in different colors and sizes. The most prominent words are 'EXPERIENCES' in large orange letters at the bottom, 'VISITOR' in red, 'HISTORY' in green, 'STORY' in red, and 'VALUE' in red. Other words include 'AUTHENTIC' in green, 'UNIQUE' in green, 'HAPPENED' in orange, 'NEW' in yellow, 'EDUCATIONAL' in green, 'CONVENIENT' in green, 'RELAXATION' in green, 'GREAT' in green, 'SAFETY' in green, 'FUN' in green, 'WANTS' in green, 'PAMPERED' in orange, and 'TODAY' in red.

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# THE PRODUCT

- Culture
- Arts
- Outdoor Recreation
- Music
- Culinary
- Festivals
- Shopping
- Attractions
- Industry Tours/Agriculture Tours
- Creative Packaging



  
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# THE PRODUCT

## What the visitor wants today

- Value
- New and unique experiences
- Authentic
- Be where history happened
- Fun
- Convenient
- Beauty
- Safety
- Educational experiences
- To be pampered
- Relaxation



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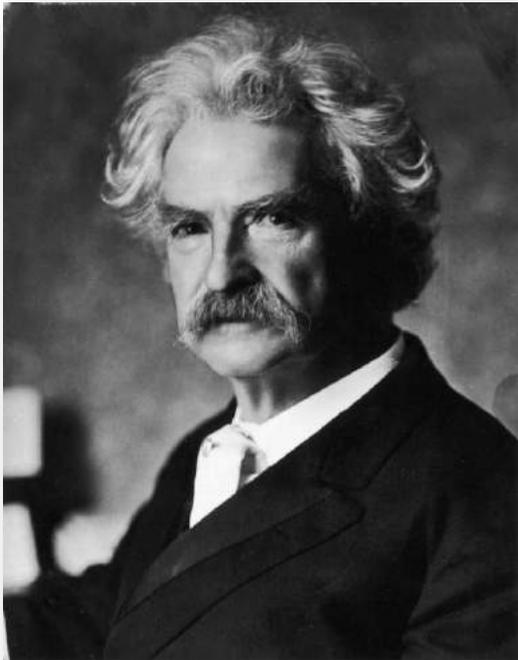


## THE PROMOTION

“

Many a small thing has been made large by the right kind of advertising.

*~ Mark Twain*



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# STATE OF MONTANA

- The sky's the limit.
- Montana inspires people to fully realize their ultimate potential
- Character Driven
- Storytelling
- Video provides richer emotional connections



Image by Bob Webster



# STATE OF MONTANA

Showcases-

Spectacular Unspoiled Nature

Charming Small Towns

Relaxing Hospitality



  
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# PROMOTION

## Fundamentals of a Marketing Campaign



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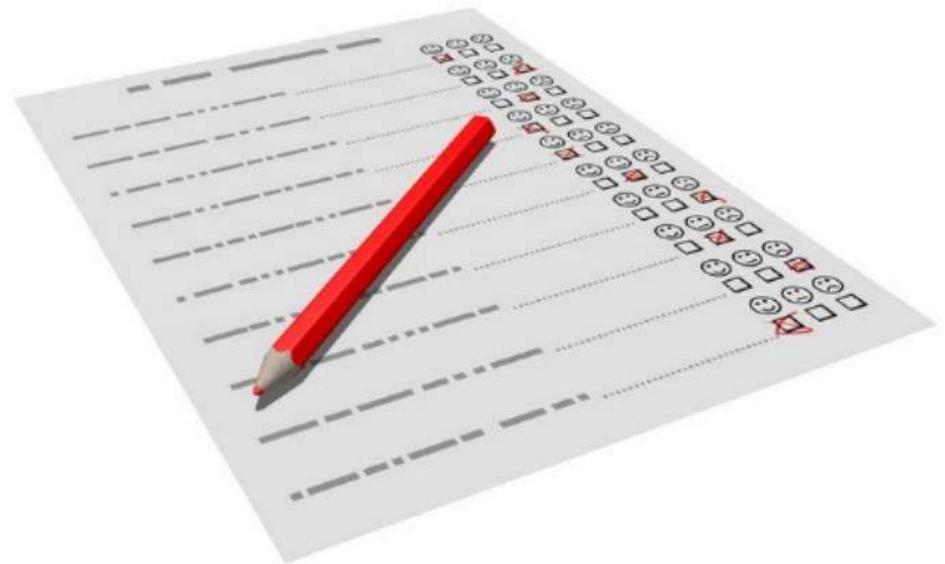
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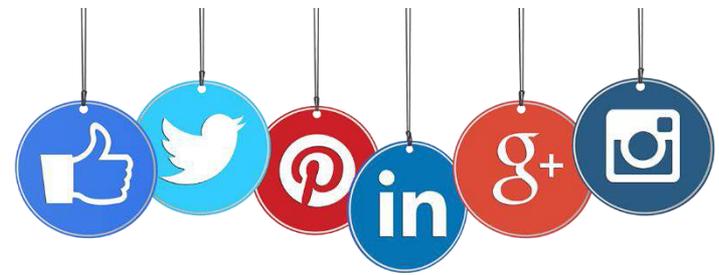
# PROMOTION

