



strategic moves  
THINKING : BUSINESS

# Increasing Impact of Yukon First Nations Arts and Tourism Marketing

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Teslin, Yukon

October 4 - 5, 2018



2017 Haa Kusteeyi Celebration

# Gunalchéesh - Thank you for hosting us on Teslin Tlingit Traditional Territory



2017 Haa Kusteeyi Celebration



# Introductions

- **Your name and nation**
- **Your role, area of practice (marketing; artistic)**
- **In a sentence, what is one specific thing you hope to get out of this workshop?**
- **Share one word or phrase that reflects your mood this morning (no need to explain!)**





# A bit about me



# Thank you!

**You just revealed something of your  
own personal brand to us. 😊**



# Our agenda

## ■ October 4

- Current state of your marketing
- Marketing Fundamentals
- Self-Assessment
- Brand Management
- Target audiences
- Case studies

## ■ October 5

- Review and questions
- Digital Innovation
- Digital Self-Assessment
- Options for Collaboration in Marketing
- Marketing Planning
- Next steps





# Workshop = Working together

- We all have knowledge, experience and skill to share.
- Add to conversation, ask questions, don't wait to clarify anything you hear.
- I am here for you, you are here for each other, we learn and progress together.



# Fundamentals

## Marketing





# What is marketing?

- Methods and processes used to connect potential markets with products and services
- Marketing articulates the value of products or services to audiences/target markets
- Marketing is the voice of the customer inside an organization
- Brand management, advertising, communications, sales, pricing, promotion, online marketing, digital marketing, social media, media & public relations, customer relationship management, marketing research, insights into consumer behaviour and so on are functions of marketing



# What successful marketing looks like



Traditional territory of the Kwanlin Dün First Nation and Ta'an Kwäch'än Council

# 7 Ps of Marketing

1. **Product (Service, experience)**
2. **Price (cost-based; value-based)**
3. **Promotion (e.g. advertising, public relations)**
4. **Place (distribution; access points)**
5. **People (external: target audience; internal: staff & volunteers)**
6. **Positioning (Value proposition; branding)**
7. **Performance (profitability; sustainability; social outcomes)**





# Current state of marketing

## ▪ Individually – 5 minutes

- How are marketing decisions made in your organization today? Who is involved? Who ultimately decides?
- What are gaps in marketing resources (e.g. time, money, skills, tools, processes)
- What are the desired outcomes from your marketing activities?

## ▪ Pairs – 12 minutes

- 6 minutes each person
- Share your answers and expand on them
- Listen. Be curious. Ask questions (How? Why?)

## ▪ Roundtable

- What are your marketing goals?
- Who is the marketing authority in your organization?
- Who makes strategic marketing decisions; who makes tactical decisions?
- What do you need in order to be effective marketers?



# Summary of home work questions

- Annual Marketing Budgets
- How many staff work on marketing
- Marketing plan (yes/no)
- Focal points of marketing plans
- Any media buys



# Marketers hone two mindsets



**Avoid the pitfalls  
of short-term  
sales thinking**

**Avoid the pitfalls  
of only building  
relationship but  
never asking for  
the sale**



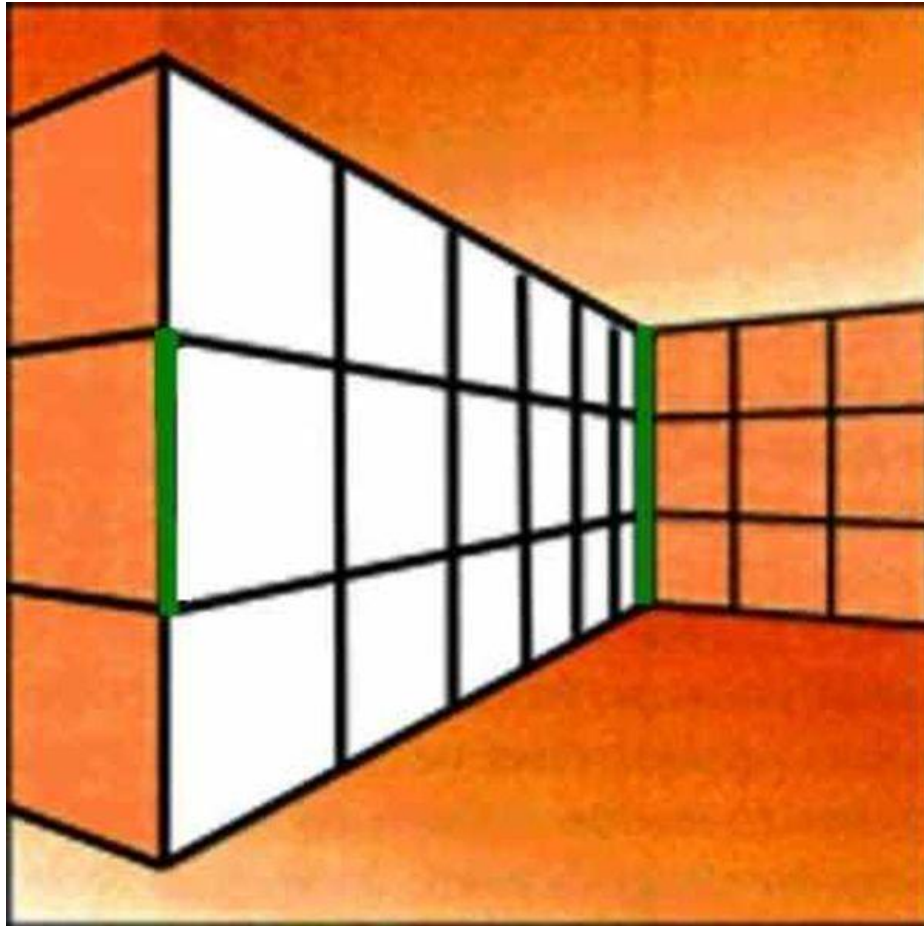
# Gunalchéesh - Thank you for hosting us on Teslin Tlingit Traditional Territory



