

Sales Tunnels in Messengers as New Technologies for Effective Internet-Marketing in Tourism and Hospitality

Iryna Bashynska, Iryna Lytovchenko, Dmytro Kharenko

Abstract : *Digital marketing has changed a lot over the past 10 years. Traffic and leads have risen in price. The business has focused on inbound marketing. It was necessary to learn how to work on retention, and not on attracting new customers. In this regard, a whole direction of marketing automation (marketing automation) has appeared. Special sales tunnels or the so-called auto-funnels are created along which the customer is led. Thus, the logical chain of content consumption is built. The market for travel services was no exception. Many travel industry companies use algorithms in messengers and email marketing, which lead potential leads, leading them to the first and repeated purchases. In the article, the authors developed the stages of the architecture of the automatic sales tunnel. All stages are described in detail and examples are given for the tourism and hospitality.*

Keywords : *Internet-Marketing, Hospitality, Messengers, Sales Tunnels, Tourism.*

I. INTRODUCTION

Digital marketing has changed a lot over the past 10 years. 2016-2018 became the years of the Internet revolution. Traffic and leads have risen in price. The business has focused on inbound marketing. It was necessary to learn how to work on retention, and not on attracting new customers. In this regard, a whole direction of marketing automation (marketing automation) has appeared [1-6].

Special sales tunnels or the so-called auto-funnels are created along which the customer is led. Thus, the logical chain of content consumption is built [7-8].

The market for travel services was no exception. Many travel industry companies use algorithms in messengers and email marketing, which lead potential leads, leading them to the first and repeated purchases.

The following stages of the automatic sales tunnel architecture are highlighted:

1. The foundation (the definition of a niche and a niche, segmentation of the target audience, the definition of the portrait of the ideal client, the definition of the top 5 client pains of each target segment of the target audience, the creation of UTP, the design of the client's path)
2. Food matrix and Mafia offers.

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3. The tunnel

4. Scaling.

II. MARKETING AUTOMATION AND SALES TUNNELS

The technological revolution in marketing is in full swing. Studies have shown that the introduction of marketing automation technologies is one of the fastest growing trends. Email newsletters are gradually becoming obsolete, the price of a click and an application is growing. Old technologies are being replaced by new, more effective ones. One of them is the so-called sales tunnels.

If in 2015 only 22% of companies used marketing automation services, then by 2019 there are more than 75% of such companies (Social Media Today - State of Marketing Automation Survey Report 2019) [9].

Using business process automation, you can:

- manage sales
- generate leads (also around the clock)
- collect personalized information about potential buyers.

The tourism industry is very diverse and includes a combination of accommodation facilities, vehicles, catering facilities, entertainment, educational, business, recreational, sports and other purposes, tour operators and travel agencies, tour agencies, translation guides.

And today the tourism market is facing huge competition.

The so-called sales tunnels in instant messengers are customized auto-sales funnels, mainly using chat bots, which allow companies to turn a cold customer into your customer automatically. The user, getting into the messenger, receives any information that "heats up" him and leads to a purchase (Fig. 1).

A. What is the difference between a sales tunnel and a funnel?

A classic sales funnel is the process of filtering your target audience from Prospects to Clients using various marketing tools.

For example, the global task of a travel company is to attract potential customers to a new travel destination. For this, the marketing department takes cold traffic from the Internet and starts the process of "warming" it and gradually creating value for your travel product.



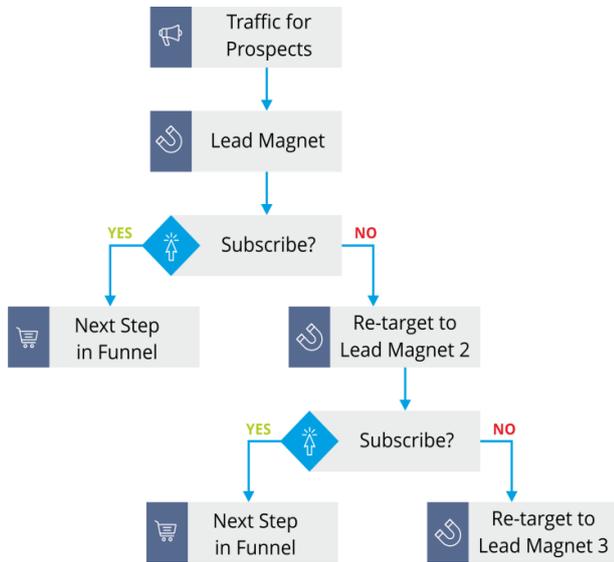


Fig. 1. The principle of automatic sales tunnel.

