

## Tips from Fiona Sweetman of Hidden Secrets Tours...



- Develop a press kit of information about your business and, if possible, about the founders/proprietors:
  - include photos, address and media contact details, menu favourites, or labels held in store;
- Be ready to host media - but understand what you want and what you can expect from them... it's not what you might assume!
- Know your market... it will not be everyone... so be specific! If you don't know how to define this, find someone who can!
- Identify what you do best, and promote that!
- If languages are spoken in your venue regularly, then promote it!
- Train staff in what's on in the area
- Know where toilets are for general Public near you
- Understand the duty free rebate - and train staff!
- Know where money change places are and ATMs
- Know how to explain trams and tram tickets. Know where to buy tickets.
- Alert clients of locally made or uniquely Melbourne options
- Melbourne's trading hours are not the same as other states or countries - alert visitors of trading hours and/or closing times
- Added benefits are a key element to the "Melbourne experience" overall success - restaurants feed into theatres/movie houses/hotels and vice versa
- Know where you fit into the chain of a day out... how to link with other businesses, and do marketing together...
- Know where local theatre or band venues are – or even Ticketmaster offices
- Don't be afraid to make suggestions on things to do, but if you don't know, don't recommend it, find someone who can!



## Tips from Fiona Sweetman of Hidden Secrets Tours...



### Areas to know about how to be more involved...

Check these to make sure any listings (online or other) are actually up-to-date! You lose clients IMMEDIATELY if they guess your info is out of date

- You need an online presence!
  - [www.visitvictoria.com](http://www.visitvictoria.com)
  - [www.gridmaps.com.au](http://www.gridmaps.com.au) - minor charge for a very visible option.
  - [www.onlymelbourne.com.au](http://www.onlymelbourne.com.au) – listings
  - [www.victoria365.com](http://www.victoria365.com) listings available, depending on demographics
  - [www.virtualtourist.com](http://www.virtualtourist.com) - blog site - get someone to rave about your store / space
- Event listings in Friday's The Age... some are free!
- Look at local paper listings... many are free – Leader, Emerald Hill times etc
- Melbourne Visitor Centre brochure displays - some cost, some are free, if available space
- Align yourself with festivals - where appropriate
- Destination Melbourne Ltd's Official Visitors Guide and other key tourism publications
- My Rewards program ( expanded to more than just City Of Melbourne) - for special events like Australian Open or Melbourne Fashion Festival
- Convention and Incentive Marketing magazine- [www.cim@rankpub.com.au](http://www.cim@rankpub.com.au) -:
  - if you think your company is relevant to conference' events: spouse or partners especially
- Have a Facebook site – sounds crazy, but Google ranks these pretty well and it's a form of viral marketing...
- Know about flyer distribution companies. If you feel you need to bring the Brunswick tourists to your venue, target your brochures there
- Send information to the concierge desks of hotels NOT just in your area!
- Find new ways of creating NEW news

