



Marketing Model to support new integrated multimodal transport offer

Output T3.1

This project is co-financed by the European Union under the instrument for Pre-Accession Assistance (IPA II)

This document has been produced with the financial assistance of the Interreg IPA CBC Italy-Albania-Montenegro Programme. The contents of this document are the sole responsibility of LP – Airports of Puglia and can under no circumstances be regarded as reflecting the position of the European Union and of the Interreg IPA CBC Italy-Albania-Montenegro Programme Authorities.

This output explain how to developing a comprehensive marketing model for an integrated multimodal transport solution.

In today's rapidly evolving transportation landscape, the introduction of an integrated multimodal transport solution represents a pivotal opportunity for both innovation and efficiency. To fully capitalize on this potential, a well-structured marketing model is essential. This report explores the fundamental components of a marketing model designed to support the successful launch and sustainable growth of your new integrated multimodal transport offer.

The different phases of the marketing process and analysis of a an integrated multimodal transport solution can be divided as follows.

1. Market Research and Segmentation

Before embarking on any marketing endeavor, thorough market research is paramount. Understanding the unique needs, preferences, and pain points of your target audience will inform your entire strategy. Effective market segmentation, based on variables such as location, demographics, psychographics, and behavior, will enable to tailor the approach and reach the right people with precision.

2. Competitor Analysis

In a highly competitive landscape, gaining a deep understanding of ompetitors and/or rivals is essential. Conduct a comprehensive competitor analysis to identify strengths, weaknesses, opportunities, and threats (SWOT). This insight will guide the decision-making process and assist in crafting a strategy that outshines the competition.

3. Unique Selling Proposition (USP)

What sets an integrated multimodal transport offer apart? It is important to clearly define the Unique Selling Proposition (USP) and articulate it in a compelling manner; highlight the tangible benefits and added value that the new solution brings to customers. The USP should be at the core of the marketing message.

4. Positioning Strategy

Effective positioning is a key element of a successful marketing model. Therefore, is is crucila to define the positioning that the new trasnport solution wishes to achieve in the market and to craft a succinct, powerful positioning statement. This statement should convey the value proposition concisely, leaving a lasting impression on the target audience.

5. Pricing Strategy

The pricing strategy chosen must align with both the value proposition and the preferences of the target market. Therefore this step refers to determine whether a subscription-based, pay-per-use, or tiered pricing model is most appropriate for the new integrated multimodal transport service.

6. Distribution Channels

In this step, it must identified the optimal distribution channels to reach the target audience, considering partnerships with other transport and logistics providers in order to expand network and accessibility and leveraging the right distribution channels will significantly impact the market reach.

7. Promotion Strategy

A comprehensive marketing mix is vital for promoting an integrated multimodal transport solution effectively. Therefore, the suggestion is to utilize a combination of digital marketing, content marketing, social media, PR, and traditional advertising to maximize the visibility and engagement with potential customers.

8. Content Marketing

Create engaging and informative content that showcases the advantages of the integrated multimodal transport offer is crucial in order to inform, educate and inspire the audience through articles, videos, infographics, and other valuable resources.

9. Lead Generation and Customer Acquisition

Together with information and promotion, the implementation of strategies for lead generation to attract prospective customers can be useful: it refer to employ techniques like SEO, email marketing and online advertising to drive traffic and capture valuable leads for the new service.

10. Customer Relationship Management (CRM)

Nurturing strong relationships with existing customers is a cornerstone of long-term success: the implementation of customer loyalty programmes and incentives has the objective to retain and delight the customers.

11. Monitoring and Measurement

During the first actions, it can be useful to establish key performance indicators (KPIs) to assess the effectiveness of the marketing efforts. In this step, it is possible to utilize analytics tools and customer feedback to collect data, enabling data-driven decisions for continual improvement.

12. Feedback and Iteration

Adapting to customer feedback is crucial and it can be done on the basis of monitoring and assessment evaluation of the previous step. It allows to regularly refine the marketing strategy based on customer responses and evolving market dynamics to maintain relevance and competitiveness.

13. Scale and Expansion

Together with assessment, the marketing model allows to define a plan for the scalability and expansion, both geographically and in terms of service offerings. In this case, it is necessary to consider forging strategic partnerships with other transport providers to broaden the network.

14. Budgeting and Resource Allocation

All the defined steps must be calculated in terms of correct allocated budget. The new service and offer must be based on a well-defined budget for marketing activities and ensure the necessary staff, technology and tools to execute marketing plan efficiently.

15. Risk Management

Another important aspect is linked to identification of potential risks and development of contingency plans. It allows to be prepared to respond effectively to unforeseen market changes and challenges.

16. Legal and Regulatory Compliance

To ensure a smooth and risk-free operation, it is really important to maintain unwavering commitment to complying with all relevant laws and regulations within the transport sector.

