

## **Shawnee State University Marketing Agency Projects**

Marketing instruction at Shawnee State University includes courses with Agency Projects.

The Agency Project model brings an actual business or non-profit into the class as a client. The client presents his/her current marketing situation to the students.

The students work in the second half of the course as a professional agency, building a comprehensive marketing plan to address the client's needs.

The agency team presents the proposal and all sample collaterals to the client, who is free to use these materials in actual practices.

The Agency Project is not a simulation. The clients can (and do) use these plans and materials in actual practice.

In return, the client permits the students to use copies of the plans in their portfolios to demonstrate their professional field experience.

# Marketing Research Proposal

For

## Wild Atlantic Music Tours

Prepared for Robert Hanrahan and Edward King

by the Fall 2024 BUMK 4250-25 Marketing Research Class

Shawnee State University

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### **Agency Team Members:**

**Research:** Caitlyn Booth, Charlotte Campbell, Madisyn Connelley,

Phillip Robinson, Scott Priddy

**Analysis:** Jacqueline Aubry, Victoria Casoria, Rocky White, Lanie Johnston

**Presentation:** Mason Blizzard, Victoria Casoria, Rocky White, Lanie Johnston

**Graphics:** Mason Blizzard, Caitlyn Booth, Madisyn Connelley, Savannah Pugh, Scott Priddy

**Writing:** Jacqueline Aubry, Savannah Pugh, Phillip Robinson, Charlotte Campbell

Terry L. Hapney Jr., Ph.D., Instructor

Jason Lovins, Ph.D., Instructor

The following agency project proposal is provided to Wild Atlantic Music Tours (WAMT) for its use. The content of this proposal is based on information gathered from an interview with company owners Robert Hanrahan and Edward King. The work is presented in the manner of a professional agency (the team) to its client and the company is free to use all research instruments and suggested evaluation in whatever manner deemed appropriate. This proposal was composed for: Wild Atlantic Music Tours to ensure it attains its objectives.

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## Executive summary

For Wild Atlantic Music Tours (WAMT) to achieve its goal of packaging its experience for a shop window, first, organizational leaders must assess certain demographics, psychographics, and behavioral attributes that lead their consumers to purchase tour tickets. Research tools that are suggested for WAMT to implement are general surveys, embedded observers, social media polling, website analytic tracking, and post-tour satisfaction surveys. When creating and implementing surveys, such as the general survey, it is suggested to include questions such as age, gender, and geographic location, as well as asking questions about what fuels their motivations to purchase tickets. Also, when conducting a post-tour satisfaction survey, it is important to ask questions tailored to the consumer's feelings and attitudes toward the experience they had on tour. By using social media polls, WAMT can receive direct feedback from its customer base and collect simple feedback. Frequent posting on these social media sites, — Facebook and YouTube—, is necessary to connect with their consumers and promote brand awareness.

Tracking website analytics is imperative in deciding which pages are visited the most and where the most clicks take place. WAMT can use this to their advantage as website analytics can help improve organizational website and grow their target market. Finally, an embedded observer is a suggestion given to WAMT, because the observer can attend the tour and interact with the consumers. This is necessary for WAMT to capture reactions and receive testimonials complimenting their tour. With these tools, WAMT becomes even closer to completing its goals.

## Introduction

Wild Atlantic Music Tours (WAMT) is a family-run business, started by Robert Hanrahan and Edward King in Ennis, County Clare, Ireland. Over the past five years, they have been creating a unique way for visitors to experience Ireland, with a special focus on live music and culture. The business is rooted in the Hanrahan family's long history in the Irish music scene, and WAMT specializes in custom tours that mix live performances with rich cultural stops across Ireland.

Each tour is built around an Irish musician—usually someone who is well known in the U.S.—who brings their own hometown stories, local connections, and personal insights to the group. It is not just about the music; guests get to know the places and people that shaped the musician's life. Every day is filled with live music, Irish humor, beautiful landscapes, and plenty of traditional “craic” (Irish fun).

The tours start and end in County Clare, close to major airports, and run for seven nights with a packed itinerary of music, sightseeing, and cultural activities. While WAMT does gather informal feedback from guests, there is no formal system to measure satisfaction, which makes it harder to adjust things like activity levels or cater to different musical skill levels. Most of their marketing comes from word of mouth and the occasional social media post, so they have not fully tapped into their target U.S. market—mostly people over 50 who are interested in exploring their Irish heritage. With more structured feedback and a stronger marketing push in the U.S., WAMT could really grow, offering an even more immersive experience for music lovers and cultural explorers.

## **Respondent Profile**

Wild Atlantic Music Tours, which will be referred to as WAMT from here, has a target market that consists of individuals or families who are looking for an unforgettable experience. This experience includes listening to traditional Irish music played by some of the most popular artists, sightseeing, playing instruments used in traditional Irish music with the artists, and meaningful interactions with others on the tour. These prospective attendees usually come from the United States, Ireland, or other parts of Europe, and are typically of ages 50+. With that notion, the prioritization of marketing techniques that cater towards mature adults will be discussed in this proposal. The following proposed research instruments will provide WAMT with a greater emphasis in targeting said market.



## Methodology Overview

Proposed are several market research instruments for better understanding the motivations and values of WAMT ticket purchasers. Respondents or subjects for these market research tools will be studied to collect key quantitative and qualitative data. Naturally, quantitative data is expressed numerically in basic measurements. Qualitative data captures ideas, concepts, and opinions to better acknowledge respondents' beliefs or feelings about a particular subject. These data will be used by WAMT to determine the best marketing efforts for packaging their experience for store-front distributing.

When targeting the larger population of individuals who would be interested in what WAMT offers, the number of randomly sampled responses must be sufficient enough to be statistically generalizable to the entire population. It is important to understand who is being targeted in order to determine the number or responses needed to get a representative sample of the population. Assuming that those who may be interested in what WAMT offers are Americans who have visited Ireland or show interest in visiting Ireland and are aged 55+, this agency can say that the total target population is around 527,000. This is because in 2019, 1.7 million Americans visited Ireland, [www.tourismireland.com](http://www.tourismireland.com), and in 2016, 31% of American tourists who visited Ireland were aged 55+,

[https://www.failteireland.ie/FailtIreland/media/WebsiteStructure/Documents/Publications/US-Market-Profile-FINAL-\(Web\).pdf](https://www.failteireland.ie/FailtIreland/media/WebsiteStructure/Documents/Publications/US-Market-Profile-FINAL-(Web).pdf). With a confidence level of 95% and a 4% margin of error, the number of surveys collected should be 600.

Note that in the analysis of findings for each instrument, “dummy” data are used. The “dummy” data are synthetic data. These data are generated based on assumptions about the market as a substitute for live data in testing environments. These data are inserted to show how

each result can be reported in graphs, charts, word clouds, etc.—when the client carries out the research plan offered here.

## Methodology: WAMT General Survey

A general post-purchase survey for WAMT ticket purchasers to complete is recommended. This will aid in a better understanding of the target market and will facilitate the collection of valuable market segmentation data. The survey is targeted towards individuals who purchase WAMT tickets, show interest in the experience WAMT offers, and are interested in being entered into a drawing for a chance to win a free meal while on the tour.

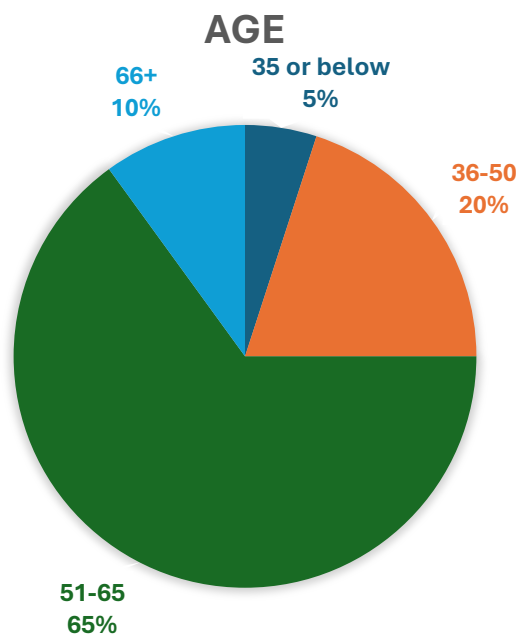
Because tickets are purchased digitally, this survey will be deployed digitally via hyperlink and can be found on the resulting page that the purchaser is taken to post-purchase. This approach is key for WAMT to be able to understand certain demographics (age, gender, geographic location, and approximate income range), motivations, and beliefs that may have influenced individuals to purchase the WAMT experience. Also, it would be in WAMT's best interest to provide the option for individuals to complete the survey via their Facebook account and website via hyperlink, for easy access. This survey should be no longer than two and a half pages digitally, and it should take, at maximum, two minutes to complete, this is so there is no responder's fatigue. An incentive for survey completion is recommended, and for this survey, WAMT should offer a drawing for the chance to win a free meal pass while on the tour (if applicable). A ready-to-use version of this survey is found in **Appendix A**.

## WAMT General Survey

### 1. Age Range?

- ☐ 35 or below
- ☐ 36-50
- ☐ 51-65
- ☐ 66+

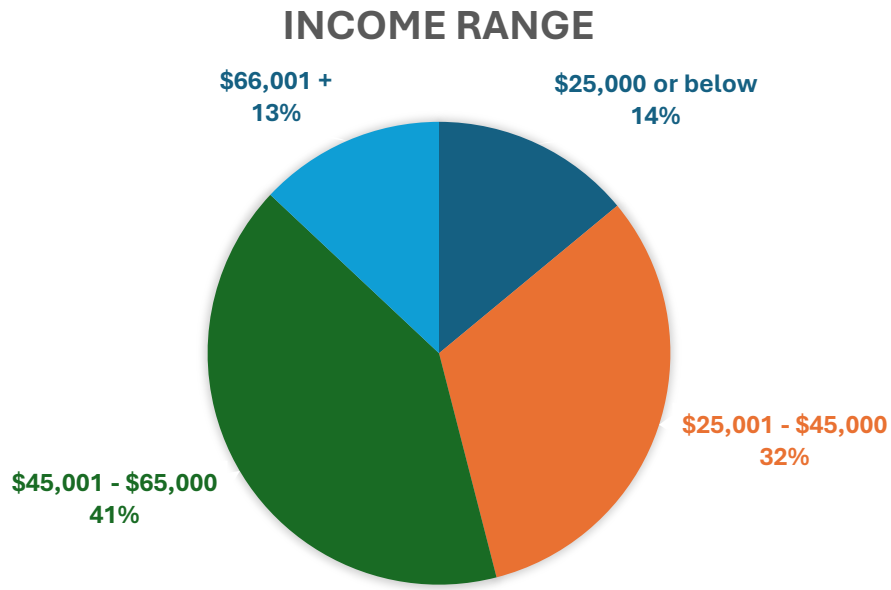
*Understanding the age distribution of respondents is essential for targeted marketing efforts. This question enables the WAMT to tailor their promotions and events to the preferences and interests of specific age groups. The dummy data provided in the pie chart show that 5% of respondents are 35 or below; 20% are 36-50; 65% are 51-65; 10% are 66+.*



## 2. What is your approximate income range?

- ☐ \$25,000 or below
- ☐ \$25,001-\$45,000
- ☐ \$45,001-\$65,000
- ☐ \$65,001+

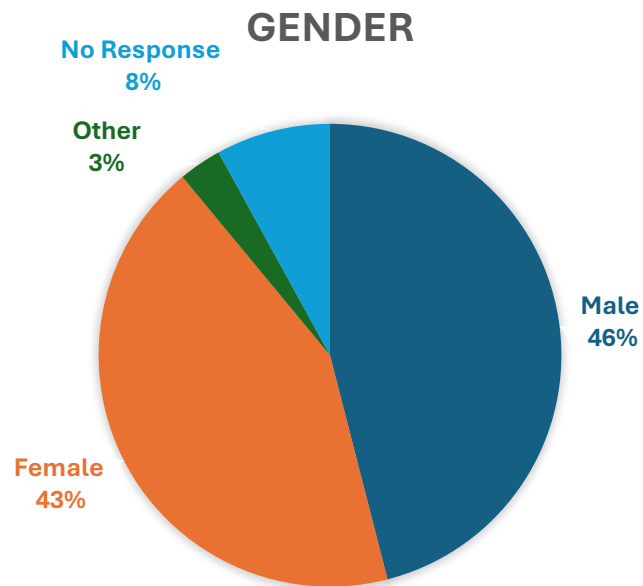
*The pie chart shows the income range evenly spread out between \$25,000 or below, and \$66,001+. In addition, 41% of people had an income range of \$45,001-\$65,000, followed by 32% making over \$25,001-\$45,000.*



### 3. Gender (optional):

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ No response

*The pie chart indicates that Males make up 46% of those interested in WAMT while 43% were female, 8% being no response, and 3% choosing other. This question will help WAMT to understand who most of our audience is.*



#### 4. What is your geographic location?

- ☐ Ireland
- ☐ United Kingdom (Northern Ireland, England, Scotland, Wales)
- ☐ United States

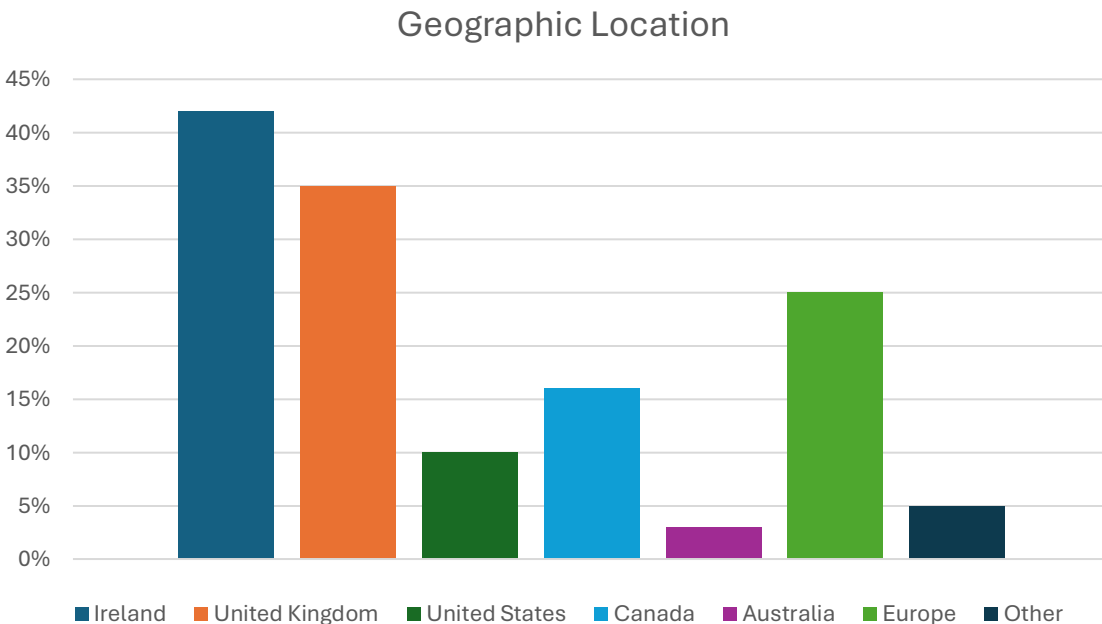
If here, please specify where \_\_\_\_\_

- ☐ Canada
- ☐ Australia
- ☐ Europe

If here, please specify where \_\_\_\_\_

- ☐ Other (If not listed) \_\_\_\_\_

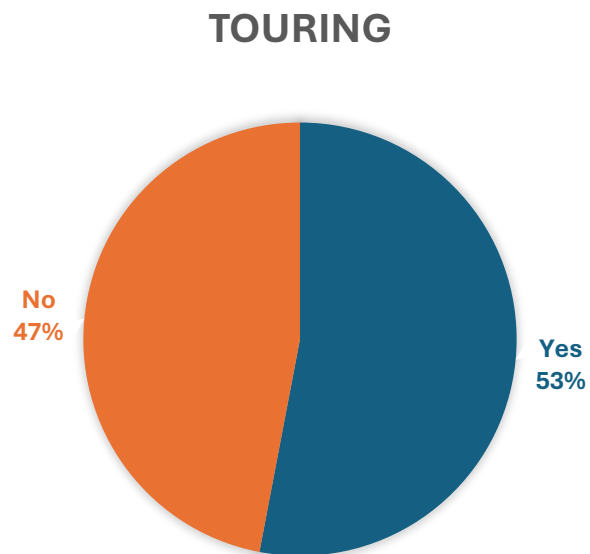
*Collecting information on the current location of respondents provides insights into the geographical reach of the survey. This data can help WAMT understand the diverse locations of its audience and customize marketing campaigns accordingly. The most common responses are represented in the bar graph below: 43% Ireland; 35% United Kingdom; 10% United States; 16% Canada; 3% Australia; 25% Europe; 5% Other.*



**5. Have you toured with us previously?**

- ☐ Yes
- ☐ No

*The pie chart below indicates that 53% of people have toured with us previously, whereas 47% of people have not. This question will help WAMT to determine if the respondent has prior experience with our tours.*



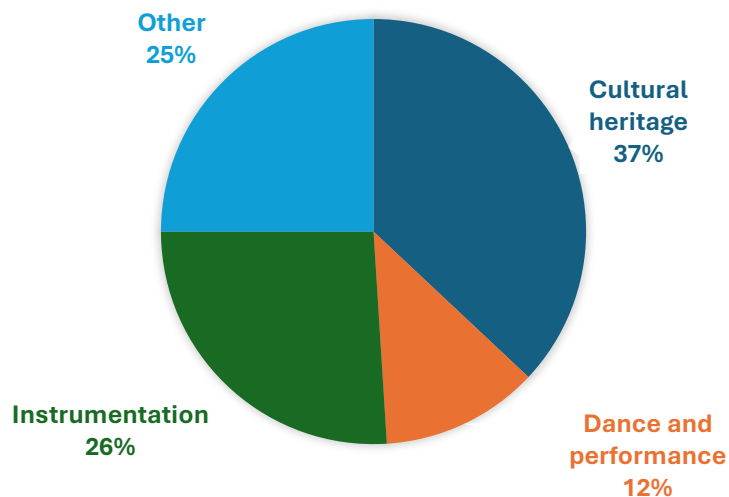


## 6. What interests you most about traditional Irish music?

- Cultural heritage
- Dance and performance
- Instrumentation
- Other (please specify) \_\_\_\_\_

*The pie chart below indicates that 37% of people say that cultural heritage interest them the most, 26% of people say that instrumentation interest them most, 12% of people say that dance and performance interest them the most, and 25% of people have other interest about traditional Irish music. The scale under the pie chart states the top three common answers for others. This question will help WAMT to understand what aspects of traditional Irish music appeal to our audience.*

### INTERESTS



1. Revival and Preservation

2. Community Connection

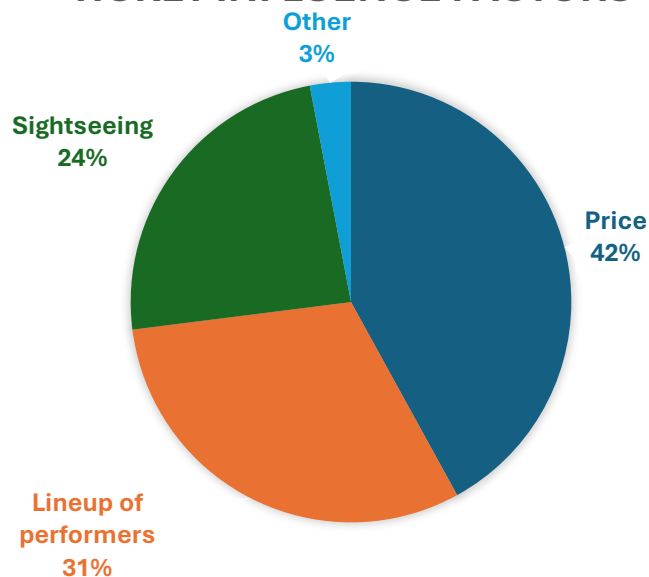
3. Storytelling

## 7. What factors influence your decisions to purchase tickets?

- Price
- Lineup of performers
- Sightseeing
- Other (please specify) \_\_\_\_\_

*The pie chart below indicates that 42% of people state that price influences their decision to purchase tickets, 31% of people state that the lineup of performers influences their decision to purchase tickets, 24% of people state that sightseeing influences their decision to purchase tickets, whereas 3% of people state that they have other reasons that influence their decision to purchase tickets. The scale under the pie chart states the top three common answers for “other.” This question will help WAMT understand the various factors that affect respondents' decisions when buying tickets.*

**TICKET INFLUENCE FACTORS**



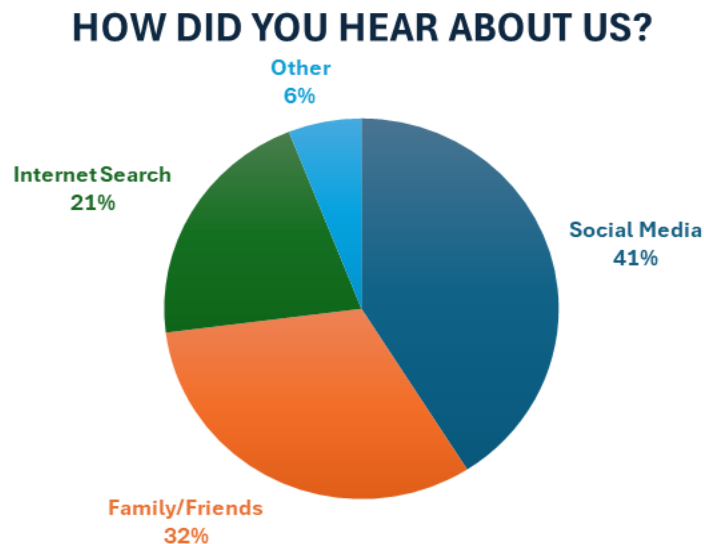
1. Experience	
2. Promotions/Discounts	
3. Date and Time	

## 8. How did you hear about us?

- Social media (please specify) \_\_\_\_\_
- Family/friends
- Internet search
- Other (please specify) \_\_\_\_\_

*The pie chart below provides a visual for understanding how the general public hears about WAMT. Most consumers are informed through social media making up 41% of the chart.*

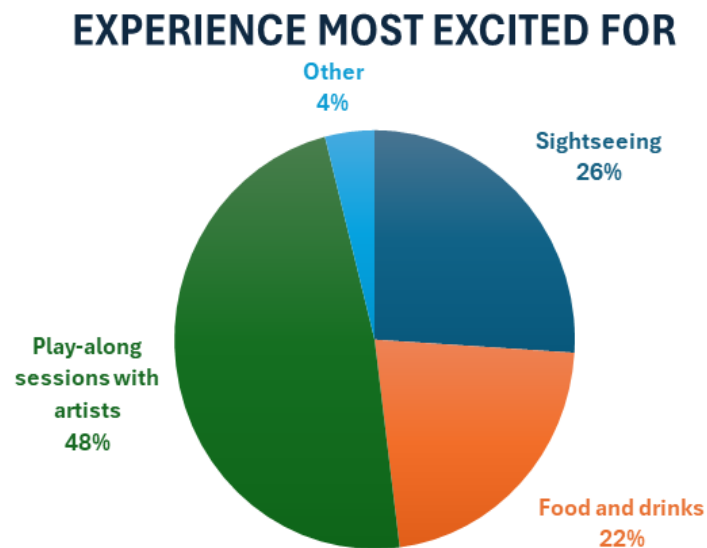
*Following closely behind at 32% is family/friends and Internet search at 21%. The remaining 6% is from others. This question will help WAMT to understand the channels through which respondents learned about WAMT.*



**9. WAMT offers more than just music; we offer an experience. What part of the experience are you most excited for?**

- Sightseeing
- Food and drinks
- Play-along sessions with artists
- Other (please specify) \_\_\_\_\_

*The pie chart below shows that most people were most excited for play-along sessions with the artists at 48%. Following that is sightseeing at 26%, food and drinks at 22%, and other reasons at 4%. This question will help WAMT to understand which aspects of the experience. Respondents are looking forward to it the most.*



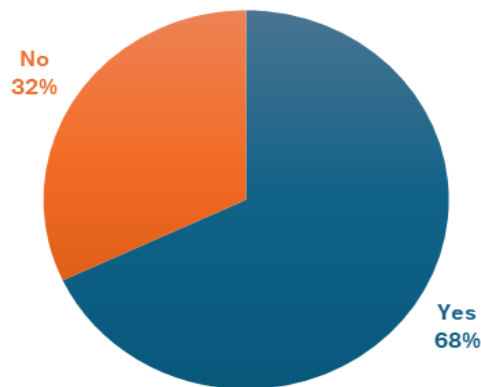
**10. Do you have any expectations for this tour?**

- ☐ Yes
- ☐ No

If yes, then what? \_\_\_\_\_

*The pie chart below shows that most people have expectations for this tour at 68%, followed by people who do not have expectations at 32%. Below the pie chart is a word cloud showing the most often responded words stating their expectations for the tour. This will help WAMT to understand what respondents expect to gain or experience from the tour.*

**EXPECTATIONS**



**Memorable Experience**  
Merchandise Availability Amazing Sites  
High-Quality Performances Safety Measures  
Audience Interaction Great Sound Quality  
Variety in Setlist

## **Methodology: Field Observation Study**

A field observation study is a qualitative data collection method that can be used to observe the reactions of the tourists to the tours. This tool will give WAMT an idea of what their participants like and dislike about the tours, and what would motivate them to make a return visit so that WAMT can provide a potentially better experience for their participants.