## Do It Yourself Research

- Send email survey to advertising inquiries or past visitors
- Focus Groups
- Survey visitors checking out of hotels
- Survey at visitor centers
- Social Media

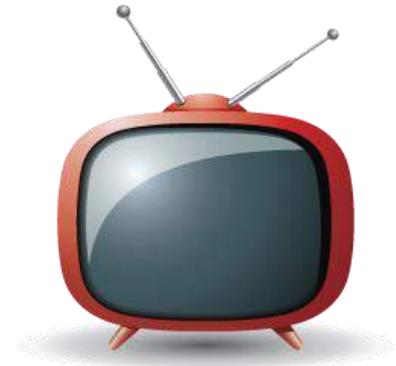


# PROMOTION



## Components

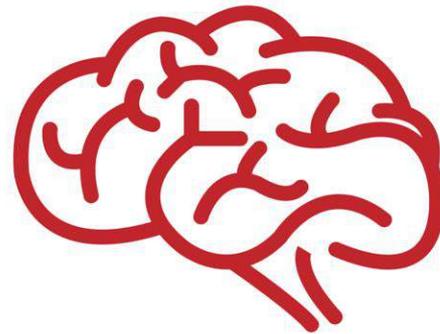
- Print
- TV/Radio
- Web/Interactive/Video
- Public Relations
- Tradeshows
- Brochures
- Social Media

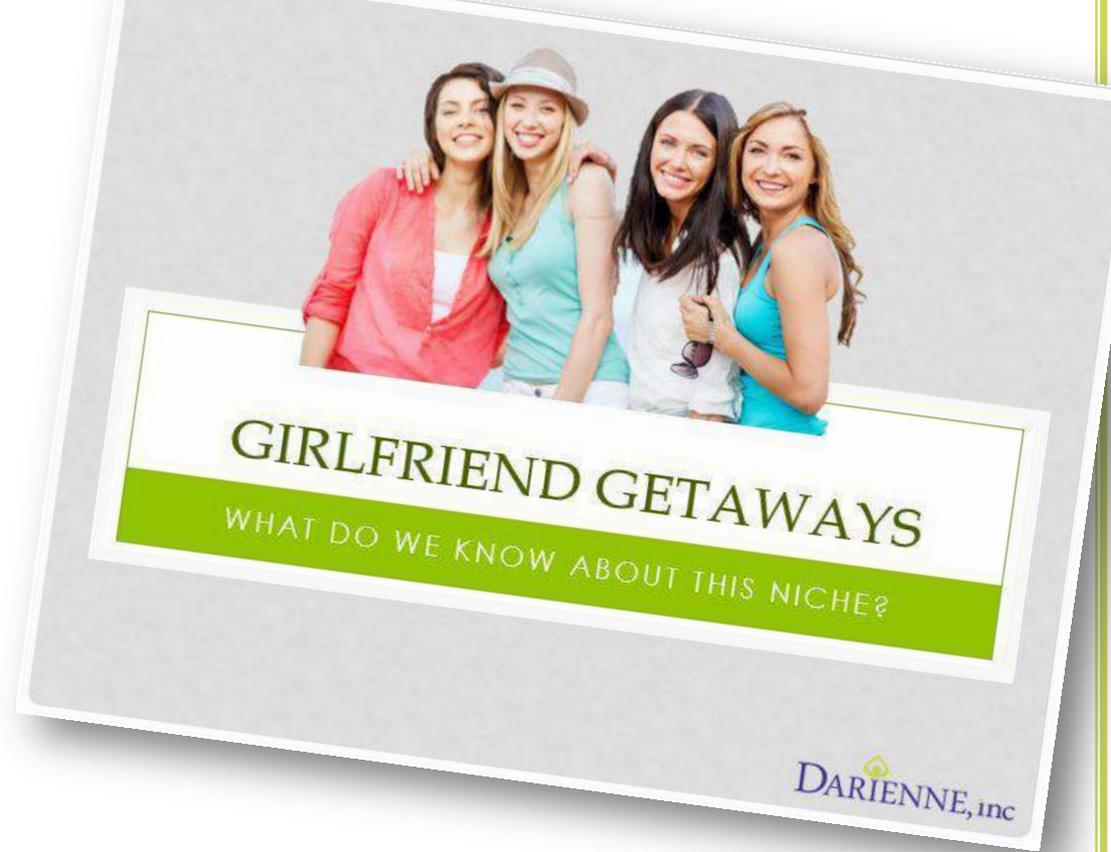


# PROMOTION



**than**





## GIRLFRIEND GETAWAYS

# GIRLFRIEND GETAWAYS

What are they looking for?



