

Brand Marketing Strategy

FOR MELODY TRAVELS COMPANY

Agenda



**Executive
Summary**



**Vision, Mission
and Goals**



**Unique Value
Proposition**



**Marketing
Targets**



**Buyer
Personas**



**Key Marketing
Messages**



Budget Plan



**Strategy
Calendar**

Vision, Mission and Goals

Vision

Melody Travel offers unforgettable journeys, blending comfort, culture, and adventure to create harmonious travel experiences worldwide

Mission

"Melody Travel is dedicated to providing personalized, seamless travel experiences that inspire and enrich every journey."

Goals

List down short-term and long-term goals that will help translate your vision and mission into action.

Branding Elements:

- Unique Value Proposition: "Your Gateway to Unforgettable Journeys."**
- Service Promise: To deliver personalized, safe, and extraordinary travel experiences.**
- Desired Customer Loyalty: Achieve a high level of repeat customers through exceptional service and exclusive travel offers.**

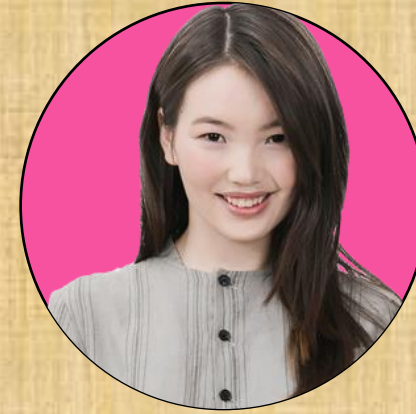
Marketing Targets

- Social Media Analysis: Focus on Facebook and Instagram for targeted ads, with a secondary focus on LinkedIn for corporate travel packages.
 - Channel Strategy:
 - Facebook: Daily posts, target ads.
 - Instagram: Daily stories and posts, influencer partnerships.
 - LinkedIn: Weekly updates, B2B targeting.
- Main Goals: Increase brand awareness, drive traffic to the website, and boost conversions.
 - Main Content Themes: Travel tips, destination highlights, customer testimonials, and promotional offers.
 - Posting Frequency: Facebook & Instagram - Daily; LinkedIn - Weekly.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Strong brand identity, high-quality customer service, diverse travel packages.	Limited physical presence, high dependency on online channels.	Expanding into emerging markets, developing new eco-friendly travel packages.	Economic downturns, political instability in key regions, competition from established brands.

Buyer Personas



Buyer Persona 1

Sara Samir

25 years

doctor

Passionate about traveling
and exploring new places.



Buyer Persona 2

Ahmed mostafa

35 years

Engineer

He enjoys visiting new
places and learning about
their landmarks.

Goals and Objectives

Increase Brand Awareness:
Establish the company as a leading travel agency in Egypt by promoting its unique services and travel packages through various marketing channels.

Attract Local and International Tourists:
Create targeted campaigns to attract both Egyptian and international travelers, highlighting the diverse experiences Egypt has to offer, from cultural heritage to natural wonders.

Boost Online Presence:
Strengthen the company's online visibility through social media, SEO, and digital advertising, ensuring the brand reaches a wider audience and converts leads into bookings.

Enhance Customer Engagement and Loyalty:
Develop loyalty programs and personalized offers to retain customers and encourage repeat bookings, enhancing overall satisfaction.








Goals and Objectives

Promote Sustainable and Eco-Friendly Tourism:
Advocate for responsible tourism practices by promoting eco-friendly tours and supporting local communities, aligning the company's values with global sustainability trends.

Increase Sales and Revenue:
Achieve a measurable increase in bookings and revenue by optimizing marketing strategies, offering competitive pricing, and focusing on seasonal promotions.

Showcase Egypt's Lesser-Known Destinations:
Highlight off-the-beaten-path destinations within Egypt to diversify travel experiences and attract adventurous travelers seeking unique and authentic experiences.

Partnerships and Collaborations:
Build strategic partnerships with hotels, airlines, and local tour operators to create attractive travel packages and expand the company's service offerings.