A field observation checklist will be completed by an observer who will not interact with the others on the tour, including participants, so as not to influence the results. Conducting the study in this manner will result in the data collected to be as unbiased by the observer as possible while also excluding names and identities. Using the checklist provided, the observer can record the answers they gather. These questions will allow the observer to record general demographic information like age range and gender.

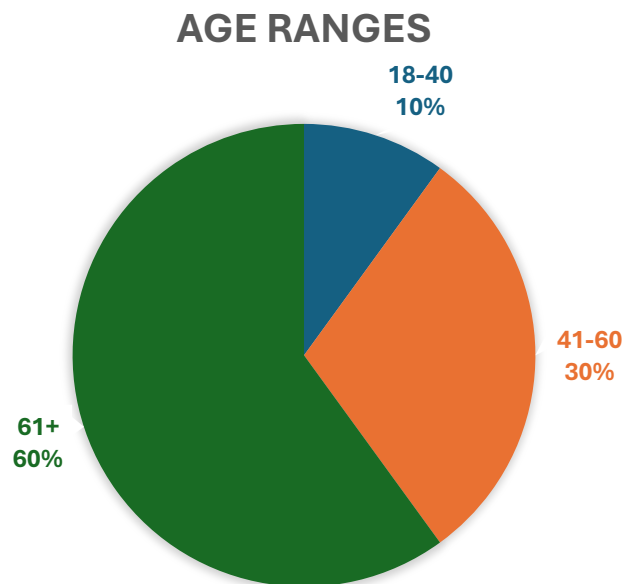
For the best results possible, these inquiries should be completed multiple times throughout the year to see how different areas and events the tours go to affect the interests, moods and overall satisfaction levels of their customers. Post-observational data can be grouped so that WAMT can study participant patterns pertaining to the events and certain time periods if needed.

## Field Observation Checklist Questions

### 1. Age range

- 18-40
- 41-60
- 61+

*This question is important to help better understand what age demographic is on the tours, and what marketing techniques the client needs to use to target a specific demographic. The following pie chart displays the following dummy data: 60% of customers were in the 61+ age range, 30% were in the 41-60 age range, and 10% were in the 18-40 age range.*

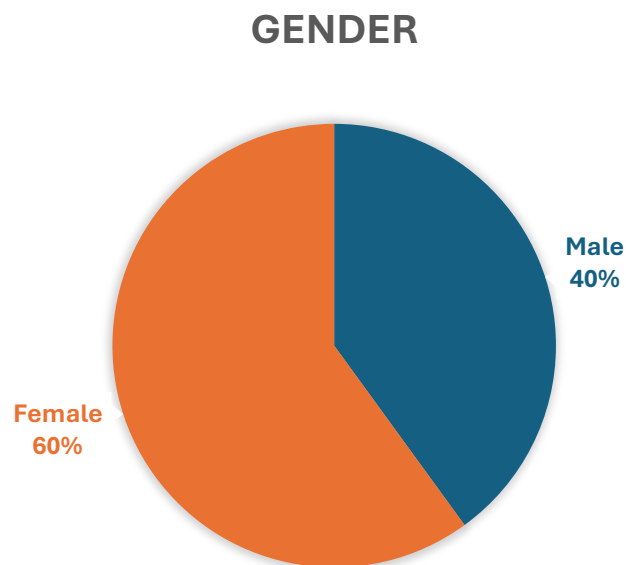


## 2. Gender?

- Male
- Female

*This question is important to help better understand what gender demographic is on the tours.*

*The data show the client who to target with their marketing techniques. The following pie chart displays the following dummy data: 60% of customers were Female while 40% were males.*



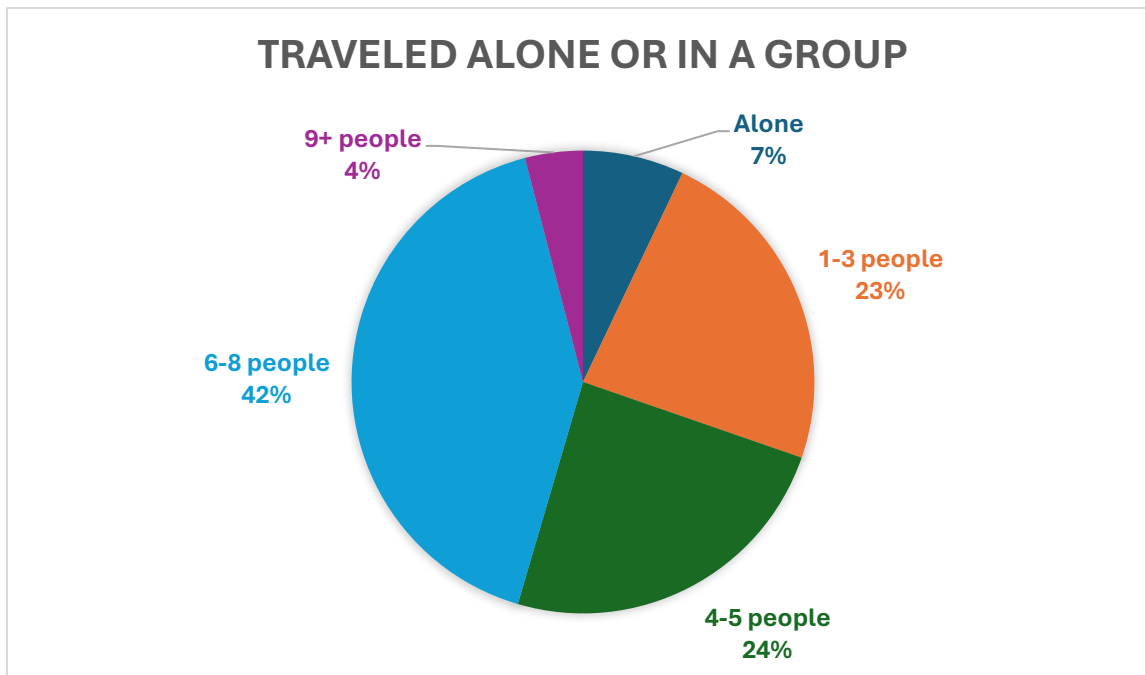


### 3. Is the individual alone or with a group?

- Alone
- Group

If with a group, please specify the number \_\_\_\_\_

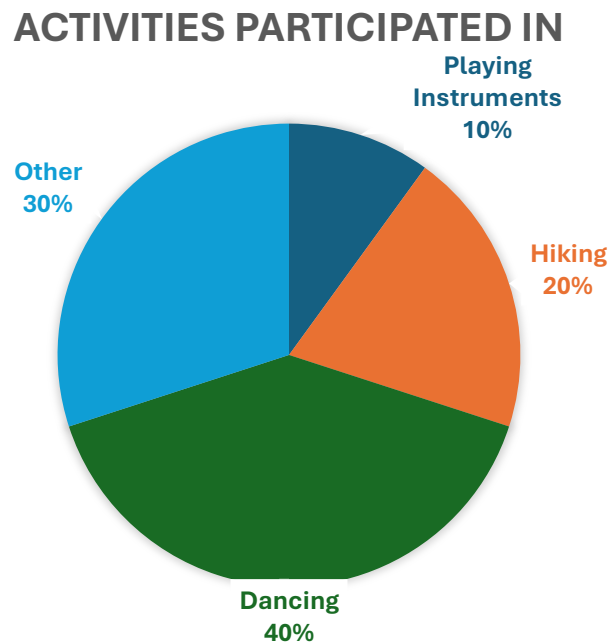
*This question is important to help better understand if those who go on the tours tend to travel alone or with a group. These data show the client information on group size which can help determine what accommodations need to be made. The following pie chart displays the following dummy data: 8% of customers traveled solo and 24% with a partner or up to three more people, 24% traveled in groups containing 3-5 more people, 41% traveled in groups with 6-8 more people, and 5% traveled in groups of 9+ people.*



#### 4. What activities did they participate in?

- Playing Instruments
- Hiking
- Dancing
- Other

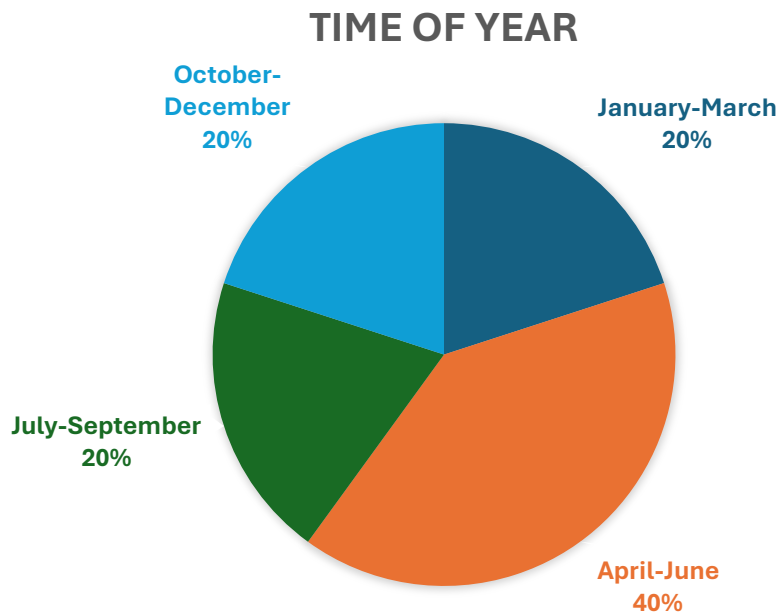
*This question is important to help us better understand what activities those on the tours take part. These data show the client information on what activities are most popular and can help the planning process. The following pie chart displays the following dummy data: 10% played an instrument as an activity, 20% preferred hiking as theirs, 40% chose dancing as their activity, and 30% chose other.*



## 5. What time of the year is it?

- January – March
- April – June
- July – September
- October – December

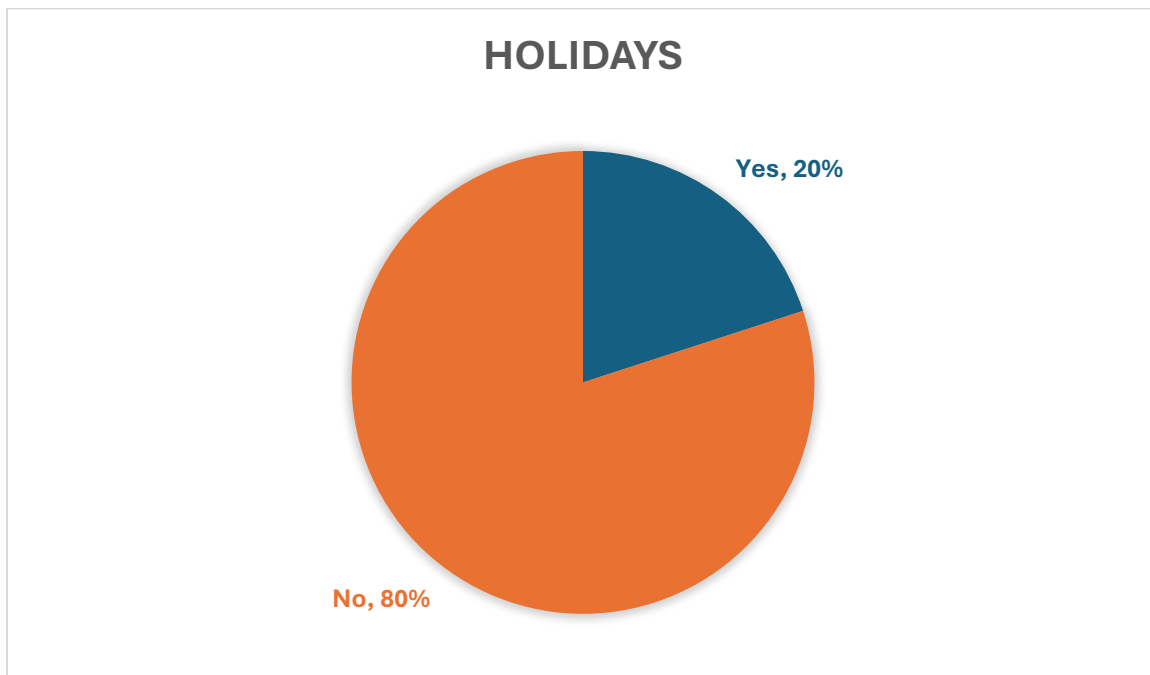
*This question is important to help better understand what time of year is the most popular. The data shows the client what time brings in the most people and how they can accommodate and create the best experience based on the season. The following pie chart displays the following dummy data: 20% traveled between the months of January-March, 40% traveled between the months of April-June, 20% traveled in between the months of July-September, and 20% traveled between the months of October-December.*



**6. Is the tour taking place during a holiday?**

- Yes (If yes which holiday) \_\_\_\_\_
- No

*This question is important to help better understand if customers travel on holiday and if so when. These data show the client information on travel insights which can help plan tours and look for certain days to avoid, optimizing business gain and adhere to the target market. The following pie chart displays the following dummy data: 20% of customers travel during a specific holiday, 80% of customers did not. Below the pie chart is a word chain depicting the most answered holidays.*



*If yes, holidays:*

1. Independance Day (50)	
2. Easter (28)	
3. Saint Patrick's Day (16)	
4. Halloween (13)	
5. Christmas (13)	

**7. How many times has the individual, verbally or non-verbally, expressed negative feelings or thoughts about the tour or events?**

- Mark this answer with a number or tally marks

*This question is important to help better understand who has expressed negative feelings or thoughts toward the tours. This data shows the client information on customer satisfaction and helps determine what areas need work to give customers the best experience. The following Tally Chart displays the following dummy data: 10 tallies for verbal dissatisfaction and 12 tallies for non-verbal dissatisfaction.*

Verbal Dissatisfaction	
Non-Verbal Dissatisfaction	

**8. How many times has the individual, verbally or non-verbally, expressed positive feelings or thoughts about the tour or events?**

- Mark this answer with a number or tally marks

*This question is important to help better understand who has expressed positive feelings or thoughts toward the tours. These data show the client information on customer satisfaction and helps determine what factors are contributing to the customer's overall satisfaction. The following Tally Chart displays the following dummy data: 15 tallies for verbal satisfaction and 25 tallies for non-verbal satisfaction.*

Verbal Satisfaction	
Non-Verbal Satisfaction	

9. How do visitors engage with our tour experiences from arrival to departure, and what specific interactions or moments seem to create the most memorable or emotional responses?
- 
- 
- 

*This question is important to help better understand how visitors engage from start to finish, and what activities make the tour memorable for them. This data shows the client information on customer satisfaction and helps determine what areas need work and what areas are contributing to the customer's satisfaction. The following word cloud displays the following dummy data: Music, activities, stage, sound, performance, crowd, artist, photo ops, merchandise, VIP, travel.*





## Methodology: Embedded Observer

An embedded observer is an individual who is not known to the tour group and will sit in on the tour and observe other participants on the tour and their interactions with the venues, musicians, and other people they encounter throughout the tour. The embedded observer should be recruited by WAMT and would record behaviors from a tour participant's perspective and make note of key observations such as reactions to offerings, tourism sites, musical events, and interactions with the musical artists and the WAMT staff. Things that the embedded observer should take note of will be similar to a field observation checklist, which we have also provided separately for the WAMT staff to use. The same kinds of questions can be included but some also that a field observation checklist might not capture.

These questions might include more detailed reactions. Some examples of this would be comments that the participants might make about their experiences with other participants on the tour that they would not say to WAMT staff, and positive or negative reactions to things they do that the tour guide might not be immediately present to see, such as if the tour group is touring a castle and the group temporarily splits up. The embedded observer would see and hear these things where the tour guide may not.

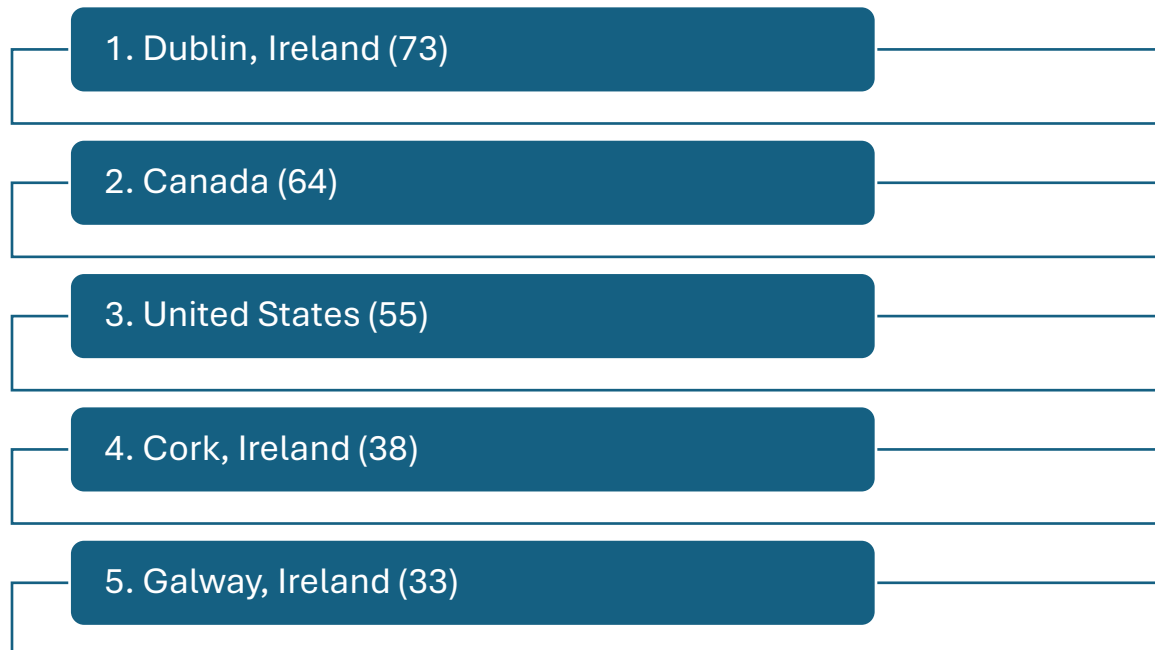
The goal of the embedded observer is ultimately to observe the reactions of the participants while acting like any other tourist and interacting with the participants but try not to be influential one way or the other without letting the other participants know they are being observed. For example, if a couple of participants are unhappy about something, the observer should not fan the flames and push a herd mentality but do their best not to offer opinions while finding out the reasons for negative experience.

## Embedded Observer Questions

### 1. What country and/or city did the individual come from?

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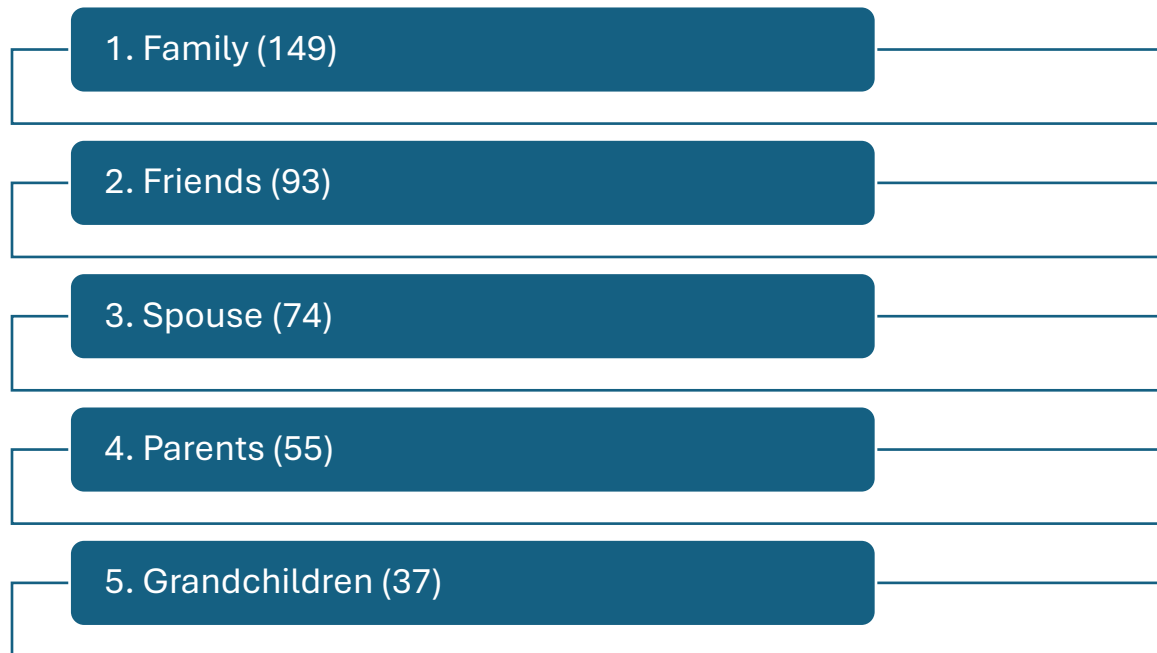
*This question is important to gain an understanding of the demographic from where most customers travel. This aids the client in understanding what countries and cities they need to target to reach their market. The following word chain displays the top five dummy answers: 1) Dublin, Ireland (73) 2) Canada (64) 3) United States (55) 4) Cork, Ireland (38) 5) Galway, Ireland (33)*



## 2. If the individual is with a group, who are they with?

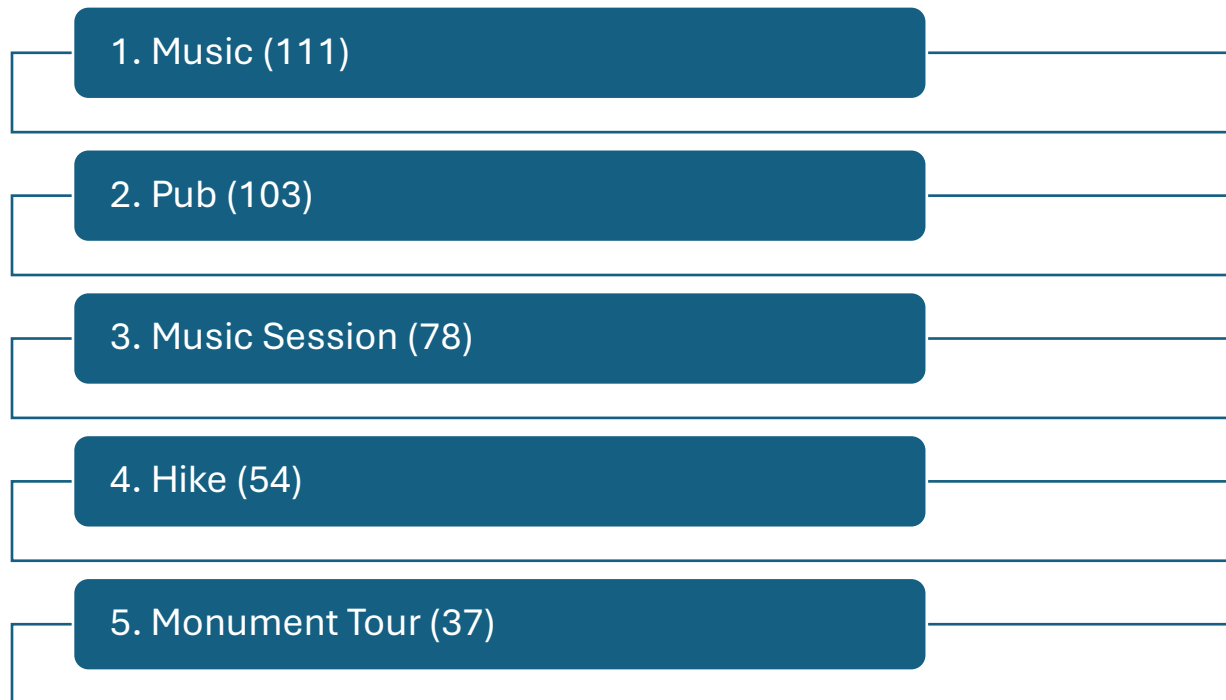
*This question is important to understand how the client's customers travel together. This will aid the client in gaining a better understanding of what kinds of activities to include on tours to better suit the customer groups. The following word chain displays the top five dummy answers:*

*1) Family (149) 2) Friends (93) 3) Spouse (74) 4) Parents (55) 5) Grandchildren (37)*



### 3. Are there any activities the individual really liked?

*This question is important to understand the most liked activities on each tour. This will help the client prepare better going forward, knowing the most popular events that his customers experienced on their tour. The following word chain displays the top five dummy answers: 1) Music (111) 2) Pub (103) 3) music session (78) 4) hike (54) 5) monument tour (37)*



