

A-LA-CARTE komunikacija

Osebna komunikacija in direktni marketing

Neja Petek, Agencija za marketing v turizmu Nea Culpa



2007-2013
cooperazione territoriale europea
programma per la cooperazione
transfrontaliera
Italia-Slovenia
evropsko teritorialno sodelovanje
program čezmejnega sodelovanja
Slovenija-Italija



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Progetto cofinanziato dal Fondo europeo di
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za regionalni razvoj



Trženje v turizmu

- nadgrajevanje turističnih produktov v zgodbe,
- celostne komunikacijske in tržne strategije turističnih tržnih znamk,
- foto, avdio in video produkcija za turizem,
- grafično oblikovanje,
- odnosi z javnostmi za turizem,
- **direktni marketing turističnih zgodb in produktov,**
- spletni marketing v turizmu.



A-LA-CARTE komunikacija z gosti

CRM = customer relationship management

KLJUČ DO DOBREGA DIREKTNEGA

MARKETINGA





A-LA-CARTE v odnosu =
začutimo okus gosta in
mu ne ponujajmo le
vnaprej pripravljenega
jedilnika komunikacije





Imamo
osvajalski
načrt?



Vredno se
je truditi



Kako povezati identiteto turistične tržne znamke s komunikacijo z gostom?

Zakaj in v čem je naša osebna komunikacija boljša?

Kje se začne?

SPREJEM GOSTA

Prvi vtis

UREJENOST

TOPEL POGLED V OČI

NASMEH

PRISRČEN POZDRAV

SPREJEM GOSTA

Prijazen sprejem je osnova za dober odnos

100 % se posvetimo gostu

Nasmeh je cel koš zdravja in zadovoljstva v odnosu z gostom.

SPREJEM GOSTA

Pozitivna in odprta neverbalna
komunikacija

Nadzorovanje razpoloženja

Preverjanje zadovoljstva

Pomnjenje imena

KAJ POTREBUJEMO?

Pripadnost podjetju in zgodbi

Iskrenost in ljubezen do gostov

Motivacijo in samomotivacijo

Poznavanje in upoštevanje vrednot
in z njimi povezanih čustev



ŽIVLJENJE (vrhovna vrednota)

Posebno
definirano
področje
AFEKT

DOGODEK

Življenjsko pomembne vrednote

zelo pomembne vrednote

srednje pomembne vrednote

malo pomembne vrednote

**OGROŽEN, NEPRIJETEN
OBČUTEK**

Ko nekaj ogroža eno izmed
»mojih«, lastnih vrednot

PRIJETEN, POZITIVEN OBČUTEK

Ko nek dogodek potrjuje eno izmed lastnih
vrednot; ko »jaz« skozi dejanja potrjujem lastne
vrednote ali eno izmed lastnih vrednot

V stiku ne ocenjujemo drugega skozi
piramido svojih vrednot.

Čim prej prepoznamo piramido
vrednot sogovornika in jo potrjujmo.



Ob vsaki situaciji ali dogodku se aktivirajo naša čustva, ki so lahko prijetna (če je naša vrednota potrjena) ali neprijetna (če je naša vrednota ogrožena).

Vsa čustva imajo svojo logiko, zakaj se pojavljajo in čemu služijo.






**NEN
CULPO**


JESENICE
mesto jekla in cvetja


MOTOR
MOBILE TOURIST
INCUBATOR


Italia-Slovenia
Slovenija-Italija

2007
2013



Kako se pozitivno odzivati na čustva gosta?

