

July 2019

DIGITAL MARKETING STRATEGIES FOR TRAVEL AGENCIES





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01 Travel Stats

Numbers about global travel and tourism industry

03 Strategies

Best digital marketing strategies for travel agencies

02 Buyer Persona

Understanding your consumer – the importance of a targeted strategy

04 Marketing Automation

One of the best ways to save time and get good results



TRAVEL INDUSTRY FACTS



■ Sustainability

Sustainability is driving accommodation decisions

According to the [Booking.com](https://www.booking.com/sustainability) sustainability travel report, “over half (55%) of global travellers report being more determined to make sustainable travel choices than they were a year ago, but barriers include a lack of knowledge and available or appealing options when trying to put this into practice.”

These sustainable decisions include accommodation. “73% of global travellers intending to stay at least once in an eco-friendly or green accommodation when looking at the year ahead.” ([Booking.com 2019](https://www.booking.com/sustainability))



FLIGHT ROUTES ARE EXPANDING DUE TO DEMAND

Destination routes are expanding to give new generations unlimited reach. “We are millennials and we are looking to have different travel experiences than our parents,” Patrick Quayle vice president for international planning at United Airlines said. “As a result of that, the network has to evolve and look different.” The airline has recently added Cape Town to it’s route roster. ([Skift 2019](#))

RESEARCH

- 7. 51% of US travellers said that once they decided to go on a trip, they would spend less than one week conducting research. ([Facebook IQ](#))

- Google data found that hotels and flights are booked in advance of 12 weeks. Within the 3 months prior to the date, the search increases further for experiences. ([Google 2019](#))

- In 2018, the proportion of direct website bookings fell to 66.7% while marketplace bookings increased to 9.1%. Bookings made through agents, affiliates and local tourist offices also increased from 17.5% to 24.3% in the same time frame. ([TrekSoft 2019](#))
- Travellers who book their activities ahead of their trip spend 47% more on lodging and 81% more on transportation than those who wait to book in destination. ([Booking.com 2019](#))

ONLINE BOOKING

Monday is the most popular day for people to book their trips while Saturdays are the least busy days for bookings. Bookings made slowly drops from Monday and plateaus between Wednesday to Friday before dropping dramatically on Saturday. Bookings pick up again on Sunday and take off again on Monday. ([TrekkSoft 2019](#))



BUYER PERSONA



BUYER PERSONAS



According to Hubspot, a [buyer persona](#) is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better.



PERSONA



WHY IS SO IMPORTANT?

From the moment you understand your persona's needs, you will redirect all your efforts towards their goals. If your persona is a exchange student, there's no point in trying to sell them a romantic trip to some exotic place.

DIGITAL MARKETING STRATEGIES



BUILD A GOOD WEBSITE



www.cavaon.com

Thinking about marketing, visibly and sales but not using any form of digital media, it's pointless. Your potential customer is online, as well as other agencies that he or she can turn to.

If you don't have a good website, you are already falling behind. Your website is our company's online identity!

Your website is important to:

- ✓ Showcase your company's value;
- ✓ Present your products and services;
- ✓ Provide a good digital experience for your prospect.

THINGS TO KEEP IN MIND

WEBSITE

Design

1

Going into a simple, but visually pleasing website is great. Think of your user when investing in the design of your site.

Make navigation easy and intuitive to find what you are looking for. And remember: often less is more. Light colours and defined elements are strong allies at this time.

Responsiveness

2

In 2017, online traffic from mobile devices outperformed the computer. Meaning: most people now use their smartphones to access the internet.

Therefore, your site must be navigable on these devices. This goes far beyond leaving your site beautiful for the smartphone screen. It promotes good navigation, retains the user longer and optimizes the visit experience

Conversion

3

The conversion is any type of action that the user performs on your site and that leads towards the purchase.

How will your potential customer buy, for example, if you do not leave a clear value proposition and buttons that encourage you to complete the purchase? You need to enter calls to action (CTAs), like buttons on the top bar and next to each offer.

User Experience

4

UX is important because it tries to fulfill the user's needs. It aims to provide positive experiences that keep users loyal to the product or brand.

Additionally, a meaningful user experience allows you to define customer journeys on your website that are most conducive to business success.





HAVE A BLOG

A blog works as a digital magazine, a large catalogue in which you have the opportunity to create unique and relevant content.

It is ideal to follow the same good practices both on blog and website, however is important to understand that the blog has a different function.

