

Food Tourism Promotional Toolkit

Visit Wales
www.visitwales.com

Food and Drink Wales
www.businesswales.gov.wales/foodanddrink





If you're part of a food and drink network, regional cluster or a community group aiming to promote your food tourism offer, then this toolkit is for you.

To help you plan, develop and improve food tourism in your area or network, this toolkit provides hints, tips and best practice ideas to get you thinking as well as help with practicalities along the way.

It's important to remember that this is not an all-encompassing document, but a simple to use toolkit with additional suggested reading summarised at the end. While you may be new to marketing your own or others' food business, or a veteran of some years, we hope each section will provide you with a practical checklist of ideas to build upon.

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Overview.

This toolkit aims to provide practical tips and marketing pointers, from social media and digital through to PR, which we hope will bring something new to everyone reading it – whether you're part of a community group or wider food network, initiative, cluster manager, or even a Welsh Government funded project.

But when you're part of a wider network within the food sector, sometimes it can seem difficult to know where to start – there's so much information out there already!

Over the years there has been a range of content created for the food tourism industry, from handy guides and audio-visuals through to photo-libraries. However, due to the diverse nature of the food community in Wales, this content is rarely pulled together in one, easy to access library.

In order to stop you missing out on some of the fantastic material already out there that could help you promote your food tourism offer, it's important to remember a few key steps before you press on with commissioning new content:

- Audit your project's stakeholders and wider networks to see what pre-existing marketing collateral is already available – they might know about something you don't, and you don't want to waste money duplicating efforts when something may have already been done.
- Carry out desk based research around what collateral there may be available online, or pre-printed marketing collateral.
- Look at case studies from across the UK and internationally as a great catalyst for new ideas for your project or cluster network. Someone else from somewhere else may have produced content you really like, and there's always scope to tailor that into something more suitable for your own local network.
- Remember, food tourism doesn't have to only use ideas and promotional tools found within the food sector. Sometimes the best ideas for your project or cluster network can come from other industries, even if they're not food related. What can you learn from promotional tools used in non-food related industries? How might you apply that to your food network?

Once you've explored all of these options, take time to reflect on what you've learned. Reuse and repurpose a range of content where you can. Then, where it would be helpful, press on with building on these foundations with your own new ideas.

That's where this toolkit comes in...

This toolkit may be just a refresher for some of you, while it will contain a heap of brand new ideas for others - from effective use of social media, graphic design, photography and websites to traditional PR, use of the Welsh language and evaluation.

No matter what you're looking for or what food tourism offer you're working on promoting, we've set out this straightforward guide on some of the basics when it comes to getting your project talked about and out there in people's minds.



01_ Social media.

Food and travel account for a significant portion of the content people are sharing and engaging with on social media these days, which is great news for the food tourism sector!

With whole social media accounts, blogs and posts dedicated to showing off culinary and travel discovery, social media is the perfect platform to establish and develop your food tourism identity and potentially gain free publicity.

Good content has the ability to: attract new visitors (online and offline); communicate your news, events and offers; engage with potential and existing stakeholders about what makes your project special and unique.

Key channels to think about

1

Facebook

As the largest social network in the world and with over 30m users in the UK, Facebook has become central to many businesses online presence. The main principle behind a Facebook Business Page is to encourage past or potential visitors to 'like' your page, so that they will be able to see everything you post.

2

Twitter

Twitter is the second most popular social networking site in the UK and is unique in that 'tweets' are only 140 characters. Interesting tweets and relevant and engaging content can help you grow your audience and increase digital traffic.

3

Instagram

Instagram lets users take pictures and videos and share them either publicly or privately. As content is all visual, it could be well employed in the food tourism sector given that food generally has a photographic appeal.

4

YouTube

With billions of users, YouTube allows people to discover, watch and share originally-created videos. There is a much higher click-through rate to websites from video rather than text content which shows that when done properly, it can be a very powerful branding and promotional tool.



Top tips for marketing your project through social media

■ Do your research and know your audience

Think about what demographics you are targeting (e.g. age range, geographic location, gender), which social media channels will suit them best and how much time you will be able to dedicate to maintaining content.

■ Make it personal

Personalise your page/profile and include a small icon (perfect for logos) and larger background images. Think about changing background images at key times of the year or for certain events/occasions.

■ Create interesting & engaging content

Add a photo or video to posts so that they are more appealing and eye-catching. Share relevant articles or blog posts and keep text short and sweet for Twitter and Facebook but give longer descriptions for Instagram posts.

■ Use hashtags

Use relevant hashtags so that more people see your posts and that you can tune into larger conversations and communities. For example, #food and #travel are two of the biggest hashtags on Instagram. Consider creating and promoting your own hashtag for more personalised interaction.

■ Think about your tone of voice

Don't be afraid to be friendly, personal and use humour.