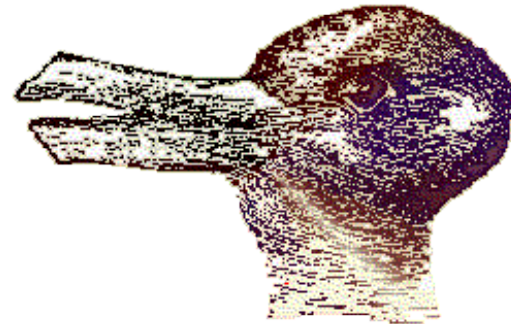
2017 Haa K̓usteey̓i Celebration



# Which green line is longer?



# What do you see?





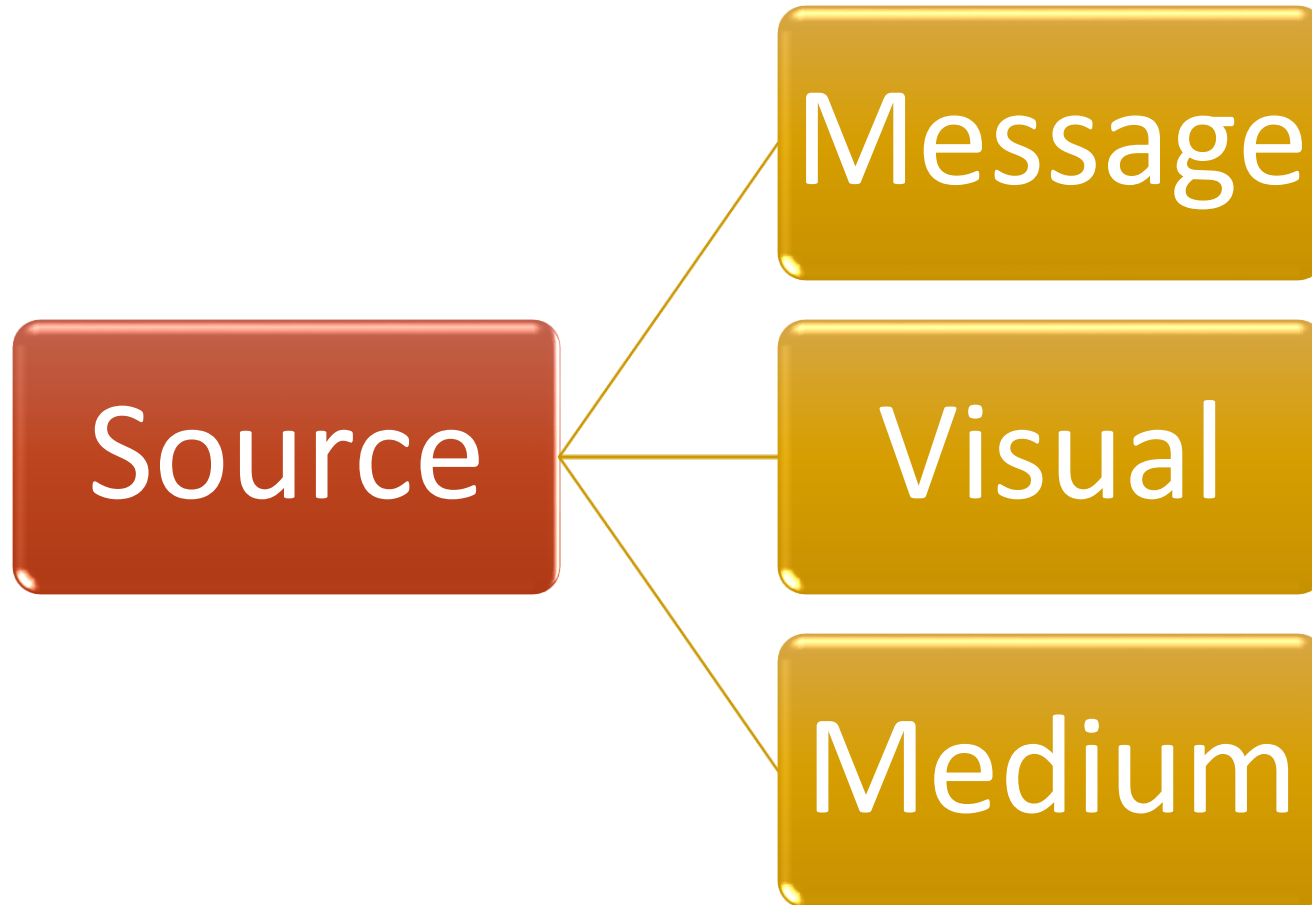
# Can you read this?

