

Creating a Marketing Plan For Your Business in 2023



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Travefy



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Welcome to Our “Power Hour” Webinar! 🕶️

What is a marketing plan?
What would yours look like?

Marketers that reported they proactively plan their marketing are **331% more successful** than their peers.

Organized marketers are **674% more likely** to report success.

“I’m a new travel advisor coming from the world of HR and Recruiting, so I can understand how critical marketing can be especially when you are trying to connect with new individuals.”



Karin Nguyen
Bear Necessity Travel

Getting Started:

- **What:** What is your primary goal for your business in 2023?
 - **Who:** Who are your target customers?
 - **How:** How are you going to pursue and achieve your goal?
 - **Tracking Performance:** Metrics of success & Milestones

Creating a Plan: First Step

- Looking at the big picture
- Scheduling:
 - a. Month-by-Month
 - b. Targeted Dates
 - c. Relevant Themes
 - d. Holidays



Content Elements

- **Social Media**
- **Email Marketing**
- **Blog/Article SEO**
- Other:
 - Landing Pages
 - Promotions
 - Live/Virtual Events
 - Video
 - Facebook Groups
 -



Social Media

“Instagram has become the second biggest driver of trip requests for me.”

“People come to Instagram for an escape, for inspiration, and for all that beautiful imagery. So I keep that in mind and give the people what they want – inspiring visuals and a little bit of storytelling! Then, when it’s time for their next trip, I’m top of mind as the expert.”



Sarah Bogaczyk
Connections Luxury Travel

Getting Started with Social Media

Brainstorm Content!

- **Recurring Themes:**
 - Ex: “Travel Tip Tuesdays”, “Destination of the Week/Month”
- **Create Content Niches:**
 - Ex: Sales/Promos, Travel Inspiration, Expertise/Value, etc.
- **Other Ideas:** Share client trips, reviews, what you’re booking, your travels, resort/cruise/destination highlights, sales/promotions, supplier highlights
- **Platforms:** Which ones will you focus on?

Scheduling Social Media Content

- **Planning:** Plotting out holidays, events, important dates and seasons (ie. Wave Season, Spring Break, Christmas Markets)
- **Helpful Planning Resources:** Google Drive/Excel Spreadsheet, Trello, Asana
- **Scheduling Software:** Facebook Meta Business Suite, Hootsuite, Buffer

2023 Monthly Marketing Calendar

Workspace visible Board

Power-Ups Automation Filter KN Share

Content Pillars

+ Add a card

January

- 1 - New Year's Day
- 2 - Science Fiction Day
- 3
- 4 - National Trivia Day
- 5 - National Bird Day
- 6
- 7
- 8
- 9
- 10 - Clean off your desk day
- 11
- 12
- 13
- 14
- 15 - National Hat Day
- 16 - Martin Luther King Jr. Day
- 17
- 18
- 19
- 20 - Cheese Lovers Day

+ Add a card

February

- 1 - Black History Month
- 2 - Groundhog Day
- 3 - National Wear Red Day
- 4
- 5
- 6
- 7
- 8
- 9 - National Pizza Day
- 10
- 11
- 12
- 13
- 14 - Valentine's Day
- 15
- 16
- 17 - Random Acts of Kindness Day
- 18
- 19
- 20 - Love your pet day

+ Add a card

March

- 1 - Women's History Month, Mardi Gras
- 2
- 3 - World Wildlife Day
- 4 - National Day of Unplugging
- 5
- 6
- 7
- 8 - International Women's Day
- 9
- 10 - Popcorn Lover's Day
- 11
- 12
- 13
- 14 - Potato Chip Day
- 15
- 16
- 17 - St. Patrick's Day
- 18 - Awkward Moments Day
- 19
- 20 - First Day of Spring

+ Add a card

April

- 1 - April Fool's Day
- 2 - World Autism Awareness Day
- 3 - Find a Rainbow Day
- 4
- 5
- 6 - National Walking Day
- 7

+ Add a card

Yearly Social Media Scheduling Template (Free Travify Academy Download)

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	A	B	C	D	E	F	G
1							
2	January				February		
3	Week 1	Content	Notes		Week 1	Content	Notes
4	Monday, 1/2	River Cruise Feature: AMA Waterways					
5	Friday, 1/6						
6							
7	Week 2	Content	Notes		Week 2	Content	Notes
8							
9							
10							
11	Week 3	Content	Notes		Week 3	Content	Notes
12							
13							
14							
15	Week 4	Content	Notes		Week 4	Content	Notes
16							
17							
18							
19	Week 5	Content	Notes		Week 5	Content	Notes
20							
21							
22							



Email Marketing

“Since many travel advisors don’t have a storefront where clients can see they’re open for business or meet in person, a consistently scheduled email newsletter marketing strategy is vital.”



Danielle Dybiec
Nine Muses Travel

Getting Started With Email Marketing

- **Make it Repeatable:** Use templates, consistent layouts, make it easy to repeat the process
- **Themes:** Every email needs a main point or headline purpose
- **Goal:** Driving more interest, pushing audience down the funnel
- **Growing Your Audience:** Use lead magnets or promotions to grow your list
- **Scheduling:** 1-2/month is sufficient. Just be consistent.
- **Tools:** MailChimp, Constant Contact, Travefy Landing Pages

Blog/Articles SEO

Getting Started With Blog & SEO

- **Why it's important:** This is a long-term investment, start investing now.
- **Identifying Your Areas:** Ex. Luxury river cruises, wine tours, etc.
- **Content Ideas:** Document your own travels & FAMs, highlight customer travels, or content from suppliers.
- **Tools:** Travefy Website, blogging platforms, etc.

Additional Content Ideas:

- **Landing Pages:** Use Travefy's built-in website tool!
- **Promotions:** Don't forget to schedule in promotions you might share throughout the year.
- **Live/Virtual Events:** Pair up with a local business or organization to create or share unique travel experiences tailored to them.
 - Host a virtual event with a supplier or answer travel questions on a Facebook, Instagram, or TikTok live!
- **Video:** Start a YouTube channel or create reels and stories
- **Facebook Group:** Research if hosting a Facebook Group will be beneficial for you to work and manage.

Bonus Tips:

- **Systems to get organized:**
 - Google Sheets
 - Trello, Asana for task management and workflow
 - Social Media Scheduler
 - Canva to create graphics
 - Free stock photos: Unsplash.com, Pixabay.com
- **Inspiration & Ideas:** Join Travefy's Official Facebook Group to see what other advisors are doing
- **Download today's freebies at Academy.Travefy.com!**

Q&A