■ Engage with your followers

Build relationships with followers and be as helpful as you can. Address negative comments in a friendly and professional manner, rather than leaving them unresolved. Likewise, respond to positive comments and interactions and enquiries, this will increase your likeability and customer/follower loyalty.

■ Make use of third party tools

Use third party applications such as Hootsuite, Buffer or SocialOomph (amongst many more) to help you get the most out of social media and to schedule posts and plan your social media activities far in advance.

■ Experiment with social media advertising

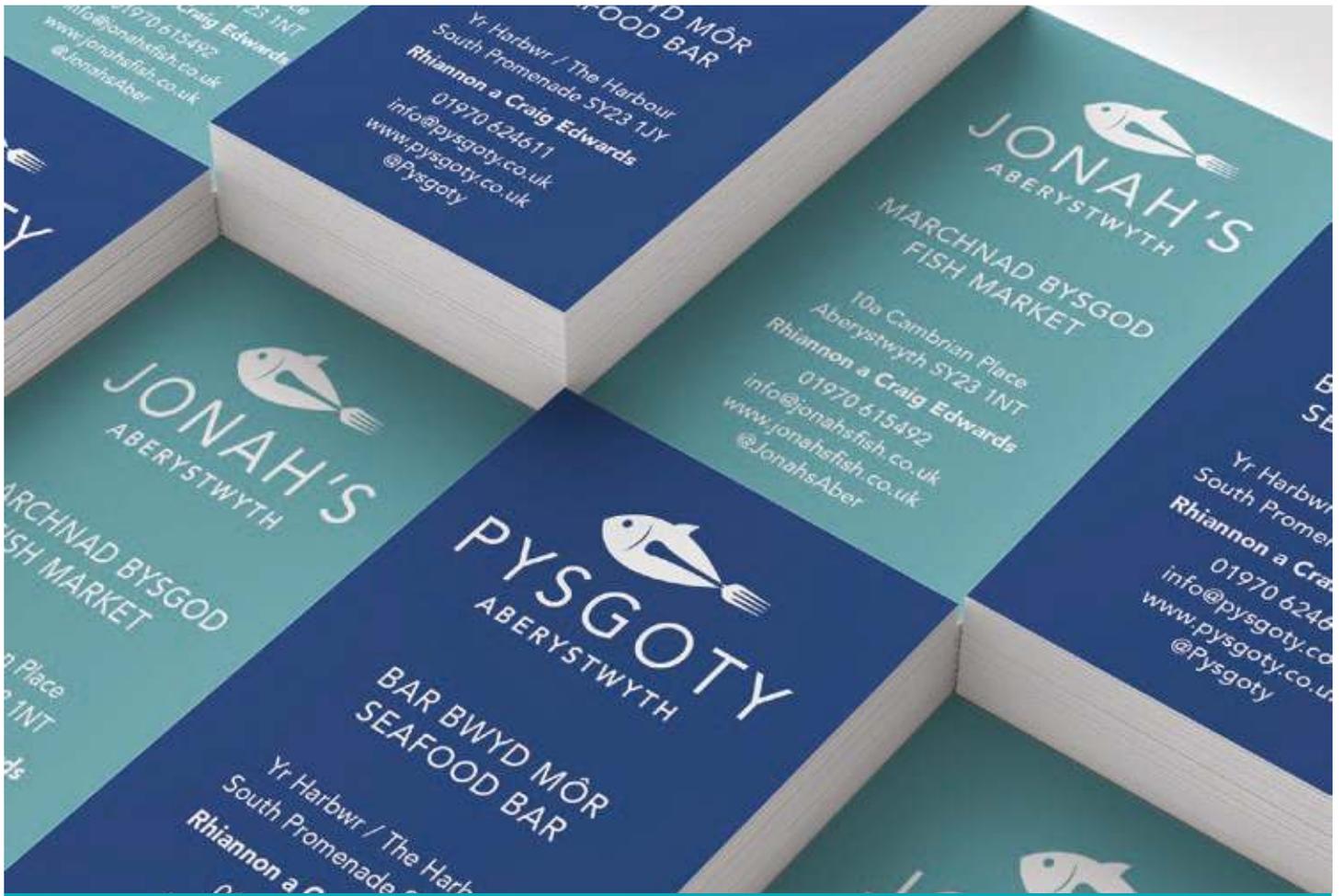
Start off with as small a budget as you like – be it £20 or £200 – and target your potential audience by demographics or geographical location.

■ Follow others within the industry

Remember the likes of Visit Wales and other industry players on Twitter and Facebook so that you can re-tweet and share posts. You can 'tag' other pages in photographs and posts so that they can see (and potentially share) your posts too.

■ Promote your channels

In addition to creating strong content and using hashtags, you can promote your social media channels and drive traffic by putting links to them on your website and on your promotional materials.



02_

Graphic design & print.

Good graphic design is not just the difference between bright and colourful and dull and boring. It can be the difference between you drawing the attention of your key stakeholders or not. It's not just what you say in your marketing channels that matters, but also how you say it – your design needs to say all the right things about your business and be visually compelling to your target audience.

Key points to think about when designing

- 1 Brand identity**

Your entire public image can be defined by its logo and basic design. You need a logo that's functional, attractive and professional, with a link to your products and services. Your logo will become your stamp of quality. Your brand represents who you are as an organisation so it is important to convey this when considering logo and graphic design options.
- 2 Persuasive powers**

Design is persuasion in its purest form. Good design can form an opinion of your brand in a stakeholder's head in seconds; it can add value and create a sense of quality. So, it's important to put thought into how to create a connection between your brand and your stakeholder.
- 3 Laws of attraction**

Think about your target market and who you want your brand to appeal to. Are you looking to attract families, couples, or young people? Is your initiative traditional or contemporary? Do you want it to be serious or playful? Think about your core values and who these values will attract when incorporated into graphic design.
- 4 Communication**

One of the hardest things about any form of marketing is achieving the right communication – in the right style, tone and content. It needs to be clear, concise, simple and professional and always reflect your brand. Using professionally designed graphics can help say things that words can't, for example stakeholders should be able to tell if you specialise in American style food or Welsh seafood from your designs.
- 5 Getting professional help**

Whilst it may be tempting to try and design your own logo, packaging and promotional materials, the added value and long-term benefits of employing a professional graphic designer will help you to establish the kind of brand you want to be and avoid making costly and reputationally damaging mistakes.



From design to print

- Think about what demographics you are targeting (e.g. age range, geographic location, gender), which social media channels will suit them best and how much time you will be able to dedicate to maintaining content.
- Consider how many people you're targeting and how many copies you'll need to print as a result. Once you have a number you can start talking to printers and collect some quotes. Make sure you discuss the finishing and whether your printed material will be folded, collated, stapled or bound.
- Having selected your print method and printer, you'll need to discuss the format that they need the artwork to be in and timeframes to work within.
- Create your design in the correct format and ensure that you check, double check and triple check the content – once a mistake is printed, there's no going back.

Printing

There are many different kinds of material that you can print, from flyers and posters to t-shirts and pens, as well as various printing methods to use as well.

Key points to think about

- **Look and feel**
Consider how you want your printed material to look and feel – how important is it to your brand? Does it reflect your project well? How will it make your products look? How durable do you need it to be? Different paper types – glossy, uncoated – and different paper thickness will all give your materials a different look and feel and will have different qualities.
- **Budget**
Once you've set a budget and decided on the volume, you'll have a better idea of how much leeway you have in terms of look and feel.
- **Environment**
Every organisation needs to consider their environmental impact today, be that in reducing packaging and waste, or in using environmentally friendly materials. There are many ways to reduce your impact and print in a responsible manner, including your choice of paper stock, inks and process.
- **Distribution**
When setting your printing budget you should already have considered who is most likely to be the potential target audience for your product, service or event. Now you have to decide what the best way to reach them is. There are a variety of ways that you can distribute your materials from newspapers and magazines, to supermarkets pick-ups, hand-outs at events and at tourist information centres. Keep in mind the standard sizes and formats for leaflets in these locations to ensure yours is usable and visible.



03_ Photography.

Photographs provide a simple way for people to create content on social media and show project stakeholders or customers exactly what you have on offer. Images are instantly eye-catching, constantly engaging and provide a connection between you and your customer that can't be done through text. Without the aid of taste or smell, quality images of your food related products and services are a must!

Key points to think about when taking photographs

- 1 Give your images flavour**
Consider the best ways to show your products off visually. You want to imply great taste, so show off their attractiveness and make it look great on the plate. If the packaging is unique, make sure you capture it well.
- 2 From pan to plate**
Try and tell your story and share your journey, to make more products and experiences relatable and more human. Include staff and customers in images and give your brand a clear presence – from clearly displayed products to staff in branded uniforms.
- 3 Say cheese**
Encourage people to take and share images in order to generate a buzz around your brand. With most people owning a smartphone it can't be too hard. The more you get people sharing images of your brand, the more new interest you will attract.
- 4 Give your product context**
Try to capture it in action, be that in use whilst cooking or being eaten, on display in a festival or being enjoyed by people. One great way of doing this is as part of a recipe guide. This way you can show the potential uses of your product.



Three options for sourcing imagery

■ Using your own photographs

This is the cheapest, simplest and most efficient way of sourcing images but it's worth remembering some basic rules to ensure you get the best pictures:

Composition generally revolves around the 'rule of thirds'. Split your frame into nine equal parts with two equally spaced horizontal lines and two equally spaced vertical lines and aim to position your subject along one of these lines.

Lighting is the second most important factor. Don't shoot into the light, or have your subject in front of the light. Although most phones, tablets and computers have software to let you adjust light, learning the basics of ISO and white balance is a good idea.

High resolution allows you to view the photos full screen, without losing image quality - something you often won't be able to get using smart phones or photo editing filters. A high resolution is crucial when supplying images to print media, who usually want JPEG files at 300 dpi (dots per inch), where low resolution images can simply won't come out clear enough. Online publications usually look for a width of at least 500 pixels.

■ Hiring a photographer

A guaranteed way of getting good quality, attractive pictures. It will help you stand out from your competitors and reflect highly on your brand. Consider whether you need somebody who specialises in food photography, who can really get your food products looking their best.

■ Finding images from stock image websites

This option means you are buying the rights to professional-looking images from stock image websites – this doesn't include Google where you are likely to be in breach of copyright and licencing laws. License agreements and prices vary with different image websites, so you'll need to know what you're planning on using the image for in order to negotiate a license fee. Some websites offer Creative Commons Zero images, meaning that you can use the images they supply in any way you like, for free. For all stock images, remember, these photos are not exclusive and could end up on the material of your competitors. So although quality is guaranteed, originality isn't.

Using photographs in social media

Photography is essential to social media. Posts with images get more clicks than text posts and will attract more customers to your profile and products. With so many mundane pictures of dinners, make sure that your images cut the mustard:

- **Facebook** - post albums of images from events and festivals, or even a catalogue of your products.
- **Twitter** - make your Tweets more dynamic and exciting with images. One retweet from another user can lead to hundreds of potential new customers viewing what you have to show.
- **Instagram** - showcase new products, events or even staff and customers. It's simple to use, with filters that can transform the dullest of photos.
- **Pinterest** - is a bookmarking tool where users 'pin' images from the web onto virtual pin boards. Pinterest differs to other social networking sites where posting original content is key, but can still be useful in conveying your brand's style.



04_

Website.

To increase engagement, raise awareness and reach new audiences you need to get your project online. There are many benefits to having a website, even if it is a small website, it can have a huge effect on raising awareness of your brand, product, etc. and drive stakeholders, customers and other people to you.

Key reasons for having a website

- 1 Wide reaching**
Having a website allows you to have a voice and presence online. It's the perfect medium to show off your project, why your product/event is great and will help you to grow your audience base and network with others.
- 2 Time saving**
A website will run 24/7. This is far longer than you can keep your shop open or even stay awake. Your message is constantly out there, waiting to be discovered by your next wave of customers and you only have to commit a small amount of time to getting your website message and content right. You can add, update, delete website content in your own time or as part of your daily activity.
- 3 Value for money**
You can set up a website and email address very cheaply using one of the well-known website hosting services and see significant savings on physical costs as your website is your new online brochure, saving on printing paper brochures and distribution. Depending on your service, you can set up a website and domain name for about £50/year.
- 4 Room to grow**
A website can start as a simple marketing tool, helping you to establish your project, rapport with your customers and raise awareness of your brand. As your project/event develops so too can your website, for example you might want to set up a commercial aspect allowing you to sell your products to your customers via an online shop. It is worth keeping in mind the potential growth of your project when you consider the approach you take to getting started and building your website so that you are able to grow as and how you need to.



Getting started

There are two basic options to getting started:

■ Option 1: Choose a hosting service

A hosting service is a company that provides a website builder with tools and templates for you to build your website. Some will offer all in one packages to help you get started, provide 24/7 support and guarantee email and website back-ups on a daily basis.

■ Option 2: Use a creative digital agency

Using a creative and digital agency, who will be able to design and programme a website for you, will give you a more tailored solution to suit your project. This might be more worthwhile if your initiative is very niche or unique. Many will handle all hosting, domain name and email support. The initial outlay cost may be higher however and you will need to consider this against the benefits longer term.

Top tips

■ Design

Your website is your window to the world. Make sure it is a clear representation of who you are.

■ Navigation

There's nothing more frustrating than hopelessly clicking buttons on a website in search of a simple answer. Make sure your layout is clear and that your website is easy to navigate.

■ Maintenance

Make sure you know how to change and update your website. It is vitally important that information is up to date on it or else you risk appearing unprofessional. It may also be worth thinking about changing background images, home page headlines etc. to engage with different seasons & occasions (e.g. Christmas, Summer Season).

■ Compatibility

In this digital age, people are searching the internet anywhere, anytime. It might be worth considering how your website will look on a smart phone or ipad.

Get noticed

SEO (Search Engine Optimization) is the process of generating traffic from organic search results on search engines. The secret to higher ranking on search engines is ensuring your website has the right ingredients:

■ Primary search results

Search engines account for every word on the internet, so when someone searches for, 'pub food Ceredigion', only the pages about those words will appear, ranked in order of relevance. Think about your words.

