



THE ART OF POSITIONING

*Tourism Recovery
Marketing Workbook*



Using Your Unique Selling Proposition To Stand Out & Sell Tours.

Sometimes you really can be too close to your brand. Learn how to step back and gain insight on what makes your product different.... And more importantly, why potential visitors should care.



Hello There.

We're a group of award winning tourism and event marketers who believe in the power of experiential messaging.

Need a powerful strategy, data backed research, compelling creative, or new ideas to reach potential visitors?

Consider your quest complete.



Proud founding members of the #TourismStrong Project.



WHAT IS A UNIQUE SELLING PROPOSITION?

Think of yourself as a brand.

Brand positioning would be what makes you, YOU! It's what makes you unique, what makes you different from the next guy, and when speaking for your company it is an essential motivator in what drives a purchase.

IT IS THE WHY.

"A unique selling proposition is a statement you choose to embody that differentiates your products and your brand from your competitors."





HOW STRONG IS YOUR POINT OF DIFFERENCE?

Can you pass the "Mom Test"?

Imagine a mother at home with her children, researching a tour for the family's upcoming trip. She is on her phone, scrolling through Trip Advisor or Google and finds "swamp tours." She clicks around until she finds the perfect tour company!!

But weeks later, when she decides to actually book in person, how does she remember which company that is? What is that thing that helps her remember?

Can you pass the "Great Grandpa Test"?

Imagine your great great grandpa is sitting on a park bench. Someone sits next to him and strikes up a conversation. He decides to brag on you. What does he say about your tour or activity that helps the person know EXACTLY what you offer?

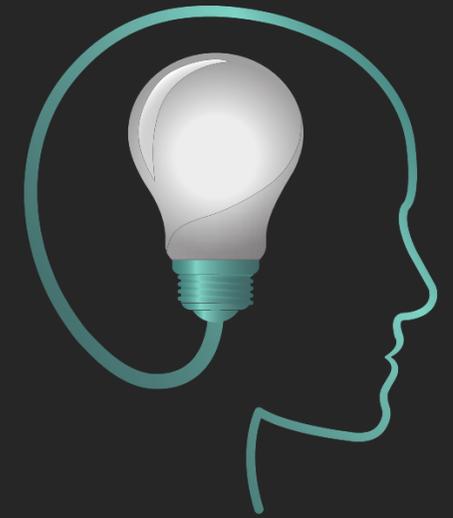
Even moreso, does he know your company name from this description? Can he find your company name exactly from googling this description? And - does it make him compelled to visit your tour or attraction?

STRONG USP EXAMPLES

"Buy the worlds strongest coffee." - [Deathwish](#)

"Go Beyond The Floodwalls In An Immersive Mississippi River Eco Tour" - [Great Delta Tours](#)

"[The Myrtles Plantation](#) - One of America's Most Haunted Homes"



INSPIRATION

[How to Write a Ferociously Unique Selling Proposition](#)

[10 Companies That Nailed Their USP in 2020](#)

[How To Supercharge Your Travel Brand With A Killer Value Proposition](#)

FINE TUNING YOUR USP

WHAT IS MY STRONGEST SELLING POINT?

- Location
- Ease of Use
- Quality
- Level Up

IS IT UNIQUE?

- Yes - then put in statement!
- No - then find a modifying phrase and put in statement!

WRITE OUT A ROUGH DRAFT OF YOUR UNIQUE SELLING PROPOSITION:



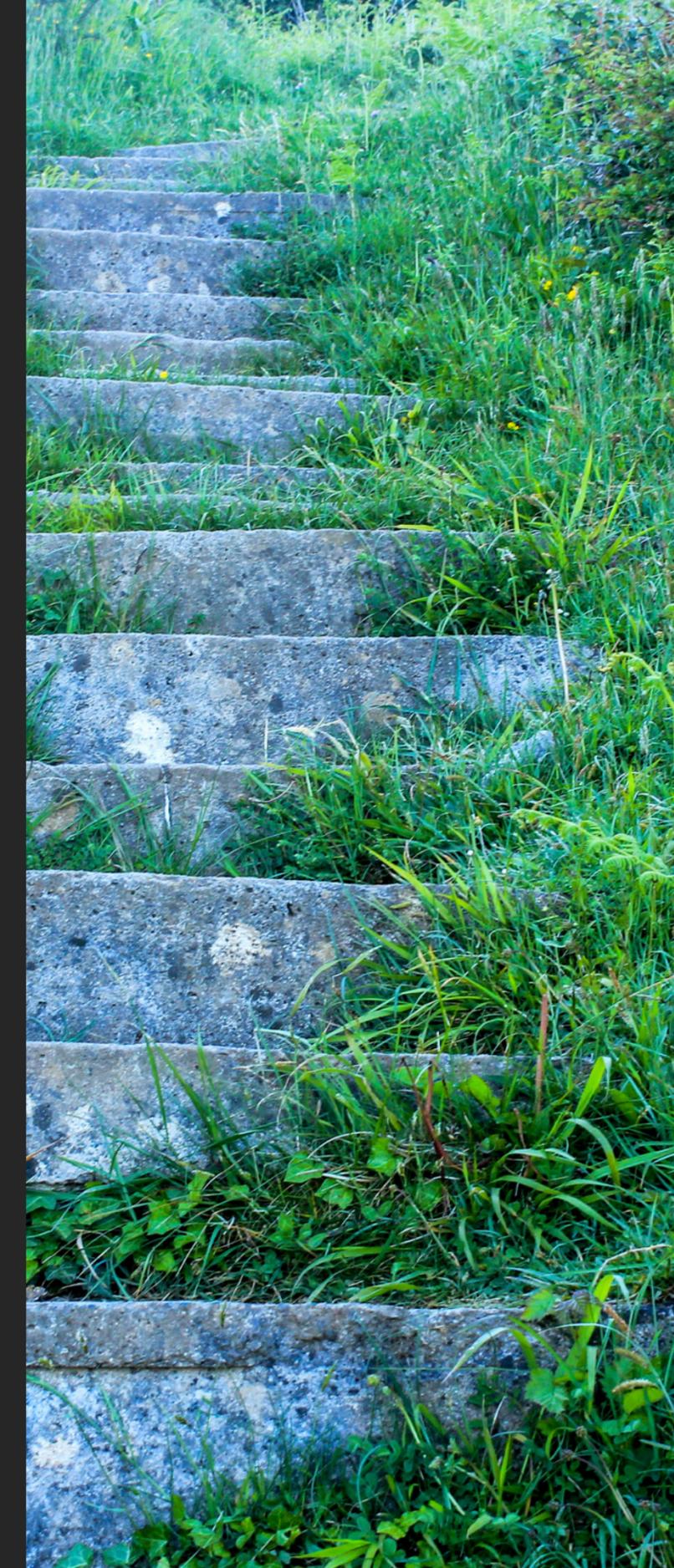
AVOID

General terms, like the word "Best."

Sales discounts or seasonal promotions.

Petty or off tone counter-competition terminology.

Be careful when using slang or abbreviations. Think of non native speakers.



NEXT STEPS

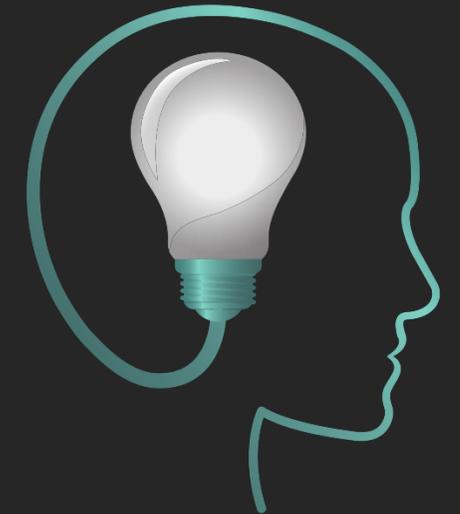
AUDIT YOUR IMAGERY, LOGO, AND KEYWORDS TO ALIGN WITH YOUR STATEMENT

At Von Mack, we advise clients to keep 3-5 photos as "hero images" and then deploy those images everywhere. By keeping to the same few shots for at least a campaign period, you will not only evidence your point of difference but you will develop further brand recognition.

For keywords, we are not only referencing phrases to mention in your website for Search Engine Optimization, but we are also referring to a small handful of phrases for YOU to use in your every day client interfacing. For example, when replying to reviews, if you showcase the biggest collection of ribbon art in the world, make sure to mention that in your "thank you" sentence every now and again on Facebook, Google, etc.

Deploy this USP everywhere, especially on your website!! Then do not be why - own your difference and keep it top of mind for the long run.

QUICK TEMPLATE IDEAS



EXPLORE THE _____ THAT _____ .

_____, WHERE _____ MEETS _____ .

TRAVEL TO THE PLACE THAT _____ .

TOUR WITH THE _____ THAT _____ .

INSPIRATION

[How 1 Sentence Can Make or Break Your Business](#)

[6 Steps to Creating a Unique Selling Proposition \(USP\)](#)

[Unique Selling Proposition Formulation Guide With Examples](#)

THANK YOU!

Questions? Comments? Let us know.



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