At each stage of “warming up”, the audience will decrease and only those who resonate the content that you give will remain. That is, there is a narrowing of the traffic flow to the main goal.

At the exit (final goal), you will receive a stream of the most loyal to your proposal from the original audience.

So the company narrows the number of cold users, to a few percent of target and warmed up. That is, a funnel has turned

out ...

B. What is an automatic tunnel?

Imagine a real tunnel, for example, a subway tunnel that always leads somewhere, although it has many different branches.

When the target subscriber or just a representative of the target audience gets into such a tunnel, the task of the marketer is to bring him not only to the next station, but also lead him to the other end of the city (our main goal). On the way there will be various stations, signs, traffic lights, tips (this is all content), as well as transitions to other tunnels and sequences of actions to achieve the main goal.

As a result, the subscriber will reach the main goal, as well as other target users. Perhaps someone will leave in the direction of movement and get off at one of the stages, someone will generally say that this is not for him and will unsubscribe from your mailings, etc. Thus, it turns out that the tunnel is a sequence of individual actions of each target subscriber, and the funnel is a sequence of filtering traffic.

So we divided two, like identical terms, into two completely different, in the process relation, concepts.

A sales tunnel is a component of a global funnel for heating and converting each individual representative of your target audience (Fig. 2).

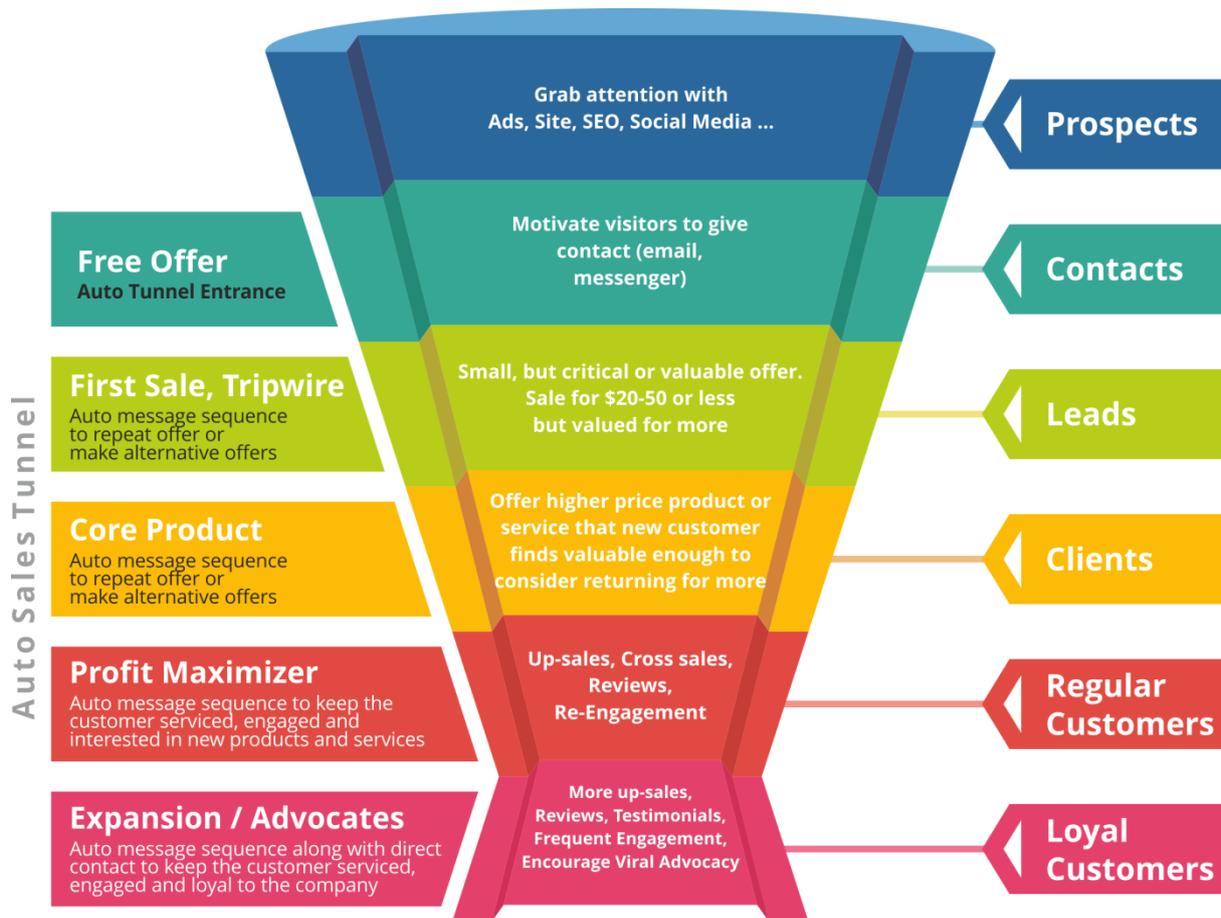


Fig. 2. Auto tunnel as a component of Sales Funnel (authorial development)

