Best.so – Travel Cashback Content Strategy

A delivery-focused approach to navigate competitive travel markets

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TARGET: TO DOMINATE TRAVEL CASHBACK SEARCH RESULTS AND ESTABLISH MARKET AUTHORITY.

THE CHALLENGE: Best.so enters a market dominated by Booking.com ($15B revenue), Rakuten ($1.8B), and credit card cashback programs. Traditional content marketing cannot compete against their data science teams and unlimited budgets.

THE SOLUTION: Instead of fighting for broad "hotel booking" keywords, we will implement a Smart Long-Tail + Video-First Strategy. This approach leverages programmatic content creation, cross-platform authority building, and automated systems to establish Best.so as the go-to travel cashback authority while maintaining premium quality.

STRATEGIC INITIATIVES:

1. To identify and target 10,000+ ultra-specific long-tail keyword combinations using advanced keyword research tools (e.g., "budget hotels jaipur cashback booking," "mumbai to dubai flights cashback offers 2025").
2. To implement a programmatic content creation system with automated templates, structured data markup, FAQ schemas, and entity-rich content capable of generating 20-40 unique articles monthly with minimal manual intervention.
3. To develop and launch a template-based video strategy, producing 1-5 videos weekly with automated scripts, transcript optimization, closed captions, and structured metadata.
4. To ensure automated multi-platform repurposing and distribution across Instagram, Facebook, Twitter, TikTok, YouTube, Quora, and Reddit with platform-specific adaptations.
5. To conduct continuous keyword research focusing on conversational queries, "how-to" patterns, and question-based searches.
6. To establish optimization tracking including entity recognition metrics and cross-platform authority measurement protocols.

THE TEAM: A lean, efficient team will drive this strategy across three scalable packages: Content Strategist overseeing programmatic systems and optimization; dedicated team members for quality control, video production, and social media

management; and Virtual Assistants for data entry, automation setup, and monitoring support.

FINANCIAL: This strategy offers three budget-appropriate packages with clear value progression:

Feature	Starter ₹45K / month	Growth ₹65K / month	Professional ₹1L / month
Blog Articles/Week	5	5	10
YouTube Videos/Week	0	1 + 2 Shorts	2 + 4 Shorts
Instagram Posts/Week	3	3	5
TikTok Videos/Week	0	2	5
Twitter/X Posts/Week	5	5	8
Facebook Posts/Week	2	2	3
Quora Answers/Week	3	3	8
Reddit Contributions/Week	2	0	3
Monthly Content Output	80+	100+	200+
Video Production	None	Template-Based	Professional

Each package delivers maximum value at its price point while providing clear upgrade paths.

SUCCESS METRICS:

- Cross-Platform Authority: Consistent brand presence across 7+ platforms
- Conversational Query Rankings: Track performance on "how-to" and question-based searches
- Structured Data Implementation: Monitor schema markup coverage and rich snippet appearances

STATUS: The project is ready for immediate commencement. All strategic frameworks, content plans, team structures, and package options are in place to begin execution upon approval.

ACTION: Approval to commence the project and establish Best.so as the authoritative travel cashback entity across all platforms.

PAST CLIENT WORK:

- Grew Kanan.co traffic to 2 lakh per month with a 15-member team
- Building YouTube channel for IELTS training
- Consistently getting 5-10 B2B leads for a Nepal-based dog treat manufacturer
- 2x traffic for a Bangalore based Six Sigma training company in three months

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