#### 4. Are there any activities the individual really dislikes?

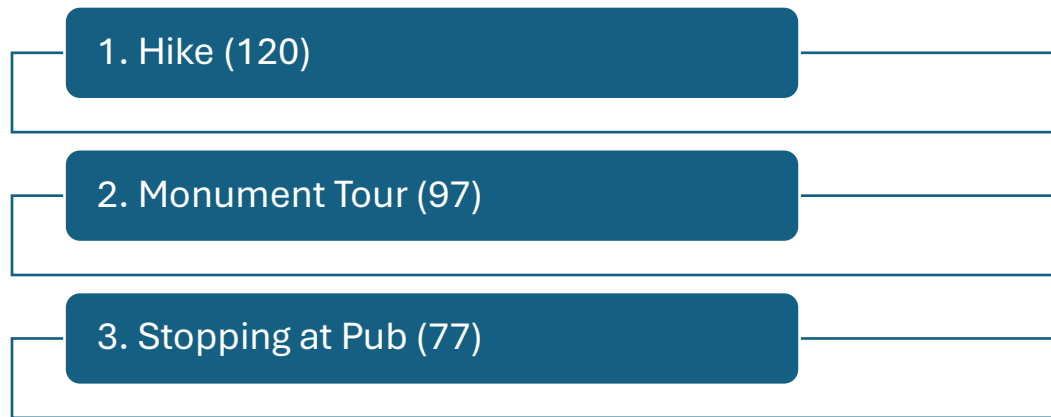
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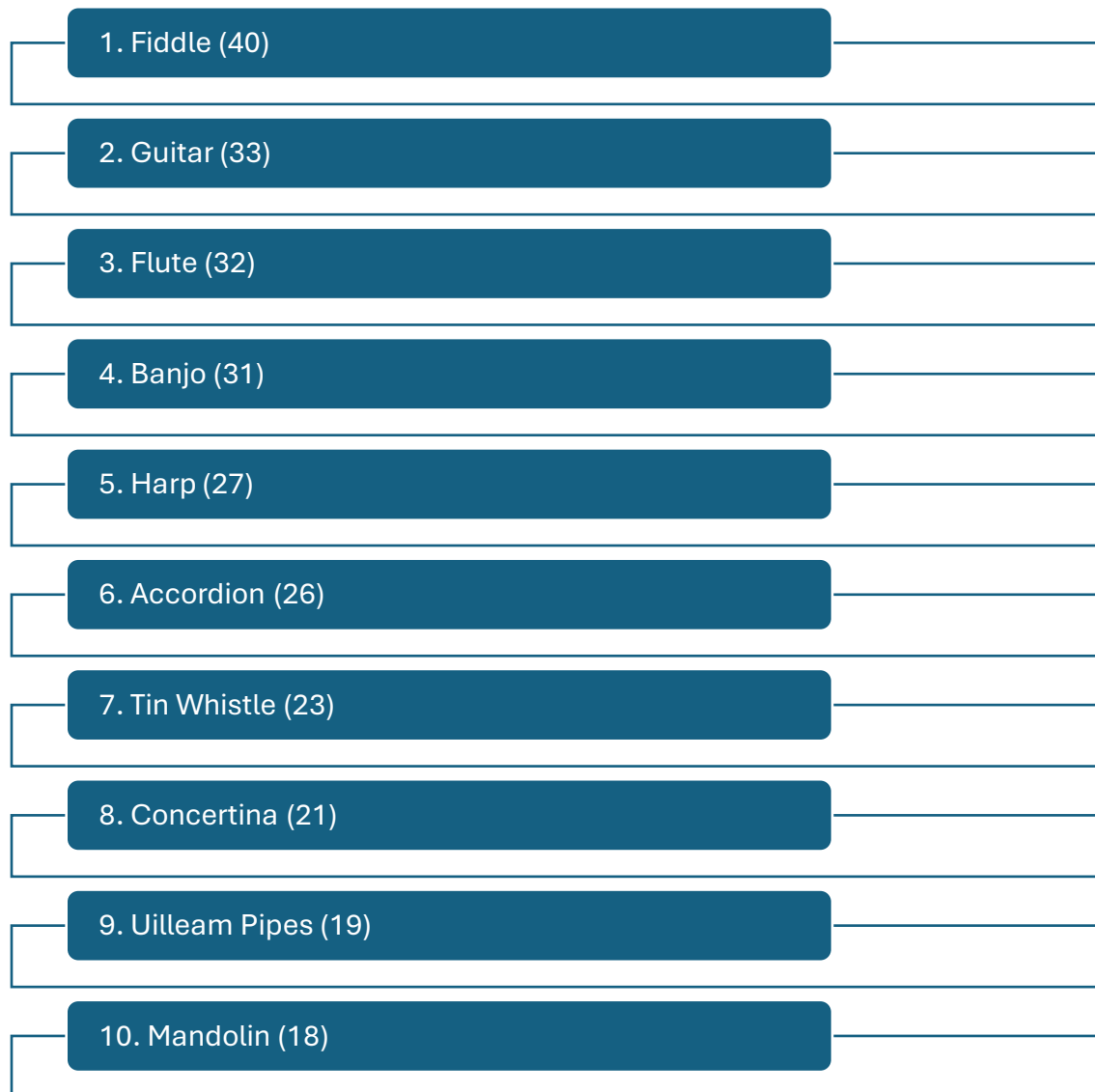
*This question is important to gauge what activities were not as popular among the customers during tours. This will aid the client in understanding what activities could potentially be cut from future tours or rethought. The following word chain displays the top three dummy answers:*

*1) Hike (120) 2) Monument tour (97) 3) Stopping at Pub (77)*



## 5. What instrument(s) did the individual play?

*This question is important understand to musical interests of customers to gain an understanding of their musical backgrounds. This will help the client find the most popular instruments among the market that are looking to play with musicians. The following word chain displays the top 10 dummy responses: 1) Fiddle (40) 2) Guitar (33) 3) Flute (32) 4) Banjo (31) 5) Harp (27) 6) Accordion (26) 7) Tin Whistle (23) 8) Concertina (21) 9) Uilleann Pipes (19) 10) Mandolin (18)*



## 6. Did the individual enjoy any local cuisines?

*This question is important to find out what restaurants and types of food that customers enjoyed. This will aid the client in gaining an understanding of what restaurants and foods to include and avoid for tours for future occasions. The following word chain displays the top ten dummy answers: 1) Shepherd's Pie (74) 2) Irish Breakfast (55) 3) Cabbage and Sausage (35) 4) Irish Coffee (33) 5) Beef and Potato Pie (32) 6) Chocolate Guinness Cake (31) 7) Corned Beef (27) 8) Bread Pudding (26) 9) Fried Cabbage (23) 10) Seafood Chowder (22)*



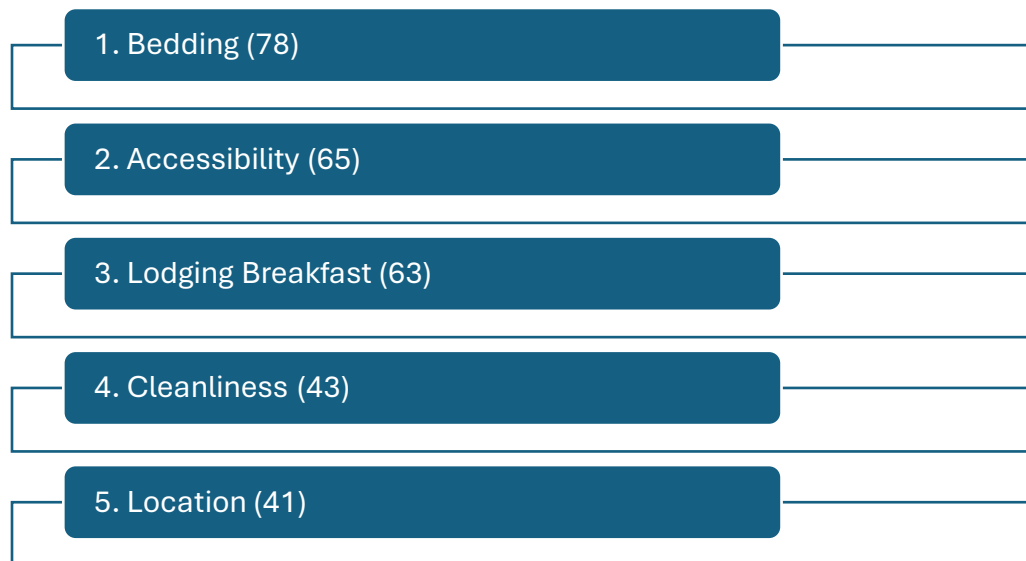
**7. Was there anything about the lodgings the individual did or did not like?**

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*This question is important to find issues that individuals may have at the selected lodging. This will help the client gain knowledge of any lodging issues to use for future reference when selecting where to stay. The following word chain displays the top five dummy answers: 1) Bedding (78) 2) Accessibility (65) 3) Lodging Breakfast (63) 4) Cleanliness (43) 5) Location (41)*





## 8. Is this the individual's first trip to Ireland?

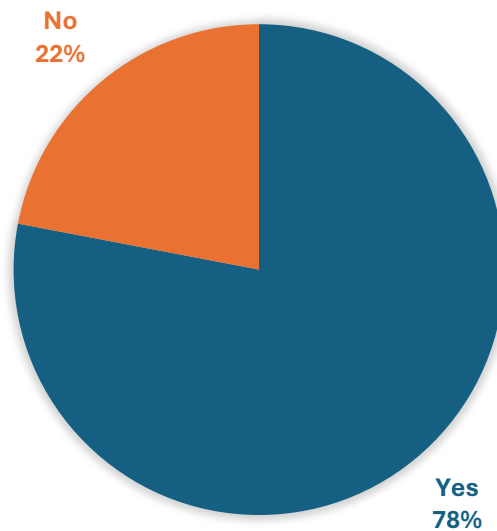
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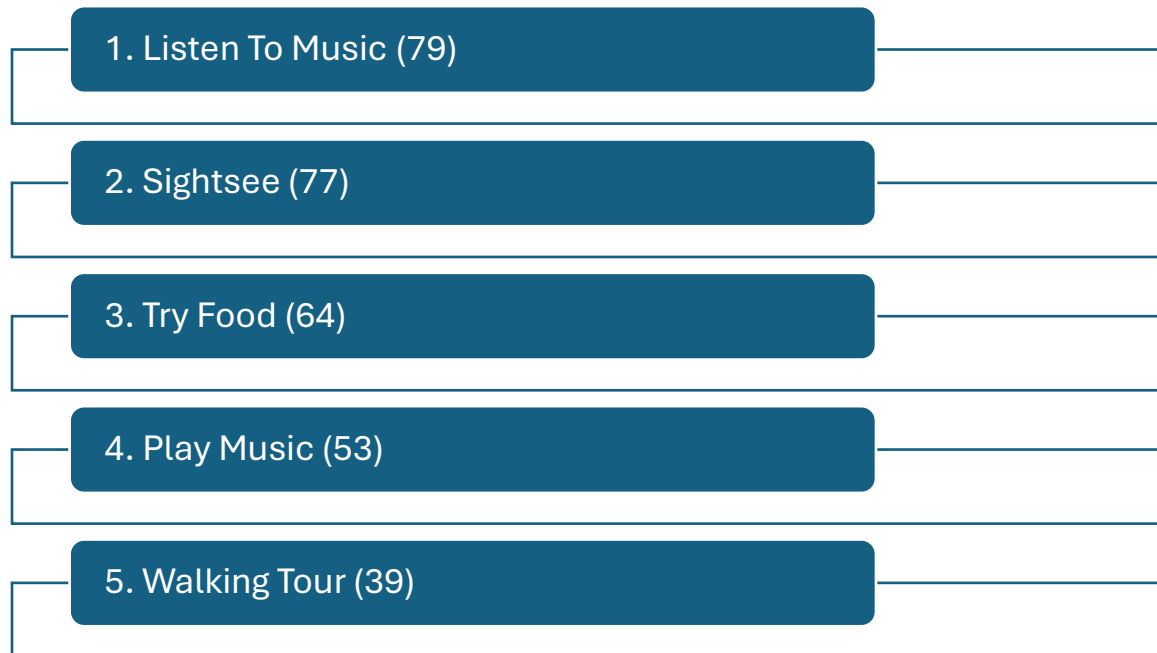
*This question is important to better understand if an individual has experienced a new country and culture, if they have already been exposed to the experience, or if they are native. This will aid the client in finding the best opportunities to offer their customers. The following pie chart displays the following dummy data: 78% responded yes, 22% responded no.*

### FIRST TRIP TO IRELAND



**9. Is there anything specific the individual wanted to see or do while on the tour?**

*This question is important to learn about the activities in which customers would specifically be interested. This will aid the client in preparing for future outings with new or more focused activities. The following word chain displays the top five dummy answers: 1) Listen to Music (79) 2) Sightsee (77) 3) Try food (64) 4) Play Music (53) 5) Walking Tour (39)*



## **Methodology: Social Media Polls Questions**

Social media can be very influential in persuading someone to buy an item or do a certain task. Advertising an item on social media is the primary way that companies are selling to their audiences in the modern age of technology. As discussed by the members of this agency, it was decided that polling should take place on the social media platforms Facebook and YouTube, as they are the most used by the company itself.

Facebook polls are user friendly, even for those without much social media history and/or experience. Simply clicking the “Create a Status” bar present at the top of the screen drops down a few options, one of which is “Create a poll”. The account can jot down a question and make several poll options for answers. For example, a question that could be posed is to ask how everyone viewing the status heard about the tour company. Poll options can be “through a friend/family, through a physical ad, or through a digital advertisement.” This will sum up the total of each answer to provide insight on how each person has heard of the brand.

As for YouTube, it is an option to place a survey before a video as an “Ad”. We can place a similar poll on the organization’s YouTube videos regarding the tours before the actual video starts playing. It will typically also sum up those end results into the most popular areas.

## Social Media Polls

### Facebook:

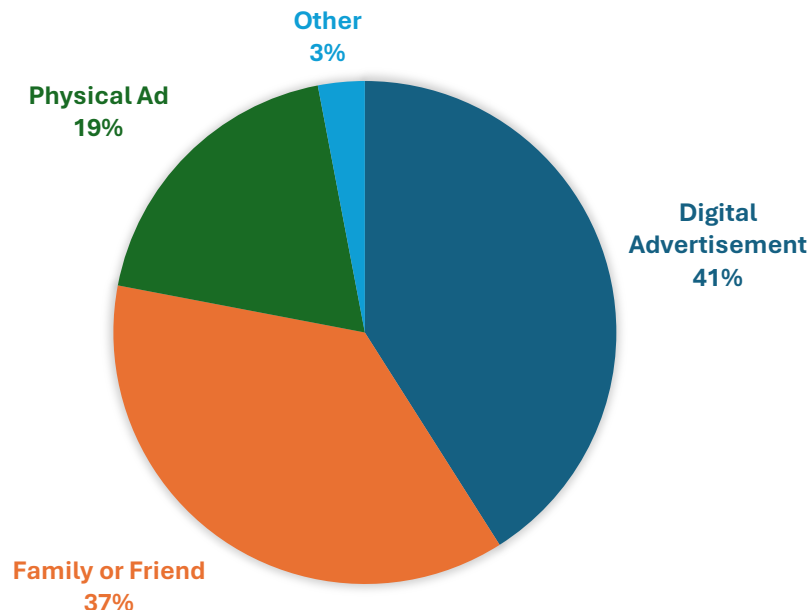
#### 1. How did you hear about Wild Atlantic Music Tours?

- Family or Friends
- Physical Ad
- Digital Advertisement
- Other (please specify) \_\_\_\_\_

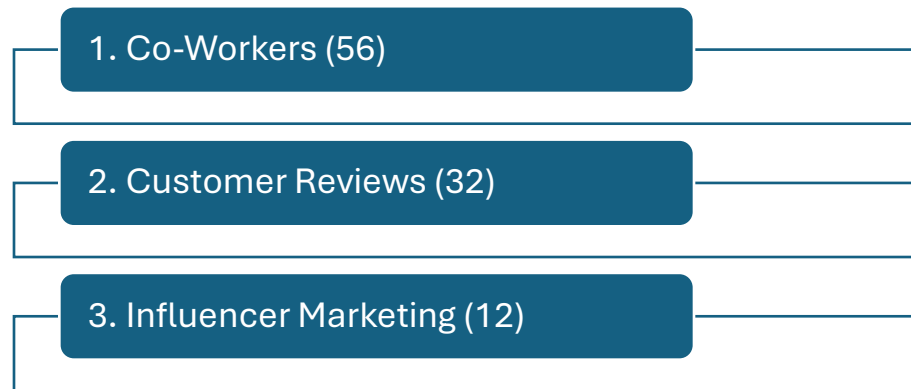
*Identifying how the respondents receive their information is beneficial in understanding the proper channels that should be used when creating promotional materials. It will also give a great insight into where the advertising funds should be allocated to produce the largest return on investment. The following pie chart shows that 37% heard from family or friends, 19% from physical ads, 3% from other, and 41% heard about WAMT from a digital advertisement.*

See the example below:

### HOW DID YOU HEAR ABOUT WILD ATLANTIC MUSIC TOURS?



Other:



### *YouTube:*

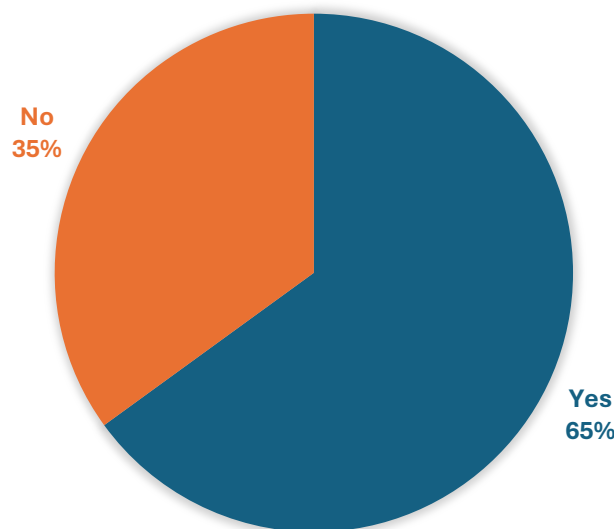
**1. Have you heard of Wild Atlantic Music Tours before?**

- ☐ Yes
- ☐ No

*This question can benefit a social media poll by identifying whether respondents have heard of the company. It will also give insight into how much the company is being advertised by word of mouth. The pie chart below shows that 65% had heard about WAMT, while 35% had not.*

See the example below:

### **HAVE YOU HEARD OF WILD ATLANTIC MUSIC TOURS BEFORE?**



## Methodology: Website Analytic Tracker

This agency recommends implementing software that will collect website analytics.

Website analytics are highly beneficial regarding the development of a successful website and can help drive conversion rates. Website analytics provide insights into how visitors interact with the site and where improvements can be made. This information can be used to help determine what marketing methods to implement.

Defining clear goals (e.g., Ticket bookings, contact form submissions, newsletter sign-ups) is key in deciding what kind of data are important to collect. Looking at data such as page views, bounce rate, and click-through rate are useful to determine how engaging the page is and if the users are finding the information they need. If the page has low engagement it may need to change. Monitoring the conversion rate of viewers to customers through ticket purchases or any newsletter sign-ups reveals how effective the web page is at selling the services.

Website analytics can also gather demographic data (e.g., Age, Location) and consumer behavior data (e.g., preferred device, time of access) to help understand which customer segment is most interested and help target marketing efforts. Using analytic tools to analyze the paths visitors take through the website can gain insight into how they navigate to booking pages and where they might encounter friction.

Identifying which channels (paid ads, social media, organic search, etc.) most of the traffic on the website comes from is beneficial for deciding what areas need more work or what is already working well content performance can help determine what pages are the most popular. If a page related to a specific artist/tour has high traffic it could be considered listing them on the front page of the website.

There are many software platforms available that can collect and track these kinds of data. Hotjar utilizes heat maps and tracks where users click, scroll, and spend time on the site.

These data show which elements engage visitors and can highlight issues with the site's user experience. Google Analytics can collect in-depth demographic user data such as age, gender, location, device, and interests. These data are extremely important in figuring out what our target market segment is and how to appropriately reach them.



## Website Analytics Tracker

*This strategy is helpful in expanding the insights and analytics of the company. There are many options when looking to track website data such as Hotjar, Google, and tools through Meta Business Suit (MBS). Meta is a tool that helps businesses manage their presence on Facebook and Instagram. Using META Business Suit for example, the client will be able to view analytics on content, including reach, engagement, and follower growth. Along with tracking analytics on Meta, businesses can also schedule and publish posts, manage message requests, design and launch ad campaigns, take appointment requests and bookings, and perform A/B testing. Using an instrument like Hotjar focuses on your business websites insights and analytics. Hotjar uses heatmaps to visualize where users click and how far they scroll. It also collects direct feedback from customers about their experience through surveys and provides metrics like average pages per session to help gauge how sticky a site is. Utilizing Hotjar can help identify which parts of a site are ignored and which drive sales and signups. Utilizing tools to help gain insight on your businesses analytics is a great way to identify and understand your demographic and target market.*

### **Meta:**

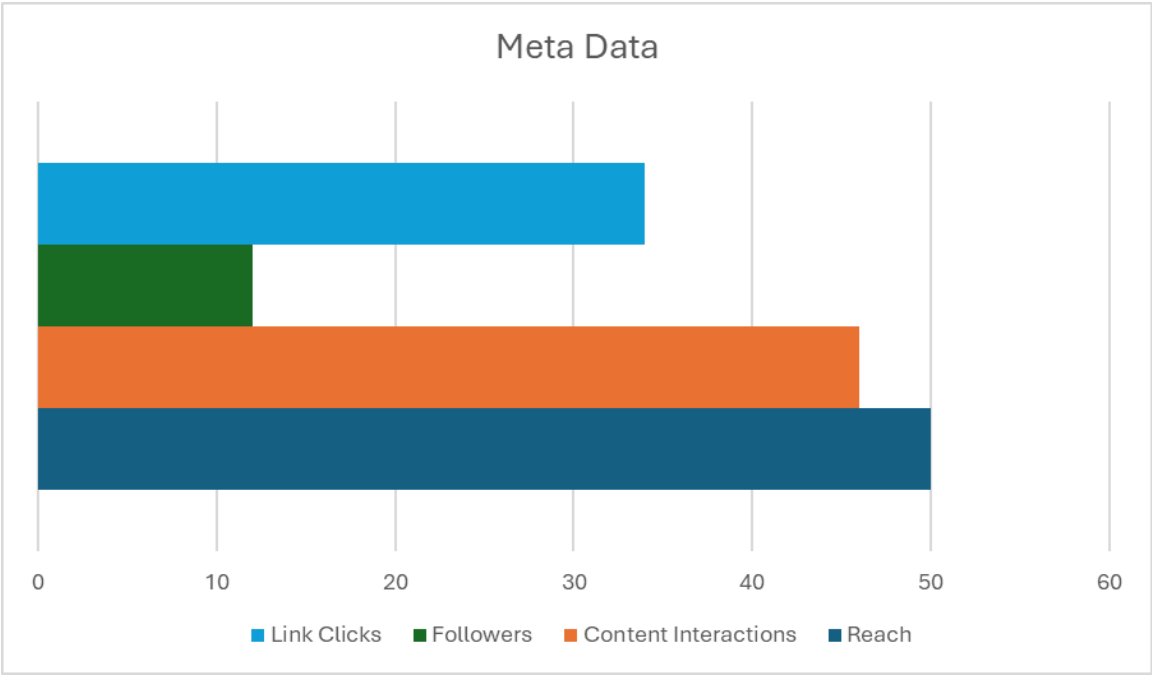
#### **Dummy data**

Reach: 50

Content interactions: 46

Followers: 12

Link Clicks: 34



## **Methodology: Post-Tour Satisfaction Survey**

A post-tour satisfaction survey for WAMT ticket purchasers is recommended. This will give better insight into WAMT to understand how the customers feel after the tour has concluded and their opinions of the experience. This is also a good way to see if WAMT needs to make any changes to its tour experience or how it can make it a better interactive experience for the customers.