■ Official title

Each page on the web has an official title. Search engines pay a lot of attention to page titles because they often summarise the page. Keep page titles clear and concise, for example, 'Welsh Recipes', clearly summarises the content of that page.

■ Links

When a website links to another it's usually a recommendation that the site has good content. Websites with lots of links pointing towards them look good to search engines.

■ New content

Update your website regularly with news, events or new products. Keep your eye on what's going on in the food world and try and link it in when you can.



05_

PR & media relations.

Food and travel provide great human interest aspects to stories and providing regular information to the media about your latest news, products and events can often prove to be a valuable source of free publicity.

The media can help you to gain recognition both at a local and national level to a wide audience which will lead to increased awareness and potentially sales and enquires.

Apart from local and regional printed newspapers and online sites, remember that 'the media' can include Visit Wales and local tourist boards who may be able to publish or share your articles on their websites and publications.

Key points to working with the media

1 Is your story newsworthy?

As the largest social network in the world and with over 30m users in the UK, Facebook has become central to many businesses online presence. The main principle behind a Facebook Business Page is to encourage past or potential customers to 'like' your page, so that they will be able to see everything you post.

2 Significance and relevance

Twitter is the second most popular social networking site in the UK and is unique in that 'tweets' are only 140 characters. Interesting tweets and relevant and engaging content can help you grow your audience and increase digital traffic.

3 Media agenda

Instagram lets users take pictures and videos and share them either publicly or privately. As content is all visual, it could be well employed in the food tourism sector given that food generally has a photographic appeal.



Checklist for writing a press release

- Follow the same structure as a journalist would to write their article: direct, short headline; concise and efficient wording; as much information as is possible; big, clear imaging.
- Try and give as much of the information as is possible in the first couple of paragraphs. This allows you to elaborate through the rest of the piece.
- Always try and get a quote – journalists always like it when you provide them with enough information and supplying a quote cuts out a lot of work.
- Include any further information at the end.
- Consider if what you've said can be said more concisely, or if you've said anything unnecessary? Don't use long words when a simpler short word can be used and never use jargon.
- Short and sweet, one to two sides of A4 is the ideal length.
- Use a clear layout – preferably 12 point type size and double spacing.
- Present it so that it can be sent in an email easily.
- Are there any links or social media pages that you can promote?
- Provide contact details for further information.

Top tips for selling your story

- Know your subject inside out – you're not going to convince anybody to use the story if you can't even remember it yourself.
- Keep a list of journalists you've contacted and the ones that pick up the story.
- Get to know the publication or programme, taking notice of comments as well, so that you can sell the relevance of your story for their organisation.
- Prepare an email clearly noting what your project is about and mentioning the subject of the press release.
- Follow up the email with a call, ensuring you're somewhere you can talk and that you won't be disturbed.
- Summarise the release but never read it over the phone. It's best to try and be conversational, natural and friendly – getting them to like you will increase the chances of the story being picked up. Speak with a smile.
- Mention places, names and keywords.
- Ensure you ask plenty of questions to make sure that the journalist is comfortable with the story. Be polite.
- Standing up whilst making calls can make you sound powerful and confident.
- Follow up to ensure that your story gets picked up. Remember to log who you've called and any actions taken.



06_

Copywriting.

Whether it's on your website, leaflets, labels or social media, there is importance in both what you say but also how you say it.

Clear, concise and effective writing is key to communicating with your customers and selling your products. It is important to consider both who you are writing for and what you want to say to them. Successful copywriting keeps your customers engaged and interested when reading about your products and services and can be the key difference in sales.

Key points to think about when copywriting

- 1 Purpose**
Think about who will be reading your website or leaflet – will they already be a customer or are you trying to persuade them to become one?
- 2 Attention**
Make sure you are able to grab your reader's attention
- 3 Interest**
Maintain your reader's interest
- 4 Desire**
Have you convinced your reader that they want your product or service?
- 5 Action**
Tell them what they need to do next.



Five tips for copywriting

■ **Headline**

If you're writing for a letter, website or blog-post the headline is a crucial feature to grasp your reader's attention. Be clear and concise so that the reader knows what to expect.

■ **Tone**

Remember to make sure that your tone corresponds with your brand. If you are selling a luxury product/service then you may want to think about keeping your writing fairly formal, in keeping with your overall project identity. However, if your brand is more playful or contemporary then think about adjusting your tone in line with that.

■ **Presentation**

Readers will be put off if information is not easy to find. Think about structuring your writing with bullet points or headings to keep the information clear.

■ **Story-telling**

People are naturally drawn to and engaged in stories. If it's appropriate, story-telling can be a very effective technique (e.g. the story of how your business was set up on your website). It creates a 'human' element amongst the usual sales text.