Aoccdrnig to a rseerach sduty at Cmabirgde Uinervtisy, it deosn't mttear in waht oredr the ltteers in a wrod are, the olny iprmoatnt tinhg is taht the frsit and lsat lrttees be in the rhgit pcale. The rset can be a ttaol mses and you slitl can raed it wtuhiot pbeorlm. Tihs is bcusaee the haumn mnid deos not raed ervey lteter by istlef, but the wrod as a wolhe.

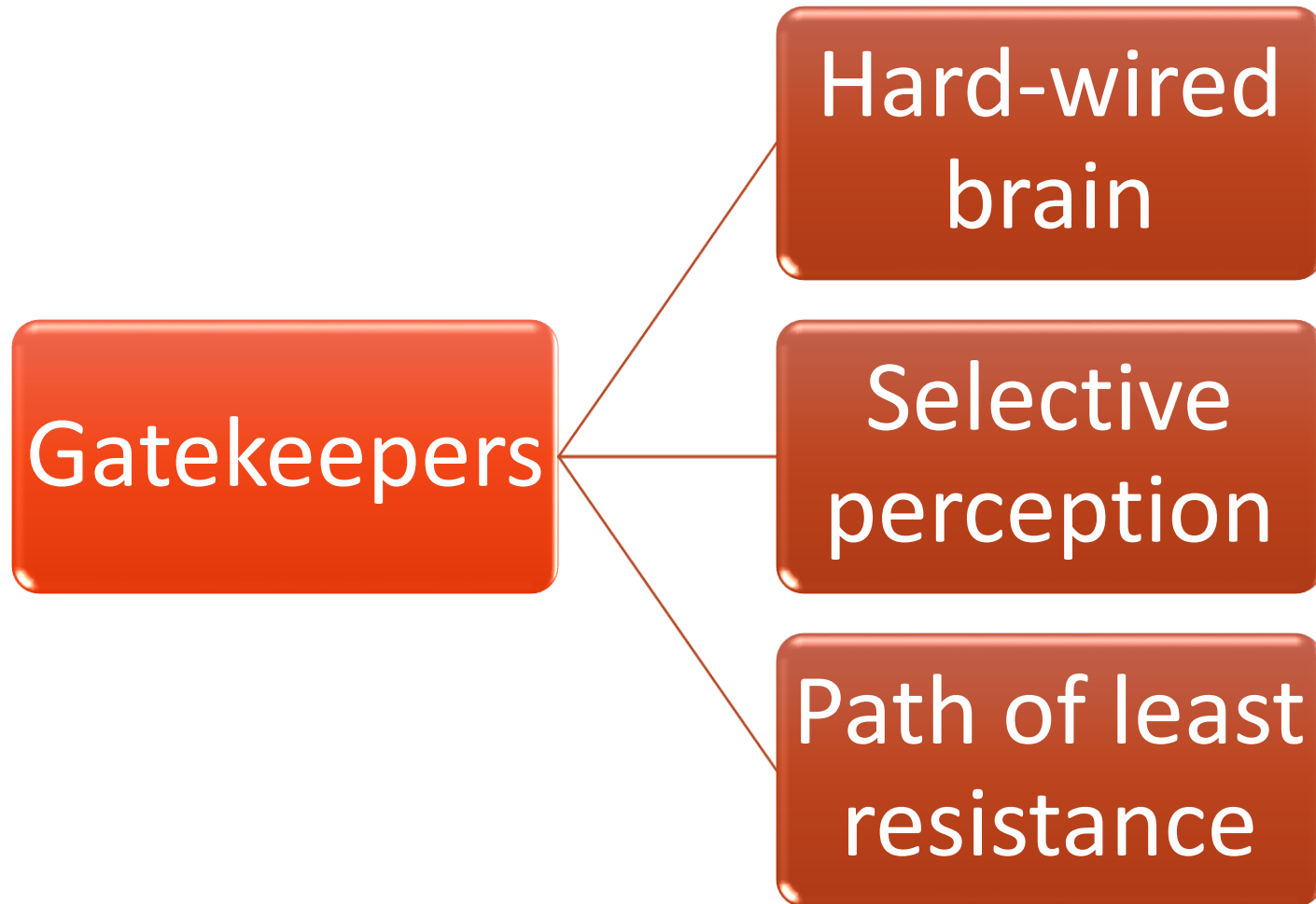


# Memory

# What creates a communication?

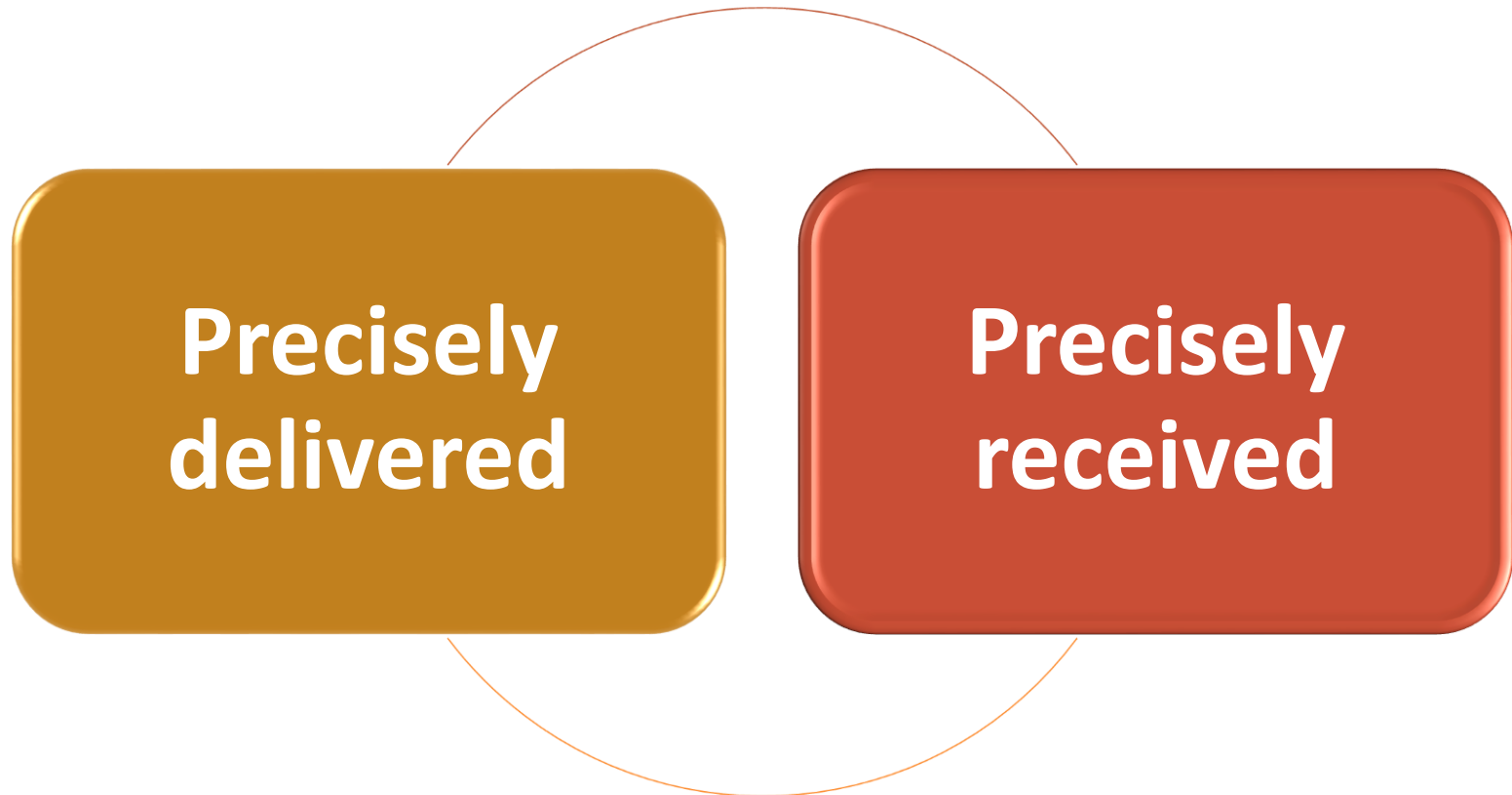


# What gets in the way of communication?

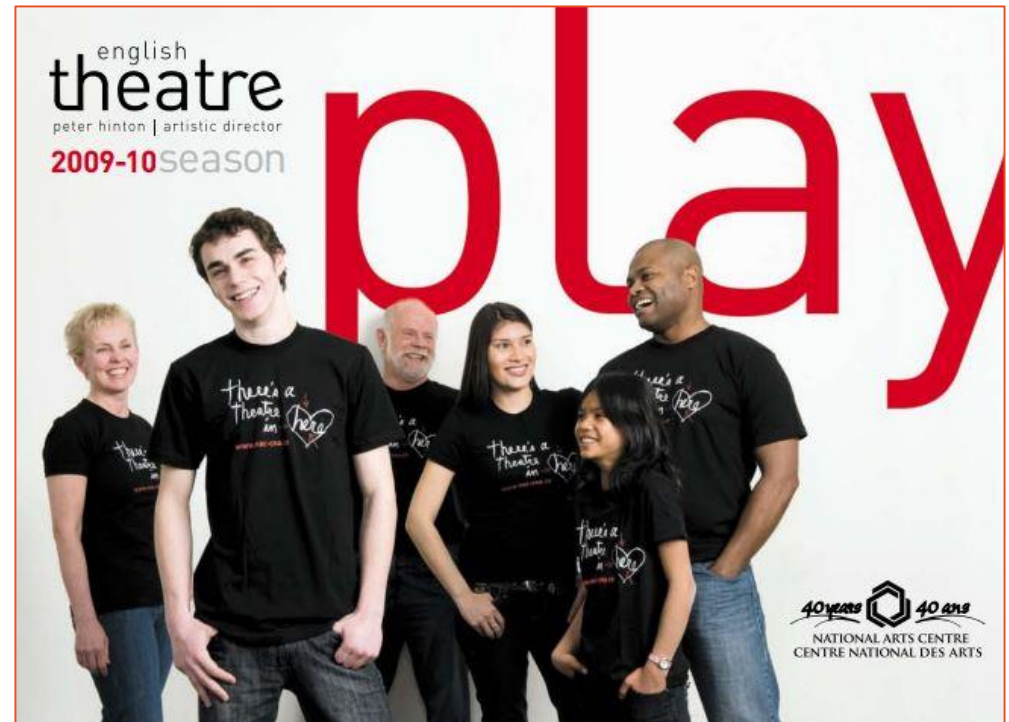
