# **Creating a Marketing Plan** For Your Business in 2023



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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
  - 0 ....



# 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

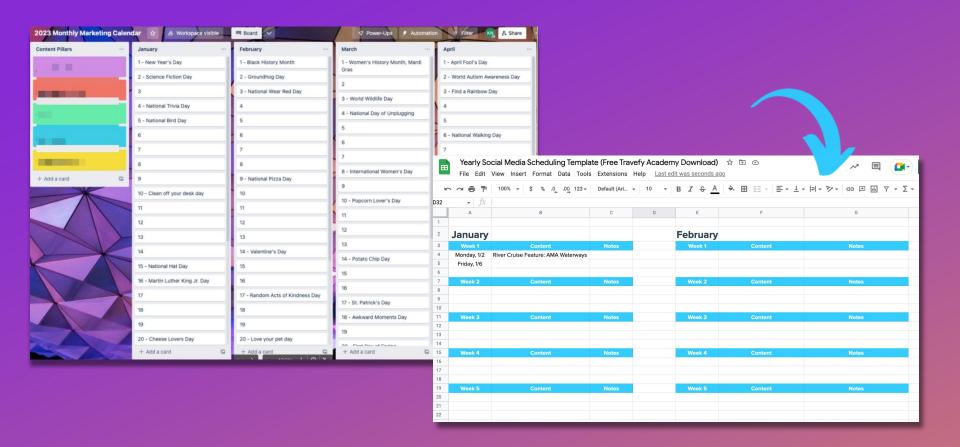
#### Getting Started with Social Media

#### **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



# 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