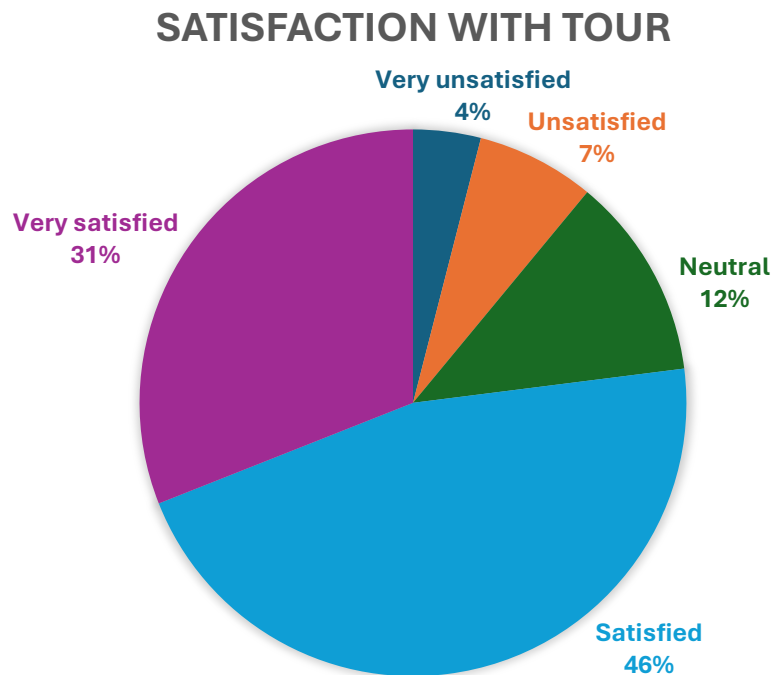
These tickets are also purchased digitally so this link to the post-tour survey will be sent to them to fill out after they attend the tour. They can also find this link on WAMT's social media account in case the customer does not have access to an email. This survey will also give WAMT insight so organizational leaders can understand the demographics. For instance, they will better understand where the most popular locations are for customers and what interests them in the tour experience. This will also give them knowledge of age and gender, plus the customers' thoughts and how motivated they are to go through the process of buying tickets and picking which tour they want to do.

## Post-Tour Satisfaction Survey

### 1. What is your overall satisfaction with the tour?

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

*As stated in the pie chart below, most respondents are satisfied with their tour at 46%. This is followed by very satisfied at 31%, neutral at 12%, unsatisfied at 7%, and very unsatisfied at 4%. This question will help WAMT to measure the overall satisfaction level of the respondents regarding the tour.*



2. How do you feel that the tour accurately depicted the musician's life?

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*A word cloud will help us to see the most common responses to this question. This question will help WAMT to understand if the respondents believe the tour provided an accurate representation of the musicians' life.*

---

Artist  
Traditional Tour  
Experiences  
Songwriter  
Musician  
Performer  
Composer  
Poet

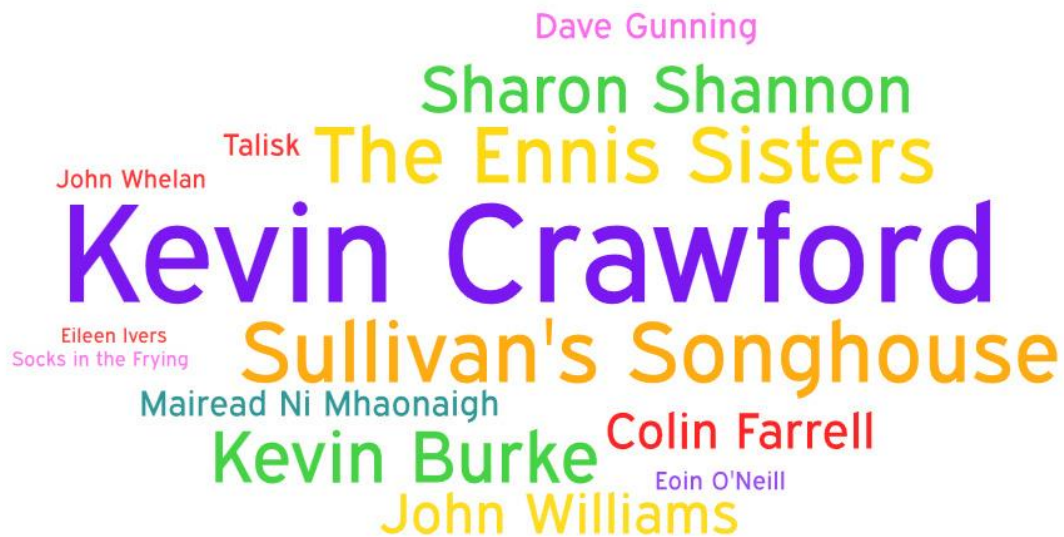
**3. Who are some musicians that you would like to see on the tour?**

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*A word cloud will help WAMT see the most common responses to this question. This question will help WAMT to gather suggestions from respondents on which musicians they would like to see featured on the tour.*

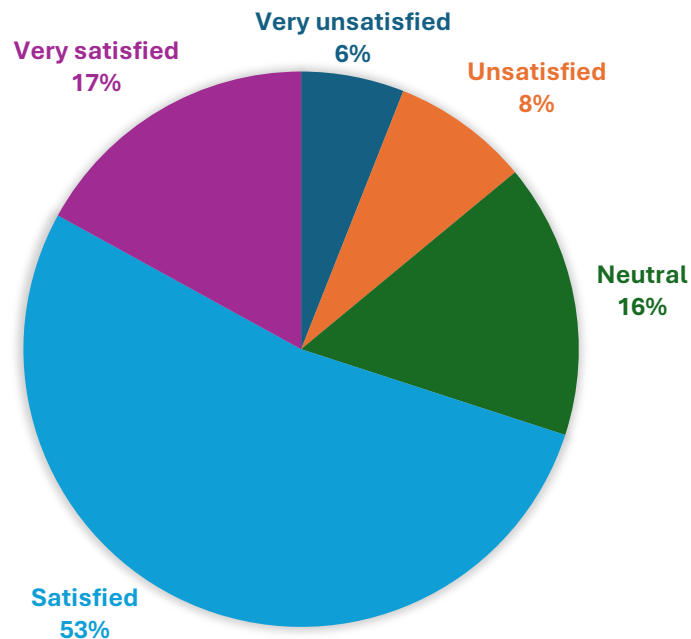


#### 4. Were you pleased with the itinerary?

- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

*As stated in the pie chart below most respondents are satisfied with their itinerary at 53%. This is followed by very satisfied at 17%, neutral at 16%, unsatisfied at 8%, and very unsatisfied at 6%. This question will help WAMT to understand the responding satisfaction with the itinerary provided.*

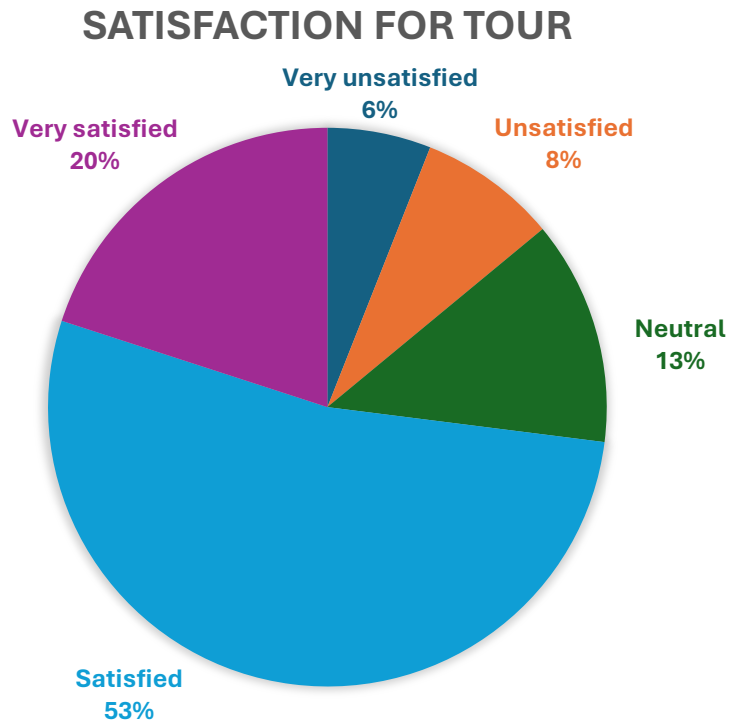
#### SATISFACTION FOR ITINERARY



##### 5. How was your experience with the tour?

- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

*As stated in the pie chart below most respondents are satisfied with their experience on the tour at 53%. This is followed by very satisfied at 20%, neutral at 13%, unsatisfied at 8%, and very unsatisfied at 6%. This question will help WAMT to gather detailed feedback on respondents' overall experience with the tour.*

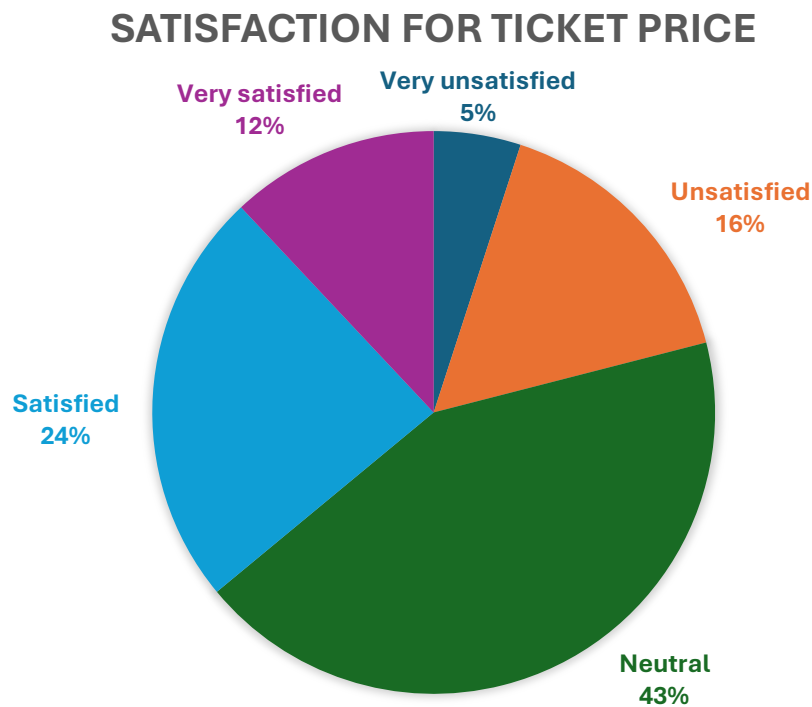




**6. Were you satisfied with the ticket price?**

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

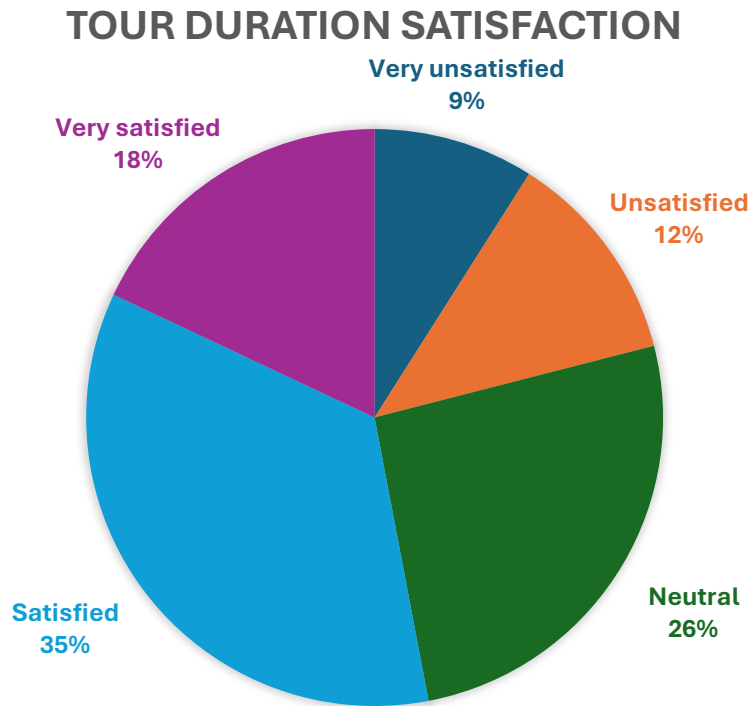
*As stated in the pie chart below most respondents are neutral with their ticket price at 43%. This is followed by satisfied at 24%, unsatisfied at 16%, very satisfied at 12%, and very unsatisfied at 5%. This question will help WAMT to understand the respondent satisfaction with the cost of the tickets.*



**7. Are you satisfied with the length of the tour?**

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

*As stated in the pie chart below, most respondents that are comfortable with the length of the tour were satisfied at 35%. This is followed by neutral at 26%, very satisfied at 18%, unsatisfied at 12%, and very unsatisfied at 9%. This question will help WAMT to assess respondents comfort level with the duration of the tour.*

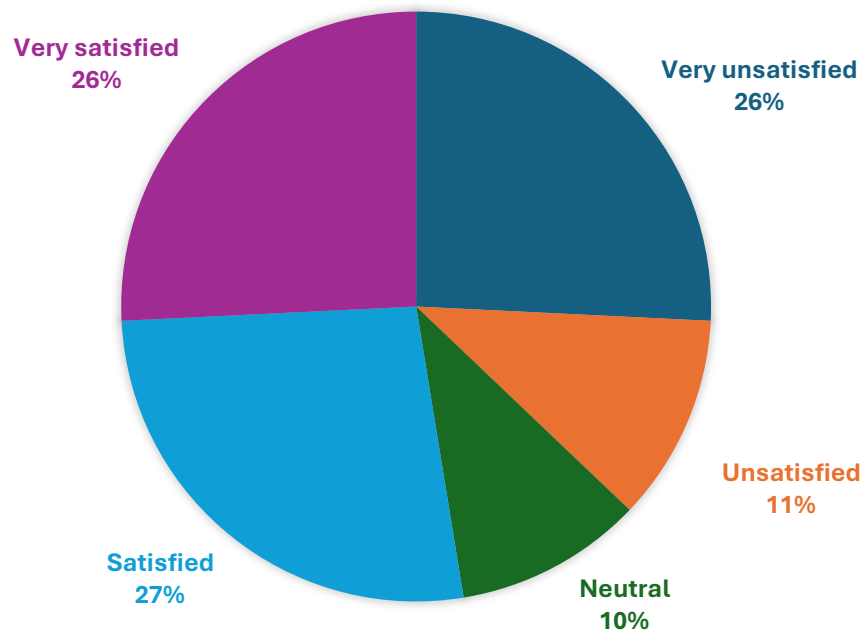


**8. Were you comfortable participating in the tour activities?**

- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

*As stated in the pie chart below most respondents are unsatisfied participating in the tour. This is followed by satisfied at 27%, very satisfied at 26%, unsatisfied at 11%, and neutral at 10%. This question will help WAMT to understand the respondents' level with the option to participate in the tour.*

**COMFORTABILITY IN PARTICIPATING**



## Conclusion

This multi-faceted approach is designed to provide Wild Atlantic Music Tours (WAMT) with actionable insights that closely align with their goals of improving customer experience, enhancing marketing strategies, and increasing tour conversions. Through combining embedded observers, social media polling, website analytic tracking, and post-tour satisfaction surveys, WAMT will gain a holistic understanding of its customers' preferences, behaviors, and perceptions that will play a vital role in tailoring its services and effectively reaching its target audience.

Incorporating an embedded observer on tours enables WAMT to capture reactions and perceptions that might have otherwise gone unnoticed. This real-time observation method garners a deeper comprehension of customer engagement with the WAMT's services providing key, qualitative information that can inform future tour experiences. Polling on platforms like Facebook and YouTube offers WAMT a direct line to potential customers enabling them to assess brand awareness and collect feedback. This method ensures they connect with their audience on platforms that they frequent, allowing for efficient targeting and maximizing marketing reach. Utilizing analytics tools like Hotjar, Google Analytics, and Meta provides a way for WAMT to assess visitor behavior on their website. Understanding metrics like traffic sources, clickthrough rates, and conversion points allows WAMT to optimize their website for a user-friendly experience that guides visitors toward booking tours. Gathering post-tour feedback directly from participants ensures WAMT understands its customers' experiences in detail, from the value of the tour to specific elements like events and pricing. These insights are critical for refining the tour experience and ensuring it resonates with customers' expectations and interests.

Each method complements the others to provide a comprehensive understanding of WAMT's customer journey from initial interest to post-tour reflection. By addressing all stages of customer interaction WAMT can make informed decisions that directly support customer satisfaction, improve conversion rates, and ultimately drive growth. This systematic approach enables WAMT to refine marketing strategies, enhance tour offerings, and optimize website experience, effectively meeting the client's objectives of expanding their understanding of their customer base and deepening the quality of their tours.

## **Appendix A: WAMT General Survey**

### **1. Age Range?**

- ☐ 35 or below
- ☐ 36-50
- ☐ 51-65
- ☐ 66+

### **2. What is your approximate income range?**

- ☐ \$25,000 or below
- ☐ \$25,001-\$45,000
- ☐ \$45,001-\$65,000
- ☐ \$65,001+

### **3. Gender (optional):**

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ No Response

**4. What is your geographic location?**

- ☐ Ireland
- ☐ United Kingdom (Northern Ireland, England, Scotland, Wales)
- ☐ United States

If here, please specify where \_\_\_\_\_

- ☐ Canada
- ☐ Australia
- ☐ Europe

If here, please specify where \_\_\_\_\_

- ☐ Other (If not listed) \_\_\_\_\_

**5. Have you toured with us previously?**

- ☐ Yes
- ☐ No

**6. What interests you most about traditional Irish music?**

- ☐ Cultural heritage
- ☐ Dance and performance
- ☐ Instrumentation
- ☐ Other (please specify) \_\_\_\_\_

**7. What factors influence your decisions to purchase tickets?**

- ☐ Price
- ☐ Lineup of performers
- ☐ Sightseeing
- ☐ Other (please specify) \_\_\_\_\_

**8. How did you hear about us?**

- ☐ Social media (please specify) \_\_\_\_\_
- ☐ Family/friends
- ☐ Internet search
- ☐ Other (please specify) \_\_\_\_\_

**9. WAMT offers more than just music, we offer an experience. What part of the experience are you most excited for?**

- ☐ Sightseeing
- ☐ Food and drinks
- ☐ Play-along sessions with artists
- ☐ Other (please specify) \_\_\_\_\_

**10. Do you have any expectations for this tour?**

- ☐ Yes
- ☐ No

If yes, then what? \_\_\_\_\_



## **Appendix B: Field Observation Study Checklist**

### **1. Age range?**

- ☐ 18-40
- ☐ 41-60
- ☐ 61+

### **2. Gender?**

- ☐ Male
- ☐ Female

### **3. Is the individual alone or with a group?**

- ☐ Alone
- ☐ Group

If with a group, please specify the number of people with you\_\_\_\_\_

### **4. What activities did they participate in?**

- ☐ Playing Instruments
- ☐ Hiking
- ☐ Dancing
- ☐ Other

### **5. What time of the year is it?**

- January – March
- April – June
- July – September
- October – December

**6. Is the tour taking place during a holiday?**

- Yes

If yes, which holiday? \_\_\_\_\_

- No

**7. How many times has the individual, verbally or non-verbally, expressed negative feelings or thoughts about the tour or events?**

- Mark this answer with a number or tally marks

**8. How many times has the individual, verbally or non-verbally, expressed positive feelings or thoughts about the tour or events?**

- Mark this answer with a number or tally marks

**9. How do visitors engage with our tour experiences from arrival to departure, and what specific interactions or moments seem to create the most memorable or emotional responses?**

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## Appendix C: Embedded Observer

**1. What country and/or city did the individual come from?**

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**2. If the individual is with a group, who are they with?**

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**3. Are there any activities the individual really liked?**

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**4. Are there any activities the individual really dislikes?**

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**5. What instrument(s) did the individual play?**

---

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**6. Did the individual enjoy any local cuisines?**

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**7. Was there anything about the lodgings the individual did or did not like?**

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**8. Is this the individual's first trip to Ireland?**

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**9. Is there anything specific the individual wanted to see or do while on the tour?**

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## **Appendix D: Social Media Poll**

### ***Facebook:***

**How did you hear about Wild Atlantic Music Tours?**

- ☐ Family or Friends
- ☐ Physical Ad
- ☐ Digital Advertisement

### ***YouTube:***

**Have you heard of Wild Atlantic Music Tours before?**

- ☐ Yes
- ☐ No

## Appendix E: Website Analytic Tracker

Below is a link that can be used to create heatmaps for the WAMT website. A heatmap is used to determine where the most clicks on the website happen. Below the link is a set of dummy data that can be used to visualize how a heatmap will look.

[https://www.hotjar.com/get-heatmaps4/?utm\\_campaign=HJ-Search-NA-ProductSearch-ISBS&utm\\_source=google&utm\\_medium=cpc&ads\\_adid=166261252205&ads\\_targetid=kwd-2620856921&utm\\_term=heat%20map%20software&keyword=heat%20map%20software&matchtype=e&geo=9058936&ads\\_creative=714538482172&ads\\_network=g&device=c&adpos=&utm\\_squad=leap&utm\\_layout=LP4&gad\\_source=1&gclid=EAlaIQobChMI-O\\_7k7OxiQMvZUT\\_AR2CQivcEAAYASAAEgL75\\_D\\_BwE](https://www.hotjar.com/get-heatmaps4/?utm_campaign=HJ-Search-NA-ProductSearch-ISBS&utm_source=google&utm_medium=cpc&ads_adid=166261252205&ads_targetid=kwd-2620856921&utm_term=heat%20map%20software&keyword=heat%20map%20software&matchtype=e&geo=9058936&ads_creative=714538482172&ads_network=g&device=c&adpos=&utm_squad=leap&utm_layout=LP4&gad_source=1&gclid=EAlaIQobChMI-O_7k7OxiQMvZUT_AR2CQivcEAAYASAAEgL75_D_BwE)

Hotjar (Heat Map Dummy Data):

### Stats:

Total clicks: 96.2k

Rage clicks: 30

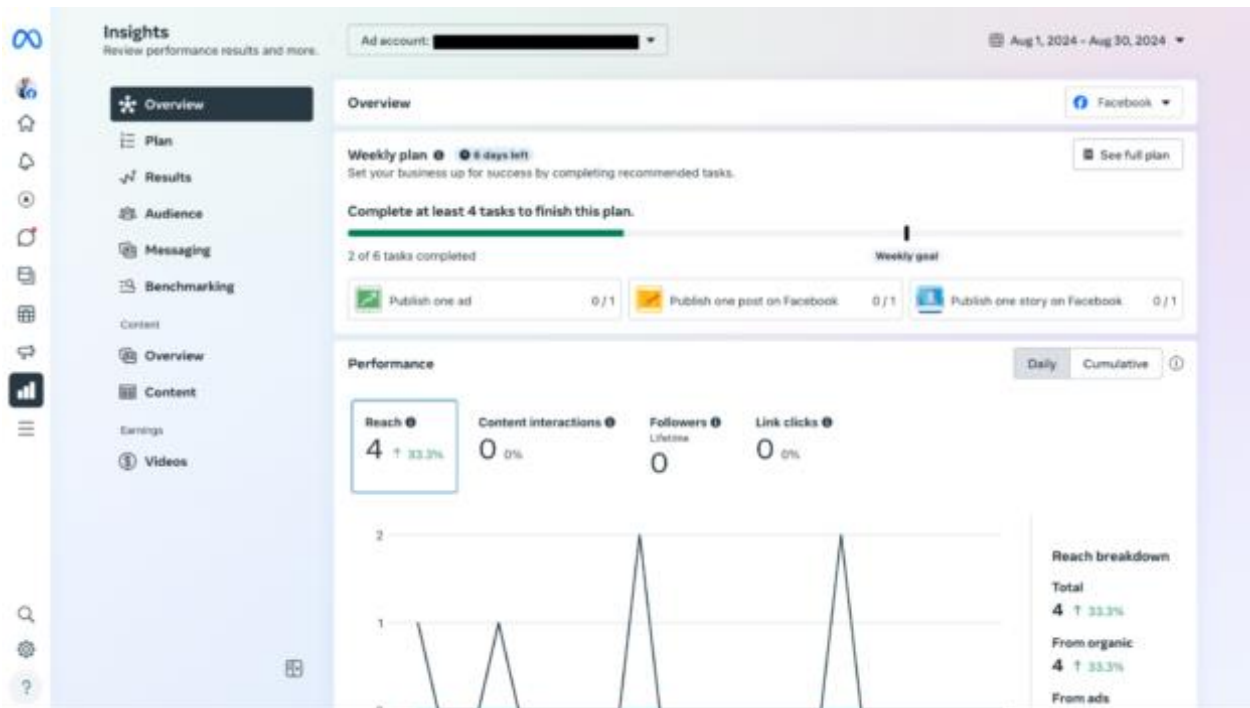
Avg. time on page: 2:03

U-turns: 288

Drop-off rate: 9.2%

Total errors on page: 726

Meta:





## Appendix F: Post-Tour Satisfaction Survey

### 1. What is your overall satisfaction with the tour?

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

### 2. Do you feel that the tour accurately depicted the musician's life?

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---

### 3. Who are some musicians that you would like to see on the tour?

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**4. Were you pleased with the itinerary?**

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

**5. How was your experience with the tour?**

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

**6. Were you satisfied with the ticket price?**

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

**7. Are you comfortable with the length of the tour?**

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

**8. Were you comfortable participating in the tour activities?**

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied



# **MARKET RESEARCH** **PROPOSAL FOR** **WILD ATLANTIC MUSIC TOURS**

Presented by Rocky White, Mason Blizzard, Victoria Casoria, and  
Lanie Johnston

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# INTRODUCTION

- Family-run business, Robert Hanrahan and Edward King
- Ennis, County Clare, Ireland
- Five Year Old Company
- Focus on traditional Irish music with rich cultural stops
- Focus on musician's hometown stories and experiences



.....

