

## **Tools and methods for measuring feedback of marketing outputs issued by travel organizations**

Measuring the feedback of marketing output is an important part of a successful campaign. Without proper feedback we are unable to tell, if we are building our campaign correctly and moving it forward to a desired place. Undoubtedly, without improving our actual processes we are losing momentum and vice versa, the competition is gaining. Not only private corporations are aware of this fact, but non-profit institutions as well. Additionally, the non-profit institutions fight the problem that they have to reason donors for every single penny they spend, which makes it even more difficult.

Designing a conventional technique of measuring the feedback is everything but easy, especially in case of non-profit organizations, where the dimension of profit is missing out. And because profit is the best technique of measuring the success of a marketing campaign, this all makes it even harder for a non-profit organization. Moreover, every single company protects its „*know-how*” of measuring the feedback of a marketing campaign.

We divided our work in two parts – a theoretical and a practical. In theoretical part we present basic facts, which have to be applied in every marketing campaign. Since without fundamental theoretical knowledge, it is impossible to build strong and simply-measurable marketing feedbacks. After summing up the theory we present our own concept of magical triangle of feedbacks. We argue, that it is important to measure not only the final objective of the marketing campaign (in our case, the number of visitors of Moravia region), but feedbacks that forego the fulfillment of the

predefined objective as well. In other words, we find it important to measure the feedbacks within the magical triangle (such as feedbacks from discount coupons or web analysis). We derive that need from a simple premise. The more people are successfully addressed by marketing campaign, the more feedbacks there are to analyze – customers beginning to search information on web pages, etc.

In practical part, which is written in a form of „*manual*“, we propose practical and modern forms of measuring the feedback of marketing campaigns. We advise the CCR JMK to actively seek for cooperation with entrepreneurs in region for example in form of discount coupons, which could be a great way to measure the feedback on the top of the magical triangle. The objective of the agreement between CCR JMK and the entrepreneurs would be reciprocal providing of discount coupons to potential customers while subsequently the entrepreneurs would in frequent time intervals report information about the quantity of new visitors and the utilization of the discount coupons back to CCR JMK. The follow-up monitoring of obtained data can provide useful information about the customer's behavior. Strategic alliances with entrepreneurs in region can serve for distribution of questionnaires as well. With help of these questionnaires we can for example find out why the visitor visited the Moravia region in the first place.

Additionally, we play around with the thought, that even a non-profit organization could and should sell some sort of a product and thus include the dimension of profit in the evaluation. Therefore we propose to CCR JMK to sell one of these types of products.

- Tour guides (of South Moravia and/or Brno)
- Special discount packages

These discount packages would be in general focused on vacations (for example wellness or spa) and would contain of accommodation, travel and discount coupons to different places like aqua parks, museums, castles, vineyards, etc.

Although the web analysis is an unknown term for many of you, its possibilities within an effective marketing campaign are extensive. And therefore in core of our

work we are trying to break through deeper into the issues of analysis of web pages – from analyzing the web browsers such as Seznam and Google to shortened URLs and QR codes. All these tools help us gather additional information about the customer's behavior. If the marketing campaign and its tools are to be successful, we could expect a rising activity of feedback on the internet. For example, the trend of searching the keywords tends to rise after a successful campaign. And this could easily be measured by tools like „*Google Trends*” or „*Searching statistics Seznam.cz* (for the case of Czech Republic)”. Moreover, shortened URLs provide an additional useful tool on how to measure the efficiency of specific campaigns. They not only spare the amount of letters in text, but because of redirecting, they effectively measure the source of visit of the specific web page. In other words, we can identify which campaign made the biggest buzz and lured the potential customer to our web pages. Finally, QR codes operate on the same principle of redirecting as do the shortened URLs. But their advantage lies in measuring the efficiency of offline campaigns. Nowadays it is hard to find a modern campaign, where the QR codes would miss out. Customers using their smart phones can be simply redirected after scanning the QR code to desired web page and the advertising organization can immediately measure the feedback of the particular campaign. To sum up, web analysis is not only a great way to measure the feedback of online campaigns, but the feedback of offline campaigns as well, if applied correctly.

In the final part of our work we present modern algorithms, which may help in analyzing the success (or failure) of billboards and other outdoor advertisement. Advertising institutions often do not know which method to use for primal customer addressing. Our unique solution in form of cameras or sophisticated algorithms is capable of clearly detecting whether the billboard or other form of advertising is leaving a positive or negative track on potential customers and thus help to optimize the customer's addressing, which eventually leads to more people reaching the top of magical triangle.

We are confident that the combination of proposed solutions provide attractive possibilities of measuring the efficiency of marketing outputs.