

# SmallWorld Marketing

info@smallworldmarketing.co.uk  
0845 6341460



Small World Marketing is a representation company offering sales, marketing and PR services in UK and Europe for the luxury tourism industry worldwide.



## How can Small World Marketing benefit you?

**Increase awareness and coverage** of your company within key media channels.

**Grow market share** by increasing awareness levels and motivation within key and developing market sectors – eco-friendly, cultural, spa, wedding and honeymoon.

**Increase exposure** and awareness of your company within the travel trade through brochure inclusion, product training sessions with key tour operators & top performing agencies, fam trips for market influencers, tour operator promotional activities.

**Identify and target** seasonal traffic to fill low booking periods through a series of value added packages (e.g. 'lates releases' promoting special packages, direct mail).

**Ultimately, drive bookings** through to your properties.



## Why Small World Marketing?

**Unique combination** of a large agency's background, experience and contacts with a small agency's individual client attention and dedication.

**Experienced** in providing successful & innovative marketing campaigns that support and enhance public relations and sales.

**Proven track record** for substantially increasing sales and levels of exposure through the development of clear and focused strategies.

**Increased efficiency and cost savings** through the use of existing Small World Marketing offices and infrastructure.

**Excellent contacts** and intimate knowledge of UK and Irish trade and media to help you grow your presence in these markets.



## Our approach

In order to ensure that the strategy we follow is aligned with your company's objectives, we follow a five step plan to create a tailor-made marketing plan:

**1. Establish your objectives** by taking the time to understand your key outcomes; whether you seek an increase in sales, a change of opinion amongst media or a specific commercial goal.

**2. Determine current opinions of media & trade** enabling us to develop a marketing & PR strategy with the insight of the market influencers. This allows misperceptions to be addressed or a strategy to be developed where each tactic is aligned with real issues and opportunities.

**3. Develop a strategy** according to budget and timeframe including measurement criteria so you are able to measure our performance and effectiveness.

**4. Implementation** of strategy through tactics designed to maximise results.

**5. Report outcomes** in a written report of achievements and activity will be sent to clients on a monthly basis enabling you to quickly review the effectiveness of our communication strategy. This transparency is a trademark of the way we work.



## What the clients say...

"From conception to a fully established luxury retreat, SWM has been a pivotal part of the Azura team and are part of the reason we are so well established today. Through their strong relationships with the media and trade they secured our retreat a significant amount of exposure in all the key target publications and with all key Tour Operators."

*Stella Bettany, Sales & Marketing Director - Azura Retreats*

"Working with Small World Marketing is always a joy. The girls are lovely, professional and great fun to work with. They always provide the right information at the right time, and seem to be completely finger-on-the-pulse when it comes to the world of travel journalism."

*Daisy Finer, Spa Guide Editor - Tatler*



## PR Case Study

### Objectives

- Position Azura as the leading upmarket boutique retreat in Mozambique, emphasizing the lodge's eco and social credentials
- Increase UK and European sales to Azura

### Strategy

- Complementary tactics based around the launch:

- Multi tiered campaign, starting with travel press, moving onto spa, eco & style editors
- A focus on entering Azura into various awards schemes

### Results & Evaluation

- Over £1.2 million of press coverage generated
- 70 articles generated within 2.5 years of opening in targeted trade, consumer and national press
- Over 22 million consumers reached through extensive media coverage
- 25 media visits within 2 years

- **The Independent on Sunday** – 'Perfect Peace in Mozambique', Nov 09
- **Conde Nast Traveller** (Italy) – 'Into the Wild', Sept 09
- **Vogue** – 'Beach Retreats', June 09
- **The Sunday Times** – '50 Best of the Year', Jan 2009
- **Sunday Times Travel Magazine** – 'The 100 best hotels', Nov 08
- **Travel & Leisure** (US) – 'Special hotels', June 08
- **House and Garden** – 'Hotels by Design', May 08 & 09
- **Conde Nast Traveller** – 'The Hot List 2008', May'08
- **Tatler Travel Guide** – 101 Best Hotels, Jan 08
- **Vogue** – Hot 2008 'Mozambique', Jan 08