	<div>  </div>						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform \ Time	11:00 pm	12:00 pm	8::00 pm	5:00 pm	09:00	11:00 pm	12:00 pm
Platform	facebook	instagram	reels–facebook	e-mail marketing	instagram	tiktok	post–facebook
Content	<p>**الأقصر وأسوان** ¹</p> <p>متحف مفتوح وسط المعابد القديمة والآثار التاريخية. استمتع برحلة نيلية ساحرة وزيارة معابد الكرنك وفيلة، وجرب الحياة النوبية البسيطة والمريحة!</p> 	<p>**شرم الشيخ** ²</p> <p>جنة الغواصين وعشاق البحر! 🏊🌊 من السباحة في المياه الزرقاء الصافية، إلى رحلات السفاري في الصحراء واستكشاف الحياة البحرية في محمية رأس محمد، شرم الشيخ وجهة متكاملة للاسترخاء والمغامرة.</p>	<p>Pyramids of Giza: Stand before the timeless wonders of the ancient world 🏛️.</p>	<p>🏖️ Relax on Elalealamayn Beaches</p> <p>Feel the soft sand between your toes and let the waves wash your worries away. Whether you're looking for adventure or relaxation, our curated coastal trips offer the perfect getaway. <i>aleilm ealamayn</i></p>	<p>Explore Egypt's breathtaking history, stunning landscapes, and vibrant culture with Melody Travel</p>	<p>EXPLOR ANCIENT Egypt</p>	<p>السفر مغامرة، بس 🎯 الاستعداد ليها بيخليها أكثر متعة وأمان! شاركنا نصائحك!المفضلة للسفر في التعليقات 😊</p> <p>نصائح_السفر # #السياحة_الداخلية #Melody_Travel سفر_آمن #استعد_لرحلتك#</p>
Visual							
Notes	<div>  <p>melody travels is your best choice</p> <p>Adel Mohamed</p> </div>		Goals	<div> <p>#ExploreWithMelody #TravelGoals #SustainableTourism</p> <p>#UnforgettableJourneys</p> </div>			

- *Questions Analysis*

- 1. What do you offer? Customized and luxurious travel experiences.
- 2. Why was the business created? To cater to the demand for personalized and unforgettable travel experiences.
- 3. Who provides the services? A team of experienced travel consultants, tour guides, and customer support staff.
- 4. When are the services provided? Available year-round, with special offers during peak travel seasons.
- 5. Who are the services for? High-income individuals and young professionals aged 25-55.
- 6. Where are the services provided? Primarily online, with physical offices in Cairo and Dubai.
- 7. How are the services provided? Through an easy-to-use online platform, supported by a dedicated team of experts.

Digital Marketing Strategy for "Melody Travels"

Social Media Marketing:

- Create official pages on social media platforms such as Facebook, Instagram, Twitter, and YouTube.
- Post engaging and diverse content including images, videos of tourist destinations, special offers, and customer testimonials.
- Utilize features like Stories and live posts to interact with followers and provide exclusive content.
- Use popular hashtags to increase reach, such as #TravelTourism #BestDeals #VacationPackages.
- Search Engine Optimization (SEO):
- Optimize the company website with relevant keywords related to travel and tourism services to rank higher in search engine results.
- Implement both on-page and off-page SEO strategies, including content creation, meta tags, and backlinking.
- Focus on local SEO by targeting keywords like "best travel agency" or "tour packages" in specific locations.

Email Marketing

- Build and maintain an email list by offering newsletters, special deals, and travel guides to customers.
- Segment email campaigns based on customer interests, such as family vacations, luxury getaways, or adventure tours.
- Send personalized emails with exclusive offers, upcoming tour packages, and destination highlights to increase customer engagement.

