Marketing Tactics

THINK NATIONALLY – ACT LOCALLY

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CESO Client: D&M Hospitality Solutions Limited

CESO|SACO
Stronger economies. Better lives.
Une économie plus solide pour une vie meilleure.

Presentation Content

Leadership

Competitor Assessment

Alliances – Strength in Numbers

Control Communications

- Own the Narrative
- MARCOM Technology

Guerilla Marketing Tactics

Attack Advertising

Government Relations

Education and Training

Special Events

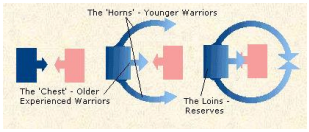
Future Watch

Leadership

Shaka Zulu – adapted tactics for marketing

Africa's great military tactician left lessons for leaders and marketers

- ✓ Strength in numbers (von Clausewitz)
- ✓ Disciplined aggressive tactics (Tzu)



Frontal and flanking maneuvers

- ✓ New technology
- ✓ Resources
- ✓ Studied competitors, trained and educated forces
- ✓ Led with purpose and determination

Competitor Assessment

Keep your friends close, and your enemies closer (Tzu)
Know the products and services of competitors as well as your own
Follow stock market reports of publicly-trading competitors an buy limited shares to secure copies of marketing strategies presented at shareholder meetings
Set up Google Alerts naming competitors to keep informed of news and events shared on the ‘net

Alliances – Strength in Numbers

HOTELS ASSOCIATION
OF TANZANIA
HAT

TOURISM CONFEDERATION
OF TANZANIA

Tanzania Private
Sector Foundation
tpsf

Control Communications

MARCOM Technology

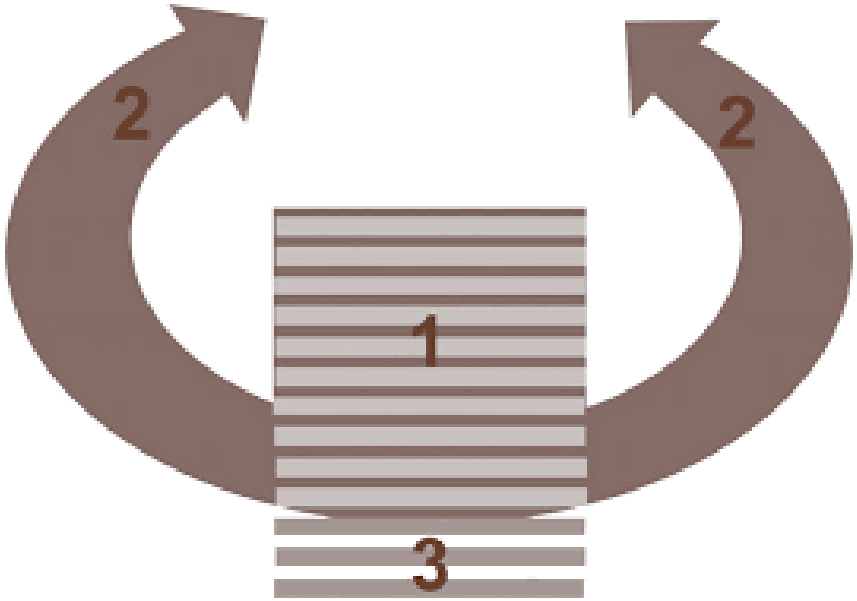
Own the Narrative

If you are not telling your own story – your competitor is telling it for you

Guerilla Marketing

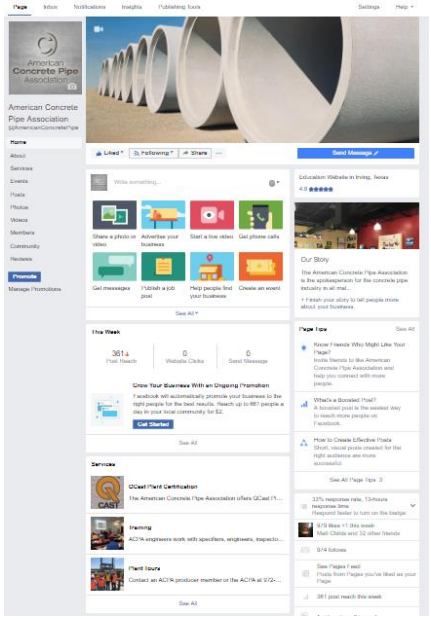
Guerrilla marketing was <u>inspired by guerrilla warfare</u> which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics includes ambushes, sabotage, raids and elements of surprise. Much like guerrilla warfare, *guerrilla marketing* uses the same sort of tactics in the marketing industry. Generally, it is an advertising strategy that focuses on **low-cost unconventional marketing tactics that yield maximum results**

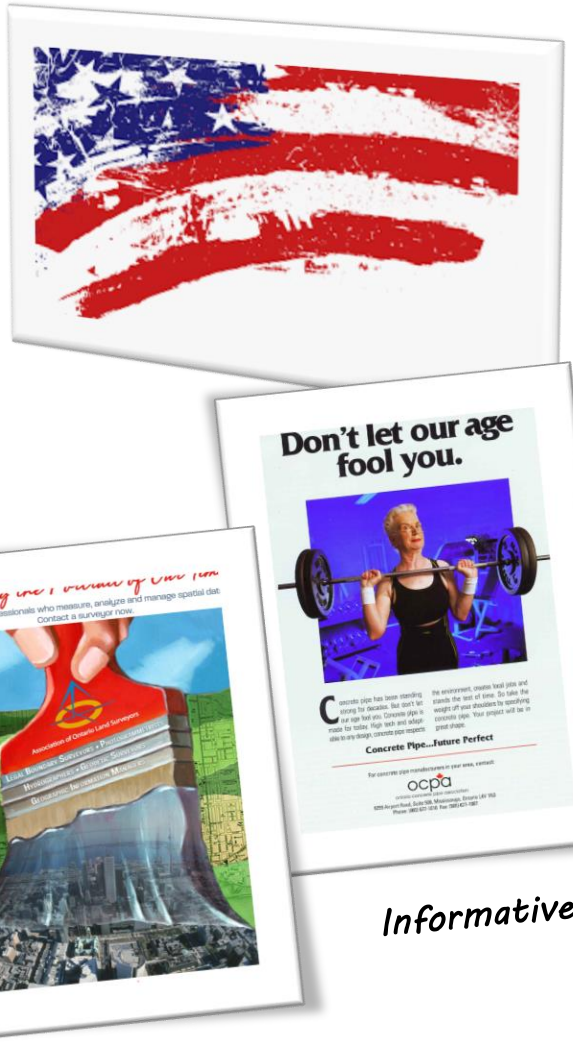
Successful Tactics in the TZ Hospitality Sector to Achieve Competitive Advantage



Attack Advertising

American politicians, businesses, and industry associations understand and execute attack ads better than anyone else.





Informative

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MARKETING IS…

A game of chess with winners and losers.