

Social Media project

Giammaria Capuzzi
Digital Marketing student



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1. The beginning of something different. Orizon

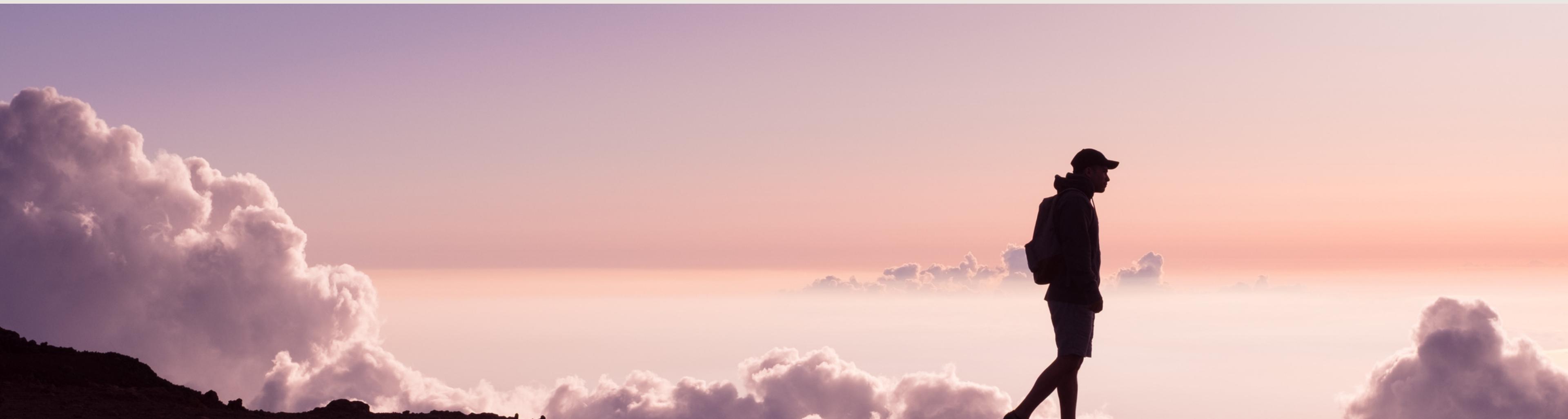
The reason why: many people do not pay attention on how their behavior can influence the place and the local population they choose to go, that's where Orizon stands.

Vision: helping people to build their consciousness when they travel, with sustainability and respect for the place they visit.

Founders: a family, husband and wife, experts in the travel sector, decided to create a particular travel agency, with strong customization of the travel programmes, in order to enjoy the journey as an adventurer instead of being simply a tourist. Creating a positive impact for both travellers and locals.

Our Mantra is: leave nothing but footprints, take nothing but memories.

How it works: the aim of the agency is to create a positive impact and to build a strong bond between travellers and local people. Specialized in places that are less considered by tourists but loved by adventurers. Most of the programmes are low cost.



2. Target

After analysing what kind of clients could be interested in sustainable travelling, enjoy the travel as an adventurer and not simply as a tourist, we decided to concentrate our effort to **people aged 18-24 and 25-41 both male and female primarily single and engaged**, essentially called **generation z and millennials**.

Because we have found these people have a major consciousness when it comes to sustainable travels and are more keen to be adventurers. They do not need to have all the comfort of a resort, they want to explore the place they visit.



In fact there is a research conducted by Booking.com, saying 52% percent of Gen Z are willing to visit less known destinations over popular ones if it means having less of an impact on the environment.

Also 63% want to use more environmentally friendly means of transport once they have arrived at their destination.

So much of the effort of the agency has to be directed to Gen Z.

[Here](#) you'll find the full report.

Buyer personas

Buyer persona 1: men and women aged 18-24, low income students or newly workers, born free. They actually feel they are citizens of the world, they want to explore it and connect with other people and cultures. Mainly active on facebook and Instagram.



Alex, 21 year-old, student, part-time worker, single, his desire has always been to visit south America, especially Brazil, he has been interested in connecting with people that have a different culture, white beaches and hot weather attract him.

Buyer persona 2: men and women aged 25-40, mid-high income, full-time workers, even if they can afford to stay in one of those resorts that have all type of services and comfort, they have the spirit of an adventurer, they want to explore places where normal tourists don't go, they do not want to spend their entire journey confined in a resort. Mainly active on facebook and Instagram.



Sarah, 35 year-old, sales manager, in a relationship. Always busy at work, she often dreams to leave the desk behind and explore the world. She always dreamed to go to Africa, she watched a lot of documentaries about the country and she wants to connect with the locals.

3. Social campaign

The main purpose of Orizon is to improve the traffic on its website and eventually to sell their services to the target they chose. In order to do that they use the strategy called “customer journey”. It is divided in three parts:

Notoriety

Consideration

Conversion

The goal of the agency is **SMART**:

Specific: the purpose of the campaign is to sell the services, converting the leads to the landing page, in this case the website of the agency.

Measurable: Increasing the traffic of the website up to 20% in the next three months.

Actionable: The goal is reachable considering the budget of the agency.

Relevant: The objective of the social campaign is perfectly fitted for the purpose of the firm.

Time-bound: The objective has to be reached within the next three months.

Notoriety

this first step is very important, in fact despite the expertise of the founders in this sector, only recently they have decided to open a travel agency.

So first of all they have to reach as many people as they can (considering of course the range they chose as target), so they want the agency to be known, and create a community that consider them not only trusted experts but also trusted people.

I will create the first posts both on Instagram and facebook in order to do that.

[Link facebook 1](#)

[Link instagram 1](#)

[Link facebook 2](#)

[Link instagram 2](#)

Consideration

When our target will start to know who they are and take a look on their website, I have to use social networks to convince people to choose their services, and to do that we have to highlight their strengths, show how their policy is different from the others.

I will use a short video on fb and ig to give a glimpse of what they can expect about their programmes, I'll use a wonderful country as Brazil with its welcoming and friendly population.

[Link facebook 3](#)

[Link instagram 3](#)

Conversion

At this point if the funnel strategy worked well they want to convert people in customers.

I will present 5 of the most beautiful places to visit in Africa.

With an appropriate copy that introduces some of the main characteristics of these locations, I will try to convert them to go to the landing page, the website.

[Link facebook 4](#)

[Link instagram 4](#)

4. Conclusion

After the posts are published I will monitor carefully the results. In order to decide what is worth to boost.

My idea is to find out what days are the best to publish the future posts. The insights of the first ones will help me.

Then I will create a group where the community can share their thoughts and their experience. This is a powerful tool because the satisfied clients will help me to advertise the agency's services for free. The strong power of mouth to mouth.