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# GIRLFRIEND GETAWAYS

May be the first spa...



  
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# GIRLFRIEND GETAWAYS

What are they looking for?



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# GIRLFRIEND GETAWAYS

What are they looking for?



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Rediscover your  
zen without  
the men.

Take a break from being "Finder of All Lost Household Items" and enjoy some girls-only time on Alabama's Gulf Coast.

Sugar-white beaches. Fantastic dining. Luxury accommodations. Fabulous fall rates.

Aaaah...deep breath.



GULF SHORES  
ORANGE BEACH  
ALABAMA

866.813.5792  
AlabamasGulfCoast.net

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## No Bag Limit.

*W*hile he's occupied in the great outdoors this season, you'll be in lovely, historic Natchez, bagging your own limit of touring, shopping, fine dining, spas, art classes, and even a cooking class for game -- all at delicious discounts.

It's our Wild Life Refuge package, one of the Girlfriend Getaways offered by the Natchez Convention and Visitors Bureau.

Grab your best Gal Pals and call us or log on now for all the juicy details.

*Natchez*

— Est. 1716 —

IT'S WHAT YOU LOVE ABOUT THE SOUTH

1.800.647.6724

[www.visitnatchez.org](http://www.visitnatchez.org)

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## **BREAKING UP IS HARD TO DO**

This package is the cure for those “getting over him” and is dedicated to your stories of break-ups, split-ups, separations, parting of ways, detachments, divorces, etc. that were bittersweet, dreadful, heavyhearted, saddening, and even tragic.

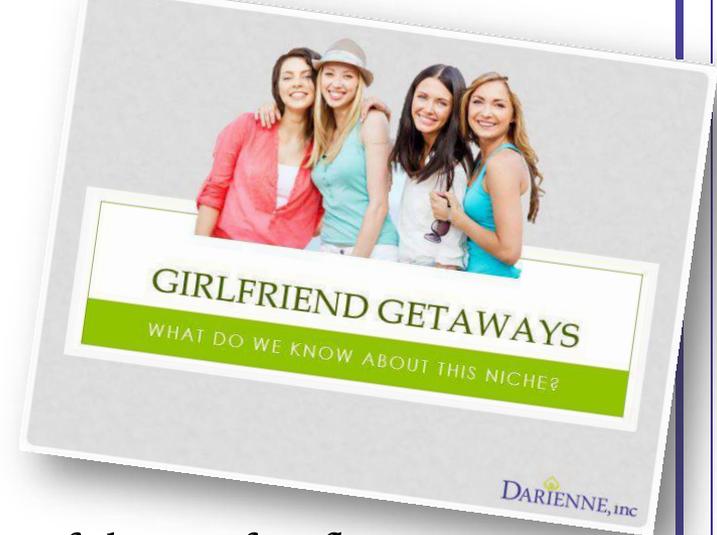
  
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## HERE'S WHAT IS INCLUDED:

- Three nights accommodations
- A copy of the book *He's Just Not That Into You*
- Two pints of Ben and Jerry's Ice Cream in your choice of the top five flavors; with large spoons and a front row rocker on our porch
- One hour massage at Belladonna Day Spa and Salon
- RTA passes for unlimited transportation to French Qtr
- Tickets to the Gray Line Cocktail History Tour
- Voodoo doll with pins and a permanent marker for his name