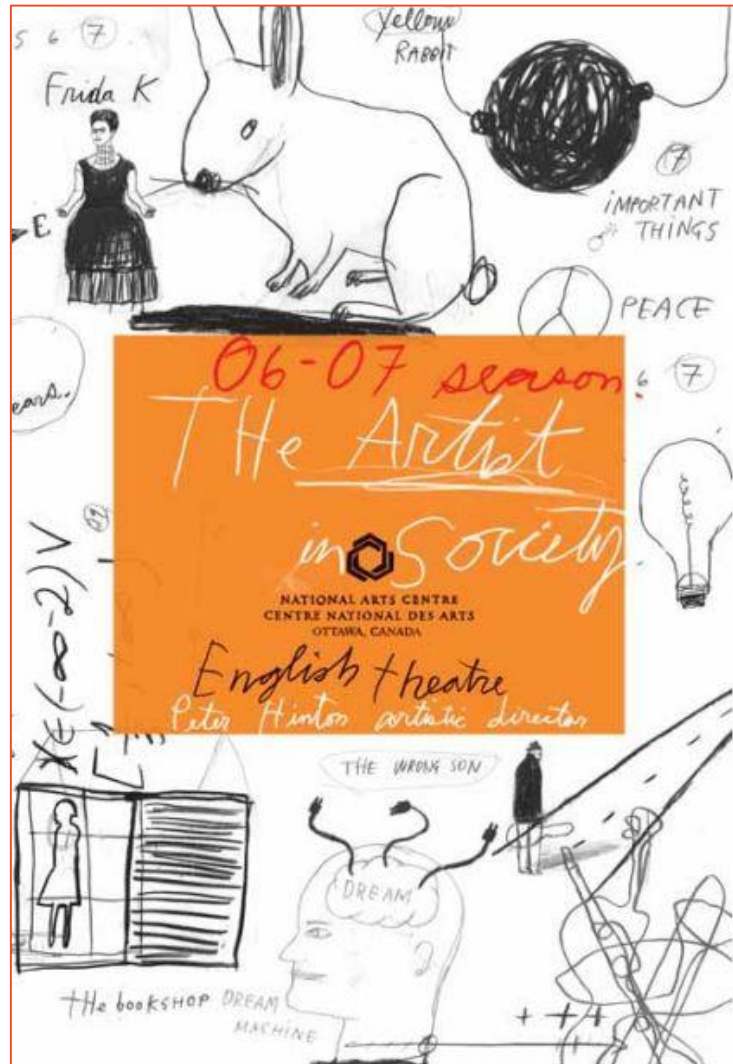




# What is a successful communication?



# Intended and unintended messages





## Traversing Grey Mountain, Traditional territory of the Kwanlin Dün First Nation, Ta'an Kwäch'än, Tagish Kwan





# Which poster performs better in audience testing? Why?



# On Brands





# What comes to mind when you hear...

# apple





**What do you associate with this Apple?**



# What comes to mind when you see ...



# What comes to mind when you see ...







# What is a brand?

**By definition, a brand is what your prospect thinks of when they hear your name or see your logo.**

**It may not be what you think of yourself or your organization.**

**How do you know what your target audiences' perceptions are?**



# What is branding?

- The process of creating a unique name and image for a product/service/experience in the target audience's mind. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.
- In other words, brand management is the analysis and planning on how we wish to shape how our brand is perceived by the market.

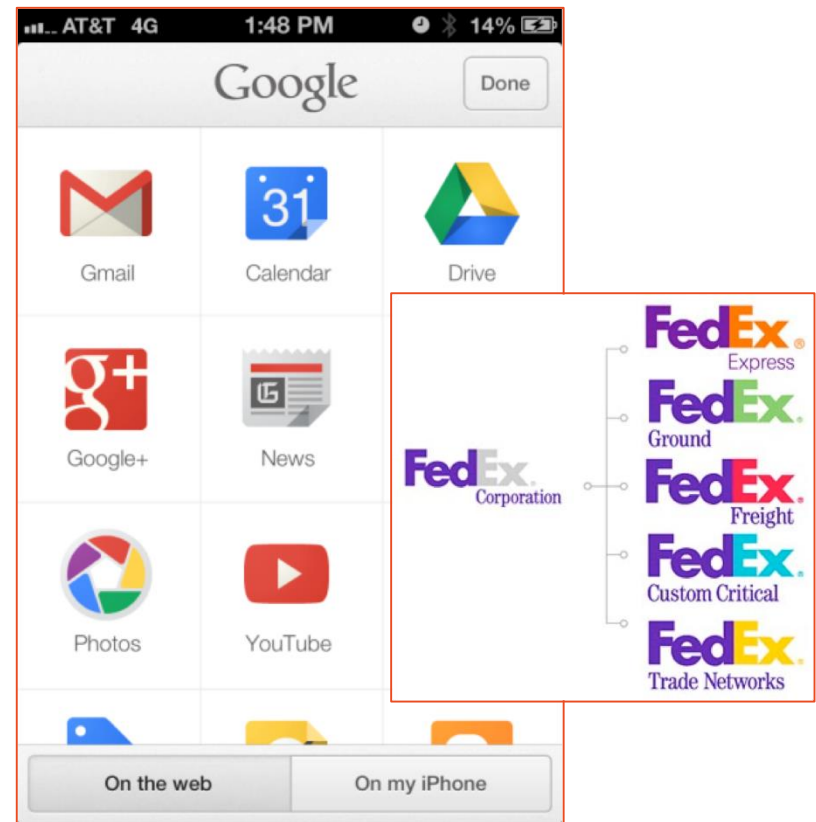


# Two Basic Branding Strategies

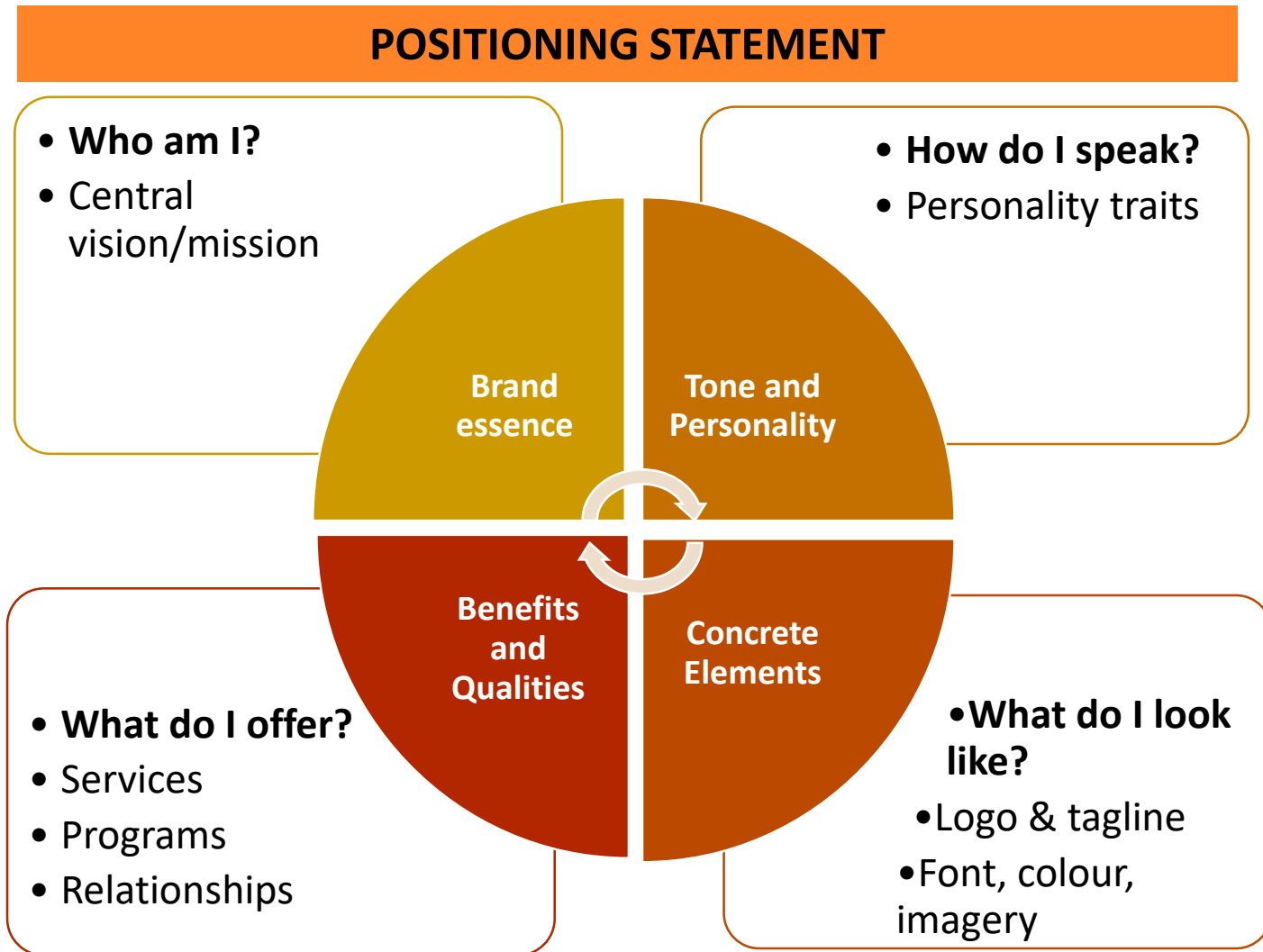
## House of Brands



## Branded House



# One of my favourite ways to articulate brand



# Marketing Self-Assessment

**What are you noticing about high scores/low scores?**

**Note: Your own self-assessment can be tougher than if you assessed others.**

**Use it as a tool to consider your marketing approaches, focal points and where you want help.**



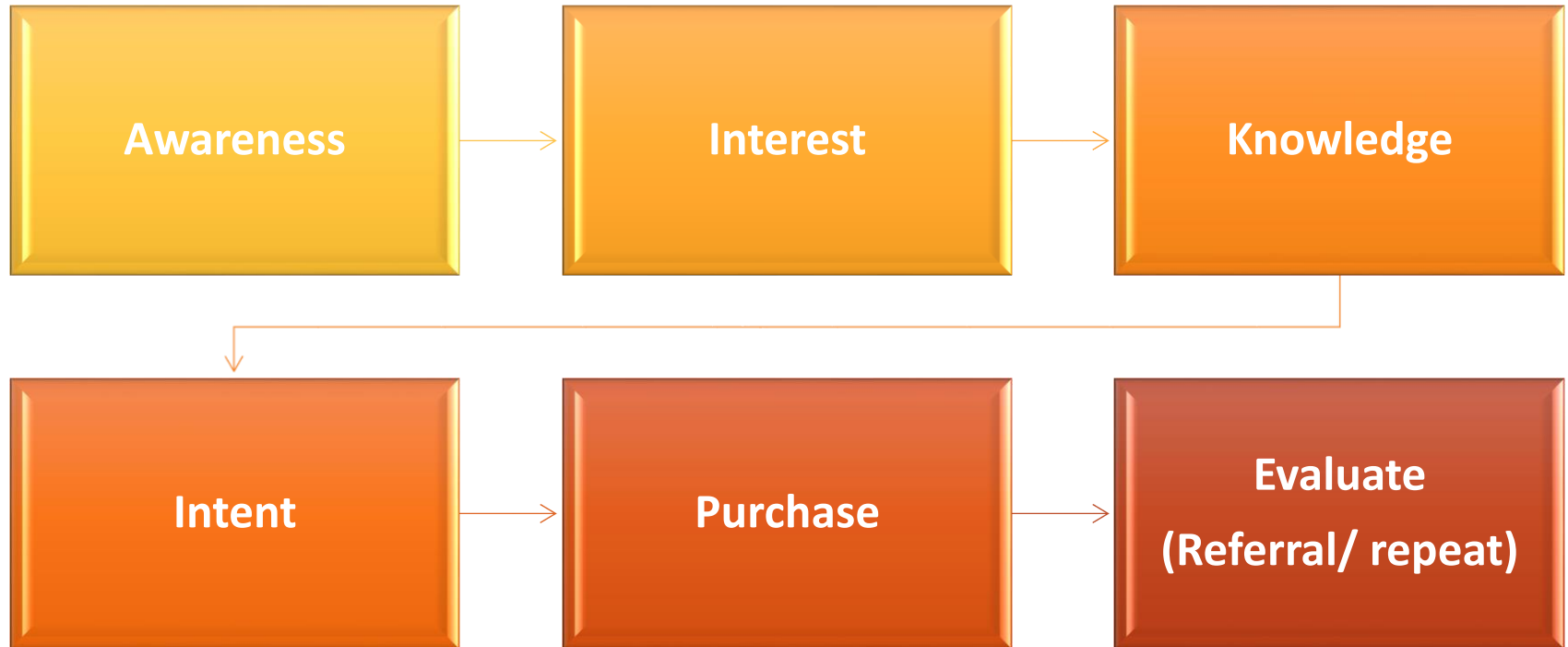


# Target audiences

**Purchase Decision Cycle and Messaging**



# Let's consider: purchase decision-making



# Purchase cycle

- **Raising awareness is fundamentally different from people doing their research and seeking information.**
  - Awareness → Lead generation → Lead qualification → Lead nurture → Customer → Ambassador
  - Googling means actively seeking information – do you show up in categories you care about?
- **Rare that it works to open and close the sale in one step**
  - Multiple touch points needed over time
  - Travel is not an impulse purchase; once in a place some types of products and services can be last-minute buys
- **After-purchase care**
  - Continue the relationship building to shape the visitor's/ customer's evaluation as it is key to future purchases and recommendations.

# Small groups: Target Audiences

1. Who do you want to attract / talk to?
  - Locals
  - Yukoners
  - Canadians
    - Specific groups, e.g. recent immigrants
  - US Americans
  - Other places
2. What do you want them to know?
3. What do they need to know to make a travel decision?

this living willow  
woven by many hands  
have created a space  
to reflect  
on our relationships  
with the land  
and with each other

willow is  
strong, flexible and enduring  
willow grows where  
there has been a disturbance  
as you listen  
reflection on these relationships

harvested in the winter  
and planted here this spring  
watering is crucial this first season  
in order for it to grow  
we must nurture it  
as with all our relations