Najprej poslušamo

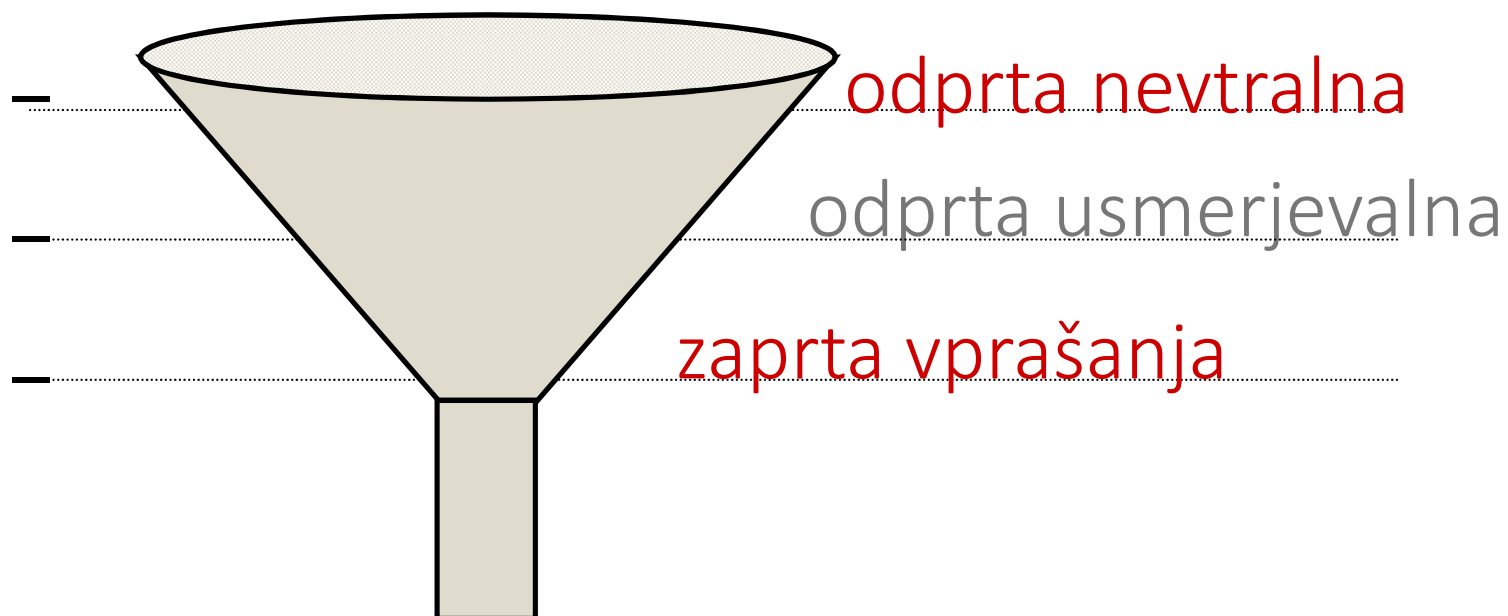
Simultano prevajamo in čutimo empatijo

Nato delujemo in pomagamo kot ambasador
turistične znamke, ne na podlagi osebne
sodbe



Prepoznavanje potreb na
podlagi vprašanj, ne na
osnovi naših domnev







Vzemimo si čas za vprašanja in
aktivno prisluhnimo odgovorom
Pokažimo zanimanje
Vživimo se v gostov svet
Ostanimo mirni
Poslušajmo aktivno





Gostu omogočimo

- topel občutek doma,
- občutek sprejetosti,
- ustrežljivost,
- občutek, da je vedno na prvem mestu

FUNCTIONAL NEEDS

Quality



Delivering on promises



Conforming to standards



*They know what they are doing
and you rarely see an error*



Customer Satisfaction



EMOTIONAL NEEDS

Service Excellence



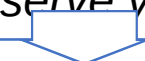
Shifting expectations



Making "I Feel Special"



*There is nobody that can match them
for friendly and outstanding service.
They always make you feel special
and they always go for extra mile to
serve you.*



Recommendation

Positive words of mouth advertising

Source: Sofitel hospitality management



Segmentacija profilov gostov in tržišč



PRITOŽBE IN UGOVORI

Pozorno poslušajmo

Ne prekinjajmo

Opravičimo se

Ne izgovarjajmo se na druge

Preverimo

Predlagajmo rešitev

Zahvalimo se



I - OWE-U :
U-OWE-ME

Bodimo
vedno tu in
zdaj za
gosta



KAJ JE DIREKTNI MARKETING?





Brošure in katalogi

Telemarketing

E-novice

Personalizirana pošta

Družbeni mediji

SMS marketing ...



Direct Marketing Campaign Process





THE TARGET AUDIENCE IS
MALES AND FEMALES
AGED ZERO AND UP

Pri direktnem
marketingu direktno
nagovarjamo točno
določene skupine
gostov



The client's here.

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Biti moramo v
pravem času
na pravem
mestu



Shranjujemo,
analiziramo,
nadgrajujemo,
osvežujemo, nadzorujemo

...

vse vire, od koder prihajajo
podatki o naših gostih in
jih urejamo v enotno bazo



Telemarketing

Povemo, kdo smo (kratko
in sladko:)

Zakaj kličemo

Izpostavimo, kakšna je
korist za gosta





Zlati klic

ob povratku
z oddiha



Ne berimo med telefonskim pogovorom in ne uporabljajmo vnaprej pripravljenih skript, saj to ovira poslušanje gosta.

There IS a better way... and it's called "Q"

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10 YEARS AGO



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pošta :

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oblikovno v skladu z
našo celostno grafično
podobo in identiteto



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Jasno izpostavljen “call-to-action” – povabilo k nakupu

TIME TO START LIVING
#NOREGRET

548 HRS

Hi %%First_Name%%

The average 25 year old has 2,240 days left to live. When you take out the time you spend sleeping, working and social networking, the days left over are fewer than you'd think. Every day is important. Every day is a new opportunity. Every day needs to count. Life is our most precious commodity.

Isn't it about time you saw the world and really started living?

