



IGNITE

change your world



M A R K E T I N G S T R A T E G Y



EXECUTIVE SUMMARY

The marketing content behind Ignite has a dual goal –

1. to establish Ignite as ubiquitous for life-changing, authentic experiences that have true, lasting impact for communities
2. to portray Ignite as a thought leader in employee engagement & incentivization

Ignite will target HR executives who have decision-making power within companies that take an active approach to investing in their employees. A secondary target will be travel-savvy, socially-conscious, mid-career professionals (i.e. the individuals most likely to benefit from these trips).

This marketing strategy document breaks down the various ways we will build the Ignite brand and reach these individuals with our work.

INCLUDED HERE

Mission + Key Messaging

High-Level Competitor Overview

Marketing Strategy Breakdown & Next Steps:

- ◆ Targeting/Outbound
- ◆ Key Content
- ◆ Social Media
- ◆ Email
- ◆ PR/Influencers
- ◆ SEM/SEO
- ◆ Events & Conferences

Ignite + Spark Ventures Relationship

Appendix: Individual Travel



MISSION

We help companies inspire and engage their
employees through experiences that change the world.

KEY MESSAGING

Refined language will set Ignite apart from competitors by highlighting the unique nature of our services and presenting our work in business terms, familiar and relatable to targeted decision-makers within companies.

THE EXPERIENCE

authentic // meaningful // unique // powerful

Ignite is leading the industry in travel for good. Our approach is culturally empowering, mutually beneficial and focused on lasting impact.

Travel with Ignite is life-changing and world-changing. We empower travelers to use their skills and resources to do good.

THE BUSINESS CASE

fulfillment // purpose // connections // growth

Now more than ever, companies need to find opportunities to inspire and engage their employees in authentic and purposeful ways.

When you provide purpose & the opportunity to make a difference beyond the workplace, you make your employees better.

WHAT SETS IGNITE APART?

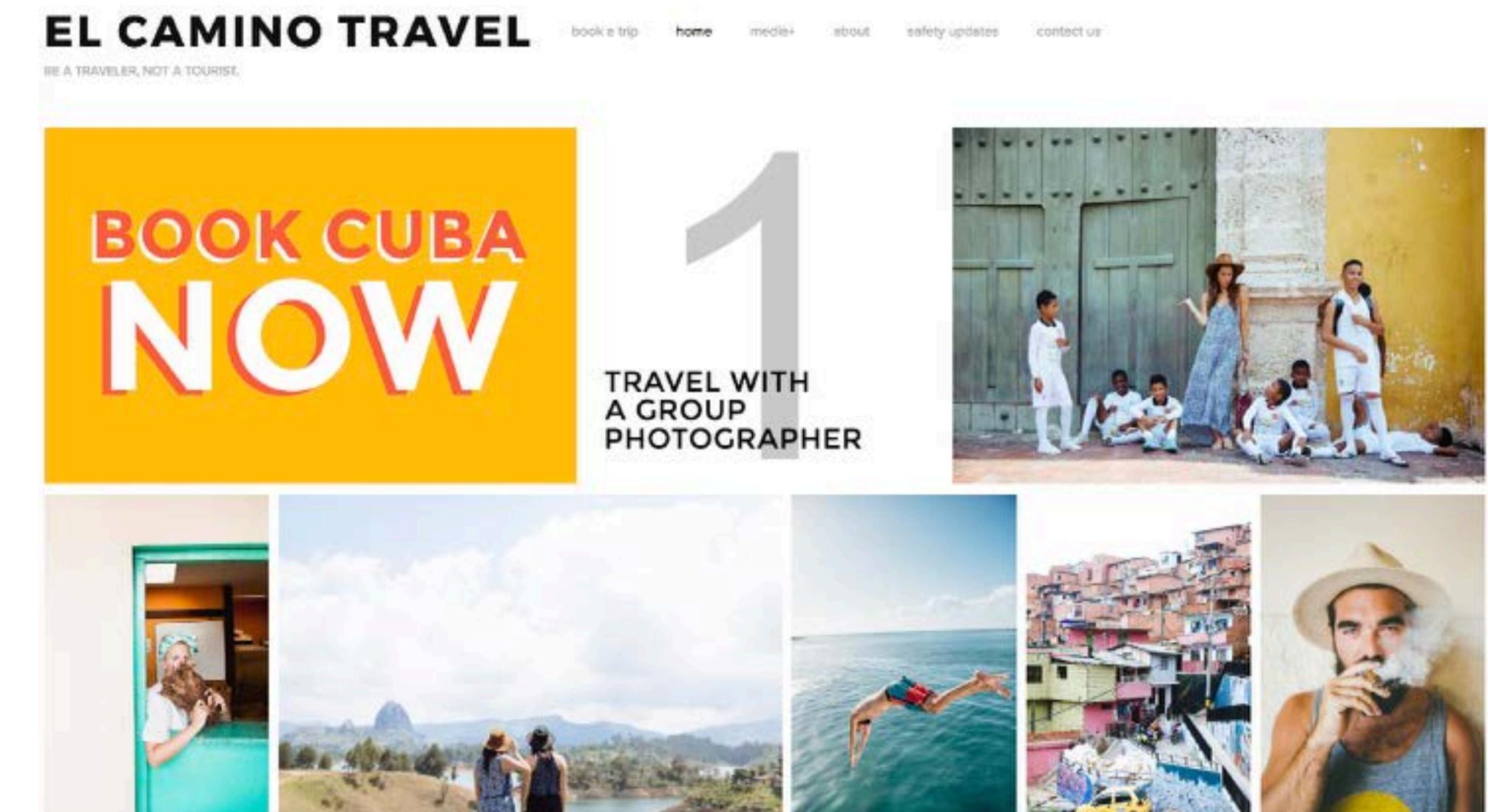
authentic experiences targeted at travelers who want meaning out of their adventures



INSPIRATION // COMPANIES TO LEARN FROM

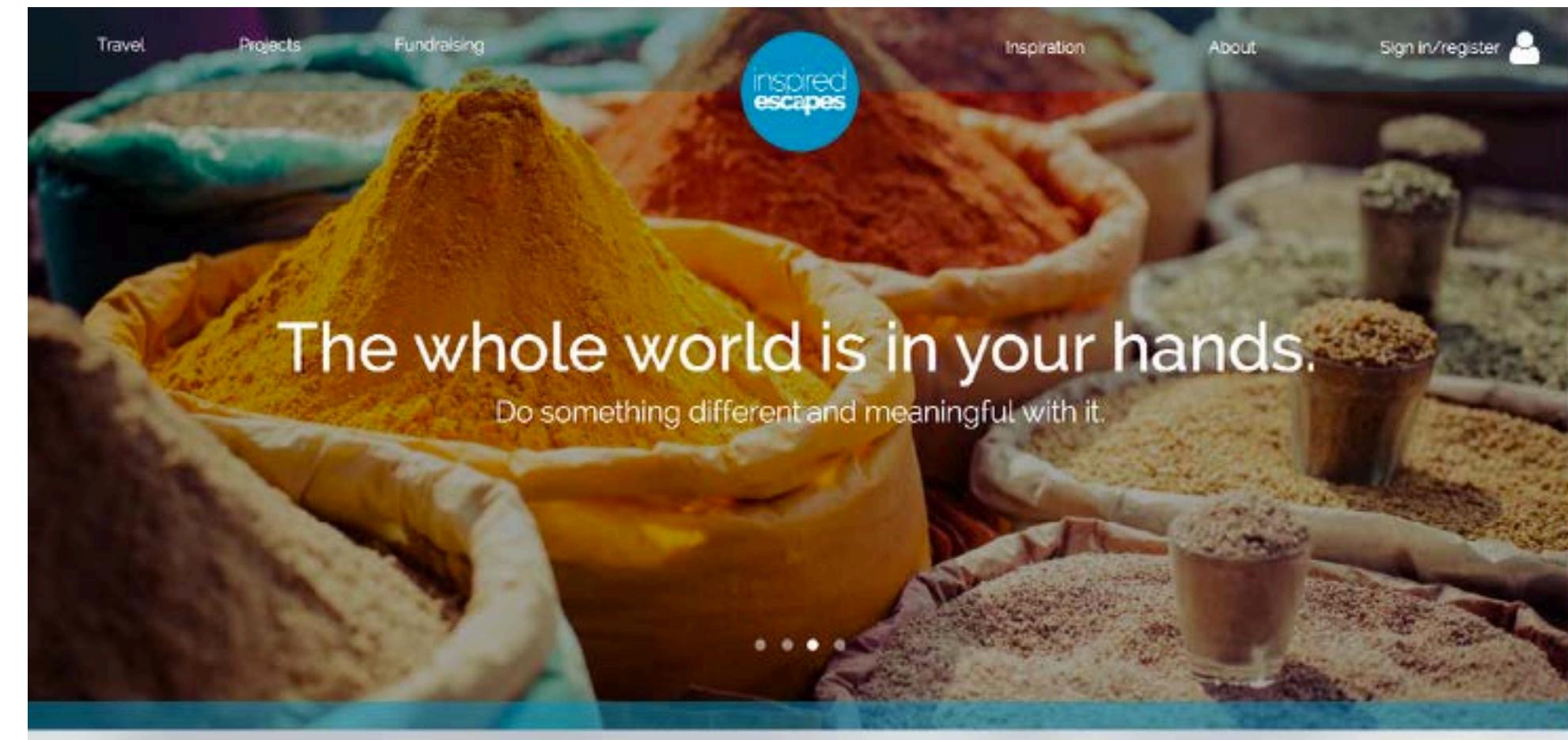
El Camino Travel // elcamino.travel

- ♦ Things to learn
 - ♦ Professional photographer on every trip – great visuals & social content
 - ♦ Messaging re: authentic travel
- ♦ Primary Differentiator
 - ♦ b2c focused, no company trips (however there is a "Creative Retreat for Startups" which includes business development workshops)



Inspired Escapes // inspiredescapes.com

- ♦ Things to learn
 - ♦ Good messaging re: the impact of their engagements (both on the traveler & the communities visited)
 - ♦ They highlight the community they're building
- ♦ Primary Differentiator
 - ♦ b2c focused
 - ♦ Based in the UK



WHAT SETS IGNITE APART?

purposeful solution to real company challenges – how to retain and inspire employees



EMPLOYEES WHO TAKE PART IN THESE EXPERIENCES

*Are **happier** employees // Stay **longer** at their job // Have a **deeper** sense of **purpose***

*Are more **inspired** on the job // Make the world a **better place***

COMPETITORS // COMPANIES TO WATCH

UBELONG // ubelong.org

"Push your team beyond its comfort zone and build critical leadership skills. Empower your colleagues and clients to travel abroad and come together to tackle social challenges. Pick from our existing programs, or work with our world-class team to design your own."

- ♦ Things to note
 - ♦ "Company Programs" are one of three primary offerings (also including individual "Volunteer Abroad" programming and "High School Abroad" programming)
 - ♦ Currently have program offerings in 12 countries. They look like a large player, but it's unclear how big their b2b focus is

The screenshot shows the Ubelong website. At the top is the logo "UBELONG" with the tagline "Volunteer. Discover. Impact." Below the logo is a navigation bar with links for "About Us" and "Programs". A prominent image shows a group of people, including a woman in a blue patterned dress and a man in a yellow vest, gathered around a table outdoors. A camera is visible, suggesting a photojournalism project. Text overlay on the image reads "Leadership in action" and "A team of professionals bringing to light child slavery in Ghana through investigative photojournalism. Their work was published in The Guardian." There is also a "LEARN MORE" button.

Hands Up Incentives // handsupincentives.com

"We specialize in reward and team building trips that blend fulfilling volunteering initiatives with relaxation and adventure. Or in other words incentive trips that let you "have your cake and eat it too""

- ♦ Things to note
 - ♦ Based in UK, 1 employee, no activity on site or social media for past 2 years

The screenshot shows the Hands Up Incentives website. At the top left is the logo "HANDS UP INCENTIVES". Below the logo is a navigation bar with links for "ABOUT US", "DESTINATIONS", "CASE STUDIES", "CONTACT US", and "BLOG". The main visual is a close-up photograph of a woman smiling warmly at the camera, flanked by two young children. Text overlay on the right side of the image reads "Engage, motivate and inspire your staff with meaningful team building, meetings and incentive trips." At the bottom right are two buttons: "VIEW CASE STUDIES" and "VIEW DESTINATIONS".



MARKETING STRATEGY BREAKDOWN



WHO TO TARGET?

HR Executives

- ♦ Director/C-level HR Executives who have decision making power over employee incentive spending will be a primary focus for marketing efforts. These individuals prioritize:
 - ♦ ROI for employee engagement results (case studies);
 - ♦ CSR marketing opportunities (highlight marketing tools & services offered + platform, once available);
 - ♦ Quality & reliability of engagement (testimonials & polished/professional messaging).

High-Performing Mid-Career Professionals

- ♦ Travel-savvy professionals who prioritize social impact and who work at employers where an emphasis is placed on employee engagement will be a secondary focus.
- ♦ Goal: get these individuals to be internal advocates, to encourage their companies to organize an Ignite trip.



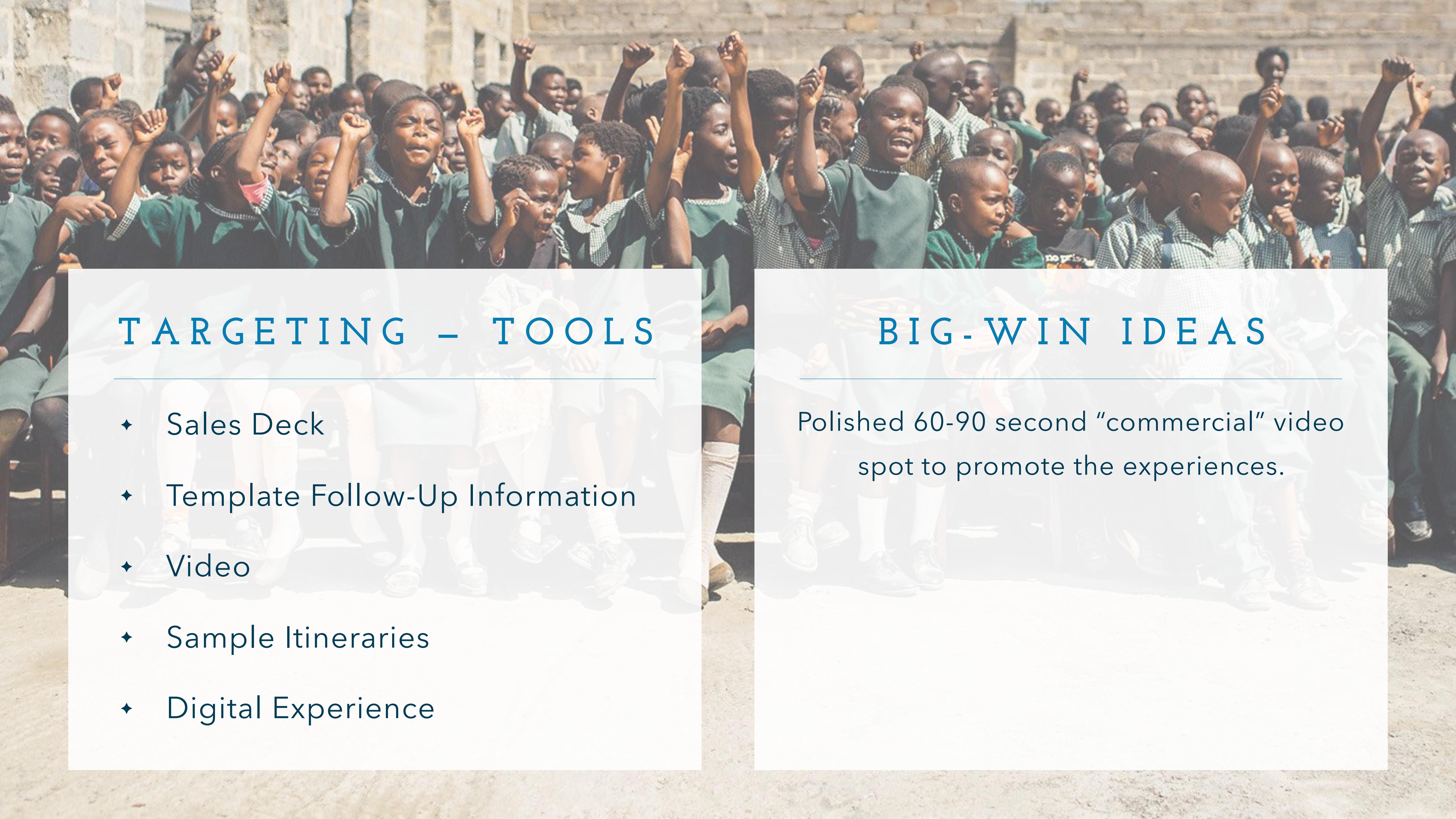


EMPLOYER TARGETS

Ignite will target companies that prioritize investing in their employee engagement. Additional focus to be given to companies with a strong CSR initiative. (Ideal candidates are companies with both.) Places to identify prospects:

- ♦ “Best Places to Work” Lists (Crains, Forbes, etc.)
- ♦ Companies with established sabbatical programs
- ♦ Companies that identify public goals for employee give-back/volunteer hour or have public sustainability/social impact targets
- ♦ Companies with active corporate foundations





TARGETING – TOOLS

- ◆ Sales Deck
- ◆ Template Follow-Up Information
- ◆ Video
- ◆ Sample Itineraries
- ◆ Digital Experience

BIG-WIN IDEAS

Polished 60-90 second “commercial” video spot to promote the experiences.

TARGETING – NEXT STEPS

- ♦ Compile Employer “Hot Prospect List”
- ♦ Identify contacts/internal advocates at target employers;
 - ♦ Leverage Ignite network, previous travelers, etc. for meetings with target companies & potential individual advocates
 - ♦ Cold-call emails to prospective HR targets (if no contact point can be found)
 - ♦ Referral rewards program for previous travelers(?)
- ♦ Produce Ignite video

lots of work done on this front already by Ryan when gathering LOIs – need to institutionalize tracking of prospect list & outreach history

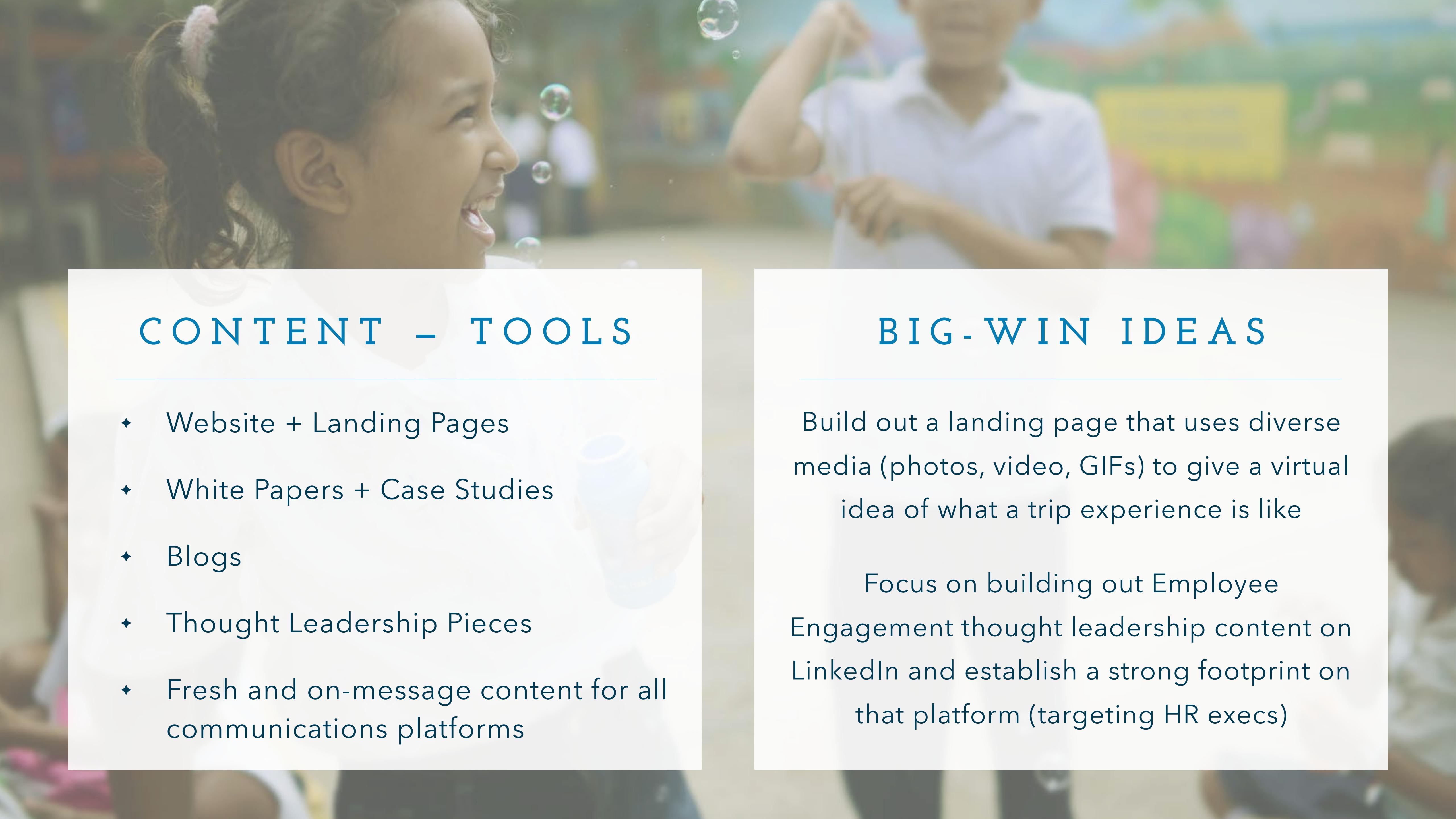
KEY CONTENT

Anchoring the Ignite Marketing Strategy will be content created in-house that builds our brand recognition and thought leadership.

Focus areas should include:

- ♦ **Employee Engagement** - how giving back motivates employees // ROI case studies on Impact Travel's impact on employee satisfaction
- ♦ **Impact Travel** - general best practices // how our partnership approach + focus on sustainability sets Ignite apart // how responsible travel can impact communities for the better // content featuring the authentic + adventure aspects of trips
- ♦ **CSR** - ROI case studies on marketing Impact Travel as a component of CSR





CONTENT – TOOLS

- ◆ Website + Landing Pages
- ◆ White Papers + Case Studies
- ◆ Blogs
- ◆ Thought Leadership Pieces
- ◆ Fresh and on-message content for all communications platforms

BIG-WIN IDEAS

Build out a landing page that uses diverse media (photos, video, GIFs) to give a virtual idea of what a trip experience is like

Focus on building out Employee Engagement thought leadership content on LinkedIn and establish a strong footprint on that platform (targeting HR execs)

CONTENT – NEXT STEPS

- ♦ Develop Comprehensive Website (*target building a site in-house that is sufficient to get through year 1, at that point we will contract a developer and incorporate thoughts re: the platform in to more extensive web development*)
 - ♦ Landing page targets: For HR/company prospects, for existing travelers, for past travelers, for individual travelers
- ♦ Draft initial White Papers + Thought Leadership content to be published on website & LinkedIn
 - ♦ Initial topic list: Groupon mini-case study // Best practices for maximizing impact when traveling for good // Industry survey (leverage LOI companies) re: need for social impact focused employee engagement programming



SOCIAL MEDIA

Ignite's social media presence will straddle the two target audiences we are aiming at (HR influencers & mid-career professionals)

- ♦ **LinkedIn** - We will focus our LinkedIn efforts as an opportunity to engage in conversations with HR professionals in focusing on our employee engagement thought leadership
- ♦ **Instagram** - Instagram will be primarily targeted to potential travelers (i.e. our mid-career professional targets). Emphasis on high-quality images of the experiences/authentic travel.
- ♦ **Facebook & Twitter** - These platforms will blend messaging - we will post external articles relating to both travel & employee engagement + pull over content from LinkedIn & Instagram as appropriate.

SOCIAL - TOOLS

- ◆ LinkedIn
- ◆ Instagram
- ◆ Facebook
- ◆ Twitter
- ◆ *to explore (non priority): Pinterest & Snapchat*

BIG-WIN IDEAS

Prioritize brand presence on LinkedIn w/ semi-monthly posts on company page + content on Ryan & Rich's personal pages (target: HR Influencers).

Active engagement with sustainable/authentic/culturally focused travel community on Instagram.

SOCIAL - NEXT STEPS

- ♦ Establish LinkedIn presence as a priority; begin posting thought leadership content ASAP
- ♦ Major social media push at launch of Ignite
 - ♦ Coordinate cross-promotion w/ Spark Ventures to optimize the # of supporters that transfer from all platforms
 - ♦ Launch Kit to provide to Spark Ventures “super users” + industry influencers to assist with accruing followers and launching brand awareness
- ♦ Evaluate our appetite/budget for paid social

EMAIL

Email cadence for Ignite will be maximum of one mass email per month. Emails will be diversified in focus, including:

- ♦ case study/testimonials/profiles of travelers
- ♦ announcements re: new locations/trips/itinerary details
- ♦ impact/partner updates/calls to action

Email list will be segmented between HR leadership, alumni travelers and general interest. Except for a few limited announcements that may have broad appeal, mass email content will be targeted to each group. Sub-segmentation will be important for trip alumni to target country/program specific calls-to-action.

Targeted drip campaigns should be created for:

- ♦ **HR Professionals** - Campaign goal: set up a "learn more" phone call pitching a custom company trip
(these individuals will be identified by in-person email acquisition, self-identification via website email acquisition form, & website case study/white paper downloads)
- ♦ **Travel Alumni** - Campaign goal: maintain engagement & motivate donations





EMAIL - TOOLS

- ♦ Acquisition Strategies
- ♦ Drip Campaigns
- ♦ CRM (*sticking with Salesforce?*)

BIG-WIN IDEAS

Referral program rewarding existing travel alumni for connecting Ignite team with a corporate lead that converts into a trip

EMAIL – NEXT STEPS

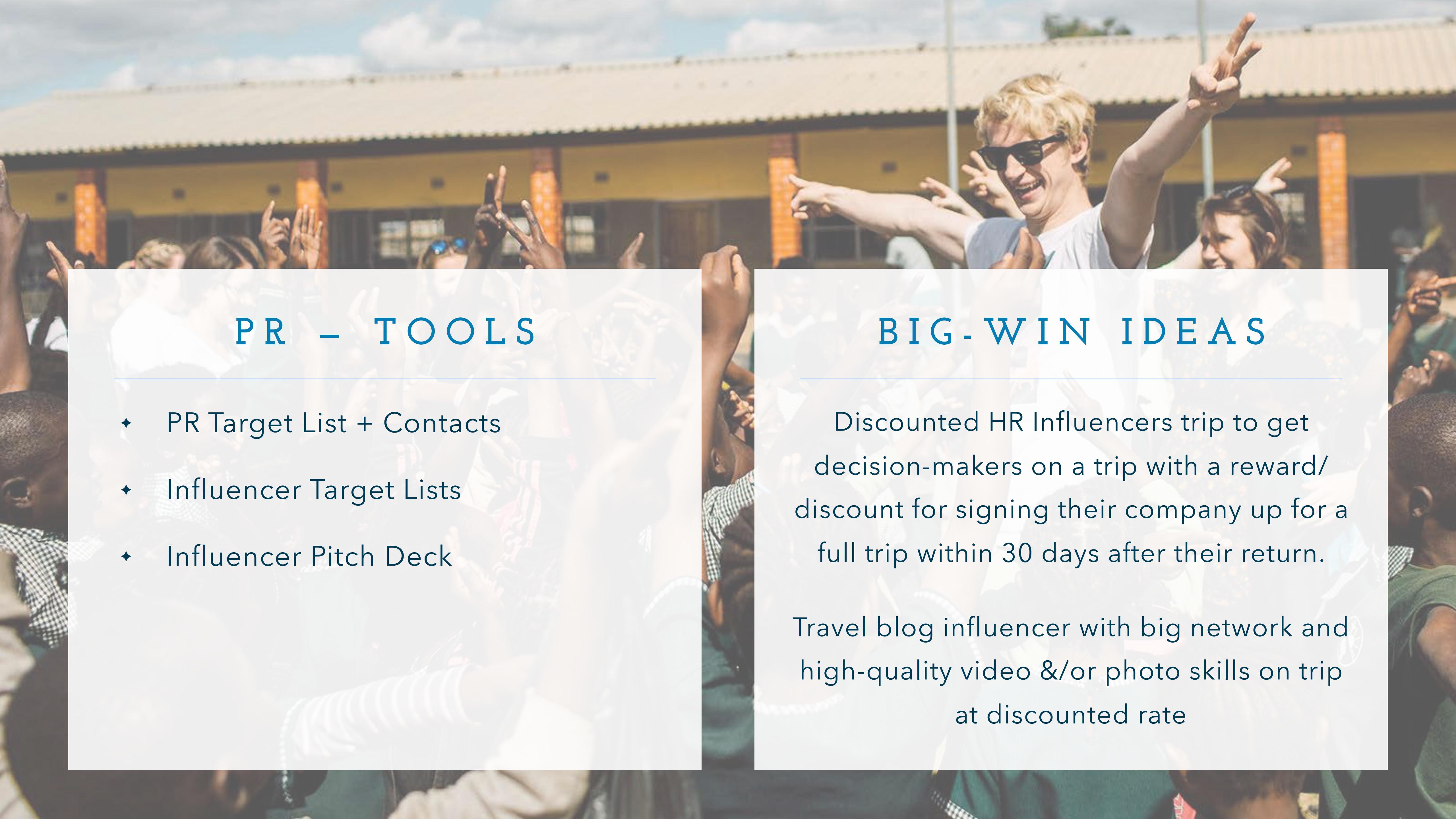
- ♦ Develop Email drip campaign content
- ♦ Strategize re: email acquisition



PR/INFLUENCERS

Ignite will pursue both classic PR placement along with collaborations with Influencers.

- ♦ **Publications** - Ignite will pursue traditional PR placement for features of our work (personal interest profiles, announcements of new partners, collaborations with companies, etc.); Whenever possible Ignite will leverage the PR teams of corporate partnerships to assist in placing stories on our work.
- ♦ **Influencers** - We will focus on collaborating with two types of influencers:
 - ♦ **Travel Bloggers** - Collaborations with Travel Bloggers through discounted or comped trips will focus on individuals who can create high quality video & photo content while also sharing our work with a considerable digital footprint.
 - ♦ **HR Thought Leaders** - Collaborations with HR thought leaders may include joint authorship of thought leadership articles, or strategic cross-promotion of Ignite content.
- ♦ **Trade Magazines & other strategically placed content** - Through placement in HR focused trade magazines, we will deliver content directly to our primary targets.



