



# TRAVEL MARKETING TACTICS FOR TRAVEL AGENTS

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**NET EFFECT**  
MARKETING SOFTWARE FOR TRAVEL

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## Welcome to Marketing Tactics for Travel Agents

Welcome to our marketing tactic suggestions for you to use during this Covid-19 Pandemic

The key to success in getting through this era will be creativity, perseverance, cash preservation and stamina. All our tactics can be implemented with little or no financial cost - perfect to satisfy your budget at this time.

### **Marketing - the backbone to your business**

Marketing is not 'selling'. Marketing is not 'advertising'.

### **What is marketing then?**

It's the backbone of your business. Marketing is the strategy you use for getting your target market to know you, like you and trust you enough to become, first, a customer and then a repeat customer. To implement your strategy you're going to need to action some tactics.

It's a crowded market place and typically as we all know, a customer can look at up to 30 websites during their search for their trip. What marketing does is enable you to have conversations with prospective clients - typically via email ( email marketing). You'll use social media to get your messages out, but you need to use email marketing to nurture those customers. While you might get gratification from 'likes' on facebook and the 'reach' figure for each post, delving a little deeper often uncovers that the 'reach' figure includes people scrolling past your post ( same as a 'non open' in email) and so comparing 'engagements' to 'email read' rates you'll see that email wins every time.

# TRAVEL MARKETING TACTICS FOR TRAVEL AGENTS

Now we have the time for marketing, you can set in place automated systems to capture / nurture and eventually win the booking for new clients using only your time and the tools you can already use for free.

This paper will give you some suggestions you can employ which target the two most important goals:

1. Adding new leads to your email marketing list
2. Nurturing your email list

Hopefully they will get your creative juices flowing so that you come up with your own unique ideas to grow your business ( as cost effectively as possible!)

Best Regards

A handwritten signature in black ink that reads "Steve". The signature is written in a cursive style with a long horizontal line underneath it.

## Competitions / Giveaways

This first tactic is not entirely free as it involves a giveaway. But you can certainly manage the cost on this and the upside will more than outweigh the cost.

Creating competitions is something you will rarely have the time to do. But they are a great way of engaging your audience and prospective customers.

Following on with our theme of 'Armchair Travelling' ( the free Net effect templates being provided each week to send to your subscribers ) you could use the following idea.

**Bradt Guides** are offering up to 50% off the price of their books. This enables you to either:

1. Use them as a prize
2. Include a free guide to people planning a holiday via a competition or to your past VIP clients

Go to <https://www.bradtguides.com/> and enter code DREAM50 at checkout

### Create a competition

*The Competition:*

1. Create a competition to win a guidebook ( idea? buy different guidebooks so that there is a choice)
2. Choose winners and include a voucher for booking future holiday ( e.g. Champagne in room / lounge pass upgrade for use against a future holiday)

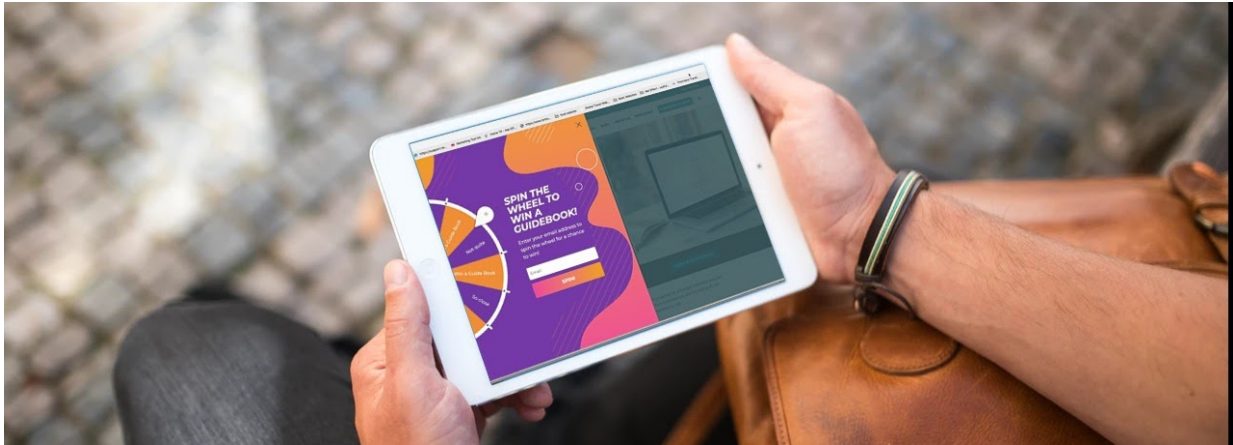
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## *How to Create?*

The important part of this exercise is to get new email addresses.