■ **Be specific**

Potential customers may be put off by vague or misleading information. Give your readers factual information (e.g. instead of 'we sell many varieties of cider', try: 'we sell 8 different varieties of cider').

Style guide

- Keep sentences short and sweet. Long sentences can be difficult to understand and tricky to get your message across.
- Be consistent in your writing style. For example, if you are using the percentage symbol and not 'per cent', then do so throughout.
- If you are creating content bilingually, make sure you use the same standard and tone of language in Welsh and English. Observe Plain English and Cymraeg Clir guidelines.
- Avoid technical language which readers may not understand. Keep language clear and understandable to maintain the reader's interest.
- Strike a balance between being informal and chatty and being informative and assured. It's ok to be informal, just make sure it isn't irritating or getting in the way of your point.



07_

Online marketing.

Increasingly people research, plan, book, and review online. There are a range of ways you can therefore increase your online profile, be it through effective 'Search Engine Optimisation' (SEO) or through a number of digital advertising means.

SEO is the process of generating traffic from natural (what is termed 'organic') search results on search engines (i.e. securing a high ranking when someone searches for a specific keyword in Google or other similar search engines). Imagine search engines such as Google and Bing as librarians of the internet, gathering data on every page that's out there so that they can assist people in finding exactly what they're looking for. We've provided in the links page at the end of this toolkit a range of sources to learn more on how to ensure you have fully 'optimised' your website.

While effective SEO takes time, a quick fix in order to kick-start your online promotion would be online advertising. An effective campaign, if planned well, can be relatively cost effective as well as provide a range of additional information about the type and interests of your audience. One increasingly popular form of online advertising is through the Google AdWords platform.

Key benefits of online advertising

1 Increase web traffic

Food companies are always looking to attract new customers and Google AdWords helps you increase web traffic and attract more people to your products and services. They do this at the right time, when potential customers are searching for what you have to offer.

2 Target your customers

Google looks at your keywords and phrases when deciding whether your ad is relevant to people's searches. So, if you sell locally sourced food for example, use those exact words. Google AdWords allows you to target your ads to specific cities, regions or simply within a specific distance from your event location, allowing you to advertise locally and globally. Registration is free and once you're all set up you only need pay for the clicks you receive. From there, you can set a daily budget and adjust as you go along. Other websites offer differing forms of online advertising, but Google is the #1 search engine in the world!

3 Measure success

Unlike print advertising online promotion can be easily measured. Dependent on the type of online advertising platform being used you can measure site traffic to your website as well as campaign success. Free online tools such as Google Analytics and Buffer can assist with this.



Google AdWords

One increasingly popular place to advertise online is through the Google AdWords platform. AdWords has two main networks: Search and Display. The AdWords Search Network reaches people when they're already searching for specific goods or services. The Display Network helps you capture someone's attention earlier in the buying cycle. In summary:

- **The Google Display Network** allows you to connect with customers with a variety of ad formats across the digital universe. It can help you reach people while they're browsing their favourite websites, showing a friend a YouTube video, checking their Gmail account, or using mobile sites and apps (e.g. you may have seen them as a rolling visual advert when you are on a news website such as WalesOnline).
- **The Google Search Network** is a group of search-related websites or apps where your ads can appear. When you advertise on the Google Search Network, your ad can show next to search results when someone searches with terms related to one of your keywords (e.g. you may have seen them when you are 'googling' for something and it appears above your search results as a written advert).

Social media

Increasingly, organisations and individuals use social media to socialise and promote activity. Advertising on social media is easy, affordable and efficient. Here are a few ways in which you can promote your project/event through social networks:

- **Facebook**
Facebook lets you create targeted adverts to reach various audiences. Set your audience by location, age, interest and more and try and make people aware of what you have to offer. The adverts will also appear on mobile devices, appearing in the stream of information on view for the users of Facebook, making it more likely that users will notice your brand and engage. The Ads Manager tool will allow you to manage ads and review their performance, and you can set your budget as high or low as you like and Facebook will do what they can to get your ad to as many people as they can.
- **Twitter**
Adverts on Twitter come in different forms: promoted tweets, promoted accounts and promoted trends. They're clearly marked with a promoted icon and you can interact with them much in the same way as 'organic' content. Promoted content is made relevant to the user, which means your ads will reach the type of audience that you're looking for. It also takes location into account, meaning you can grow your following locally as well as further afield. Twitter ads use cookie data to help identify things that users are interested in and take your new, potential customers to your website or to download your app.
- **Instagram**
Instagram is owned by Facebook. Instagram ads are effective because they can blend easily into a user's stream. You're able to advertise in three ways: a single photo; a carousel ad, where you can have a series of up to five photos; and a video. You can also have a call to action button next to the ad which can.



08_

Welsh language.

