



The 5 Critical Marketing Mistakes That Adventure & Outdoor Travel Businesses Make (And How to Solve Them)

We all make mistakes, but in business making mistakes cost money and can sometimes cost the business. In the adventure travel and outdoor experience business, this is especially true. Below are the top five biggest marketing mistakes we have seen made in this industry. The good news is, they're fixable and you will see immediate improvement by implementing.

1) Not Knowing Who Your Real Customer Is

One of the biggest complaints about marketing is that people don't know if they're really reaching qualified leads who are most likely to turn into customers. The only way to get beyond this is to really know the demographic/psychographic profile of your ideal customer.

Take a look at your best clients over the last few years – where are they from? How old are they? What is their annual income? Why did they choose your company over the next one? Where do they hang out and how can they be reached? What pain, frustration, fear do they want to remove in their life?

Solution: Have your customer list analyzed by a list service. This process they will be able to tell you more about your customers than you might have guessed.

2) Not Having a Way to Build and Engage an Active List of Customers

This is by far the biggest 'sin' in marketing to potential customers. Most companies know how to give people a tremendously great time – whether it's backpacking, kayaking, climbing, etc. - but because they stop communicating with those clients on a regular basis, the relationship is lost.

This is why it's **absolutely critical** for every adventure travel and outdoor company to have an active customer list where there is dialogue and interaction. This industry by far has a greater opportunity than most for leveraging social media to communicate

constantly with prospects and customers. If your business isn't actively engaged in the dialogue, you're leaving a lot of money on the table.

Solution: Install an email contact form on your website as well as on your Facebook page that captures people's names e-mails even phone numbers so you can have an ongoing dialogue with them about what's new in your business, special offers, members only deals, and value packed information

3) Vague Marketing Messages That Don't Differentiate Your Value From Your Competitor

Why should people go on a kayaking trip to the Great Lakes with your outfit over the other guy? Why should people hire you for their next vacation rather than go to your competitor? Especially in your market where competition is fierce, you need to differentiate yourself to appeal your ideal customer.

What do you offer that no one else can? What makes you unique? What places can you take them that no one else can? What can you guarantee that if they choose you? These are all important questions that have to be answered in the minds of your customer and order for them to make a decision.

Solution: Clarify what makes you different in your marketplace and come up with your own unique selling proposition – one that is unique to your business and what it can promise to your customers in what they can expect from you.

4) Attempting to Sell Trips Instead of Experiences

The truth is, people don't necessarily buy adventure travel packages because they want to go rafting down the Colorado River.

They buy trips because they are looking for an experience that is completely different and new and awesome compared to their day-to-day lives. They don't want trips – they want great memories that they can talk about 10 years later with their kids and family - and are willing to pay a high dollar to get them to whoever can provide them.

Is your target customer families with kids? Then your marketing should talk about how you can create wonderful family bonding experiences as you travel down one of the greatest rivers in the United States listening to wild birds, spotting wildlife together and falling asleep under the stars to the sound of rapids.

Solution: Create written copy, photography, and video that emotionally connects and communicates in great detail the experience people will have choosing you rather than focusing on pricing, equipment, discounts, etc.

5) Not Having an System for Analyzing and Tracking Where Your Customers are Coming From

It's one thing to have effective marketing system that generates leads. It's another thing to really know how much that lead cost you, and how much you can afford to spend to acquire a customer.

If you're selling high-dollar adventure travel packages, outdoor trips, or expeditions, you need to know your numbers. You got to know where your customers are coming from and how much it cost you to acquire them. The good news is, the tools available to do this are relatively inexpensive and very precise.

Solution: On every marketing campaign that you launch, use tracking codes, pass through local phone numbers (easily rentable), and website analytics to find out where your customers are coming from and which marketing is working for you.

What's Next?

Outdoor Marketing Solutions is a full-service direct marketing agency specializing in the adventure travel and outdoor lifestyle industry. With over 20 years in online and off-line direct marketing and with a great passion and belief in the outdoors, Outdoor Marketing Solutions helps businesses attract, engage, and keep their ideal clients.

Is Outdoor Marketing Solutions right for your organization? Let's find out.

Call the number below or email us to schedule a **FREE 30 minute marketing strategy call**. We'll take a dive into what you're doing and not doing right now in your business to get more of the clients you love, and we'll give you immediate action steps that you can implement today. The call is free and there is no obligation.

Call Toll Free: 866-644-1505

**To Schedule Your Free 30 Minute
Marketing Consultation**

or simply email us at:

consult@outdoormarketingsolutions.com

We look forward to talking with you!