Social Media

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Search Engine Optimization (SEO)

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Annual Business Goals (SMART)

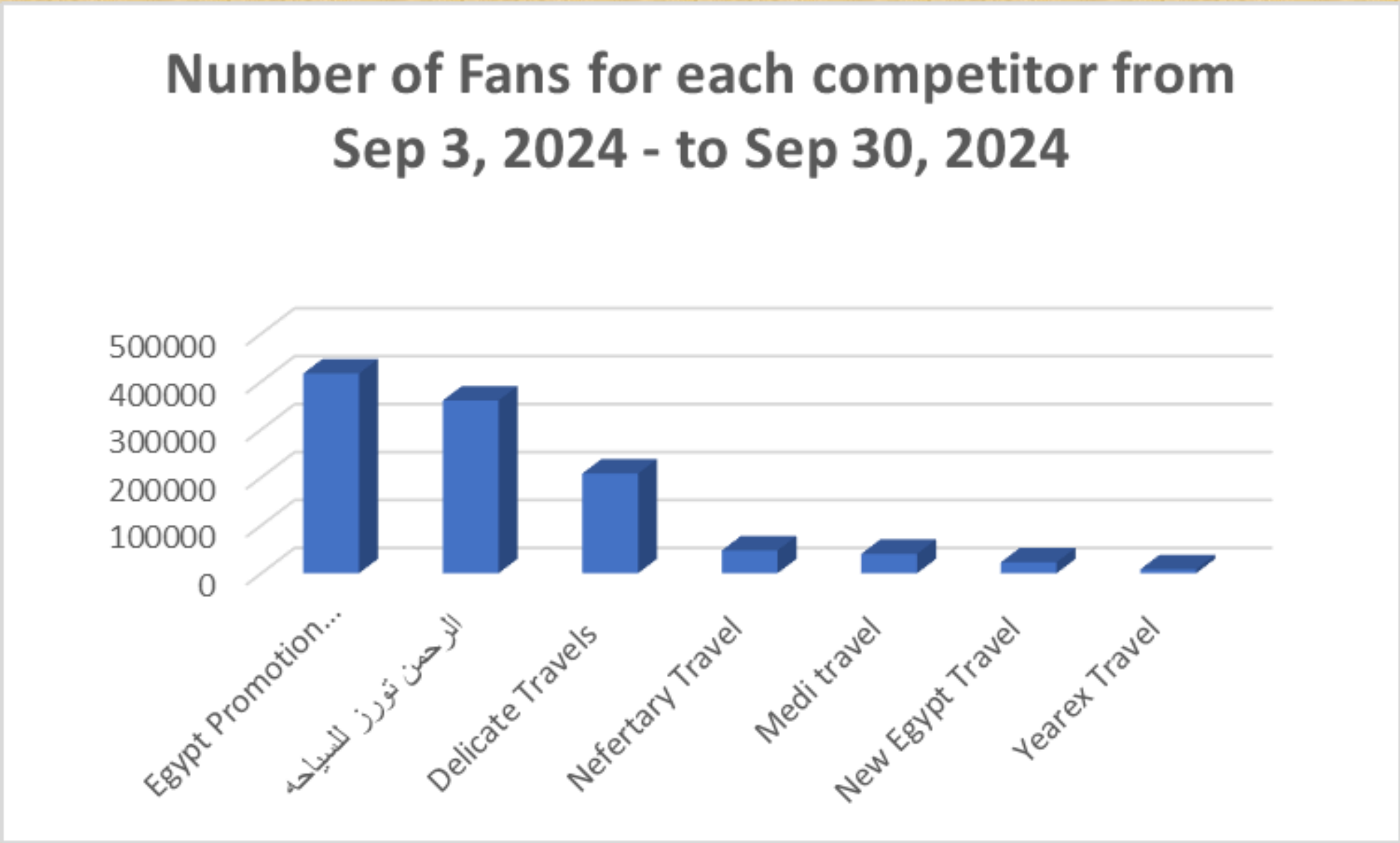
- Specific: Increase website traffic by 30% within the first 6 months.
- Measurable: Achieve 2,000 bookings in the first year.
- Achievable: Expand to at least two new markets within a year.
- Realistic: Launch three new travel packages by the end of the year.
- Time-Based: Reach 50,000 social media followers in the first 6 months.