Communicating with individuals in both Welsh and English can be a hugely positive experience. So, even if Welsh is not your first language, it is definitely worth considering incorporating Welsh into your marketing.

The core attraction of food tourism is discovering new cuisine and new culture. Customers from outside Wales are often intrigued and fascinated by the Welsh language and it can add a new and unique dimension to their visit and your products as they discover and explore a different heritage and locality.

Key points to using Welsh in your marketing

- 1 Brand value**

The unique nature of the Welsh language brings with it its own brand value and potential benefits within the food tourism sector. Customers will often be looking for a certain sense of identity or distinctiveness that will separate your event/project from others and this is where the value of bilingualism within your business can come to the fore.
- 2 Business growth**

Brands such as Tŷ Nant, Penderyn Whiskey and Llaeth y Llan are all well-known and successful brands that have all made the most of the Welsh language to push their businesses further. In fact, after a period of flat rate growth in 2011, Llaeth y Llan decided to switch back to being bilingual, resulting in a 15% growth in turnover.
- 3 New markets**

Marketing through the medium of Welsh can open doors to new markets. Foras na Gaeilge - the body responsible for the promotion of the Irish language throughout Ireland - has noted that through branding and marketing, especially visual communications - business cards, invoices, signage and marketing materials, the Irish language has become an added unique selling point, regardless of the fluency of staff or clients.
- 4 Provenance**

So, you don't have to make all operations within your project bilingual but using the Welsh language within food tourism will give your project a sense of provenance. Take a business for example. The use of Welsh will reinforce and sell the idea that when customers are buying from you, not only are they paying for a bottle of wine or a night's accommodation but they are buying into experiencing the real and authentic Welsh culture.



Benefits of bilingual marketing in the food tourism industry

■ Unique

Bilingual marketing provides a strong identity; this offers a unique selling point, making your project and brand more memorable and differentiating you from competitors.

■ Heritage

Welsh is one of the oldest languages in Europe – marketing bilingually shows your project to be knowledgeable and respectful of national history and heritage enhancing customer/visitor experience.

■ Loyalty

It increases interest, support and loyalty from Welsh speakers and Welsh customers.

■ Reputation

Within food tourism, Wales is reputable both for its food production and tourism industries so creating bilingual marketing feeds off this strong reputation.

■ Local

Bilingual marketing cements the idea that your project/event is embedded within and supporting the local economy and culture.

■ Niche

Promoting your project or business bilingually will highlight a niche and novel experience to customers outside of Wales and further afield.

Simple things you can do if you deal with the public

- If some of your staff are Welsh-speaking, then a good first step is for them to wear badges reminding others that they're happy to converse in either English or Welsh.
- Make the most of any cultural events that you can tie-in with, such as St David's Day or St Dwynwen's Day.
- If you play music on your premises then showcase some Welsh music alongside some of your usual output.

Information and support

Welsh Language Commissioner

The Welsh Language Commissioner's office offers a wealth of information and resources to help businesses and organisations operate bilingually in Wales, including a free proof reading service for up to 1,000 words of bilingual text. Visit their page and see how you can turn use of Welsh language and culture into a competitive advantage.

Translating services

Cymdeithas Cyfieithwyr Cymru is the association of Welsh interpreters and translators and also offer practical advice, along with a list of approved translators and interpreters.



09_ Evaluation.

Evaluating your marketing efforts is as important as spending time and money researching the ultimate taste or destination as it will help you to know what your customers like and don't like and how they perceive your brand and products.

Key points to think about when evaluating your marketing

- 1 Not just at the end**

Evaluation should have a beginning, middle and end. Early research into your market will help you gather useful insight and plan, testing along the way will help you to track your progress and where necessary make small changes and evaluating end results will help you to plan for your next promotion or campaign.
- 2 Consider your key messages**

Decide who you are targeting, understand as much as possible about what works for them and try to put yourself in their shoes to use words that will resonate with them. If your messaging doesn't reflect the expectations and interests of your audience then you might want to consider changing the words you use or the tone of voice.
- 3 Notice the numbers**

If you are a business and want a profitable return across your business then calculate your return on investment on a regular basis so that you can see whether your plans are adding up financially.
- 4 Make the most of feedback**

Evaluating is not only about noticing all the positive elements of your campaign, but realising your weaknesses and areas to improve. Make the most of feedback from customers and be aware of how your competitors market themselves.
- 5 Assess the strengths of your digital presence**

Digital marketing and social media might be quite central to your marketing. There are many tools and apps you can use to determine your strengths and weaknesses online. Although comprehensive online analytic tools will usually cost, there are several effective ways to evaluate your digital work for free.



Using social media for evaluation

Social media can seem overwhelming, with multiple platforms on offer and sometimes no clear way to begin. But, once you establish a presence, be that on Facebook, Twitter or Instagram, it's easy and effective to look back and consider how you could improve what you're doing online.