C. Stages of sales tunnel architecture.

Let's imagine that our task is to create a sales tunnel for a travel company.

Step 1. The foundation.

1. *Niche.* First of all, it is necessary to determine the niche and bottom for the sales tunnel. In our example, these will be: Niche - travel. Podnisha - ski tours.

2. *Segmentation of Central Asia.* For active tourists, for students during the winter holidays, for athletes.

3. *Perfect customer portrait.* Need to clearly understand who this person is? Even if you work in the B2B sphere as a tour operator, there is always a specific person who makes a decision. Who is he? What is he like? Ideal Customer Search Criteria:

- Demographic: Man/Woman and others?
- Geographic: Lives in your country? In your city? A foreigner?
- Status: Entrepreneur? Athlete? Mama?
- Income.
- Interests, etc.

Imagine the one to whom you are going to sell. What does

he look like? How does he spend his free time? What is he thinking? What is reading? And so on ..

4. *TOP5 pains in the CA segment.* Identify the 5 most pressing issues for a specific segment of the target audience. For example, for the Entrepreneur segment: 1) employment, lack of time. 2) afraid of falling out of the business process due to lack of communication. 3) there is no skiing skill. 4) it is impossible to plan the date of the trip in advance 5) increased comfort.

5. *The solution to the pain of the client.* Give a solution to every problem. For example: 1) Short weekend tours. 2) Offer hotels with free Wi-Fi in the room and on site. 3) Information brochure, free ski training. 4) Offer tours to the ski resorts in a visa-free country, which can be bought immediately before the trip. 5) Offer tours and hotels with increased comfort, individual transfer, etc.

6. *Unique selling proposition for the CA segment.* This is the main product that is as valuable as possible, which solves the pain of the client and leads him to transformation.

7. *Design of customer's way.* Design a client's path based on 5 basic touches with the client (Fig. 3).



Fig. 3. An example of a customer's path in a sales tunnel in a messenger (authorial development)

Step 2. Product Matrix. Chain Mafia Offers.

At this stage, it is necessary to clearly determine the goods, services, packages and services that we will offer customers at all stages and pack them in the so-called Mafia Offers - an offer that cannot be refused. It is important to understand that for a successful business, one-time sales are not important,

but building a long-term relationship with a client.

In the process of moving leads through the sales funnel, 5 suggestions can be distinguished (Fig. 4).

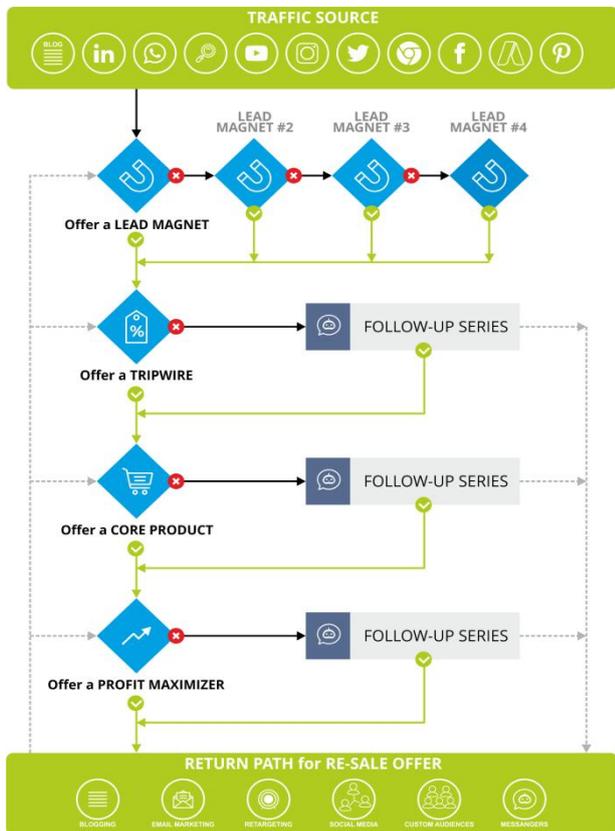


Fig. 4. Five offers on client path (authorial development)

Offer a Lead Magnet

This is something free, hook. Its main task is to give the first benefit to your potential client. Often the ideal lead magnet becomes one that is literally focused on your product or service. This should be something attractive and, if possible, free, for which the client will not regret leaving his contact. An online test for the most suitable place to stay, a webinar on budget tourism, a database of hotels where pets are allowed, etc.