COMPANY OBJECTIVES OVER TIME:

- 3 Months: Establish a strong social media presence and reach 10,000 followers.
- 6 Months: Launch a successful digital marketing campaign, achieving 500 bookings.
- 9 Months: Expand to a new market, potentially Gulif area
- 12 Months: Achieve 2,000 bookings, expand to two new markets, and introduce new travel packages.

competitor analysis

Profile	Fans
Egypt Promotion Travel	416735
الرحمن تورز للسياحه	360343
Delicate Travels	208006
Nefertary Travel	47529
Medi travel	40615
New Egypt Travel	22888
Yearex Travel	8237



competitor analysis

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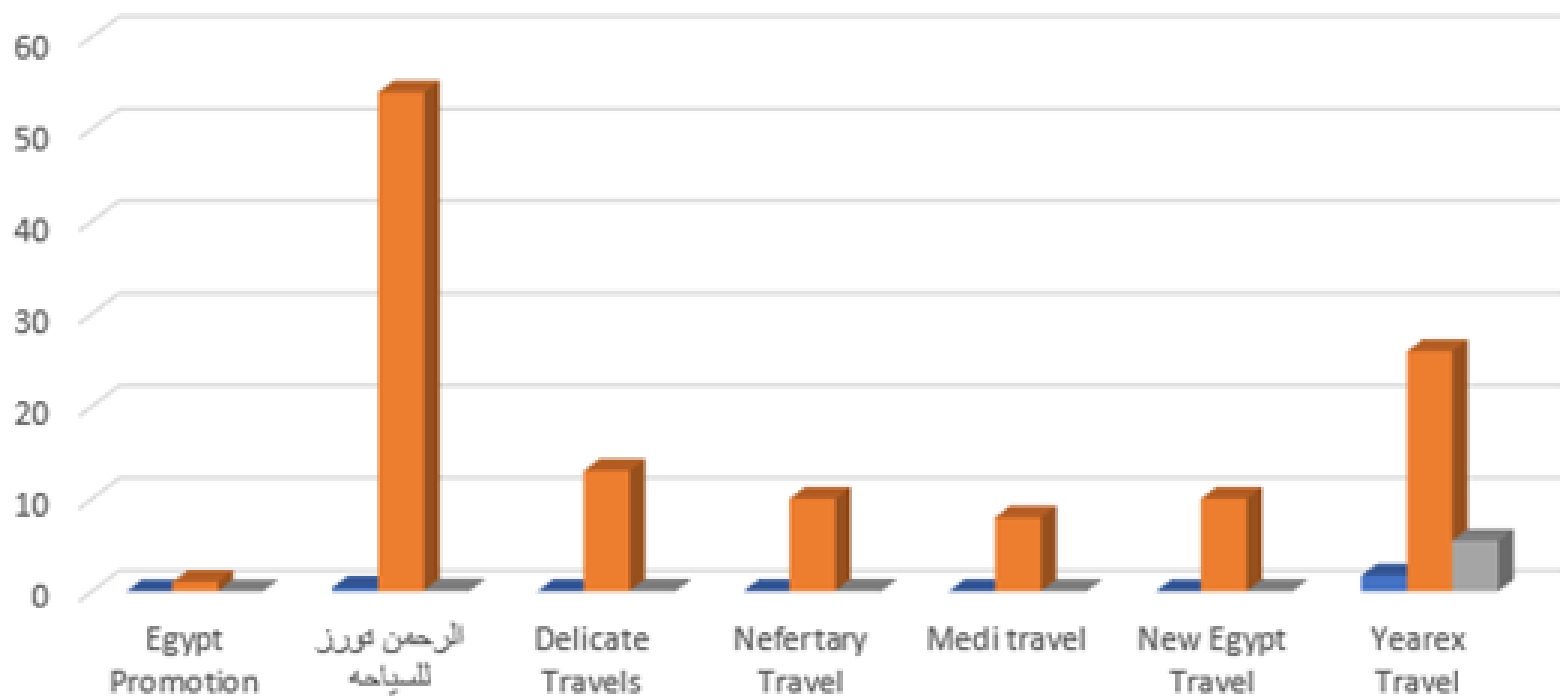
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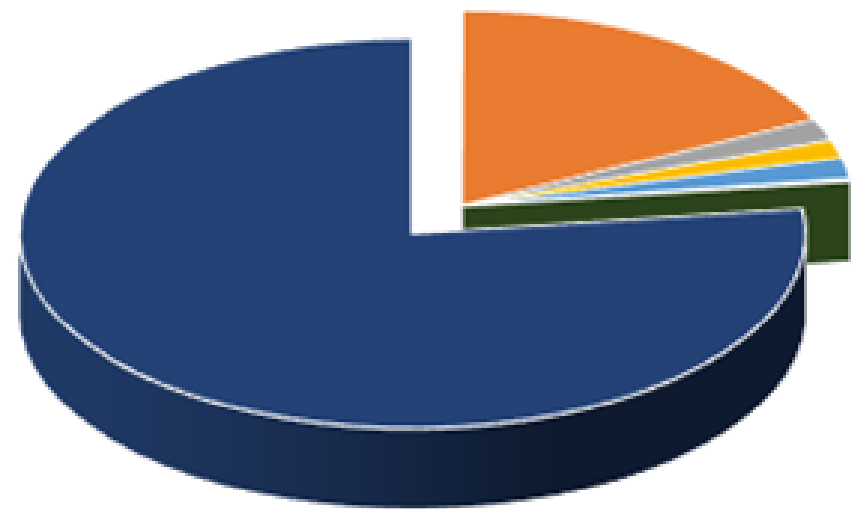
fx

