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## What is evaluation and control in tourism marketing

To maximize the performance of a marketing plan, controls must be put in place to monitor the evolution of the plan. As a marketing plan progresses, controls are constantly analyzed to determine how the actual performance of the plan compares to projections. All changes that need to be made are made based on the analysis of marketing controls. Understanding the controls of a marketing plan will help you develop effective performance measurement indicators. Marketing is designed to persuade consumers to buy a product or invest in a service. A control put in place in any marketing plan is the tracking of customer feedback through surveys and surveys. You can reach customers indirectly by hosting online internet surveys that ask specific questions about your latest marketing plan. Conversely, surveys can be conducted with marketing groups or through one-on-one interviews by phone or in person. Adjust your marketing plan based on your search results. For example, if your marketing campaign includes a new company mascot and customer feedback indicates that the mascot is not popular, the mascot should be removed from the marketing plan. Sales can be measured in units sold, generated revenue or profit amount. Each marketing plan is designed to determine the effect of the plan on the target market. Again, this is done through market research or at the point of sale with the help of retail partners. Actual sales in the target market are compared to marketing plan projections to see if changes need to be made. For example, if the target market for a marketing plan is men aged 15 to 21, target market sales reports would monitor sales to that group. If sales are declining, further market research needs to be done to see why the target audience is not responding to the market. In some cases, analysis of a sales demographic breakdown may indicate that the initial target market was inaccurate and that a new target market may emerge based on sales data. A marketing budget is a balance between the cost of producing advertising materials and the revenues created by the marketing plan. Several controls can be used to monitor a marketing budget, including print advertising expenses, trade show travel, market research costs, and internal staff costs for the company's marketing department. All of these costs need to be monitored to minimize expenses and maximize profitability. By looking at spending, you are able to maintain your budget and see exactly where the spending increases come from. Market share is that percentage of consumer sales dominated by your product. For example, you can have a product with sales accounting for 15 per cent of all products on the market. A marketing plan describes the market share of the product before the plan, plan, then projects changes in the market at the end of the plan. For example, your marketing plan may require an increase in market share of 10 to 15 percent of all products sold. During the plan's timeline, a 3 per cent increase may be halfway through the plan. If you don't achieve this goal, you need to analyze why the plan is below and how to fix it. Implementation, evaluation and control are like the three legs of a stool; remove one, and the stool wobbles and crashes to the ground. If you remove one of these elements from a marketing plan, it collapses, and the plan will not succeed. All three are necessary for the success of marketing activities that help companies achieve their strategic goals. The strategy section of a marketing plan describes the market position the company hopes to achieve in light of the current economic climate and competition. The implementation section outlines the exact steps the company will take to achieve the strategy. Both are just as important. An excellent strategy with poor implementation will not help the company achieve its objectives, because it will not take the appropriate steps to achieve the strategy. A bad strategy with a large implementation is also a waste of time and money. Tactical steps can be perfectly executed, but without a strong strategic vision, they would not achieve the company's objectives. Both must also be well designed and executed to successfully achieve marketing objectives. Missteps in the implementation phase of a marketing plan can be disastrous. Implementation means execution, or actual steps the company will take to promote its business. These steps may include running ads, launching a website, or sending direct mail. If implementation is not completed as planned, the company will not achieve its strategic objectives. The best ideas have yet to be adopted. The implementation phase of the marketing plan ensures that marketing activities occur at the right time and in the right sequence to succeed. The evaluation stage of a marketing plan focuses on analyzing the quantitative and qualitative parameters associated with implementation and strategy. Quantifiable measures are those to which the figures can be attached, such as the number of sales leads obtained, the customers reached and the dollar amounts reached. Quality factors include measures of customer satisfaction. Evaluation of the marketing plan means reviewing the data and examining whether or not the company has achieved its objectives implementation phase. If this were the case, the steps can be replicated for future success. Otherwise, changes can be made to improve performance and results. Checks are needed for the evaluation phase. The controls established at the time of the creation of the marketing plan provide benchmarks for assessing the extent to which the plan has achieved its objectives. Controls are like objectives; they give the something to aim for when the plan is adopted. Controls may include measures such as marketing budgets and market share. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. If you continue to browse the site, you accept the use of cookies on this site. Check out our user agreement and privacy policy. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. If you continue to browse the site, you accept the use of cookies on this site. Check out our privacy policy and user agreement for more details. Details.

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