The quickest, **free** and easiest way to achieve this is to create **a form** on your website with some form of quiz. You can take the ITV approach and make it simple and simply ask for where they plan on going next year / what 'Armchair Travelling' they want to do.

**By using a form you can capture their email address ( see section on drip feeding information about your services to them)**



Consider using a service like <https://www.optimonk.com/> ( free plan available) to add a competition to your website that will capture email addresses ( image above of a competition roulette wheel opening on a website).

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## *Market your competition via Social Media Channels*

Use a service like <https://start.boost.link/> ( 14 day free sign up and so you can use for free for the duration of your competition and then cancel once the competition is closed ) to use social sign ups to add email addresses to your database ( remember, getting email addresses is the key here so that you can drip feed the new subscriber details on how you can help plan holidays)

*Alternatively - simply pin a post to the top of your social media accounts and link to your website landing page.*

## **Attention : High Street Agents**

Don't let your windows go to waste. We know not a lot of people are walking around high streets, but cars are still on the road and some people will pass your shop.

Consider 'dressing' your window with an armchair, reading light and a notice on the window to invite people to do some 'Armchair Travelling" - with a link to your competition

## Local Business Collaborations

Teaming up with local businesses will not only help your marketing reach now, but potentially long into the future.

Remember those ideas of promoting your business through the local gym ( wellness and fitness holidays ) or the local garden centre ( garden tour holidays). Remember how you (a) never had the time and (b) if you did, the local business you were approaching were too busy trading to take notice.

Well, they are in the same position as you now - and will be looking at ways of increasing their reach ( via your clients) at the same time as you could have the opportunity to reach their clients.

Local Businesses that you could approach:

- Hair Salon | you could include a voucher for holiday nails / hair / money off from the salon to new email subscribers / clients booking holidays before a certain date.
- Garden Centre, voucher for plants and in return, some special garden Tours you can design with an operator that are running in 2021
- Local Outdoor Gear Shop - Gift Voucher for Holidays / Guide Book / Joint Competition
- Independent Book Shop - Armchair Travelling ( Bookshop could include a voucher for a future holiday / Champagne in room on booking etc. with every travel book they sell)

Call these businesses now as many will be looking for ways to promote themselves in this time and a Zoom 'Brainstorm Meeting' will throw up some more ideas they may have ( note: it's always best to have a few ideas to kick start these meetings, not everyone is as creative as you are being)



# TRAVEL MARKETING TACTICS FOR TRAVEL AGENTS

## *How to Approach?*

1. Create an email template that you can amend depending on the business you are approaching
2. Ask for a Zoom / Skype / Phone Call to discuss ways that you could mutually help each other at this time
3. Work together to design an email campaign for each of your businesses that will email your own database, with details of what you are offering ( i.e. you would email your customer database with details for claiming a salon pre holiday 'nails' voucher and the Salon would email their database with details of the offer you are creating ( e.g. The Armchair Travelling Guidebook).

**The aim of this exercise is to get your business in front of someone elses database and in the process, for those people who want to engage, to be able to capture their email address and 'nurture' them so they become a customer of yours.**