# INTRODUCTION

- Tours start and end in County Clare
  - 7 Nights with itinerary of music, sightseeing, and cultural exploration
  - Looking for more structured feedback
  - Not fully engaged with U.S. market – people over 50 with Irish heritage
- 

# RESPONDENT PROFILE


- Individuals or families looking for a cultural Irish experience
- Interest in traditional Irish music, sightseeing, instruments
- From U.S, Ireland, other parts of Europe
- Typically 50+ years old





.....

# METHODOLOGY OVERVIEW


- Marketing Research Instruments
  - Respondents Studied
  - Purpose of Collecting Data
- 





.....

# GENERAL SURVEY METHODOLOGY

- Post-Purchase Survey
    - Target Market
      - Demographics, Motivations, Beliefs
    - Digital Hyperlink
      - Post purchase confirmation page, Facebook, Website
    - Survey Length
      - No more than 2 min. completion
    - Survey Incentive - Free meal on tour
- 

# GENERAL SURVEY QUESTIONS


- Sample Size
  - Target Population = 527,000
  - Confidence level 95% and margin of error +/- 4% = 600 responses
- In 2019, 1.7 million Americans visited Ireland
- In 2016, 31% of American tourists were aged 55 years or older

[www.tourismireland.com](http://www.tourismireland.com)



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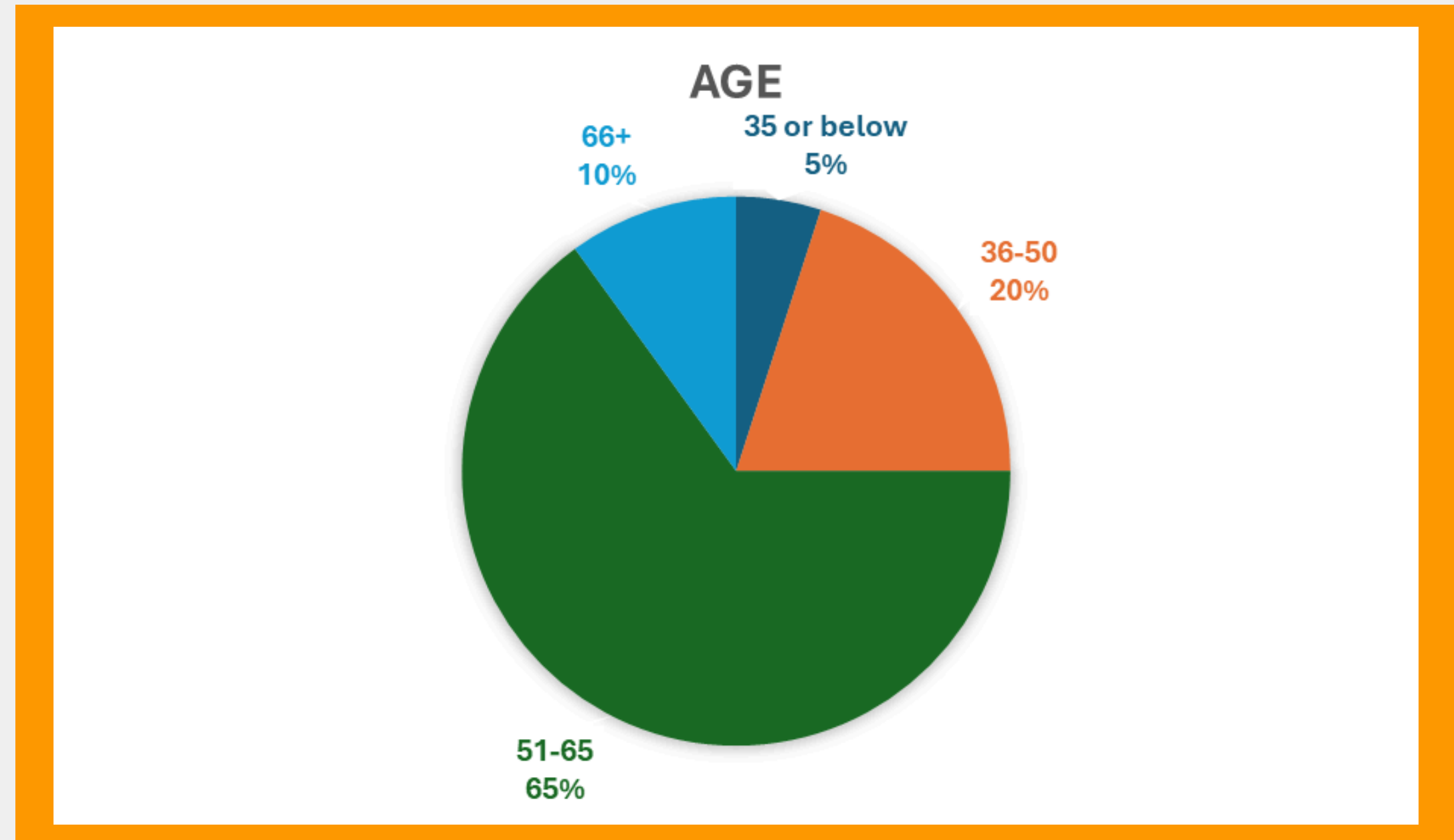
# GENERAL SURVEY QUESTIONS

- Dummy Data
    - Made up data
    - Placeholder / Demonstration
    - This survey was not actually deployed
- 

# GENERAL SURVEY – AGE RANGE

## Age Range?

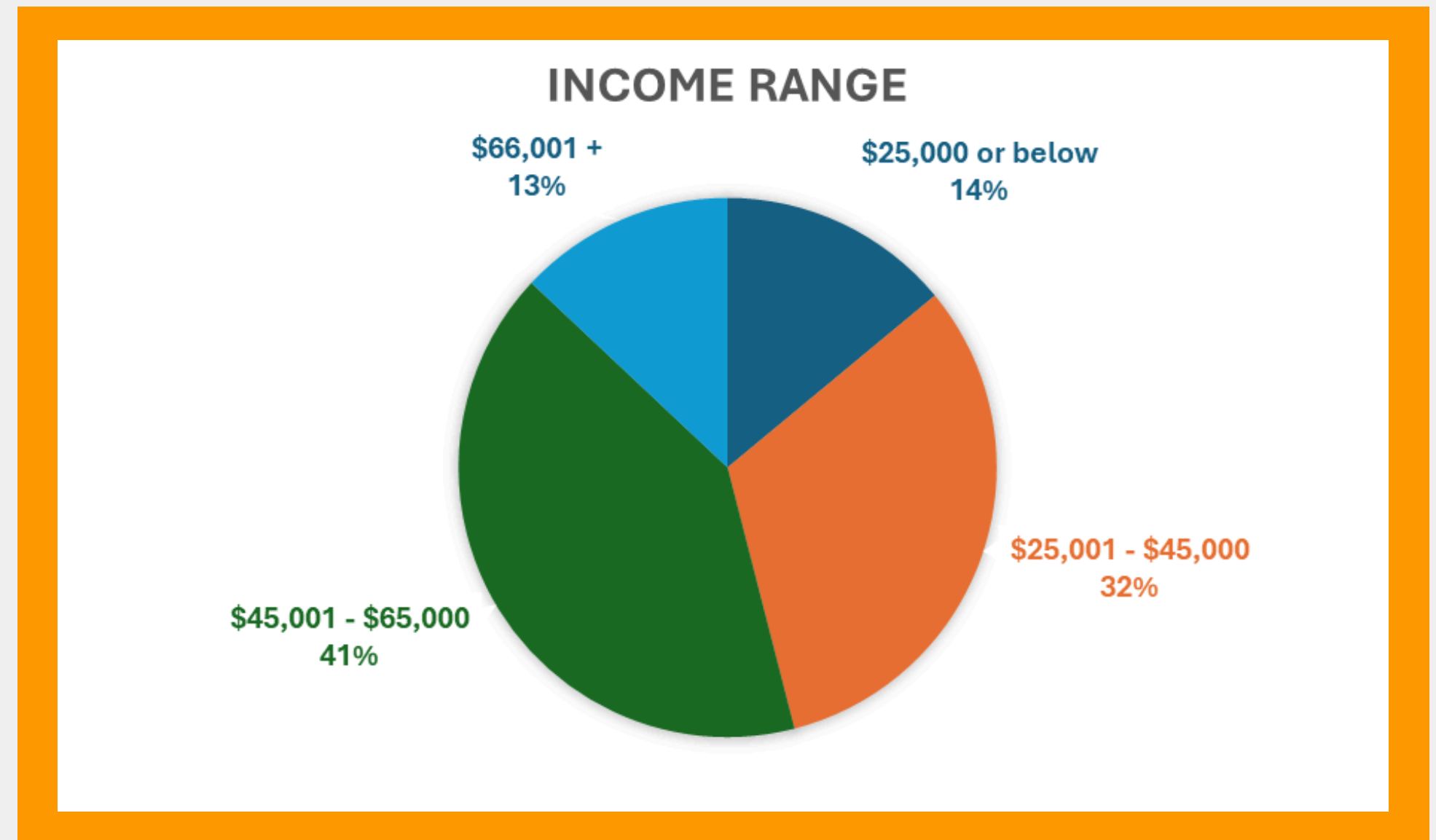
- 35 or below
- 36-50
- 51-65
- 66+



# INCOME RANGE

**What is your approximate  
income range?**

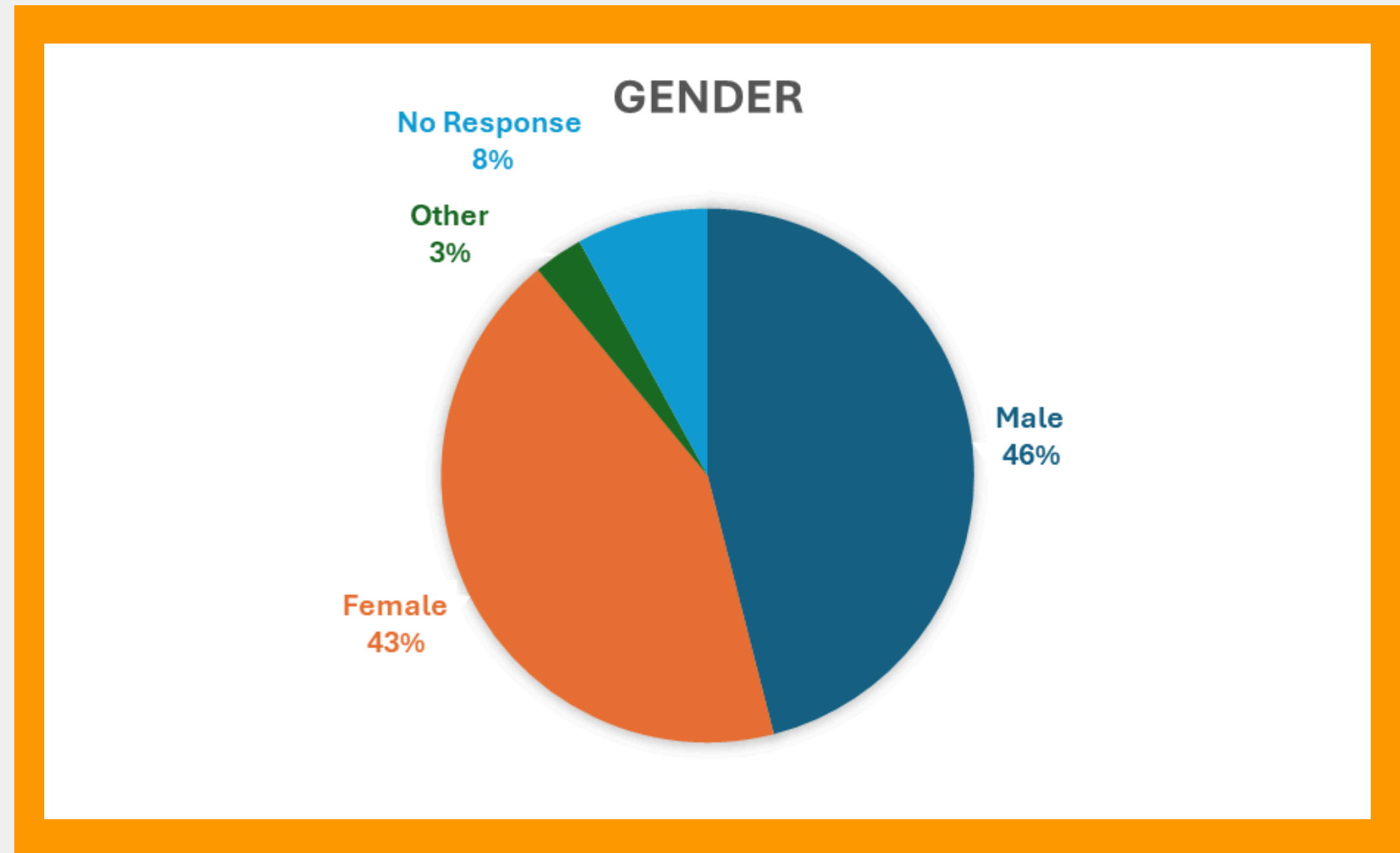
- \$25,000 or below
- \$25,001-\$45,000
- \$45,001-\$65,000
- \$65,001+



# GENDER

## Gender (optional):

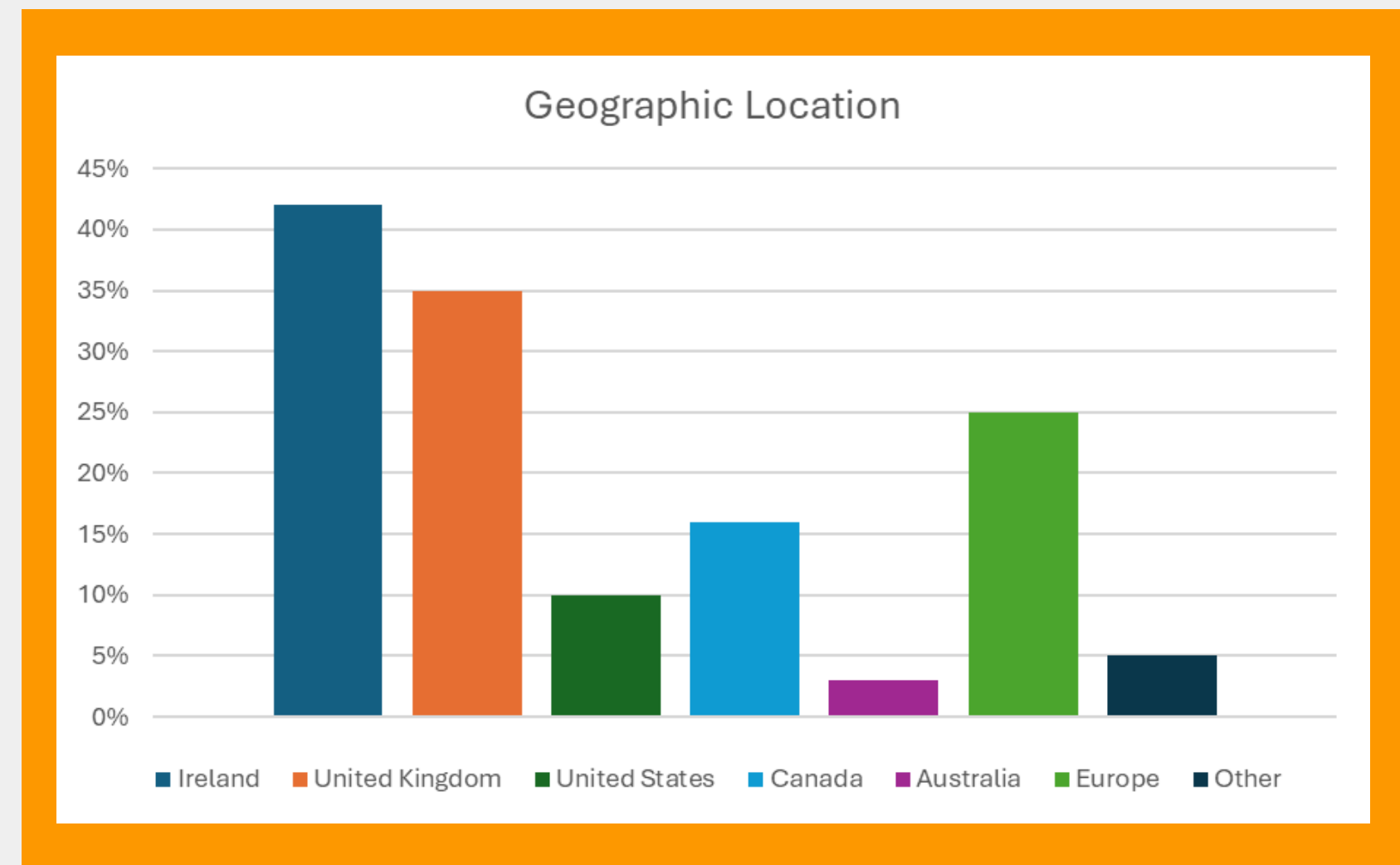
- Male
- Female
- Other
- No response



# GEOGRAPHIC LOCATION

## What is your geographic location?

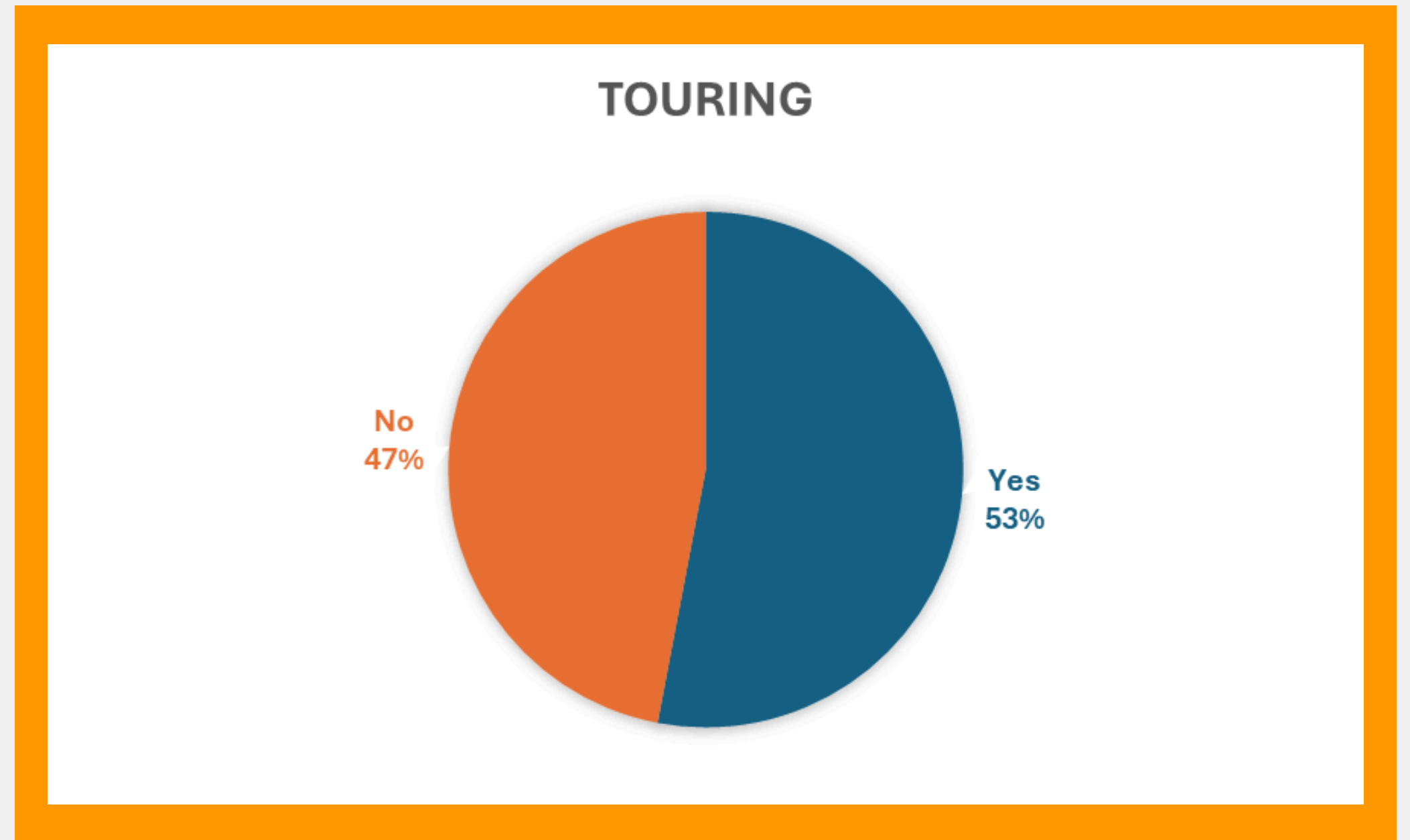
- Ireland
- United Kingdom (Northern Ireland, England, Scotland, Wales)
- United States
  - If here, please specify where \_\_\_\_\_
- Canada
- Australia
- Europe
  - If here, please specify where \_\_\_\_\_
- Other (If not listed) \_\_\_\_\_



# TOURING

**Have you toured with us  
previously?**

- Yes
- No



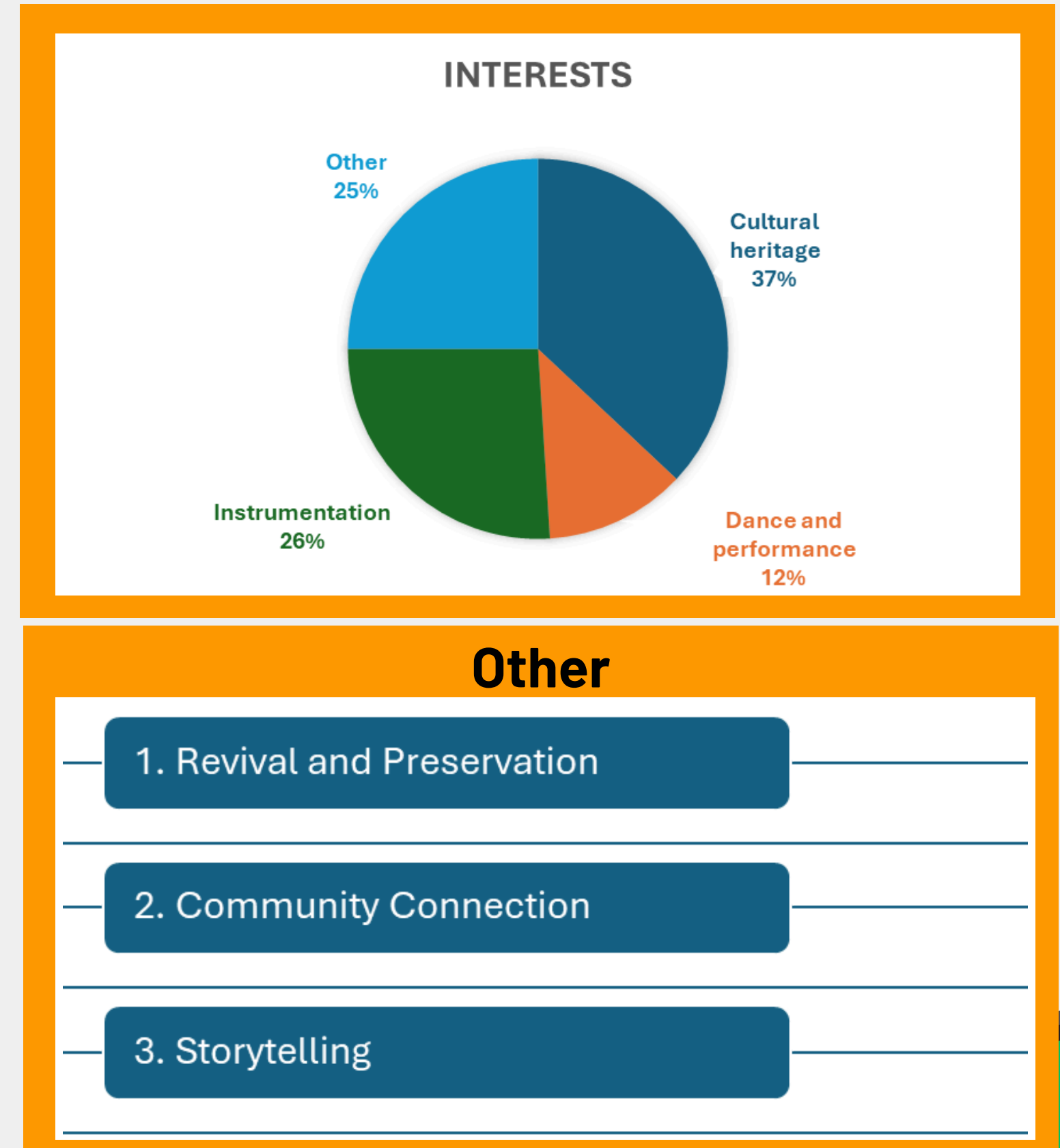


# INTERESTS

## What interests you most about traditional Irish music?

- Cultural heritage
- Dance and performance
- Instrumentation
- Other (please specify)