**\$369** per person



  
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# OUTDOOR RECREATION



  
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# OUTDOOR RECREATION

Louisiana Outdoor/Fishing Program

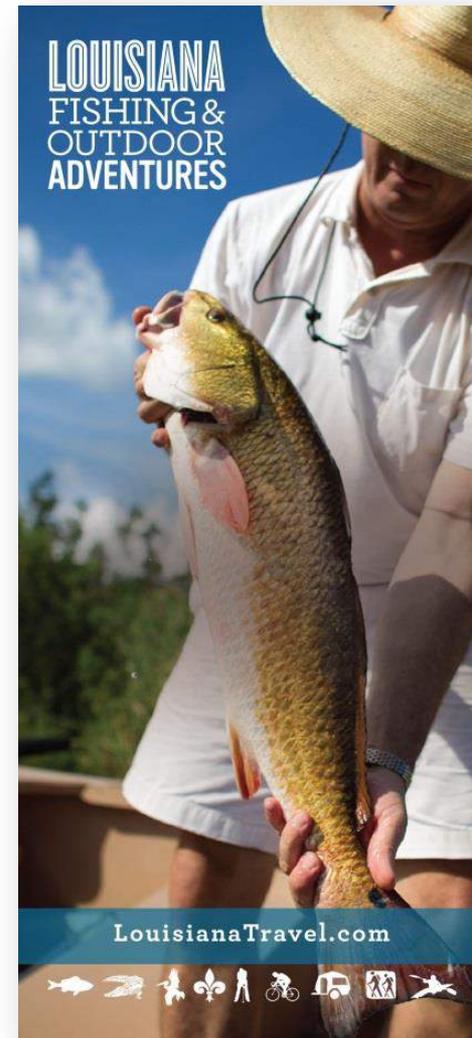
\$50,000 budget

Brochure

2 Tradeshows

Public Relations – story ideas to SEOPA

Website



  
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# OUTDOOR RECREATION



## Montana Outdoor Adventure Packages

*The Resort at Paws Up*

### "A River Runs Through It" Package

4 nights of accommodations

All daily meals, snacks, and non-alcoholic beverages

Two full days of Montana fly-fishing adventures

One half-day activity per person

Box of custom Paws Up flies per person

"A River Runs Through It" book and DVD

One Montana state fishing license per person

Two Paws Up caps

All taxes and service fees, airport transfers from Missoula International Airport and on-property transportation

Rates starting from \$1,213 per person per night (based on two adults).



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# CULINARY TOURISM



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# CULINARY

Louisiana Culinary Trails

Budget - \$125,000

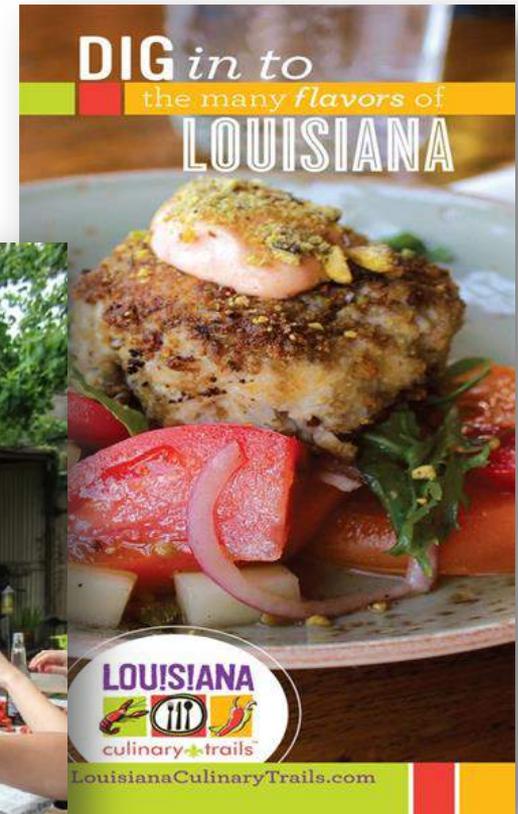
Brochure

Public Relations Media Events

Restaurant Takeover

Social Media

Influencer Campaign



# RESTAURANT TAKE OVER

- 9 Louisiana Chefs
- 9 Restaurants
- 40 Tourism Professionals all posting to FaceBook, Instagram and Twitter
- **2,962,076** impressions



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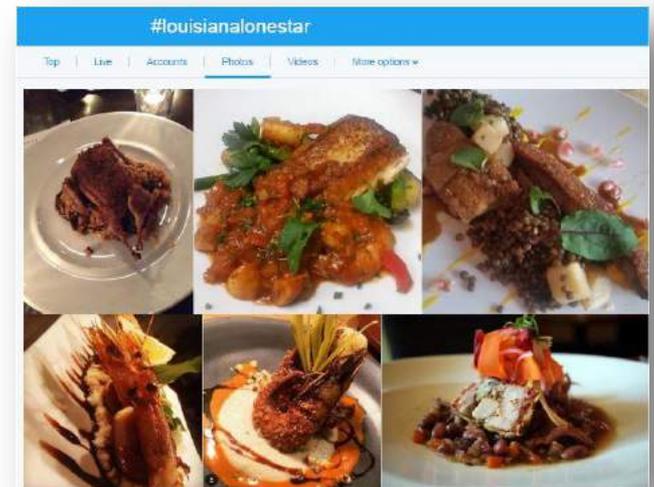
# RESTAURANT TAKE OVER

## Twitter & Instagram

- On Twitter and Instagram combined, 141 users posted 616 times using the hashtag *#LouisianaLoneStar*.
- This reached **758,760** people and made
- **2,962,076** impressions

## Facebook

- Utilizing Louisiana Culinary Trails Facebook account, we reached a total of more than **32,000** people



# RESTAURANT TAKE OVER



# NICHE MARKETING

Niche Marketing works.  
It creates revenue and visitors.  
It is cost effective.  
It can create synergy with the State.



# HOW TO REACH ME

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