A	B	C	D	E	F	G	H	I	J	K	L
Profile	Engagement %	Page Performance Index %	Post interaction %								
Egypt Promotion Travel	0.00081	1	0.00069								
الرحمن تبرز للسياحه	0.39	54	1.10E-01								
Delicate Travels	0.04	13	5.30E-02								
Nefertary Travel	0.034	10	0.06								
Medi travel	0.039	8	3.20E-02								
New Egypt Travel	0.0033	10	0.018								
Yearex Travel	1.7	26	5.4								

Engagement % - Page Performance Index % - Post Inetraction % for each competitor from Sep 3, 2024 - to Sep 30, 2024



Engagement % for each competitor from Sep 3, 2024 - to Sep 30, 2024



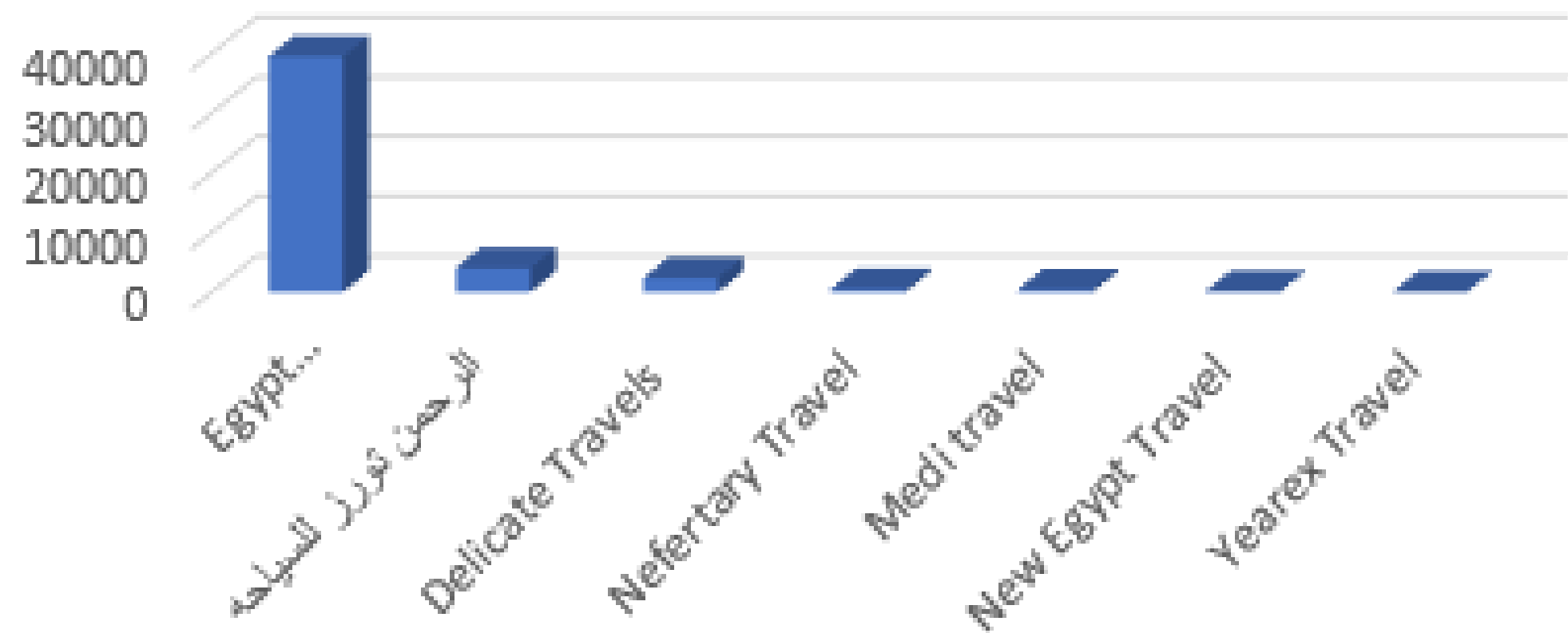
Post Inetraction % for each competitor from Sep 3, 2024 - to Sep 30, 2024



