

Year-Round Marketing for Communities

Successful marketing is a proactive activity that relies on knowing who your customers are, where they come from, at what point they make a decision to come to your store or buy your product, and their overall economic profile. Learn what a community can do to analyze its markets and adjust its strategies to transform a seasonal community into a year-round destination.

Synopsis:

Creating a Year-Round Market is best done as a community, rather than as individual businesses. Marketing connects your product to your customer. To develop effective marketing, you need to analyze the features of your product, learn what motivates your target customers to take action, and determine what techniques best connect the two.

Year-round marketing recognizes different markets in different seasons and adapts both the product and the techniques to the season. We use the "4 Ps" of marketing to illustrate how communities can develop a year-round marketing plan: Product, Place, Position and Promotion.

Marketing your community requires seeing your community as one **product**, which can be achieved through developing a brand. **Place** refers to determining your place in the market by analyzing your market area and customers. **Position** is all about connecting your brand to your market by differentiating yourself from the competition. **Promotion** is choosing the best methodology that will reach your target market at the point they are ready to take action, such as deciding to travel to your destination, or purchasing your product. It also refers to developing the support systems in the community that make the public aware of what the community has to offer.

Putting it to Work in Your Community:

Communities interested in creating a year-round marketing plan can follow the recommendations provided in this roundtable, using the handout guidelines to do their own research and planning. The information can also be used by other UW-Extension educators; anyone wishing more detail on the process should contact Kelly Haverkamp. The references included at the end of the handout can all be found on the UW-Extension Center for Community Economic Development web site (URL below).

For More Information:

<http://www.uwex.edu/ces/cced/tourism/>

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and Wisconsin counties cooperating. UW-Extension
provides equal opportunities in employment and
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