The lead magnet is the first step before entering the tunnel.

Offer a Tripwire

This is a material switch. Its main task is to translate your potential customer into a customer format. As a rule, this is a service, the product or service the cost of which is greatly understated. At this stage, there is no problem making money. The task is to solve another small pain of the client for minimal money. In practice, this can be a .5nm weekend special offer with additional services with a minimum mark-up or at a cost price, such as a spa procedure, full board, transfer, etc.

Offer Core Product

The most important stage. Here you sell a complete solution to a client’s problem, it is here that the company makes money.

Offer a Product Maximizer

These are upsales - upsales, cross sales, down sales - the task is to increase the average check and, as a result, increase the profit from the transaction (for example: A tour with a full set of excursions).

Re-sale offer

A repeat transaction or a subscription is an offer that affects the customer's return on Live Time Value. The objective of this stage is to turn the buyer into a follower of

your brand or company.

It is important that every offer necessarily solves the pain of your client. A common mistake is to give for free what your client does not need at all.

Step 3. The tunnel

After the preparatory processes, we proceed directly to the sales tunnel.

In a global sense, a sales tunnel is a chain of messages containing useful content in any format (text, audio, video, presentations, webinars) that familiarizes the buyer with the product and inclines it to buy. Messages come in chat bots of instant messengers: Facebook, Viber, Telegram, Whatsapp. Message delivery in them reaches 90%, while today only about 10% of newsletter subscribers open emails. When a user subscribes to chatbot messages, the seller can directly interact with him at any time. He can send him a message with a link, video, profile or any file.

The 6 most important components in the sales tunnel can be identified (Table 1).

Table- I: Sales tunnel components

Landing Pages, MLP and Subscribe Pages	Landing page or sales page, the place where the main product is sold. Together with the landing Page, MLP (Mini Landing Page) is often used. For instant messengers and email marketing this is the best option. It is necessary to surprise the client with one screen. Arouse in him the desire to take advantage of the company's offer, which means that you do not need to describe the advantages of the company, product, etc. for a long time. (This is done on the main product website). Content subscription pages may also be used. This is a mini-page - the target action of which is to subscribe to company content (Telegram, Viber, VTSAP, Facebook, etc.)
Instant messengers	Communication channels that the potential client constantly uses.
Chat bots	Auto-answers that automates communication with customers and replaces 24/7 support.
Content	A chain of useful letters and messages that encourage the customer to buy, increasing pain.
CRM system, end-to-end analytics	CRM-system and end-to-end analytics allow you to consider ROMI (return on investment in marketing).
Traffic	It is important that the traffic is systemic. There will be no customers without traffic. Select your traffic channels that you want to enable first.

Step 4. Scaling

Above is the path for one segment of the target audience. Each segment should have its own proposal. To scale, you need to look for new segments of the target audience and make them a relevant offer in the format of mafia offers.

The sales tunnel can be scaled both in the direction of increasing the range, and in the



direction of increasing traffic.

III. RESULT AND DISCUSSION

The ever-increasing cost of traffic, the toughening of competition between online advertising and the decrease in the effectiveness of its main types - these problems are increasingly being faced by online promotion specialists and their customers. Users have long been tired of aggressive marketing and have ceased to respond to obsessive offers to buy something, which are streaming down on them from all sides like from a cornucopia. But the difficulties and problems that need to be solved have one positive side - they start the development process. So, due to the need for new approaches to online advertising, sales tunnels appeared in messengers.

A sales tunnel is a sequential chain of customer contacts that ultimately leads to the sale of the main product. It is based on 2 principles: the proposal of the company and the reaction of the potential client:

Positive. Yes. The client completed the target action. If so, then usually the client is offered something else.

Negative. No. The client is not ready to take action. So you need to make another proposal.

The automated way of the client through chat bots allows a person to subscribe in one click (without email and phone), regularly contact through useful content, 24/7 - 365 days a year in a way convenient for the client, using the sales tunnel, to create trust on the machine.

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