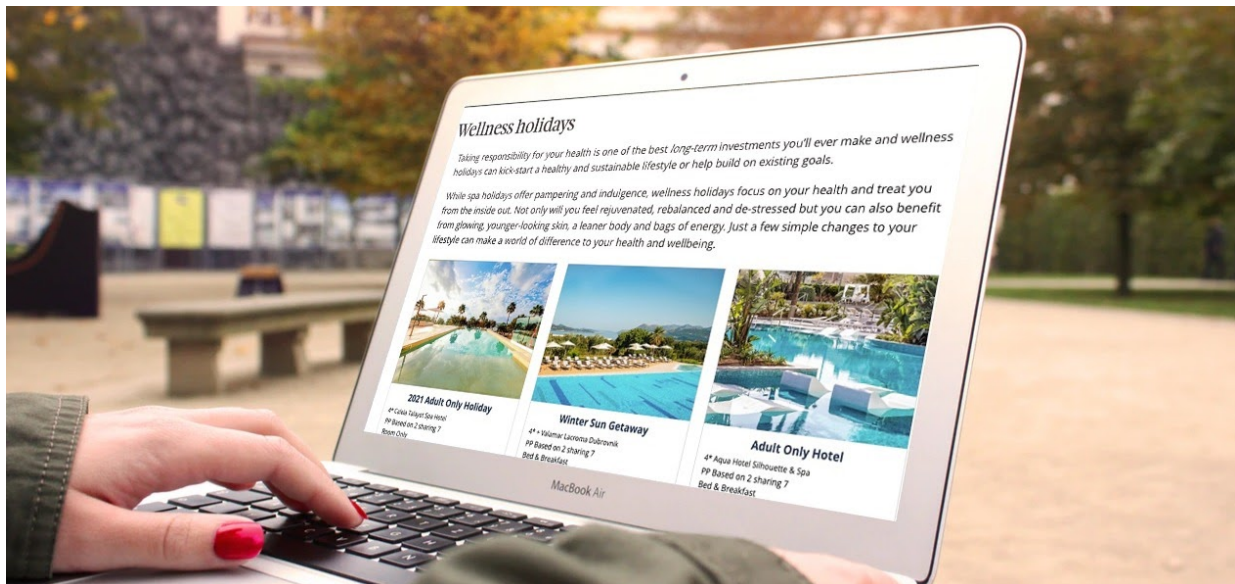
## Write an ebook / giveaway pamphlet

Write (or commission a writer?) to write an e-book on :

- Holidays for gardeners (to offer to garden centres to email / print / send to customers)
- Wellbeing and fitness holidays for gyms
- Food tours / holidays for restaurants . Target by food type (e.g. Italian = Italian food tours)

This doesn't need to be a blockbuster! It simply needs to have an introduction and then a selection of tours. Your partner tour operators may be able to help you out with this content if you are promoting their holidays.

Promote ( LateCards) Users: Add your own Holidays to Promote and embed on a landing page for each pamphlet / e-book so that users can see more details online ( and you can capture their email address)



## Local Day Trips / Tours



Although travel is prohibited at the moment anywhere, the first market that will open up is the UK market.

Many successful agents already have established Local Tour Programmes ( Day Trips)

Coach companies are suffering as much as you are right now with no business but often heavy leases on coaches they have bought (contributing to ongoing costs) and so they will want to get going as soon as they can. Talk to local coach / minibus companies now to start to put together tour ideas. You don't need to fix the date, but you can start to advertise these and email details to your subscriber base. Add a message in your shop window and include details on your website.

Approach operators that you may not have used before. AITO operators such as <https://www.onfootholidays.co.uk> offer great walking holidays in the UK. Call them to see if they would like to work with you in promotion to your client base. The UK market is more likely to be bouyant before the overseas one because even if we open up movement here, we have no control on when overseas countries will open up. Ease that anxiety of clients by offering exciting and interesting day trips / UK holidays

**Note on Day Trips for Agents**

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This is a slight pivot from being an agent to being an Operator , but as local to you this can help build relationships with clients - be personal . These won't be straight away but you can design them and start to talk to your customers about them.

*Adding local information to your subscriber emails will help keep open and click rates high and we regularly see that when emails sent to subscribers include local ideas / events, these end up with the highest open rates*

## Get Good at Youtube



Get good at YouTube / or get a member of staff to be good at YouTube!

Pre record a webinar so that it's perfect and then livestream using on <https://onestream.live/>

Collaborate with local businesses to bring in a live session to talk about your passions e.g. local fitness + you about fitness holidays / garden centre / landscape florist expert / weddings organiser to run a live weddings / honeymoon organiser livestream to talk about gardening tours and honeymoons .

Once you've collaborated you can send in a piece to local paper and get each of you to share on your local channels / emails / + usual Facebook

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## A note on Livestreams

It is really tricky to make a live stream work well. Without any ability to splice / re record sessions an audience can be easily turned off from watching.

There are so many live streams at the moment that non one has the time to watch them all! Romesh Ranganathan wrote in the paper this weekend he did a livestream to 200 people ( if Romesh can only get 200, watch chance do us less famous people have!)

**My Recommendation:** Use PowerPoint + iMovie / [screen flow](#) to create evergreen webinars on different holiday types / destinations and host on your website / stream live on YouTube .

At Net Effect we use [Screen Flow](#) to edit all our recordings so we can add / splice / cut out bloopers etc. so that the finished product is watchable and engaging.

Upload your recordings to Youtube - mark as private if you don't want them to be listed and only available to those people with the link

## Tour Operator Trade Partnerships

This one is a no brainer and I'm sure you are on it with this, but it would be remiss not to include.

Work with tour operators and cruiselines to develop marketing strategies that work.

