



Canada



Development & Delivery Partner

Caribbean Community-Based Tourism (CBT) Enterprise Handbook

ACTIVITY: SECTION 7 - MARKETING YOUR PRODUCT

PART A:

1. Identify the top methods you are using to market your CBT business now.
2. Rate each method for Return on Investment (ROI): H = High, M = Moderate, L = Low.

Method	ROI Effectiveness
<input type="checkbox"/> Word of Mouth	
<input type="checkbox"/> Business Cards	
<input type="checkbox"/> Brochures	
<input type="checkbox"/> Trip Advisor Business Listing	
<input type="checkbox"/> Google MyBusiness Listing	
<input type="checkbox"/> Facebook Business Page	
<input type="checkbox"/> Instagram	
<input type="checkbox"/> Website	
<input type="checkbox"/> Other Social Media _____	
<input type="checkbox"/> Work with Local Partners	
<input type="checkbox"/> Work with Travel Trade Partners (Tour Operators & Travel Agents)	
<input type="checkbox"/> Online Travel Agencies & Peer-2-Peer Marketplaces)	
<input type="checkbox"/> Media & PR	
<input type="checkbox"/> Trade Shows	
<input type="checkbox"/> Advertising	
<input type="checkbox"/> Other _____	

PART B:

1. Identify the methods you will start to use to market your CBT after participating in the marketing component, and say why you will add these methods.
2. Discuss with the whole group.

Method	Why you will start using this method
<input type="checkbox"/> Word of Mouth	
<input type="checkbox"/> Business Cards	
<input type="checkbox"/> Brochures	
<input type="checkbox"/> Trip Advisor Business Listing	
<input type="checkbox"/> Google MyBusiness Listing	
<input type="checkbox"/> Facebook Business Page	
<input type="checkbox"/> Instagram	
<input type="checkbox"/> Website	
<input type="checkbox"/> Other Social Media _____	
<input type="checkbox"/> Work with Local Partners	
<input type="checkbox"/> Work with Travel Trade Partners (Tour Operators & Travel Agents)	
<input type="checkbox"/> Online Travel Agencies & Peer-2-Peer Marketplaces)	
<input type="checkbox"/> Media & PR	
<input type="checkbox"/> Trade Shows	
<input type="checkbox"/> Advertising	
<input type="checkbox"/> Other _____	

NOTES:
