



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - TOURISM MARKETING

Map it out – the impact of working to your marketing calendar!

Whilst we recently worked on a number of marketing related initiatives and skills with the fantastic High Country Salmon business, probably the most impactful piece of work was developing and refining a detailed marketing calendar. We were able to help the incredibly busy and multi-talented Business Operations Manager manage her time and priorities.

By identifying what your core messages are, and then ensuring those are consistent story threads throughout your marketing activity, you give your potential customers great clarity on what you are about and how you can help them.

By then detailing out your tactical and promotional activities, timescales, objectives and measurements of success you know what to do, why you are doing it, when to do it and whether you have been successful or not! It takes away a lot of the stress of making it up as you go along, or forever trying to make time to catch up with what you know you should be doing! Map it out. Sure, it will change as you modify and improve your marketing activities but how much better is it to have a clear direction and activity plan?



Ian recreating his dream of one day catching a decent size Salmon in the Mackenzie district.

If we can help you with your marketing calendar or any other business improvements please do not hesitate to contact A.P.E Consulting.

“A.P.E provided us with great content, personable staff and easy communication”.

TRACEY GUNN, BUSINESS OPERATIONS MANAGER
HIGH COUNTRY SALMON