competitor analysis

Number of Reactions, Comments & Shares	
	39433
	4010
	2318
	472
	442
	95
	21

Number of Reactions, Comments & Shares
for each competitor from Sep 3, 2024 - to
Sep 30, 2024



Business Model Canvas

Designed for:

Melody Travels










Designed by:

Date:

06/10/2024

Version:

01

<div><div>Key Partners</div><div><ul style="list-style-type: none">Hotels, resorts, restaurants, and other accommodation providers.Airlines and transport companies.Travel agencies and Tourism offices.Tour guidesSocial media platforms (Facebook, Instagram, LinkedIn)Technology and booking platformsInfluencers and travel content creators (for promotional campaigns)</div></div>	<div><div>Key Activities</div><div><ul style="list-style-type: none">Offering travel packages tailored to different customer segments.Online marketing via digital channels (social media, search engines).Managing reservations and customer bookings.Market research and adapting offers to new travel trendsCustomer service support and follow-up.</div></div> <div><div>Key Resources</div><div><ul style="list-style-type: none">Financial resources for marketing campaigns.Digital marketing tools (SEO, SEM, social media platforms).Well-developed, User-friendly, website with booking capabilities.Professional tour guides.Skilled customer service and travel experts.Partnerships with tourism providers and influencers.</div></div>	<div><div>Value Propositions</div><div><ul style="list-style-type: none">Providing customized, all-inclusive travel packages to meet diverse customer needs.Ensuring hassle-free, seamless booking and travel experiences.Offering unique and authentic local experiences that set Melody Travels apart.Competitive pricing with high value for money and retrieval policy.Focusing on differences in cultures and local hidden gems.Tailored experiences for both domestic and international tourists.Offering customers exclusive access to luxury resorts, private tours, or early bookings for popular destinations. VIP travelers can enjoy concierge services, priority bookings, and premium experiences.24/7 Travel Support & Assistance.</div></div>	<div><div>Customer Relationships</div><div><ul style="list-style-type: none">24/7 customer service via phone, chat, and email.Loyalty programs and discounts for repeat customers.Feedback-driven improvement through surveys and online reviews.Engaging customers through social media.Communication with customers (follow-ups & thank-you emails)</div></div> <div><div>Channels</div><div><ul style="list-style-type: none">Website (with online booking capabilities).Social media platforms (Facebook, Instagram, LinkedIn).Email marketing (new offers, follow-ups).Travel exhibitions and tourism fairs.Travel Agencies and Hotels partnerships.</div></div>	<div><div>Customer Segments</div><div><ul style="list-style-type: none">Young professionals / adventurers: Interested in unique experiences, cultural, historical, wellness, and adventure tourismLuxury travelers: Looking for high-end, premium travel services.Domestic travelers: Exploring local destinations within Egypt.International tourists: Interested in Egypt's rich cultural and historical heritage.</div></div>	
<div><div>Cost Structure</div><div><ul style="list-style-type: none">Employee salaries.Training of employees.Employee Benefits & Retention ProgramsMarketing and advertising expenses (digital campaigns, social media).Costs of Technology & IT Infrastructure and development and maintenance of the Website.Costs of influencer collaboration.Legal & Accounting Fees.Research & Development</div></div>			<div><div>Revenue Streams</div><div><ul style="list-style-type: none">Commission on bookings(hotels, restaurants, ...)Sales of travel packages.Profit margin on services provided.Premium and customized package fees.Fees for exclusive or VIP services.PPC-driven traffic conversion.Designing and selling travel packages specifically tailored for major events, such as music festivals, sports events, or cultural celebrations, offering bundled tickets and accommodation.</div></div>		