Social media analytics can provide insight into people's conversations, people's wants and needs surrounding your product. The following are all handy sites and although many have the same features, each also has its own merits and you might find yourself using a combination to achieve all the results you need, especially if you're using free versions.

■ Buffer

Buffer not only allows you to queue social media posts for the future, but lets you look back and analyse how much traffic and interaction you've received on your page. It posts all the major engagement stats for each post or tweet you make on Facebook, Twitter, Google+ and LinkedIn as a part of its free plan.

■ Facebook Insights

Facebook Insights show you all the full stats behind your posts, your fans and your reach. You can also click on the 'people reached' tab at the bottom of any single post from your timeline and see full stats on that post.

■ Twitter Analytics

Another built in feature that provides an overview over 28 days of how your tweets are doing in all major engagement areas - retweets, mentions, favourites and clicks. Seeing the impression of a tweet is really useful and you can even export all the data to create graphs, charts and reports.

■ Hootsuite

Hootsuite, similar to Buffer, allows you to control more than one page on more than one platform, from a single hub. Hootsuite is especially useful as it creates reasonably comprehensive reports and data that you can export.

■ Google Analytics

Google Analytics is an all-encompassing analytics tool that lets you assess and evaluate social media platforms, website traffic and even app usage. Its fresh insight tells you how visitors use your site, how they got there and ultimately how you can keep them coming back.

■ Website

Take a look at the traffic coming onto your website. If have built your own website, there should be a tool for analytics. See if your traffic is coming from social media or links from other websites.

10 Useful links

The following links provide further information, guidance and food for thought when you are planning, developing and improving your project's marketing strategy.

Social media

How to set up your Facebook page

<https://www.facebook.com/business/learn/set-up-facebook-page>

How to set up your Twitter page

<https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>

How to set up your Instagram account

<https://businesswales.gov.wales/marketing/topics/online-marketing/get-started-instagram-your-business>

Graphic design

Frequently asked design questions

<http://businesswales.marketinginfohub.co.uk/topics/marketing-strategy/design-faqs>

What to consider when employing a designer

<http://businesswales.marketinginfohub.co.uk/topics/marketing-strategy/employing-designer>

Getting started with a logo

<https://www.entrepreneur.com/article/71902>

Photography

Where to find stock images for your project

<http://www.websitebuilderexpert.com/professional-images-for-your-website/>

Searching and buying an image to use

<http://www.istockphoto.com/>

Taking photos for social media with your smartphone

<http://www.godigitalmarketing.com/learn/blog/how-to-take-pro-quality-photos-for-social-media-from-your-smartphone>

Website

Why having a website is important for your project

<https://businesswales.gov.wales/blog/why-having-website-important-small-business>

Designing your website

<http://businesswales.marketinginfohub.co.uk/topics/your-website/designing-your-website>

How to write effective website copy

<https://businesswales.gov.wales/marketing/topics/your-website/write-effective-website-copy>

PR and media relations

How to get coverage in your local media

<http://businesswales.marketinginfohub.co.uk/topics/pr/ten-ways-get-coverage-your-local-media>

Writing an effective press release

<http://businesswales.marketinginfohub.co.uk/topics/pr/complete-guide-writing-effective-press-release>

How to handle bad publicity:

<http://www.marketingdonut.co.uk/marketing/pr/handling-bad-publicity>

Copywriting

Writing good copy

<http://www.copyblogger.com/good-copywriting>

Employing a technical copywriter

<https://businesswales.gov.wales/marketing/topics/online-marketing/employing-copywriter>

Further copywriting tips and tricks

<http://writtent.com/blog/stuck-writing-35-sure-fire-copywriting-tips-tricks-pros>

Online marketing

What is SEO and why you should be doing it

<http://businesswales.marketinginfohub.co.uk/topics/your-website/search-engine-optimisation>

A guide to Google AdWords

<http://businesswales.marketinginfohub.co.uk/topics/ecommerce/guide-google-adwords>

Set-up a Google AdWords campaign

<https://www.google.co.uk/intl/en/adwords/get-started/>

Welsh language

Using Welsh in your business

<https://businesswales.gov.wales/blog/news/using-welsh-your-business>

Resources from the Welsh Language Commissioner

<http://www.comisiynyddygygymraeg.cymru/hybu/Pages/Splash.aspx>

Sourcing translation services

<https://www.cyfieithwycymru.org.uk/cy/>

Evaluation

Using Google Analytics to evaluate online success

<https://www.google.co.uk/analytics/standard/>

Using Twitter analytics

<https://business.twitter.com/en/analytics.html>

Facebook marketing basics

<https://www.facebook.com/business/learn/facebook-ads-measuring-results/>

bwyd-food@wales.gsi.gov.uk