In summary, the development of a comprehensive marketing model for a new integrated multimodal transport offer is integral for its success. By meticulously addressing each component of the listed model, the new service could be inserted in the transport network and position itself as a market leader. Flexibility and adaptability are crucial, as continuous monitoring, feedback integration, and strategy refinement will be instrumental in achieving the long-term goals.

In order to have clear idea of a good marketing model, it is important to have clear idea of the outmost issues to be followed, as listed below, considering the case of a new multimodal transport solution among Puglia and Albania, and Puglia and Montenegro.

OBJECTIVE: Develop sustainable cross-border connectivity, through an integrated transport model, capable of increasing accessibility to airports and their multimodality and supporting new air routes between Puglia and Albania and Montenegro

TARGET: B2C / B2B

EXPECTED RESULTS: Increase in passengers on new routes

NEW TOURISM IN ALBANIA AND MONTENEGRO: New holiday motivations and new tourist products in Albania and Montenegro. Because it can work:

- A strong commercial bond and a business community on the move
- A community with solid roots in our country
- The search for new, less known and crowded destinations

MARKETING AIMED AT THE BUSINESS COMMUNITY: An involvement action for the communities that work in the countries of interest (also through the offices of Unioncamere Puglia and the Region in Tirana).

MARKETING AIMED AT INTERMEDIATION (T.O. and ADV): An engagement campaign towards the world of trade.

MARKETING AIMED AT THE FINAL DEMAND: An engagement campaign aimed at Italian tourists

DEMAND: pre- and post-Covid tourism demand trends / analysis of tourist markets / potential demand

OFFER: survey of current tourist products in Albania / survey of current tourist products in Montenegro

COMMERCIAL CHANNELS: currently sold, what and through which channels

For the in-depth research relating to ON CLOUD NINE project, it is expected to involve three distinct targets, summarized here and expanded as follows:

- Italian tourists, residents in the catchment area regions/provinces
- Albanian community, always residing in the catchment area
- Italian business community (also in the catchment area)

The objective of the survey on the target of Italian tourists (residents in the catchment area) is to understand the prospective (or already existing) interest, the awareness and the possible experience of tourism experiences in Albania and Montenegro, with exploration of needs, expectations, desires, requested products (tourist packages and/or conditions for independent tourism), constraints and overall perception ("shared social image") of the two countries.

For this research phase, a survey with a quantitative approach is envisaged, through the administration of a structured questionnaire lasting approximately 15 minutes to a sample of 500 Italians resident in the catchment area of Aeroporti di Puglia, by age (in the proposed range 18 -55 years, unless otherwise requested), gender and residence, with proven (through targeted questions) habits and attitudes favorable to foreign tourism (regardless of the routine applied in the last months of the pandemic), via CAWI survey technique (online interviews).

The objective of the survey on the Albanian community (made up of subjects permanently resident in the catchment area) is to understand motivations, drivers, frequency, travel habits to/from Albania, with clarification of needs, expectations, desires and constraints, preferences for travel solutions/packs. Due to the small representation of the Montenegrin community, it is not considered to extend this research approach to Montenegro.

Similarly to what was proposed for the target of Italian tourists, a survey with a quantitative approach is envisaged, through the administration of a questionnaire lasting approximately 15 minutes to a sample of 100 Albanian residents (in the catchment area of Aeroporti di Puglia) to be interviewed through interviews telephone calls (CATI), with profiling of the sample by gender, age (adults), and area of residence.

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The objective of the survey on the Italian business community with respect to Albanian and Montenegrin destinations is to identify and thoroughly analyze the set of needs and desires for air connections with these two countries, by subjects with the need for frequent travel (for reasons business) on the two countries from the catchment area.

For this target it is proposed to use a qualitative survey approach, through the technique of in-depth interviews, or in-depth qualitative individual interviews, lasting approximately 1 hour, aimed at a limited selection of stakeholders: 4 subjects, selected in synergy with Aeroporti di Puglia, also relating to different industries / business needs, all sharing the needs of traveling to Albania (from 2 to 3 subjects) and Montenegro (1 to 2 subjects).

DEFINITION OF THE PLAN: Definition of the scenario starting from the analyzes carried out and the general and specific objectives. Identification of the areas of intervention and the marketing tools that can be activated/needed

RESULTS MONITORING INDICATORS: Identification of a monitoring methodology for the proposed actions in relation to the general and specific objectives.

The defined marketing model established aims to assure a broader visibility and increase awareness among target groups. This well-crafted strategy fosters collaboration, effectively intercepting and increasing the number of passengers traveling between the Adriatic coasts. The integrated multimodal transport solution is uniquely positioned to bridge these coastal destinations and offer a seamless, convenient, and memorable travel experience.