

Module 4: Planning your Online Strategy (Interactive)

Snapshot

This interactive workshop will help you to understand how to set up a holistic **online marketing strategy** for your tourism business and where to **get in touch with potential customers**. By the end of the day you will have planed your own online strategy – ready to implement.

Key Points Covered in this Module

Why do I need an online strategy?

Workshop – Planning your online strategy along with your business

- Analysing your business: market, target group, products & business objectives
- Analysing your customer acquisition process
- Analysing your existing online marketing activities
- Defining the touch points of your (potential) customers
- Connecting the touch points with online tools (website, search engines, online marketing including social media, third parties and online distributors)
- Setting up your specific online strategy to reach new customers and to stay in contact with existing customers
- Planning & prioritisation to move your strategy into action

Controlling, measuring & monitoring: Does your online strategy support your business objectives?

Suggested readings prior to attending this workshop are below and can be found at www.tq.com.au/ekit

Topics covered in this Module	Related eKit Tutorial
Planning your Online Strategy	3 – Web Strategy: Assessment And Components 4 – Web Strategy: Cost and Timings 12 - Target Market 101
Controlling & monitoring	36 – Tracking and Reporting 37 – Google Analytics

To access the online booking system selection tool known as “The Wiz” and other useful resources go to www.tq.com.au/onlinebooking

Module Outcomes

After completing this module you will be able to ...

- Understand how online activities support your business
- Identify relevant touch points with your customers for your online strategy
- Identify relevant online channels for your customer acquisition process
- Integrate your online strategy
- Understand whether your online activities are actually supporting your business objectives