



Nisbet Plantation Beach Club Nevis

Case Study

How a Small Resort Uses
Integrated 1-to-1 Marketing to
Build Relationships & Sales



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Darien, CT

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Gold Award Winner Integrated Marketing

This Case Study was named the Gold Award Winner for Integrated Marketing at the 22nd Annual Atlas Awards sponsored by the Association of Travel Marketing Executives.

The Association of Travel Marketing Executives' ATLAS Awards are the only results driven marketing awards in the travel industry. The awards recognize breakthrough thinking and promote extraordinary achievements in the creation and execution of travel marketing initiatives.

The Atlas Awards is designed to honor the “Best of the Best” in the field of travel marketing. They are based primarily on results, and reflect the effectiveness of programs within a challenging marketing environment.

Overview

Integrated Marketing Communications (IMC) is much more than simply saying the same thing about a product or service across all media. It's a strategy for maximizing corporate learning. It maintains consistency in all brand communications, facilitates dialogue with customers and increases brand value.

That dialogue, increasingly important to today's marketing efforts, can only be accomplished through effective deployment of innovative database solutions to provide true 1-to-1 marketing programs.

IMC and 1-to-1 Marketing have evolved into a new and even more potent discipline known as *Integrated 1-to-1 Marketing*. *Integrated 1-to-1 Marketing* helps clients maintain strategic focus while deepening existing relationships with profitable customers – one customer at a time. Used properly, it is also effective for attracting profitable *new* customers.

Historically, small companies have not employed *Integrated 1-to-1 Marketing*. This is due primarily to two factors:

- A misperception of the cost involved – they mistakenly believe it is well beyond their reach.
- A reticence to change and fully embrace newer ways of marketing – employing the proper balance of analog and digital tools to build stronger customer relationships and sales.

Small companies cannot afford full-time web masters and the latest/greatest software. However, with a disciplined approach to marketing and maximum use of available/affordable technology, small companies can not only compete, but excel in the marketplace.

Case Study

This is a case study for Nisbet Plantation Beach Club, a 37-room luxury resort on the quiet island of Nevis. Nisbet is a AAA Four-Diamond property; a distinction it has held for the past seven years.

The case study shows how this relatively small resort applies *Integrated 1-to-1 Marketing* disciplines and uses affordable technologies to build a strong competitive advantage.

For the past several years Nisbet Plantation has worked diligently to build a marketing database of customers and prospects. It has used the database to launch numerous marketing programs designed to build stronger relationships with customers, prospects and travel agents.

Prior to implementing *Integrated 1-to-1 Marketing* the resort's primary marketing consisted of scattered advertising in a variety of publications with little frequency. It also had a semi-annual paper newsletter mailed to past guests. In 1999, the resort began an aggressive campaign designed to capture email addresses of customers, prospects and travel agents.

Through effective integration of all marketing and communications, Nisbet now maintains among the highest occupancy levels of any resort in the two-island nation of St. Kitts and Nevis.

Nisbet has also fared better than most resorts in the region following the events of September 11th – regaining normal high season occupancy levels within four months without massive discounting used by most resorts.

If you are the owner or general manager of
a small to mid-sized luxury hotel and
would like the complete hotel case study,

just call
Madigan Pratt & Associates
203-656-4560.

Summary

Without question hotels around the world are living through “interesting times” (an ancient Chinese curse). For many hotels - no matter the size - the current geo-political events and economic situation make business difficult. Add to that constantly changing technologies and the task is daunting.

It doesn't have to be that way!

What hotels need is to get back to romancing the customer before, during and after their visit. Focus on developing a marketing program with strategies proven to be effective – in Nisbet's case that was Integrated 1-to-1 Marketing.

Nisbet started by focusing on proven marketing strategies and building a strategic approach to addressing consumer needs. Once the approach was developed a fiscally disciplined method toward deployment of each available marketing tool was undertaken.

Technology, including the database and the Internet were viewed as tools and used only as they best applied to the marketing task at hand.

Today far too many organizations focus on (are enamored with) technology and its capabilities. They purchase technology without truly knowing how or whether it fits within their overall marketing plan. In the end they spend far too many resources (manpower and money) trying to make it fit. To use a timeless non-technical adage, “They put the cart before the horse.”

This 31 page case study can only provide summary details of some of the major marketing initiatives undertaken for Nisbet. And therefore, it cannot include complete background on the critical marketing thinking used throughout to lace the resort's Integrated 1-to-1 Marketing program together.

The study does however show that a small organization can be successful in today's competitive environment by first concentrating on the proper

marketing approach and set out to find the best tools and strategies to achieve the organization's objectives.

Madigan Pratt & Associates is an Integrated 1-to-1 Marketing Consulting firm based in Darien, Connecticut. The firm provides innovative marketing and database solutions helping large and small clients deepen existing relationships with profitable customers and attract similarly profitable new customers.