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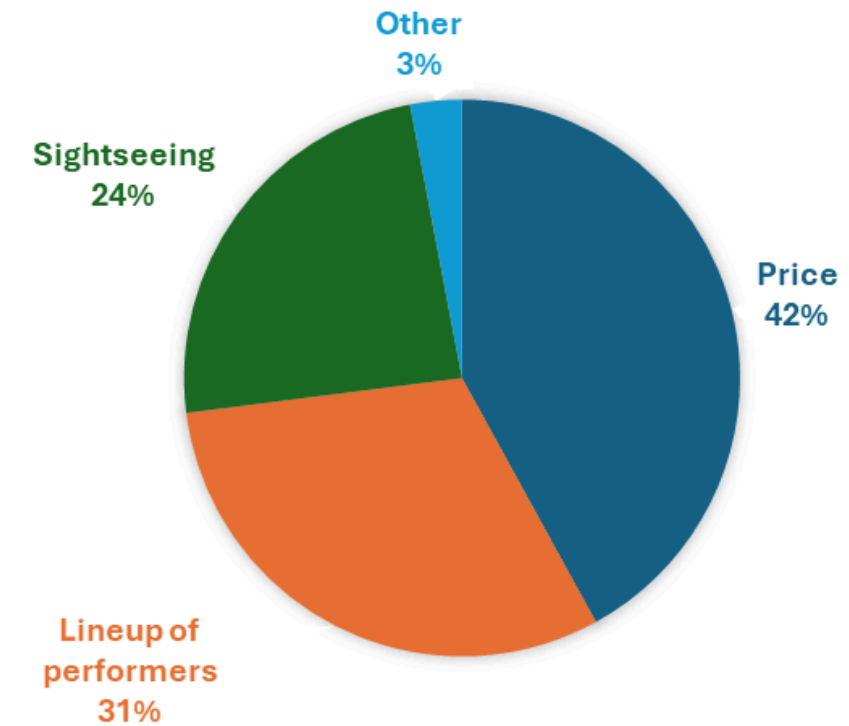
# TICKET INFLUENCE FACTORS

**What factors influence your decisions to purchase tickets?**

- Price
- Lineup of performers
- Sightseeing
- Other (please specify)

-----

TICKET INFLUENCE FACTORS



## Other

1. Experience

2. Promotions/Discounts

3. Date and Time

# HOW DID YOU HEAR ABOUT US?

## How did you hear about us?

- Social media (please specify)

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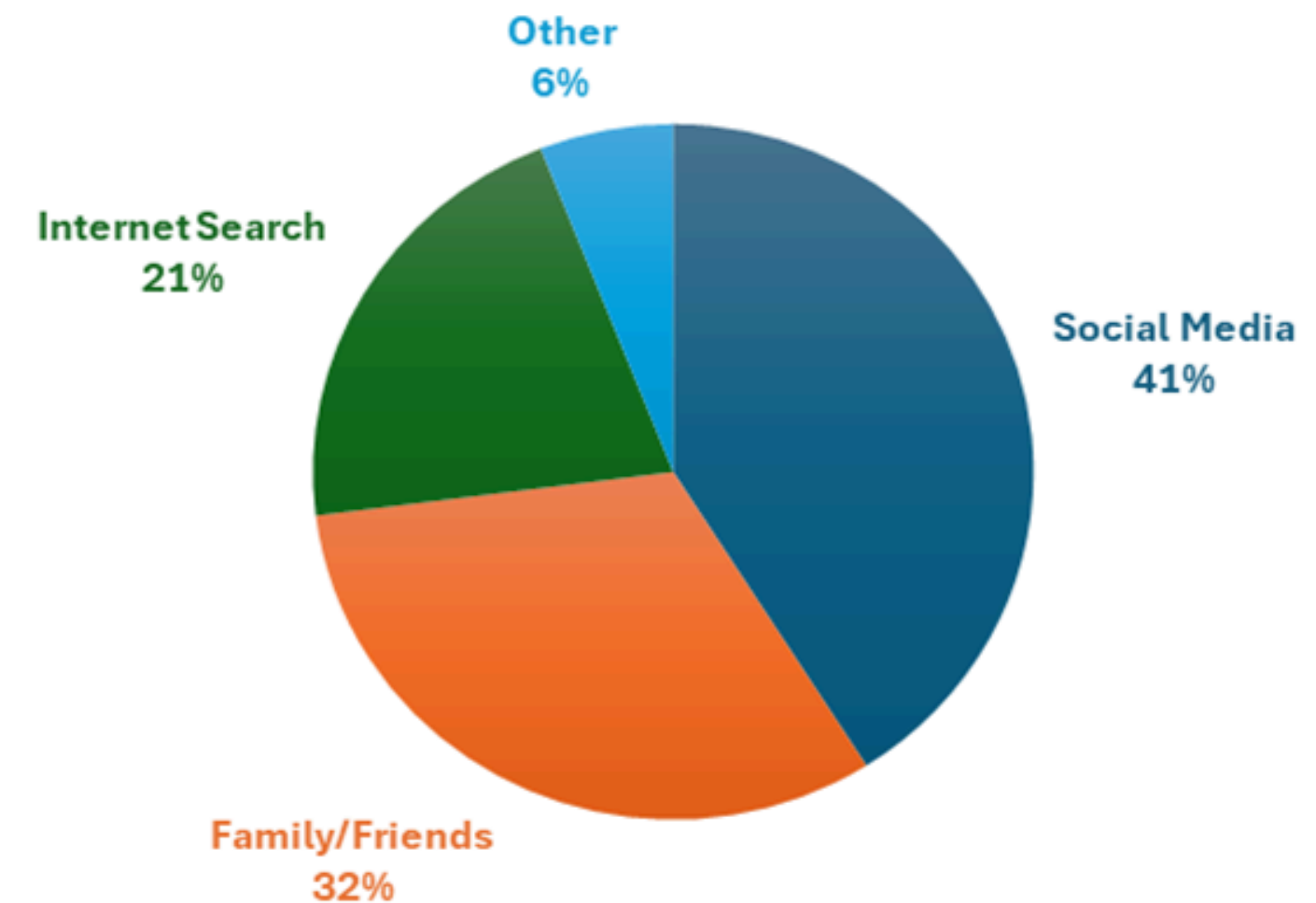
- Family/friends

- Internet search

- Other (please specify)

-----

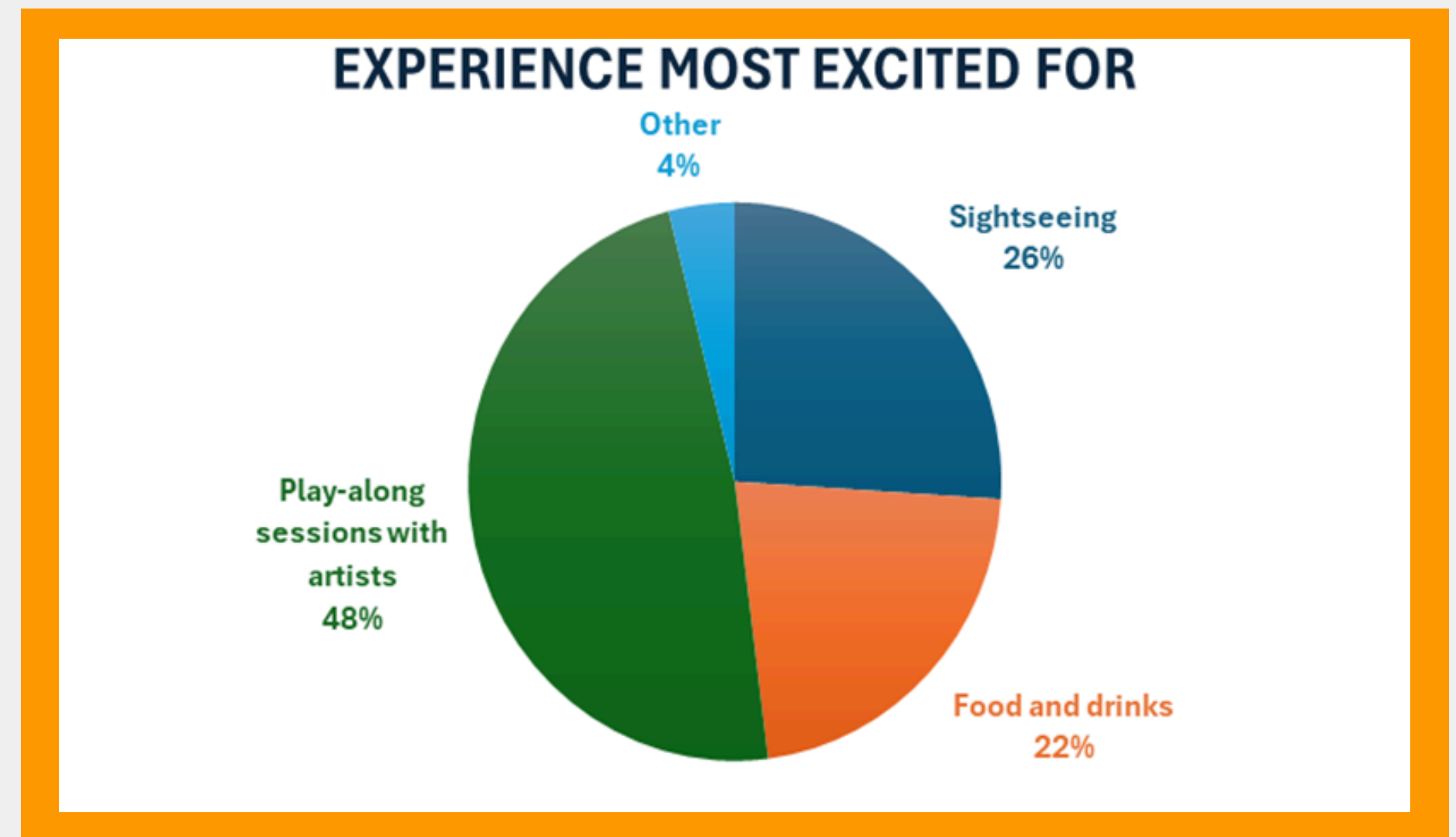
## HOW DID YOU HEAR ABOUT US?



# EXPERIENCE MOST EXCITED FOR

**WAMT offers more than just music; we offer an experience. What part of the experience are you most excited for?**

- Sightseeing
- Food and drinks
- Play-along sessions with artists
- Other (please specify) \_\_\_\_\_

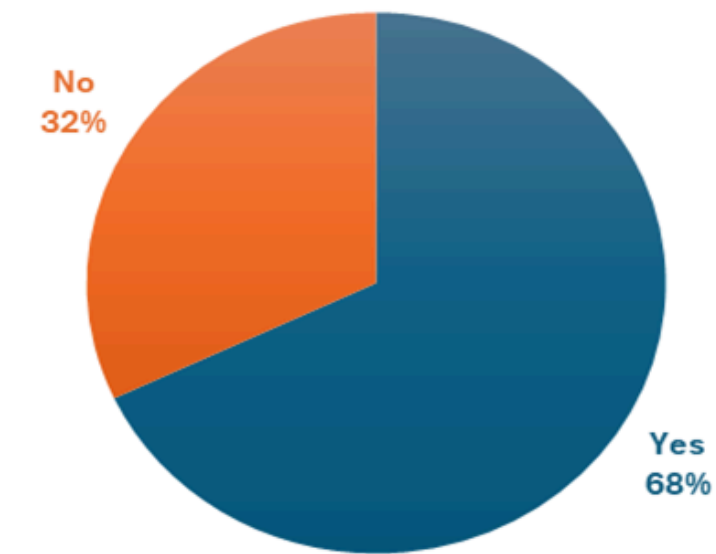


# EXPECTATIONS

**Do you have any expectations for  
this tour?**

- Yes
- No
- If yes, then what? \_\_\_\_\_

## EXPECTATIONS




## Memorable Experience

Merchandise Availability    Amazing Sites  
High-Quality Performances    Safety Measures  
Audience Interaction    Great Sound Quality  
Variety in Setlist



.....

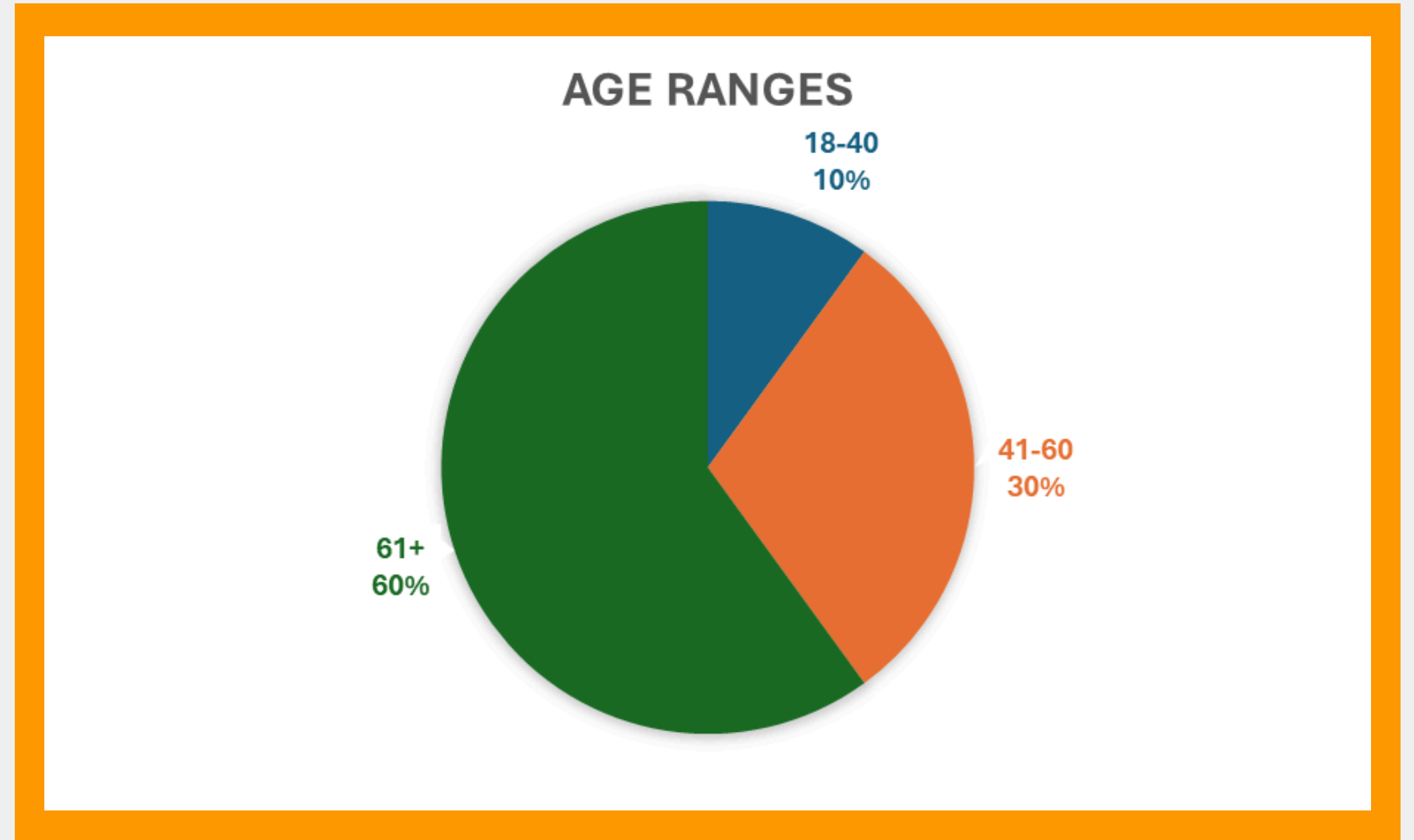
# FIELD OBSERVATION STUDY

- Easy to use
  - Records people's behaviors
  - No interference
  - Gathers real - world data
- 

# AGE RANGES

## Age range?

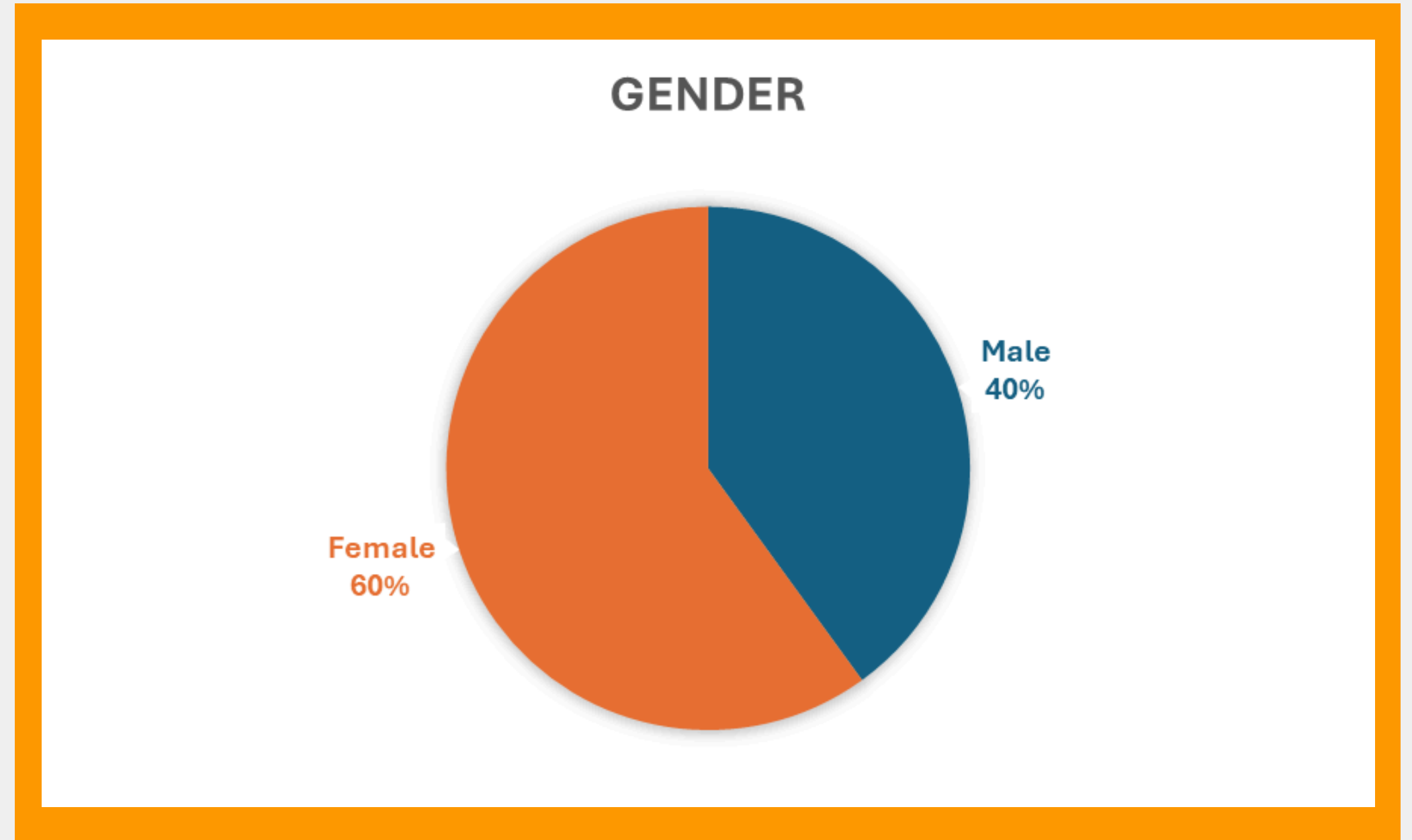
- 18-40
- 41-60
- 61+



# GENDER

**Gender?**

- Male
- Female

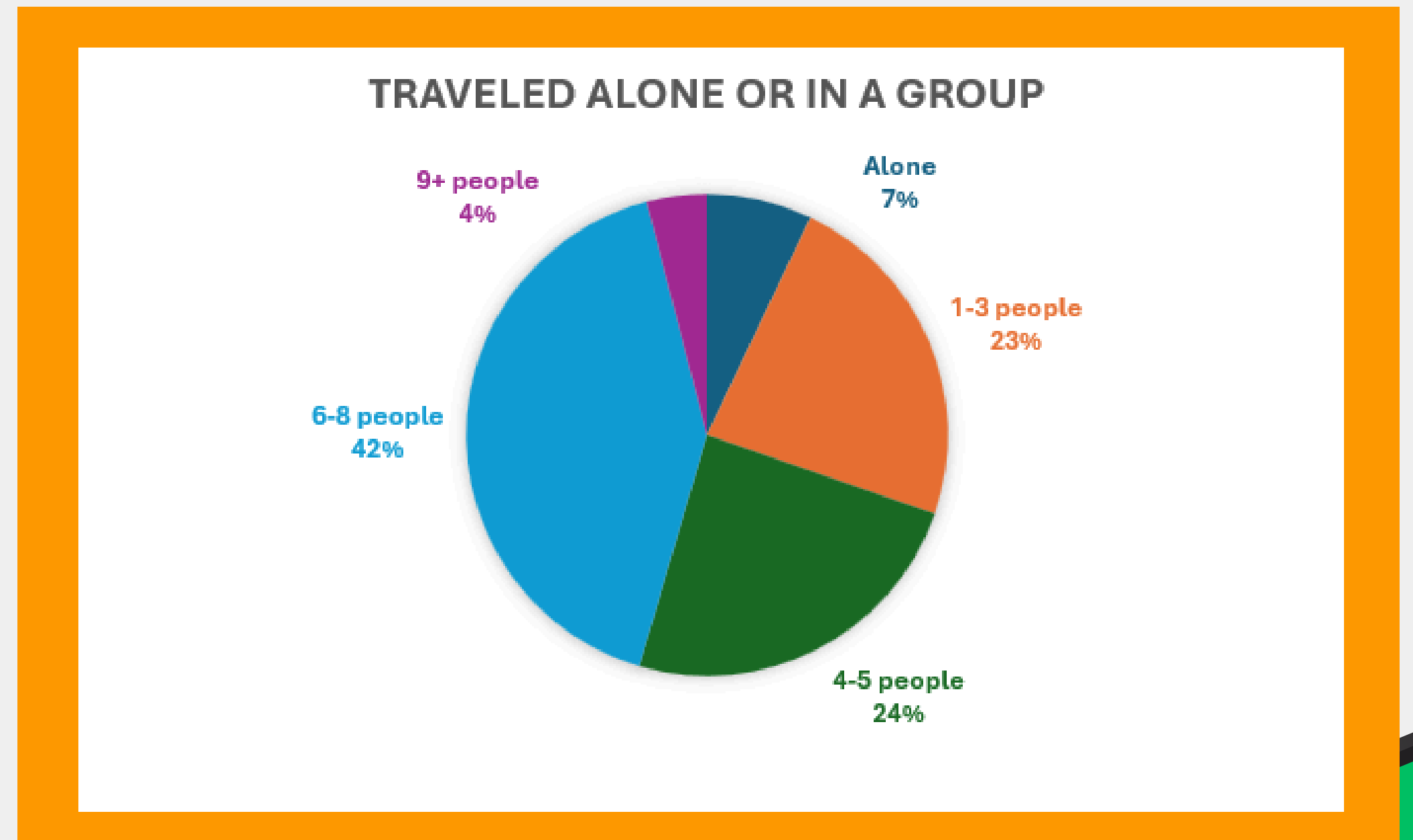




# TRAVELED ALONE OR IN A GROUP

Is the individual alone or  
with a group?