While your website has a clear proposal to showcase your brand, offerings and get customers to actually make the purchase, the blog has the purpose of :

- Attract;
- Enchant;
- Educate;
- Help;

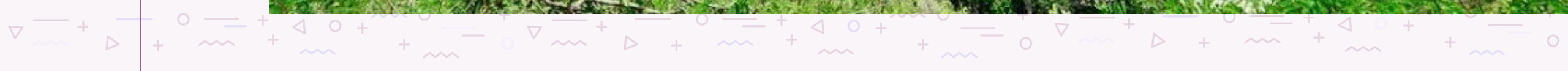
and only then begin to guide visitors to purchase.



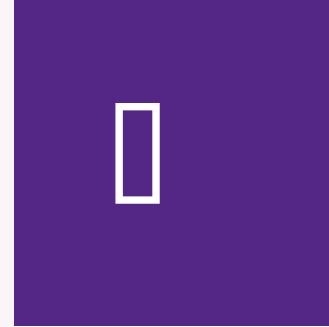
CREATE RELEVANT CONTENT

People are all the time searching for information about travel online: “Where to stay in Bali?”, “How much a trip to Queenstown costs?”, “When is the best time to go to Uluru?”

Imagine if your travel agency can answer these questions by creating interesting and optimized content? Many people will come to your domain through these content! This creates brand awareness and provides a trusted relationship with potential consumers, which boosts sales. This strategy is known as **content marketing**.



CREATE PROMOTIONS



Everyone wants to travel, and deals are a great way to incentivise that.

Create different packages, provide different forms of instalments and offer the opportunity to enjoy VIP services on strategic dates such as low season or commemorative dates.



MAKE A USE OF SOCIAL MEDIA



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EMAIL MARKETING

Email marketing it's a valuable opportunity to establish a direct relationship with your customers and potential customers by offering content and offers directly to your inbox, after all 92% of online adults use email.

Investing in email marketing is critical to a relevant digital strategy. It increases the chances of selling and establishes a closer relationship with your persona.

The golden tip of email marketing is: do not buy email lists!

This is bad for users, who did not authorize their contact. As a result, they will have a negative view of your brand and will mark your emails as spam, which will cause huge losses for the delivery of emails.

Once you've built your mailing list, it's time to mail them. For travel agencies, there are 2 strategic types of emails to use:

Newsletter

Newsletters are basically a compilation of relevant content that you can send to a subscriber base to attract them to your blog and strengthen the relationship.

You can make themed newsletters, such as "The best tips of the week" or "The best destinations in South America". The secret is always to test and see what themes your audience likes the most.

Offers

Who has never received a promotion of passages areas or lodging and got very interested, even getting to buy?

Deals are powerful triggers for your audience. Used in the right way and with strategic planning, they can leverage package sales!

**BOXING
DAY
SALE**

Retargeting and Remarketing

Surely you've had the experience of joining Facebook and seeing an ad about something you've been searching for a bit on the internet, right?

This is called retargeting or remarketing, and there are subtle differences between them. But the principle is the same: Basically, it's possible to "tag" users who searched for a term or entered a website to subsequently show ads related to them.

This is valuable to your travel agency because it enables people already interested in what you have to offer to see your product in the midst of other information, keeping that in mind. **Think about making strategic ads, with special values and irrecusable offers.**



CONSIDER THE CHATBOTS

Chatbots may not be a priority at the moment, but they certainly are a strong bet for the future of digital marketing relationship and customer service.

Consider using them to answer your customers' frequent questions, forward them to strategic pages, and even automate the submission of content of interest to you. The possibilities are endless!

MARKETING AUTOMATION

Automating marketing activities has become increasingly necessary, but even so, the tools are seldom explored by small and medium-sized businesses.

Many digital marketing activities can be automated. Activities such as managing what is done and time in production, publication of articles, social networks, measuring results, among others.

What can you use for:

- Manual email campaign creation;
- Coordination of SMS messaging;
- Dissemination of social media posts;
- Website widget content;
- Online advertisements placement;
- Data management and analysis.



MARKETING AUTOMATION TOOLS

A

Hubspot

Its functionality ranges from call-to-action, landing page, campaign management, to email marketing and all steps related to lead generation.

B

Mailchimp

It is one of the best-known automated email marketing tools. You can create forms in your blog, personalize messages, promote campaigns, etc.

C

Vtiger

Great tool when it comes to customer service. Offers email marketing, support tools in sales, productivity, support optimization and projects.

D



Spokal

It automates basic work, reduces time to run inbound campaigns, and helps to highlight the creative aspects of your work resulting in more sales!

E



Jumplead

Key tool for content marketing. It has online chat, landing page optimization, email marketing campaigns, contact management, integration with social media and analytics.

F



Socedo

Automated campaigns on social networks, generates and qualifies leads, and collects lead information on social networks. It was built to transform fans and followers of the virtual store into real customers.



Thank you .

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