**Early Adopters**

* Grassroot marketing - Word of mouth to people that we know in our networks which we are assuming is relatively substantial to get us started
* Facebook campaigns
* Speak with Charles Lapointe of MTL Blog to see if we can cross advertise or get featured
* Reach out to travel popular travel bloggers and give them free trial pro accounts and request feedback and collaboration
* \*\* Possibly make it invite only for the beginning of the site’s launch
* \*\* Potentially think about paying people to write posts if we need them.

**Late Adopters**

* Word of mouth from current users
* Sharing of articles on social media
* Referrals
* Ad marketing campaigns (google ads, etc)
* Social Media Campaigns
* New outlets, websites, youtubers
* Plus all of the Early Adopter strategies

**Management Strategy**

* Quality social media posts and interaction
* Interaction from us on the site. Continually
* Search for variety of posts. AKA If we are lacking in certain destinations, we should be looking for people to post about those places.

**Research**

* Talk to our connections that travel and blog about what they would like to use in our features
* Talk to travel bloggers about what kind of features they would be looking for in order to join our website and use its features.
* Business planning and business models