

Advanced Certificate in MICE (Meetings, Incentives, Conferences and Exhibitions) Tourism

# Marketing and Promotion Strategies



mindmap

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root((Marketing and Promotion Strategies))
  Market Research
    Target Audience
    Competitive Analysis
  Marketing Plans
    Unique Selling
    Digital Media
  Promotion Strategies
    Social Media
    Email Marketing
  Marketing Goals
    Key Indicators
    Realistic Targets
  
```