- Alone
- 1-3
- 4-5
- 6-8
- 9+

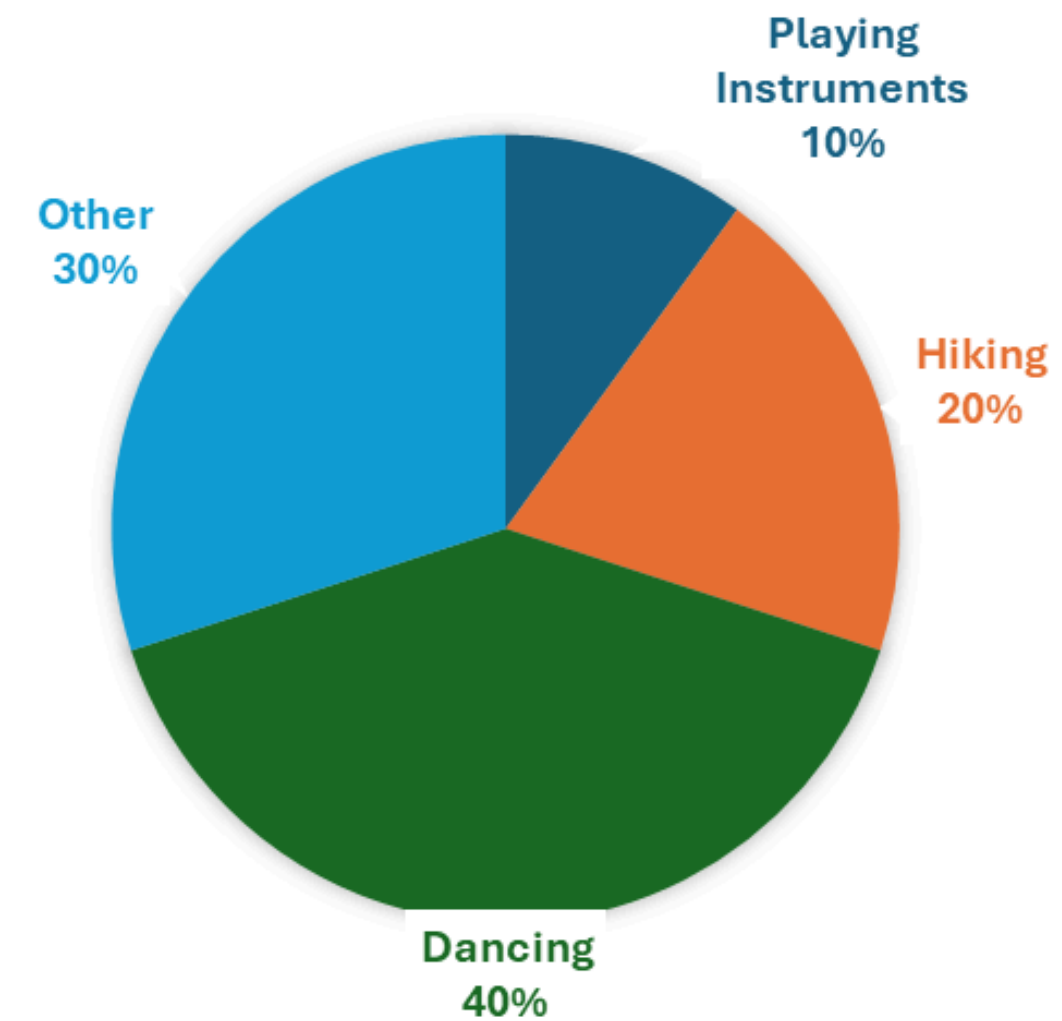


# ACTIVITIES PARTICIPATED IN

**What activities did they participate in?**

- Playing Instruments
- Hiking
- Dancing
- Other

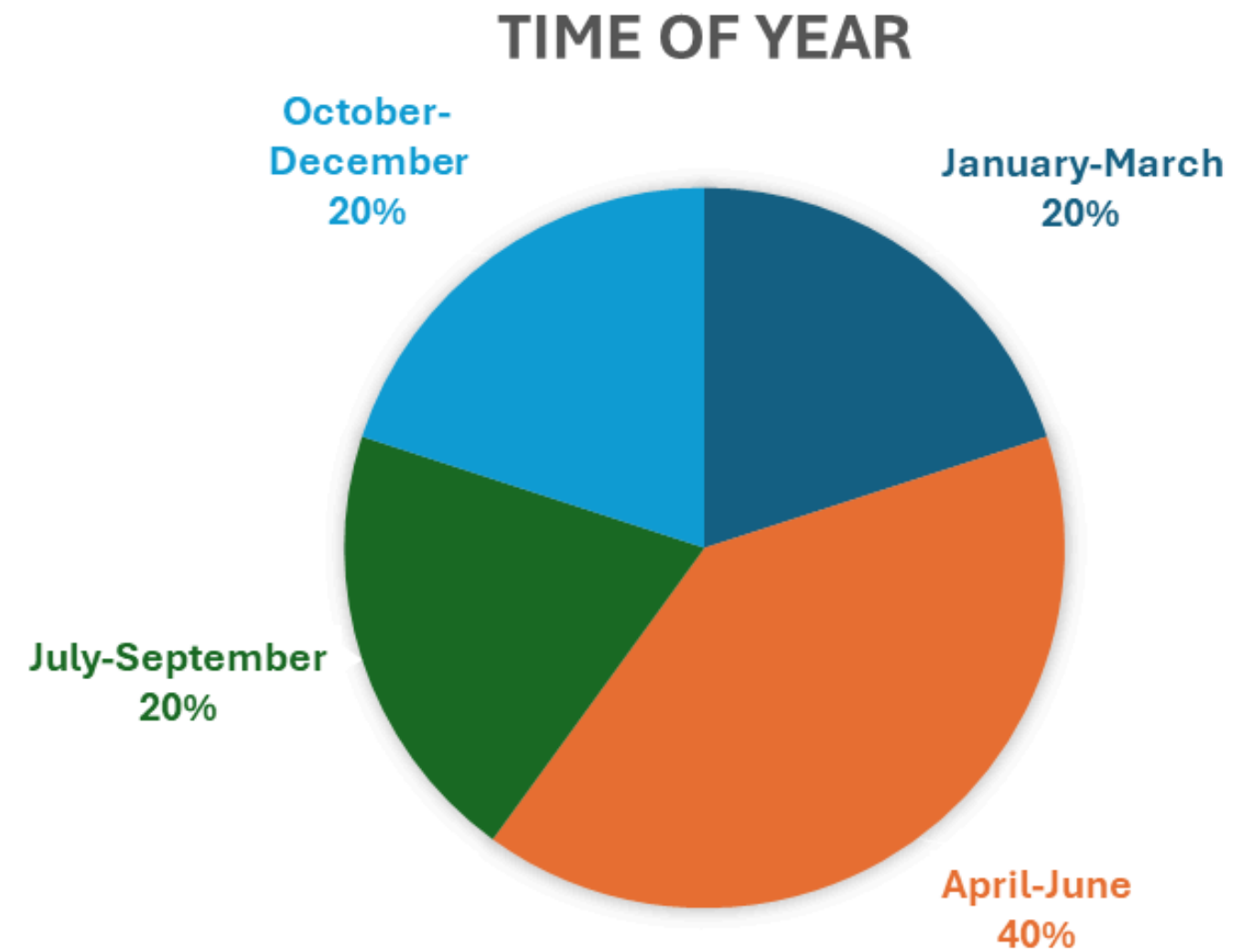
## ACTIVITIES PARTICIPATED IN



# TIME OF YEAR

## What time of the year is it?

- January – March
- April – June
- July – September
- October – December

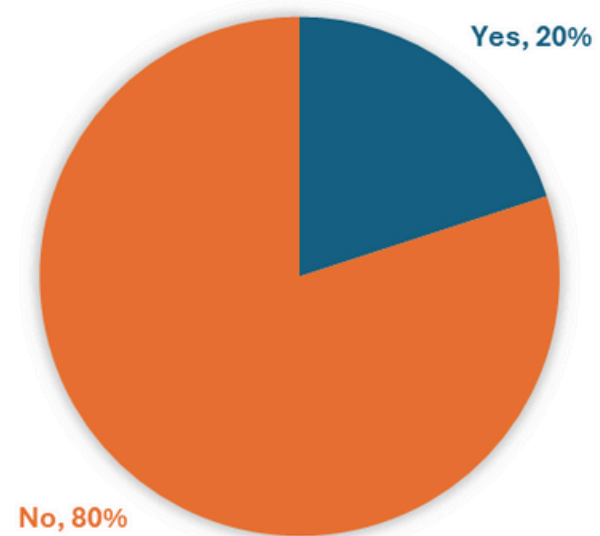


# HOLIDAYS

Is the tour taking place during a holiday?

- Yes (If yes which holiday) \_\_\_\_\_
- No

HOLIDAYS



1. Independence Day (50)

2. Easter (28)

3. Saint Patrick's Day (16)

4. Halloween (13)

5. Christmas (13)

HOW MANY TIMES HAS THE INDIVIDUAL, VERBALLY OR  
NON-VERBALLY, EXPRESSED NEGATIVE FEELINGS OR  
THOUGHTS ABOUT THE TOUR OR EVENTS?

Verbal Dissatisfaction	
Non-Verbal Dissatisfaction	

.....

HOW MANY TIMES HAS THE INDIVIDUAL, VERBALLY OR  
NON-VERBALLY, EXPRESSED POSITIVE FEELINGS OR  
THOUGHTS ABOUT THE TOUR OR EVENTS?

Verbal Satisfaction	 
Non-Verbal Satisfaction	 

.....

HOW DO VISITORS ENGAGE WITH OUR TOUR EXPERIENCES  
FROM ARRIVAL TO DEPARTURE, AND WHAT SPECIFIC  
INTERACTIONS OR MOMENTS SEEM TO CREATE THE MOST  
MEMORABLE OR EMOTIONAL RESPONSES?



A word cloud centered on a white rectangular background. The words are in various colors and sizes, representing different aspects of a music tour experience. The most prominent word is 'Music' in large green letters. Other words include 'Performance' in large pink letters at the bottom, 'Activities' in red at the top, 'Travel' in yellow, 'Artist' in blue, 'Photo ops' in green, 'Sound' in light blue, 'Stage' in orange, 'Merchandise' in purple, 'VIP' in dark purple, and 'Crowd' in small blue letters.

Activities

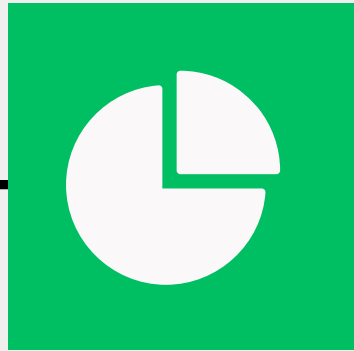
Artist Crowd Travel

Photo ops Music VIP

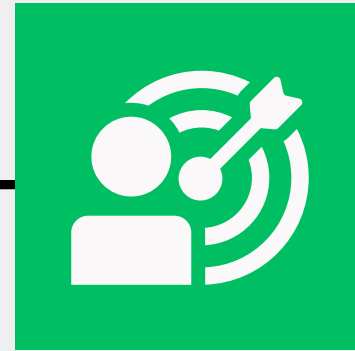
Sound Stage Merchandise

Performance

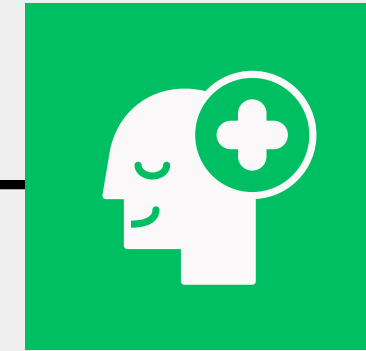
# EMBEDDED OBSERVER



PARTICIPATE IN TOURS



ENGAGE WITH OTHERS



OBSERVE EXPERIENCES





# EMBEDDED OBSERVER: ANALYSIS OF FINDINGS

**What country and/or city did the  
individual come from?**

1. Dublin, Ireland (73)

2. Canada (64)

3. United States (55)

4. Cork, Ireland (38)

5. Galway, Ireland (33)

## If the individual is with a group, who are they with?

1. Family (149)

2. Friends (93)

3. Spouse (74)

4. Parents (55)

5. Grandchildren (37)

## Are there any activities the individual really liked?

1. Music (111)

2. Pub (103)

3. Music Session (78)

4. Hike (54)

5. Monument Tour (37)

Are there any activities the individual dislikes?

1. Hike (120)


2. Monument Tour (97)

3. Stopping at Pub (77)



# WHAT INSTRUMENT(S) DID THE INDIVIDUAL PLAY?





**DID THE INDIVIDUAL  
ENJOY ANY LOCAL  
CUISINE?**

1. Shepherd's Pie (74)

2. Irish Breakfast (55)

3. Cabbage and Sausage (35)

4. Irish Coffee (33)

5. Beef and Potato Pie (32)

6. Chocolate Guinness Cake (31)

7. Corned Beef (27)

8. Bread Pudding (26)

9. Fried Cabbage (23)

10. Seafood Chowder (22)

## Was there anything about the lodgings the individual did or did not like?

1. Bedding (78)

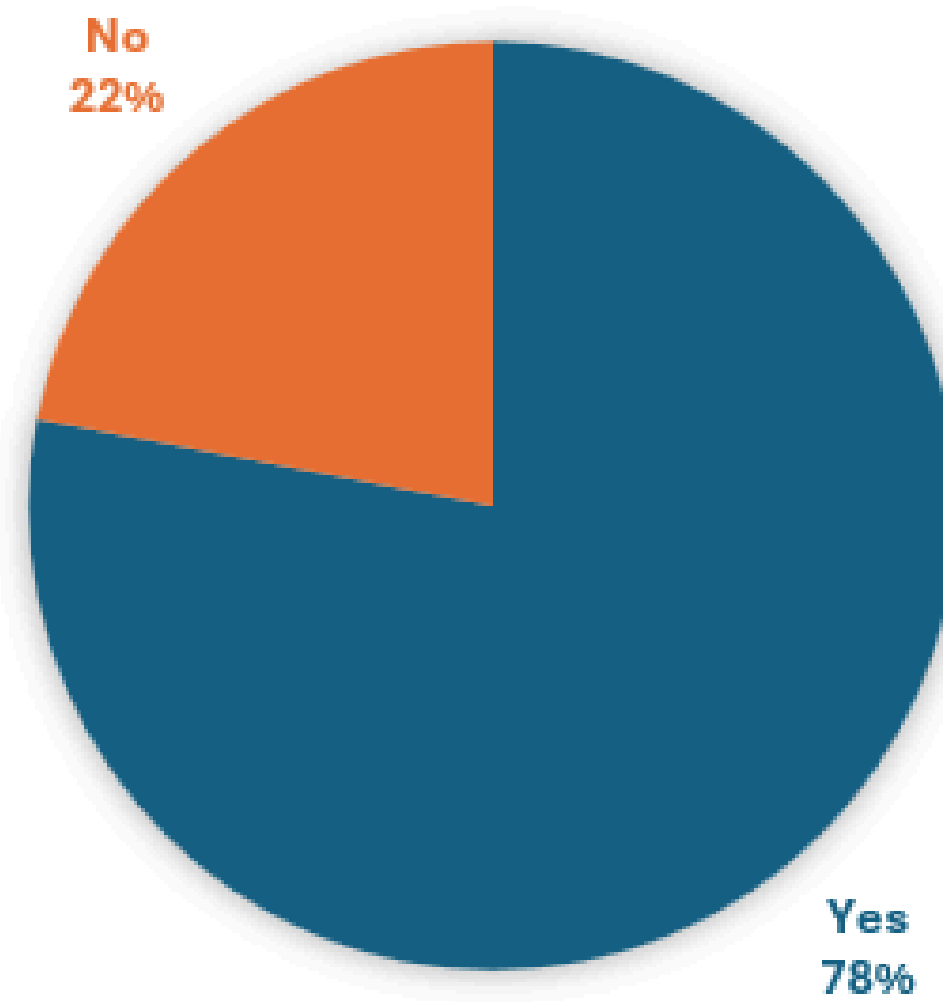
2. Accessibility (65)

3. Lodging Breakfast (63)

4. Cleanliness (43)

5. Location (41)

**Is this the individual's first trip to Ireland?**





**Is there anything specific the individual wanted to see or do while on the tour?**

1. Listen To Music (79)

2. Sightsee (77)

3. Try Food (64)

4. Play Music (53)

5. Walking Tour (39)

# SOCIAL MEDIA POLLS

How did you hear about  
Wild Atlantic Music Tours?

Family or Friends

Physical Ad

Digital Advertisement

Other (Please Specify)\_\_\_\_\_

● Loading...

Facebook

Have you heard of Wild  
Atlantic Music Tours before  
from a family or friend?

Yes

No

● Loading...

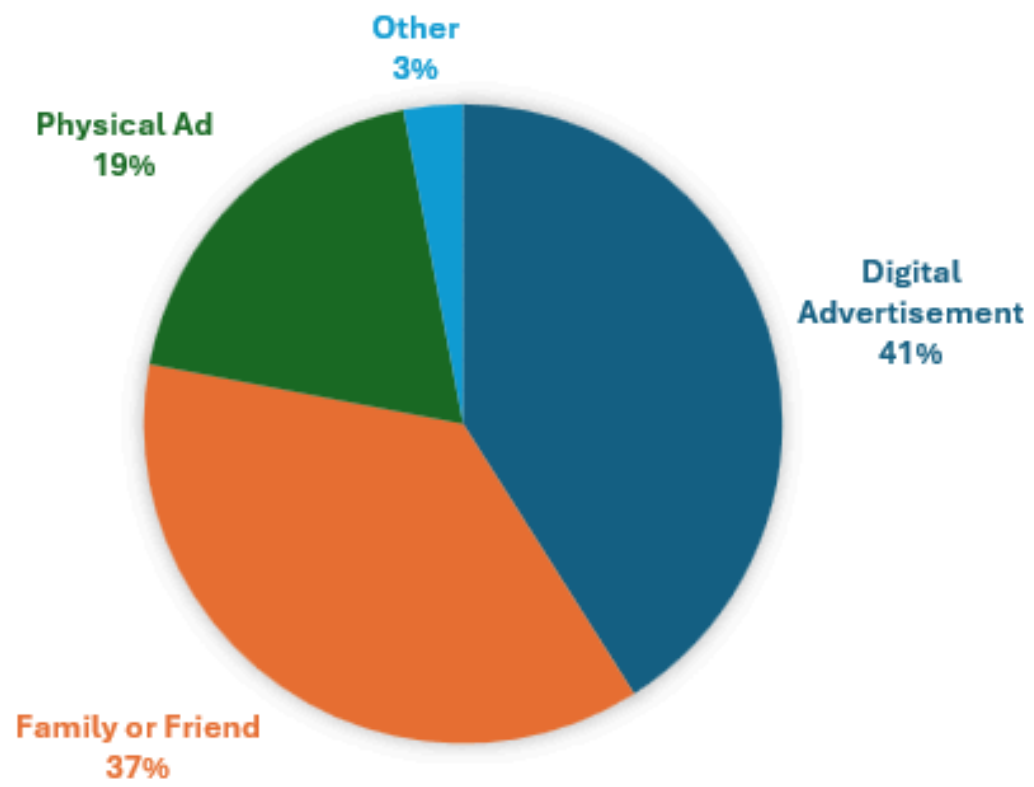
YouTube

# Facebook

How did you hear about Wild Atlantic Music Tours?

- ☐ Family or Friends
- ☐ Physical Ad
- ☐ Digital Advertisement
- ☐ Other (please specify) \_\_\_\_\_

## HOW DID YOU HEAR ABOUT WILD ATLANTIC MUSIC TOURS?



1. Co-Workers (56)

2. Customer Reviews (32)

3. Influencer Marketing (12)

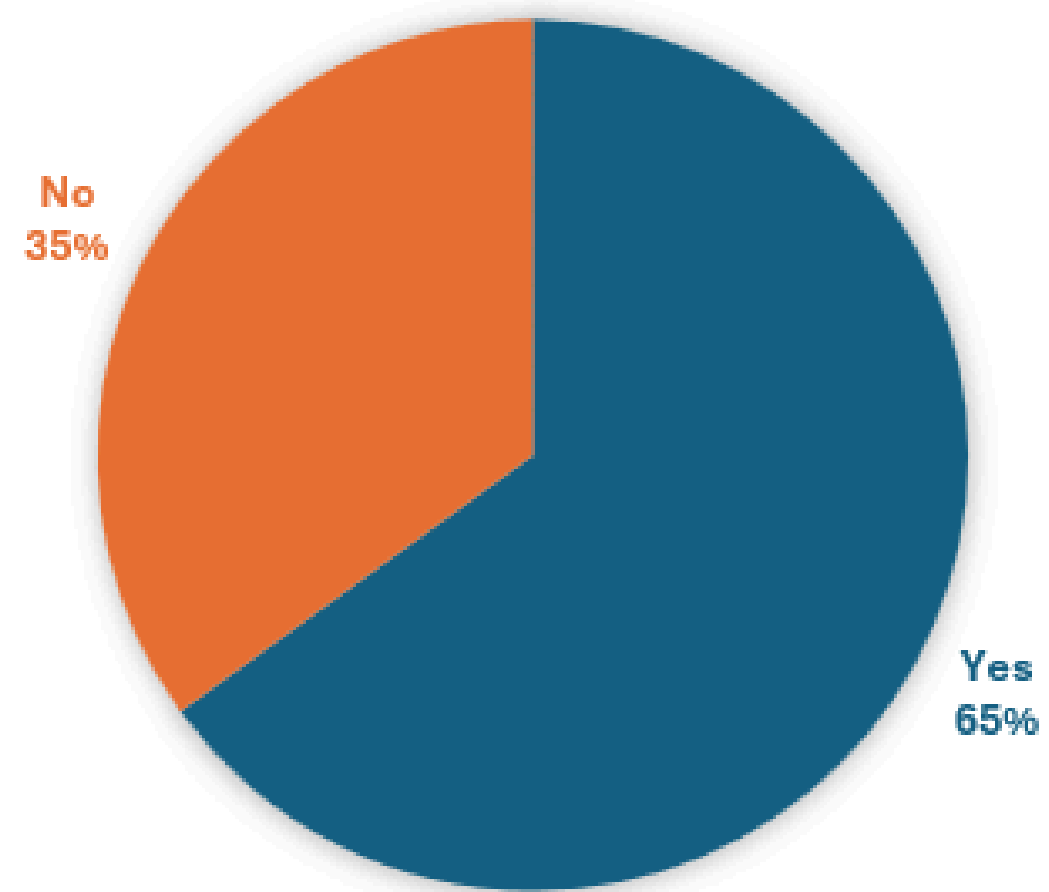


# YOUTUBE

Have you heard of Wild Atlantic Music Tours before?

