

How to stay relevant and stand out in a crowded market?

The purpose of this workshop is to help you understand how to stay relevant & connected and set your travel & tourism business apart in a crowded market space during and after this pandemic.

No matter whether you are an independent business or part of a larger travel group, you'll be able to use the below framework as the basis for all your marketing communications and activities going forward.

Stand Out & Stay Relevant Framework



We'll share insights and real-life examples with you to bring the framework to life.

Please use the back page to develop your stand out & stay relevant framework.

Feel free to reach out for any extra support, questions etc.

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'People do business with people they know, like, trust and VALUE'

Stand Out & Stay Relevant Worksheet

Your Ideal Target Market

E - PURPOSE

Why do you do what you do?

E - VALUES

What are your 3 core values?

E – PERSONALITY

Describe the personality of your business

V – DIFFERENTIATION

What makes your business unique?

V - POSITIONING

What do you want to be known for?

V – CUSTOMER VALUE

What clear benefit do customers receive?

Your Voice, Look & Actions