*Melody Travel:
Social Media
Advertising Budget
(3 Months)*

Budget Item	Channel	Month 1 (\$)	Month 2 (\$)	Month 3 (\$)
Social Media Ads	Facebook	500	500	600
Social Media Ads	Instagram	400	500	600
Social Media Ads	TikTok	300	400	500
Email Marketing Campaigns	E-Marketing	200	250	300
Social Media Ads	LinkedIn	150	200	250
Influencer Collaborations	Instagram & TikTok	400	500	500
Content Creation (Videos, Graphics)	All Channels	300	350	400

Melody Travel:
Social Media
Advertising Budget
(3 Months)

Total Budget Per Month

Month	Total Budget (\$)
Month 1	\$2,250
Month 2	\$2,700
Month 3	\$3,150



Channels

LOGO.ADAM96.COM



Relax on Elalealamayn Beaches

Feel the soft sand between your toes and let the waves wash your worries away. Whether you're looking for adventure or relaxation, our curated coastal trips offer the perfect getaway.

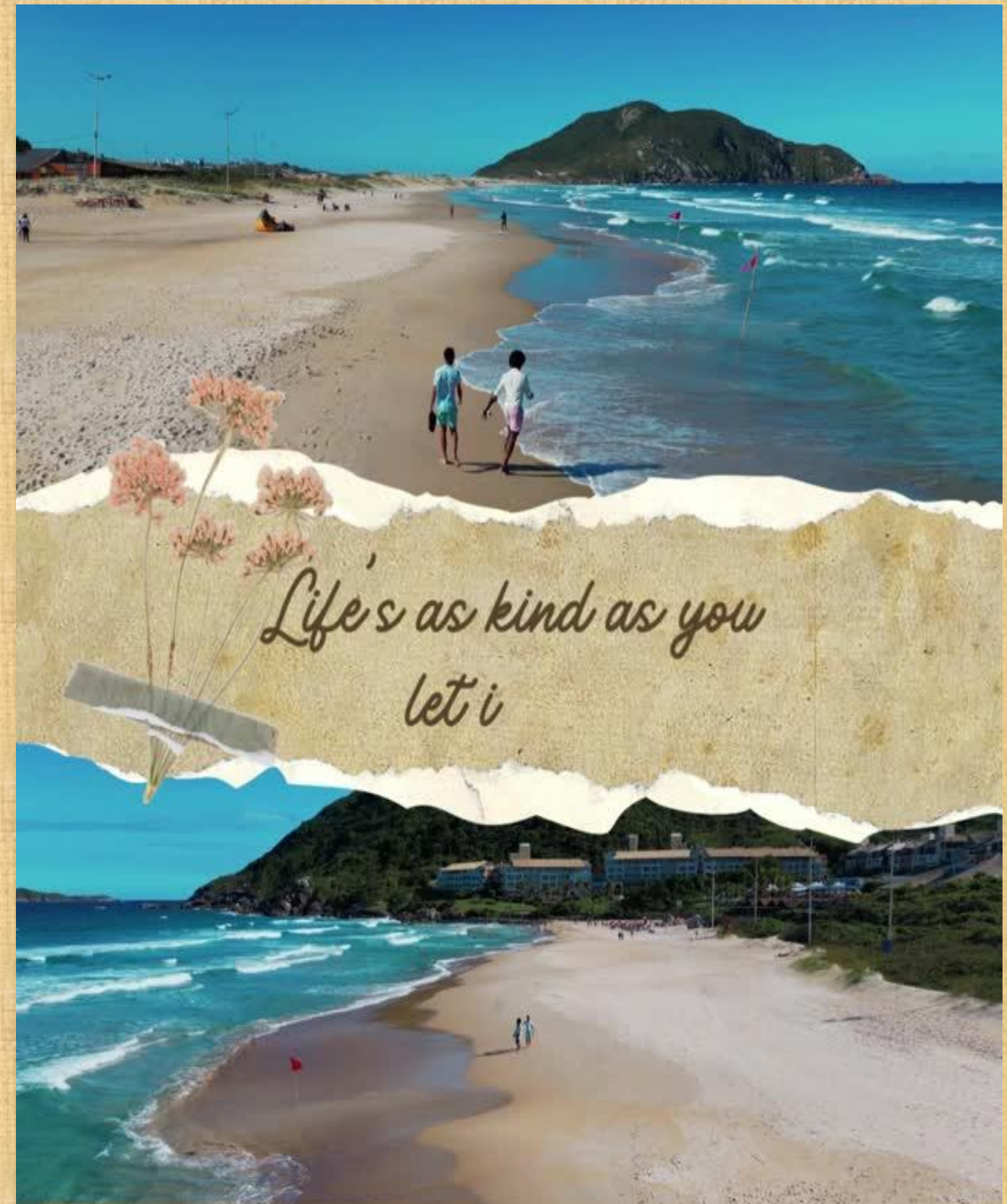
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✨ Special Offers Available! ✨