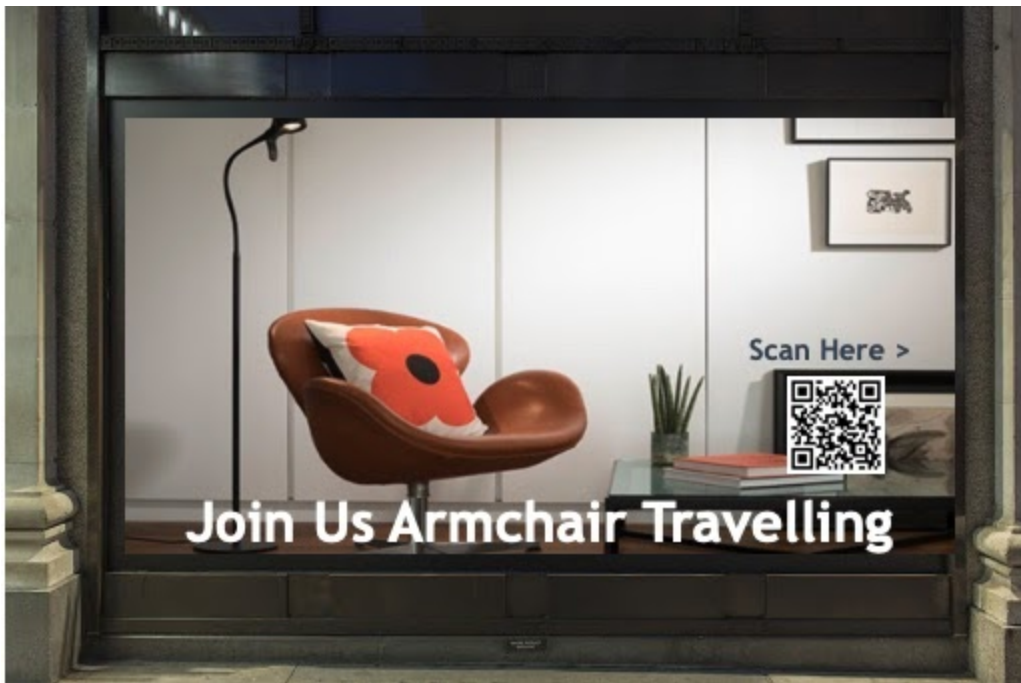
Never has there been a better time for collective collaboration. Call your trade reps and collectively brainstorm ideas on how you can work together to bring something unique for your customers.

It still might not be right to be hard selling holidays, but if you can make a 15 minute YouTube piece with an operator (interview type ) with an offer for your customers at the end (eg champagne in room / cabin , early booking offer (guaranteed lowest price), VIP day while on holiday eg spa treatment - then you have a great free marketing asset to use to promote to customers.

### Plan of Action

1. Make a list of the operators / cruise lines you wish to promote
2. Make a list of questions you want to ask
3. Ensure that you have a piece at the end of the interview that ensures the operator confirms they love working with you and **that customers pay no more than booking direct with the operator**

## Window Displays



Make the most of your shop window by dressing it differently during this time. Remember the Mr Selfridge story? It was the shop windows he considered one of the most important parts of getting people to shop with them.

Use windows to sign up (with [qr code](#) so passers by can scan with their iPhones) to come armchair travelling)

- Consider advertising that competition you have created
- If you need help to creatively dress your shop window, find a local expert ( what shops have good displays near you? Use facebook to reach out ot your network to see if someone will help
- Simply add an armchair / reading light and get a local company to give you a good deal on decals for your window



## Email Marketing

Let's not forget - that all the marketing tactics that you want to create **MUST** lead to one thing - **Getting a new email address**. You are trying to build your subscriber base and in the process of doing that, ensure that you can 'softly' sell the benefits of using your services.

For all new subscribers - each offer you do with a call to action **must** have a link to capture the email address of the subscriber

- include a drip email campaign for 3 emails that introduce your business / tell them your USP / introduction to the holiday types you sell (or if they have signed up from e.g. a fitness campaign , then talk about those holidays and destinations .
- Thereafter, ensure they are included in your monthly emails.
- Remember, if you are marketing to a specific audience, e.g. gardeners / fitness then tagging these subscribers in your database will mean that you can send out meaningful emails to them. If someone has expressed an interest in fitness holidays, they won't necessarily be interested in 'family holidays'. The more you segment and send relevant emails to subscribers, the better your conversion rate will be.

[Any Questions? Email Steve here >>](#)

[Any Questions on setting up Drip Email Automations? Email Steve here >>](#)



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