visitors are invited to  
use the bucket  
to water this willow

you may also play  
a rock  
on the north of the site

# A Conversation about Connecting

**Tourists or buyers with  
Indigenous tourism experiences  
or works of art**

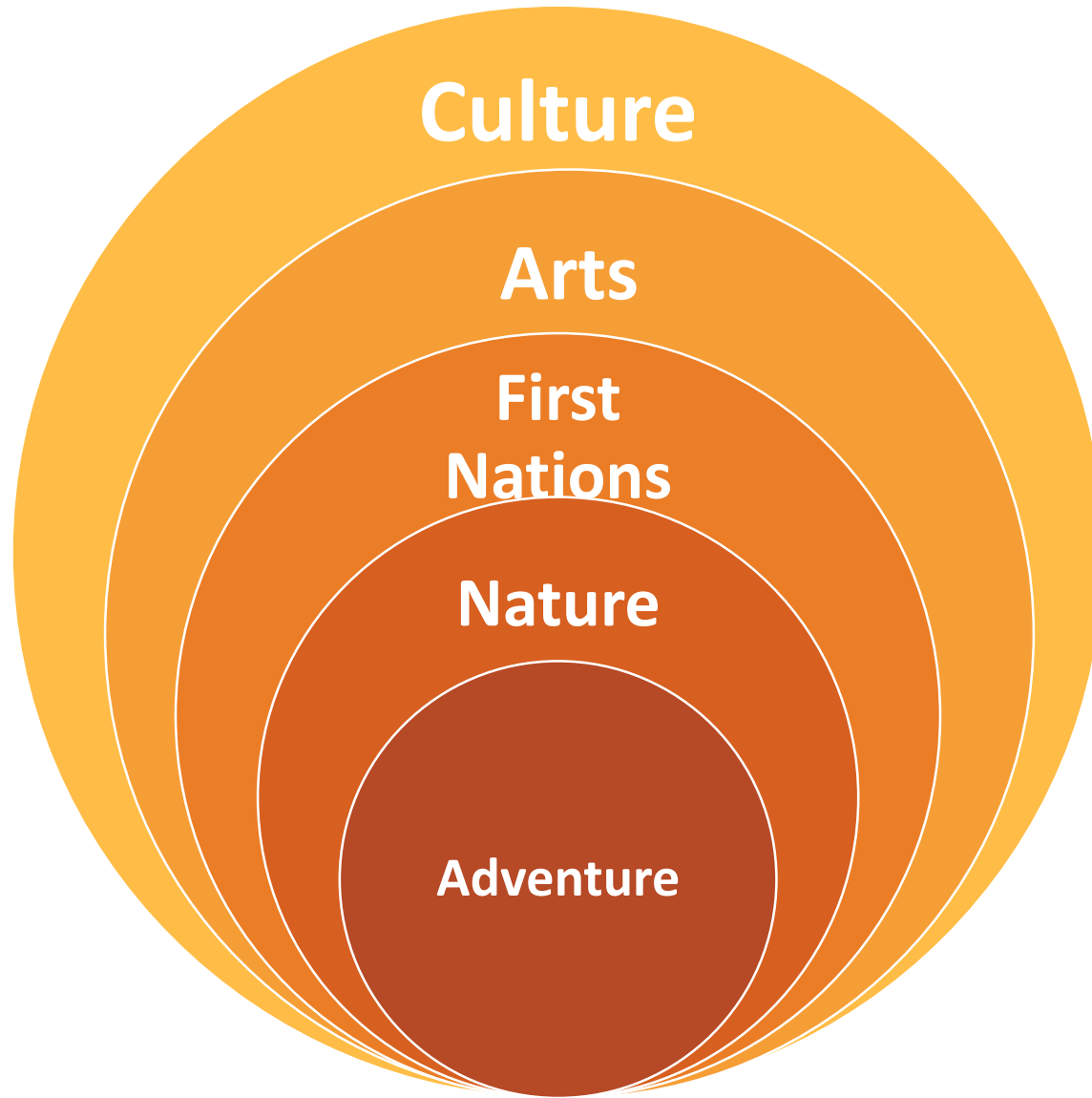
**Dänojà Zho Cultural Centre, traditional  
territory of Tr'ondëk Hwëch'in**



# What visitors seek

- **Aboriginal cultural experiences, celebrations and attractions are of great interest in key markets**
  - Generally low awareness of options so decisions are made while travelling rather than in advance
  - Have limited understanding of current Aboriginal cultures
- **Visitors seek authentic interactions; want to participate, learn, be active rather than passive consumers of entertainment or demonstrations**
  - Want active engagement through shared experience, discovery and adventure often centred on Aboriginal understanding and knowledge of nature; spirituality; different way of life.
  - Insecure about being spectators of cultural practices.

# Arts and Culture diversify, broaden and deepen appeal as tourism destination



# Unique Leverage

- **Yukon First Nations self-government leads Canada**
  - 11 of 26 self-government agreements in Yukon
- **First Nations arts and cultures and Canada's spectacular nature are nowhere more impressive than in the Yukon**
- **First Nations lead design of tourism experiences that connect visitors authentically and with respect for protocols and traditions**
- **14 First Nations, 8 languages, infrastructure, activities, festivals**



# Some Considerations in Yukon

- **First Nations Cultural and Heritage Centres serve first and foremost their citizens**
  - Cultural reclamation
  - Language revitalization
  - Skills preservation
- **Tourism is a valuable revenue stream, employer**
- **Actively integrate First Nations in all manner of tourism development rather than only First Nations arts and cultural activities**



# Cultural tourism = Experience first

A tourism **product** is what you **buy**.

A tourism **experience** is what you **remember**.



Traditional Territory of Taku River Tlingit First Nation

# Let's consider: what kind of experience

- Tourism experience
- Cultural experience
- Artistic products

**How are they the same?**

**How are they different?**

**From your nation's perspective**

**From tourist/visitor perspective**





Let's consider: target audience

**What** about your arts, culture,  
tourism experiences and  
products **matters** to your  
visitors, buyers, customers?



# Some examples

From the edges of the world





# Breakthrough marketing in the arts



- 19% increase in subscription
- 72% capacity sold by mid season
- Regional and national media exposure
- Milk sales generated a profit

<https://vimeo.com/25762097>

<https://youtu.be/hQTF8c2zyU8>

# Bilboa: Revitalizing the Basque Capital





# Machu Picchu, Peru



# What country is synonymous with skiing?





■ <https://slcc.ca/>



# YFNCT Branded House / House of Brands



# Preview of tomorrow

- Review and questions
- Digital Innovation – bring: mobile, laptop
- Digital Self-Assessment
- Options for Collaboration in Marketing
- Marketing Plan
- Next steps







Get in touch

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Traditional territory of Kluane First Nation