Contact us now to learn more about our exclusive travel packages.

☎ Call us: +123 456 7890

💻 Visit our website: www.melodytravel.com



Channels



LOGO.ADAM96.COM



Campaign path on social media

Campaign ↑	Delivery	Bid strategy	Budget	Attribu setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Engagement campaign Os	Active	Using ad set bl...	Using ad set bu...	7-day...	656 Post engagements	6,873	7,827	٠,٣٠.م.ج Per post engagement	١٩٧,٩٧.م.ج	
-10-... 18-24				7-day...	50	773	836	٠,٤١.م.ج	٢٠,0١.م.ج	
-10-... 25-34				7-day...	35	444	485	٠,٣0.م.ج	١٢,٠٩.م.ج	
-10-... 35-44				7-day...	38	460	502	٠,٣٢.م.ج	١٢,٢٤.م.ج	
-10-... 45-54				7-day...	10	63	66	٠,١٧.م.ج	١,٧١.م.ج	
-10-... 55-64				7-day...	9	89	93	٠,٣٤.م.ج	٣,٠0.م.ج	
-10-... 65+				7-day...	9	87	87	٠,٣٣.م.ج	٣,٠١.م.ج	
-10-... 18-24				7-day...	34	564	609	٠,٤٠.م.ج	١٣,0٩.م.ج	
-10-... 25-34				7-day...	34	603	645	٠,٤٢.م.ج	١٤,١٦.م.ج	
-10-... 35-44				7-day...	61	790	863	٠,٣٤.م.ج	٢١,٠٤.م.ج	
-10-... 45-54				7-day...	52	389	414	٠,٢٣.م.ج	١١,٩١.م.ج	
-10-... 55-64				7-day...	78	515	552	٠,٢٤.م.ج	١٨,٨٧.م.ج	
-10-... 65+				7-day...	99	593	628	٠,٢0.م.ج	٢0,٠٤.م.ج	
-10-... 18-24				7-day...	9	198	204	٠,٣٢.م.ج	٢,٨٧.م.ج	
-10-... 25-34				7-day...	13	305	311	٠,٢١.م.ج	٤,٠٠.م.ج	
-10-... 35-44				7-day...	18	370	386	٠,٣0.م.ج	٦,٢٠.م.ج	
-10-... 45-54				7-day...	28	295	305	٠,٢٠.م.ج	0,0٨.م.ج	
Results from 1 campaign ⓘ Ahmed osama				7-day...	656 Post engagements	6,899 Accounts Centre accounts	7,827 Total	٠,٣٠.م.ج Per post engagement	١٩٧,٩٧.م.ج Total Spent	



our team

Ahmed Osama

Adel Mohamed

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