

Top Tips for Creating Marketing Collateral for B2B Sales Meetings with Professional Travel Buyers

Inspire Confidence | Project Clarity | Be Compelling

Introduction

This guidance note provides practical tips and insights for preparing compelling marketing collateral that will enable your tourism business to address how to effectively engage with B2B travel buyers via:

- Face-to-face presentations
- Virtual presentations

The purpose of this guide is to ensure that you and your business can maximise revenue generation opportunities for your business, community, and destination Ireland.

Face to Face Versus B2B Buyer Appointments

Presentations with travel buyers take place in two key formats:

- Face to face
- Virtual formats

In each case, the business presents to the buyer:

- Verbally using words
- Visually using images and perhaps video.

Face to Face Appointments

This format allows for greater flexibility as the meeting takes place in person. Diverse marketing collateral options can include:

- PowerPoint presentations via a laptop or iPad
- Printed imagery (e.g., individual photographs)
- Short album or storybook formats (collated printed imagery).

Virtual Appointments

As virtual appointments allow for screen sharing, PowerPoint presentations (delivered via a laptop or iPad) are most common.

Some tourism businesses opt to physically show imagery (rather than screen share) for virtual appointments. When making this decision, it is important to consider the following:

- How clearly can the buyer see the marketing collateral?
- Is the person presenting visible to the travel buyer via the virtual platform in question or does the buyer see the presentation only, hearing only the presenter's voice?
- Which presentation format does the presenter feel most comfortable with?

Top Tips

Tip 1: Choose images wisely

Well-chosen, high-quality imagery is key for:

- Creating clarity
- Allowing the buyer to visualise the offering
- Creating a positive impression of your business
- Inspiring confidence in your business

Choose 8-10 excellent images that can engage, enlighten, and delight the buyer.

Tip 2: Use text carefully and sparingly

Avoid saturating your presentation with words. Use no, or a low level of words. An overuse of text can distract and overwhelm the buyer. It is particularly unhelpful for non-English speaking travel buyers.

Remember that less is more. The presentation of strong images with no or a very low word count tend to be more effective.

Tip 3: Engage with video

The use of video is optional. Only use video when its function is to inform and engage the travel buyer. If you decide to incorporate video into your marketing collateral, consider the following:

Duration:

- As most B2B sales meetings last maximum 8-10 minutes, the video must not be long
- The video should not exceed 60 seconds, and ideally should be shorter

Effectiveness

- Is the video enlightening and engaging the buyer?
- Is it boring, confusing, or overwhelming the buyer?
- When played, is the video creating an awkward silence?
- Does the video create a connection for the buyer?

Tip 4: Choose an excellent map

The inclusion of a map in your marketing collateral is essential. The map should show

- Your exact location on the island of Ireland
- The county in which your business is located
- Any key landmarks or access points
- Your destination experience brand

Tip 5: Include your business brand

Place your business brand on all visual collateral (e.g., images) to reinforce your offering for the buyer.

Tip 6: Don't forget your contact details

Include your contact details at the beginning and end of your presentation. Contact details should include:

- Contact Name (first name and surname)
- Telephone Number (include the international prefix)
- Email address
- Website

Tip 7: Format your marketing collateral

Never engage in a B2B sales meeting without perfectly formatting your marketing collateral. A tidy presentation creates a positive impression. Be consistent in the use of font type and size, watch out for typos, and ensure neat positioning of the business brand and imagery.

Tip 8: Allocate plenty of time to prepare marketing collateral

Do not rush the preparation of marketing collateral for B2B sales meetings. Rushed, unpolished collateral creates a negative impression. It is recommended that marketing collateral is prepared minimum 2-3-months in advance of a B2B sales appointment.

Tip 9: Practise, Practise, Practise

For B2B sales meetings, everything that is shown visually must be reinforced verbally. It is essential to plan out what you intend to say, aligning the verbal with the visual and practise to ensure that your delivery is engaging, enlightening, and compelling. Consider planning out verbal content via the use of the table below, plotting out what you will say for each slide or image.

Slide Number	Purpose	Content
1	Introduction	Hi, my name is X My business name is X We offer X Have you ever heard about us?
2	Location	We are located in a small rural village called X in County X We are in a really beautiful location right in the heart of Ireland overlooking the River X We are proud to be a part of X (Dublin, Surprising by Nature, Ireland's Ancient East, Wild Atlantic Way, Ireland's Hidden Heartlands)
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