[Start living](#)

EVERY YEAR YOU SPEND

2920 HRS SLEEPING

1840 HRS AT WORK

548 HRS LOL-ing, OMG-ing & WTF-ing

TOP THREE WAYS TO MAKE EVERY SECOND COUNT

1 EUROPEAN HIGHLIGHTS

- Stay at our French Château
- Ride a gondola in Venice
- See the Colosseum in Rome

[View](#)

2 BEACHES & REEFS

- Cuddle a Koala
- Learn to surf at our beach camp
- Visit Sydney Harbour Bridge

[View](#)

3 THAI ISLAND HOPPER WEST

- Visit the night markets in Phuket
- Cool off at Bangpae Waterfall
- Try some local specialties like Pad See Ew

[View](#)

ONE LIFE, ONE SHOT, MAKE IT COUNT
#NOREGRET

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osebni nagovor, ki
vzpodbudi sanjanje
in zanimanje



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Integracija z našim
spletom, družbenimi
omrežji in aplikacijami



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Skrb za bazo , analiza in segmentacija

Merjenje Open-Through-

Rata in nato CTRja na

povezave





E – novice

Presenečenje za rojstni dan



E – novice

jasnost, preglednost, prava
mera, poudarek na
privlačnem zgornjem delu,
ki je glava e-novic



front



back



Direktna pošta



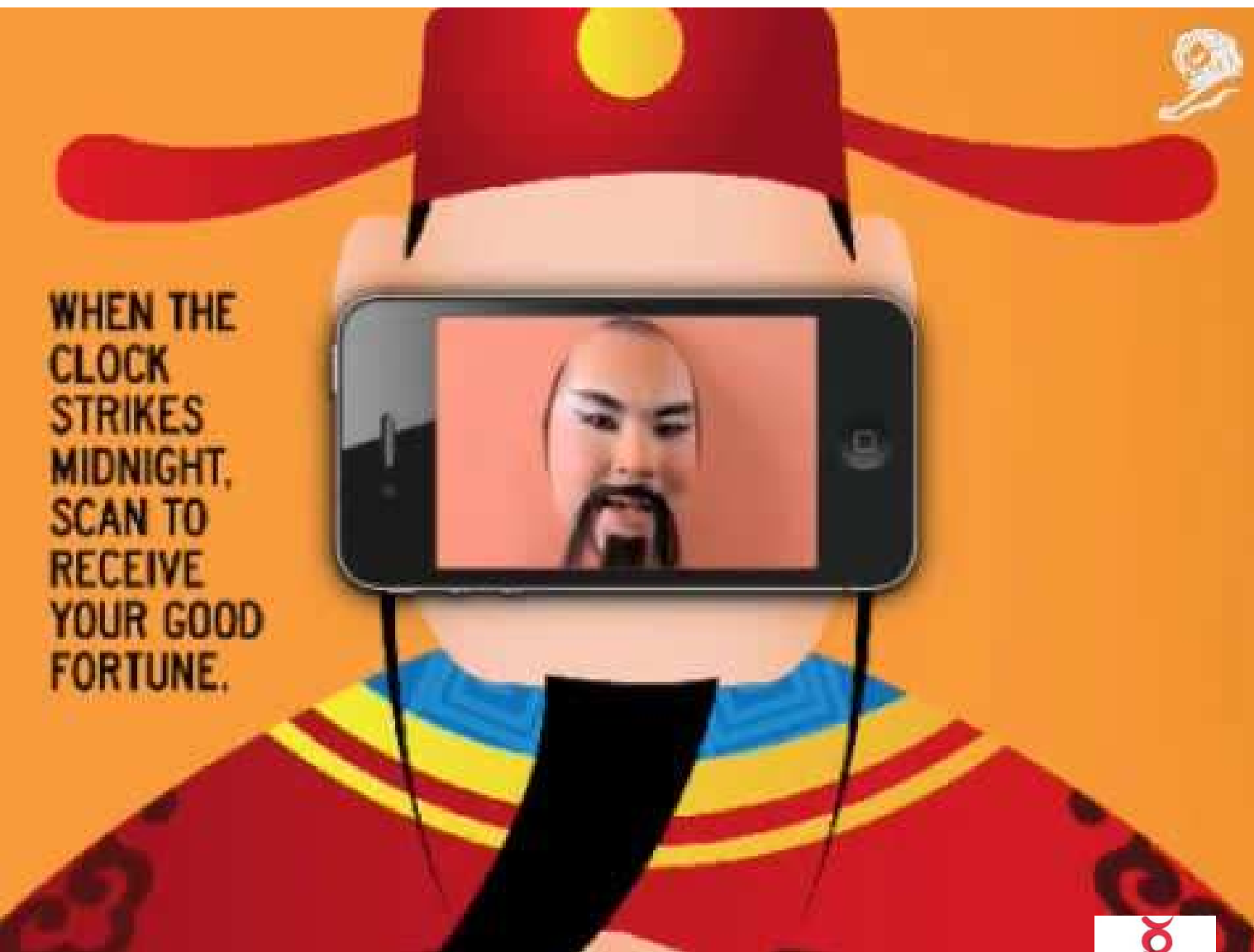
Vsak je
urednik
svojega
spleta





Družbena
omrežja kot
virtualna
dnevna soba





Integracija in enotna komunikacija

SO - social

LO - local

MO - mobile

Z veseljem smo vam na voljo

Nea Culpa, Agencija za marketing v turizmu

neja@nea-culpa.si

Nea Culpa d.o.o.

Parmova 14

1000 Ljubljana