- Yes
- No

## HAVE YOU HEARD OF WILD ATLANTIC MUSIC TOURS BEFORE?





# WEBSITE ANALYTICS TRACKER

- Insight into visitor behavior
- Optimize marketing strategies
- Enhance user experience



# WEBSITE ANALYTICS TRACKER

## Key Metrics

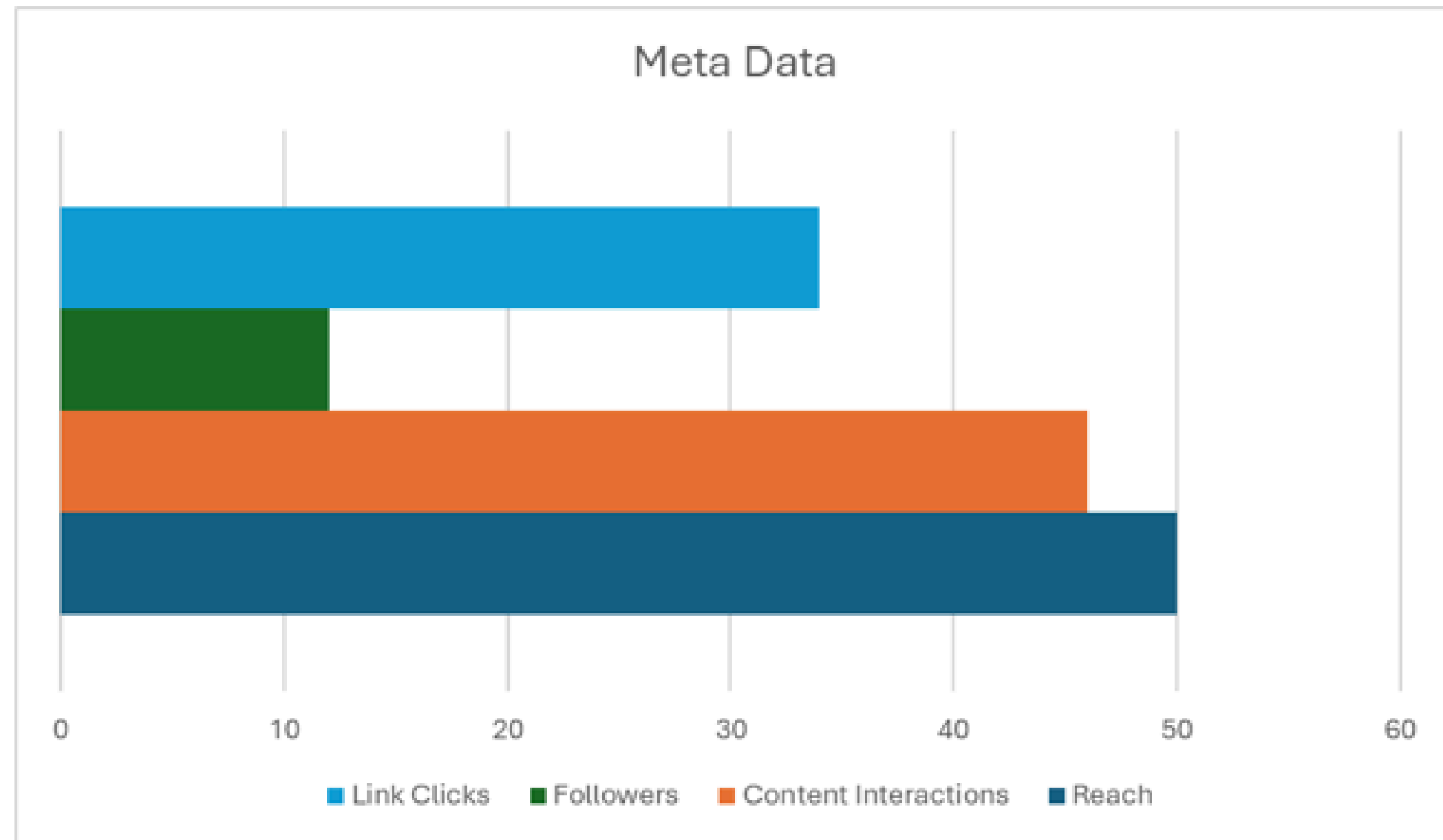
- Page Views
- Bounce rates
- Conversion Rates

## Demographic and Behavioral Data

- Target specific market segments



## Hotjar, Google Analytics and Meta Business Suite



- Survey will be filled out after tour is complete
- Gives insight on customers satisfaction post-tour
- Helps identify what areas of the tour need worked on



## POST-TOUR SATISFACTION SURVEY

# POST-TOUR SATISFACTION SURVEY

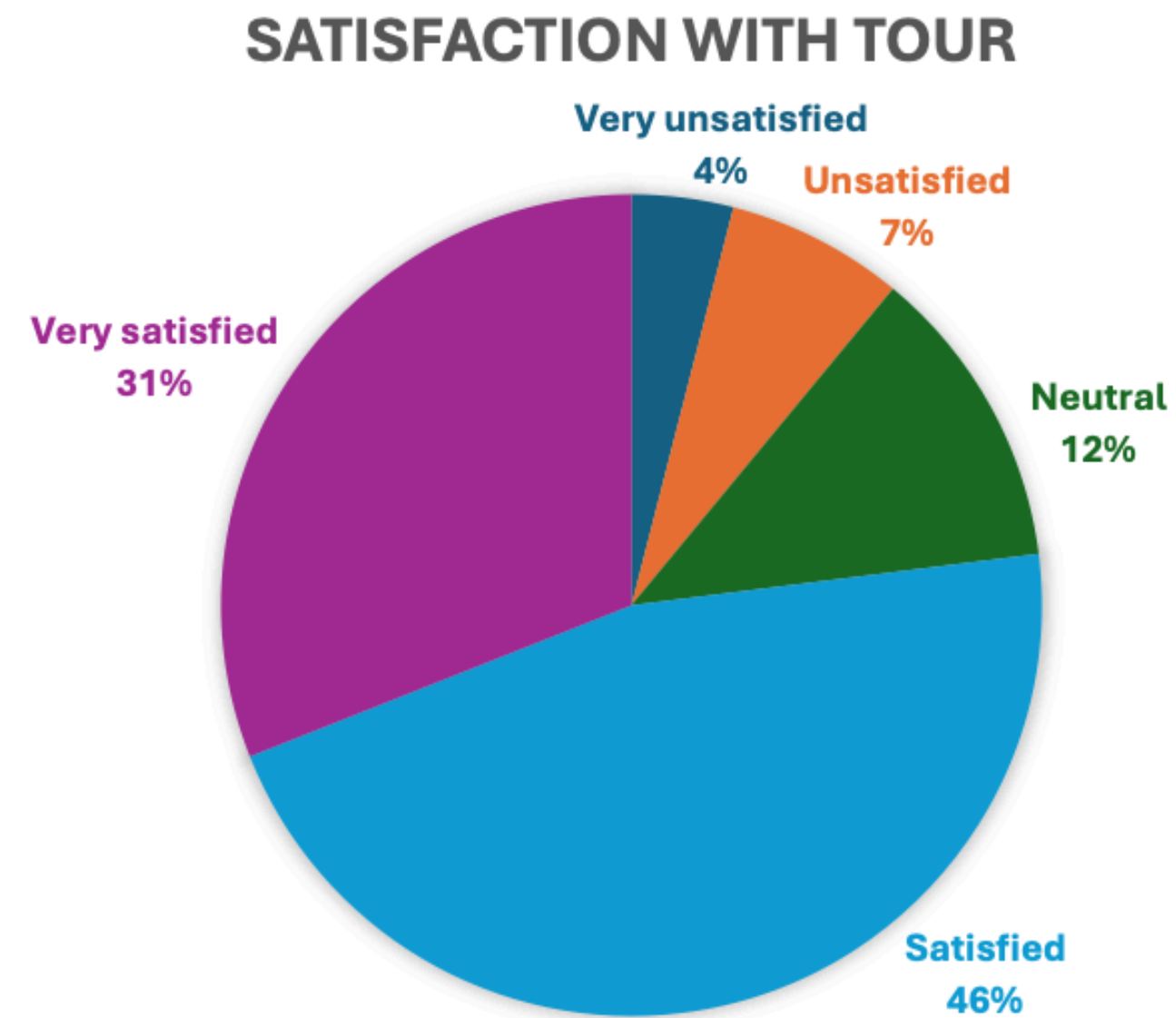


LINK SENT VIA EMAIL  
AFTER CUSTOMERS  
ATTEND THE TOUR



LINK CAN ALSO BE  
FOUND VIA SOCIAL  
MEDIA

# What is your overall satisfaction with the tour?



How do you feel that the tour  
accurately depicted the musician's  
life?

Artist  
Traditional! Tour  
Experiences  
Songwriter  
Musician  
Performer  
Composer  
Poet

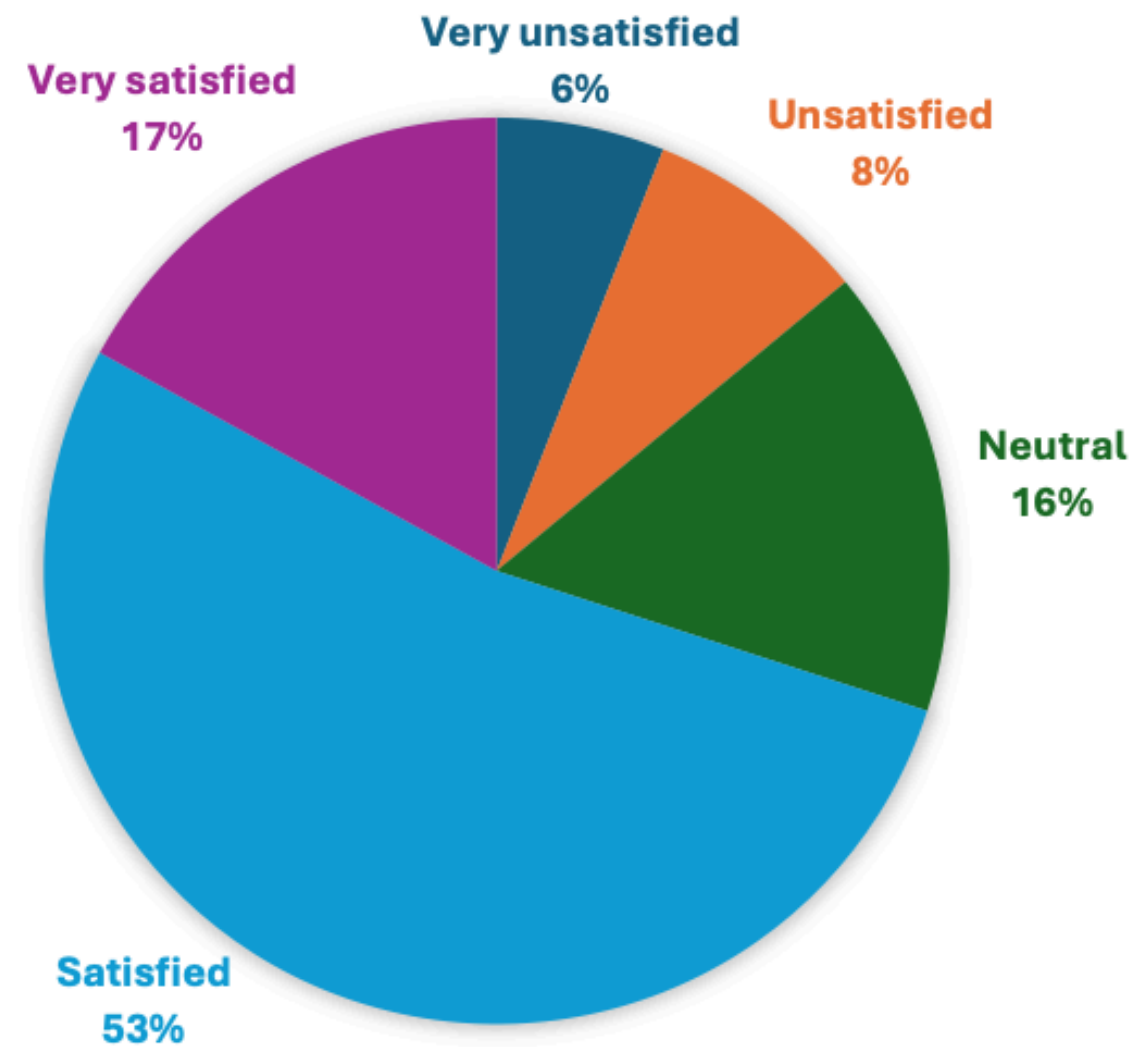
Who are some musicians that  
you would like to see on the  
tour?



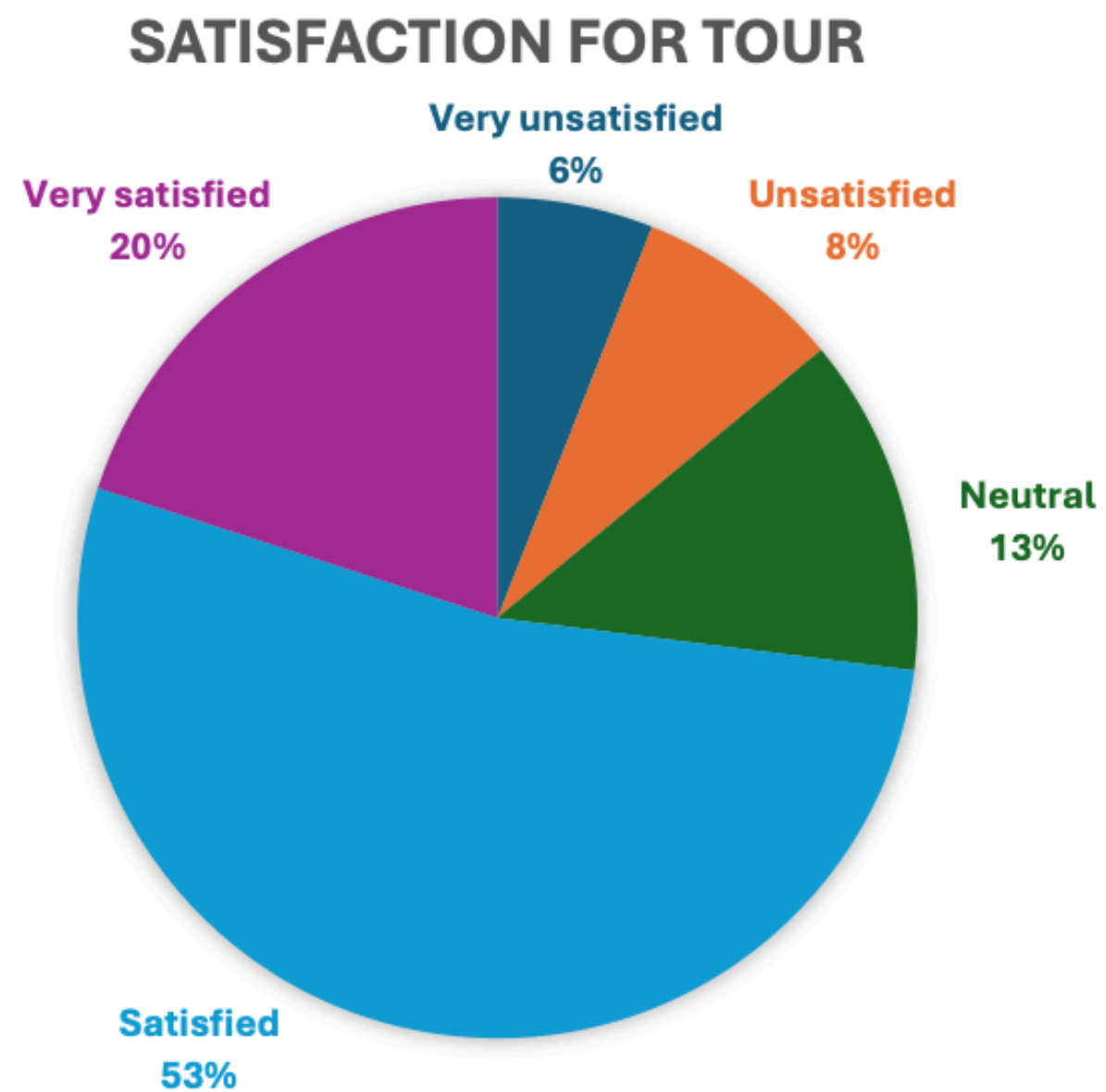


# Were you pleased with the itinerary?

## SATISFACTION FOR ITINERARY

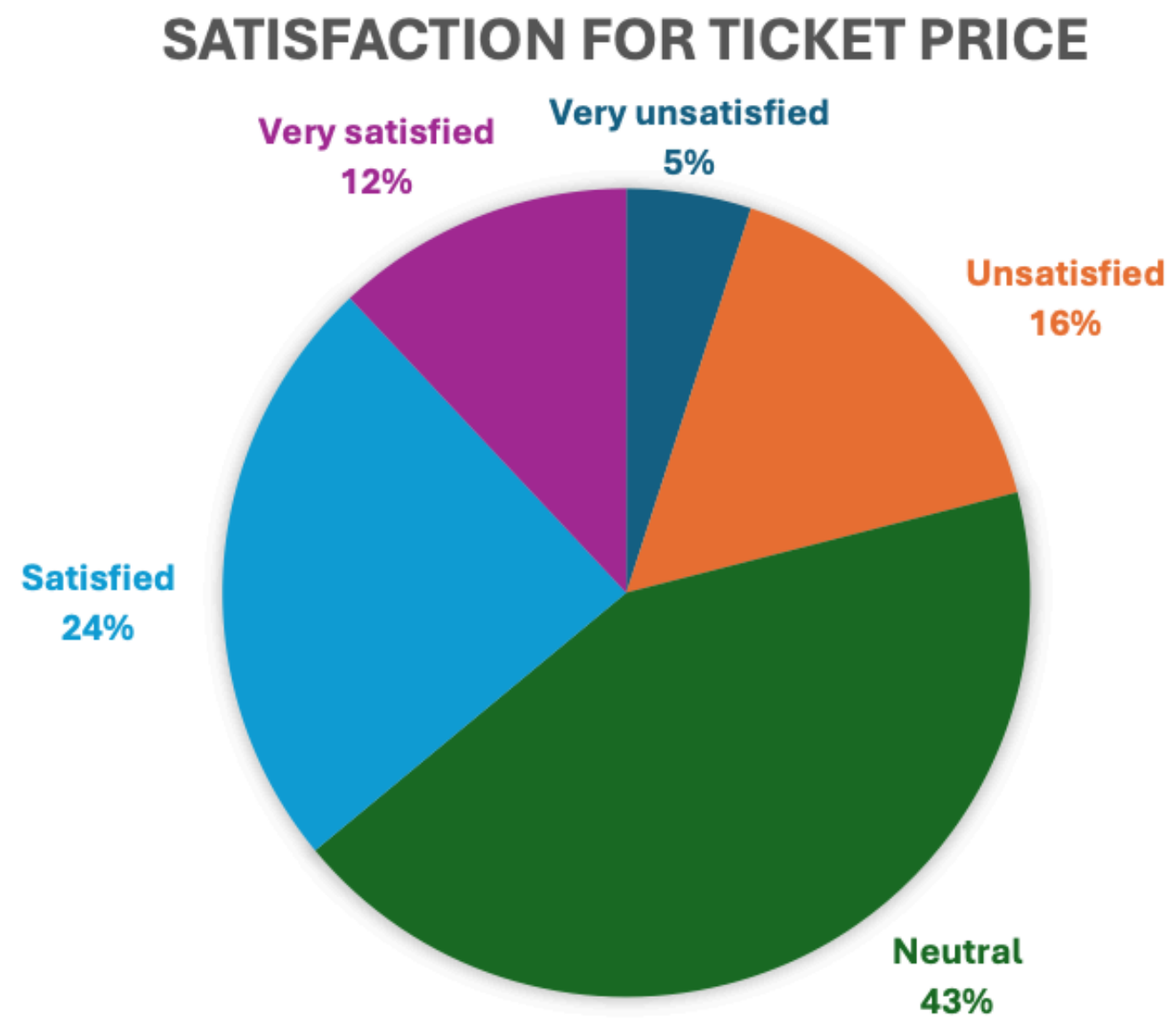


# How was your experience with the tour?

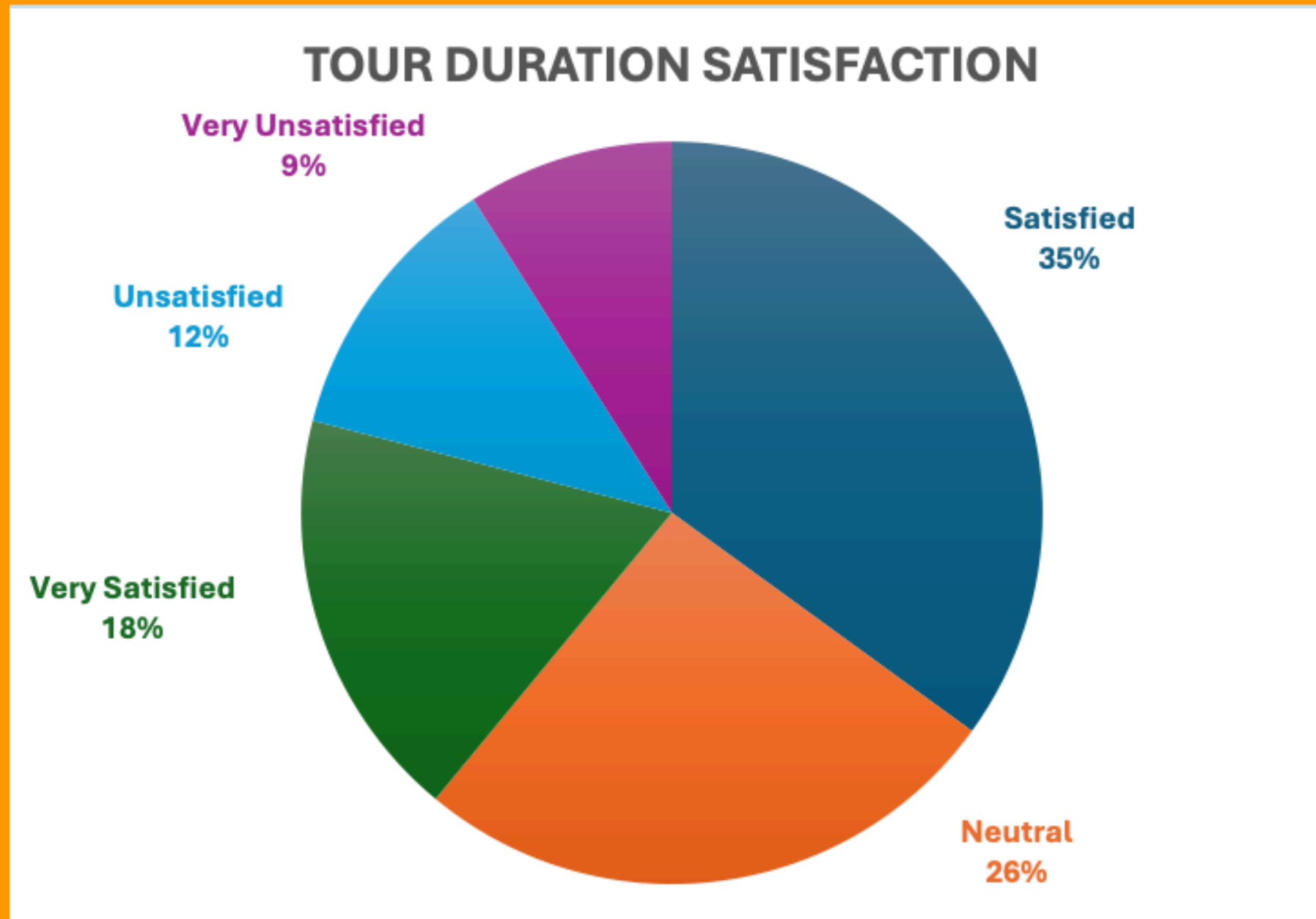




# Were you satisfied with the ticket price?

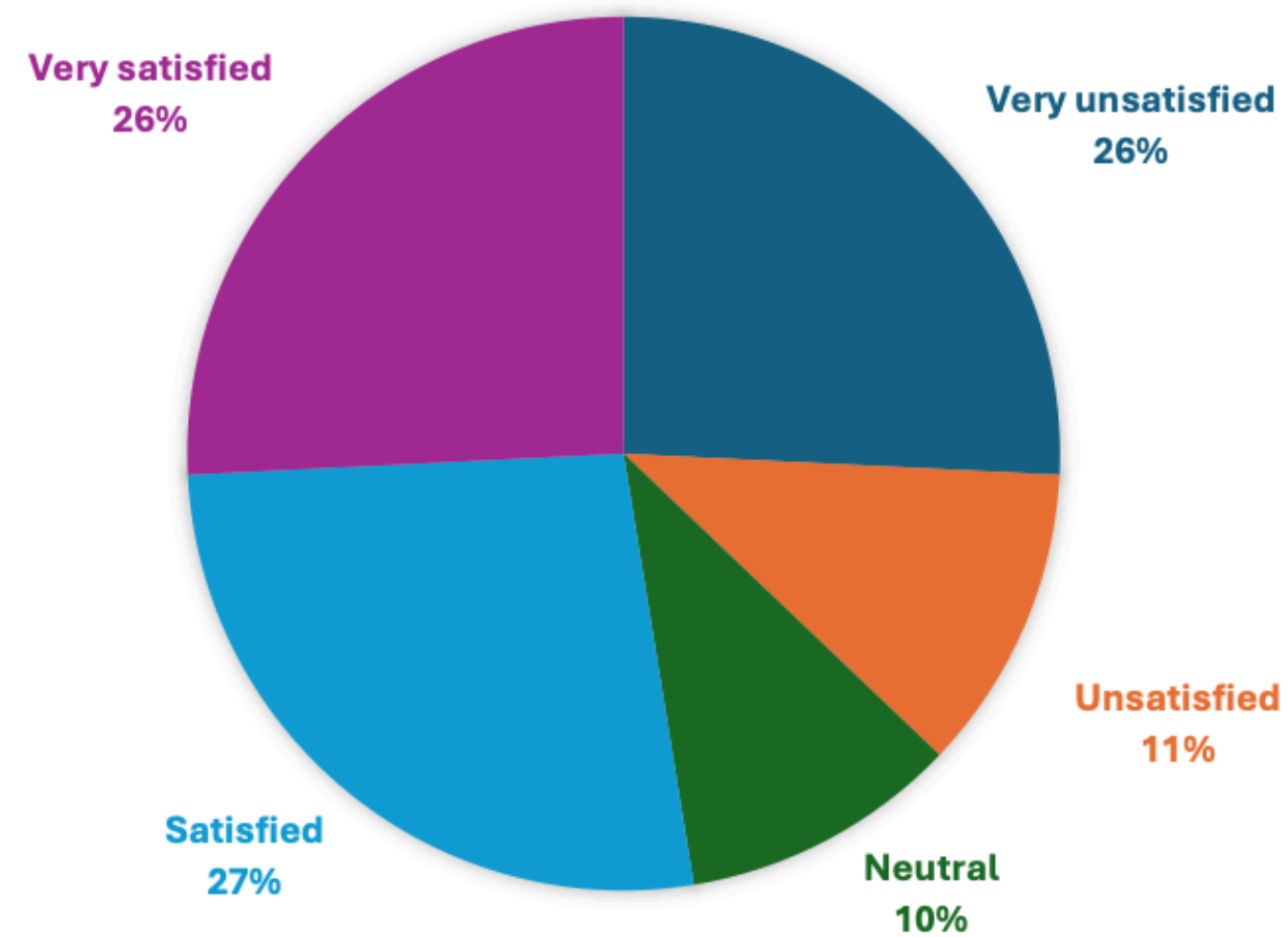



# Are you satisfied with the length of the tour?



# Were you comfortable participating in the tour activities?


COMFORTABILITY IN PARTICIPATING





.....


## TO CONCLUDE

- Each method complements the others to provide a comprehensive understanding of the customer's journey.
  - From initial interest to post-tour reflection.
- 



.....


## TO CONCLUDE

- By addressing all stages of customer interaction WAMT can make informed decisions that directly support customer satisfaction, improve conversion rates, and ultimately drive growth.
- 



.....

## TO CONCLUDE

- Each approach is designed to provide insights that will enhance the overall experience of the tours.
  - The methods presented are ready-to-use.
- 

# QUESTIONS?



**THANK**  
**YOU**

