

**Avoid the 5 Biggest Mistakes in Hospitality Marketing.
Stop Wasting Time, Money and Effort and Start . . .**

HITTING THE TARGET

A Direct Marketing Guide for Hospitality Travel & Tourism Marketers Worldwide

If your job is to reach new customers with a value-packed message ... if your CEO or investors expect you to build awareness of your hotel, resort, restaurant, airline or theme park ... if your performance depends on your ability to get customers to call for reservations, walk through your door and gladly pay good money to experience your product or service, then you will find this 80-page guide to be a valuable resource. HITTING THE TARGET is written by Jeff Coy, international hospitality consultant.

Stop wasting time, money and effort making these five biggest mistakes: trying to reach non-buyers, covering geography that doesn't feed you business, poor timing, same boring message to different buyers, and using media your prospects don't see.

HITTING THE TARGET will help you target your efforts, focus your time and concentrate your marketing money.

Learn how to stop wasted spending and earn higher returns on your marketing investment.

Convert these pitfalls into positive action:

Reach the **RIGHT** people
in the **RIGHT** place
at the **RIGHT** time
with the **RIGHT** message
using the **RIGHT** media

HITTING THE TARGET can improve your success rate in attracting new customers and shows you how to keep current customers coming back for more.

This guide is filled with tools and techniques you can start to use immediately to market directly to customers



HITTING THE TARGET is designed to help you create a customer database and master direct marketing:

- | | |
|-------------------------------------|--|
| Who are your customers? | SEGMENTATION
PROFILING |
| Where are they? | ZIP CODE ANALYSIS |
| When do they buy? | SALES TRACKING
BUYING DECISION ANALYSIS |
| What do they need, want and prefer? | CUSTOMER SURVEYS |
| Why will they choose you? | DIFFERENTIATION
POSITIONING |
| How will you reach them? | MARKETING MIX
MEDIA SELECTION |

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