PR - TOOLS

- ♦ PR Target List + Contacts
- ♦ Influencer Target Lists
- ♦ Influencer Pitch Deck

BIG - WIN IDEAS

Discounted HR Influencers trip to get decision-makers on a trip with a reward/discount for signing their company up for a full trip within 30 days after their return.

Travel blog influencer with big network and high-quality video &/or photo skills on trip at discounted rate

PR - NEXT STEPS

- ♦ Refine target list of top influencers to target
 - ♦ Refine pitch & recruit 1 “big win” travel blogger influencer to travel with Ignite (confirm within 3 months of launch)
 - ♦ HR Influencers trip - refine idea & pitch to key list
- ♦ Major influencer push at launch of Ignite
 - ♦ Launch Kit to provide to Spark Ventures “super users” + industry influencers to assist with accruing followers and launching brand awareness
- ♦ Evaluate our appetite/budget for paid PR placement

SEM / SEO

Ignite should build strong SEM practices into our approach from the outset.

- ♦ **SEO** - Refined messaging, including a focus on keywords will be finalized in advance of initial website development; terms to be incorporated into tags, indexing, etc.
- ♦ **SEM (PPC)** - Refined keyword & targeting profiles to be developed for Ignite's two major target demographics (HR Managers & Mid-career professionals); Customized content, landing pages, retargeting, etc.

Ignite to explore outsourcing/contracting this work.



SEM/SEO – TOOLS

- ♦ Keyword Lists
- ♦ Targeting profiles
- ♦ Contract service (Webimax?)

BIG-WIN IDEAS

Leverage work completed by 360i for Spark Ventures Google AdWords campaign as baseline for Impact Travel focused targeting

SEM / SEO - NEXT STEPS

- ♦ Identify short-list of keywords we want to rank for
- ♦ Build out website/thought leadership posts with SEO best practices from outset
- ♦ Assess appetite for pay per click SEM

EVENTS/CONFERENCES

Industry focused events have the potential to serve as a strong opportunity for lead generation. More work needs to be done to identify the appropriate events & conferences where Ignite should have a presence.





EVENTS – TOOLS

- ♦ List of potential events/conferences where Ignite would benefit from connecting with attendees



BIG - WIN IDEAS

If an ideal conference/event can be identified, make a BIG splash with a coordinated PR announcement (i.e. launching a corporate partnership at the event) &/or a big/memorable event SWAG give-away to grab attendee attention

EVENTS – NEXT STEPS

- ♦ Identify top prospect list for events/conferences where Ignite might benefit from having a presence
- ♦ Assess appetite for paid conference/event attendance



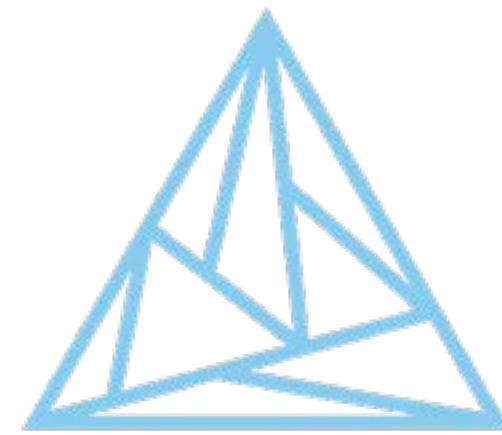
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MARKETING & COMMUNICATIONS
PROJECT MANAGEMENT OVERVIEW



MARKETING STRATEGY



IGNITE + sparkventures

By building Ignite out of the successful Impact Travel program at Spark Ventures, we have the opportunity to leverage the Spark Ventures network in support of Ignite's goals & build upon Spark Ventures' reputation as a respected player in international development to lend Ignite credibility. Exact language and logistics outlining this relationship will be dependent on the Spark Ventures board and their decisions relating to how the two organizations are ultimately structured with respect to one and other.

Minimally, as Ignite absorbs the Spark Ventures existing Impact Travel offerings, special attention should be given to the existing network of travelers. Unique targeting to these individuals should be ongoing through (minimally) the first year of Ignite to ensure the transition is smooth and Ignite maintains as much loyalty as possible.



SPARK – TOOLS

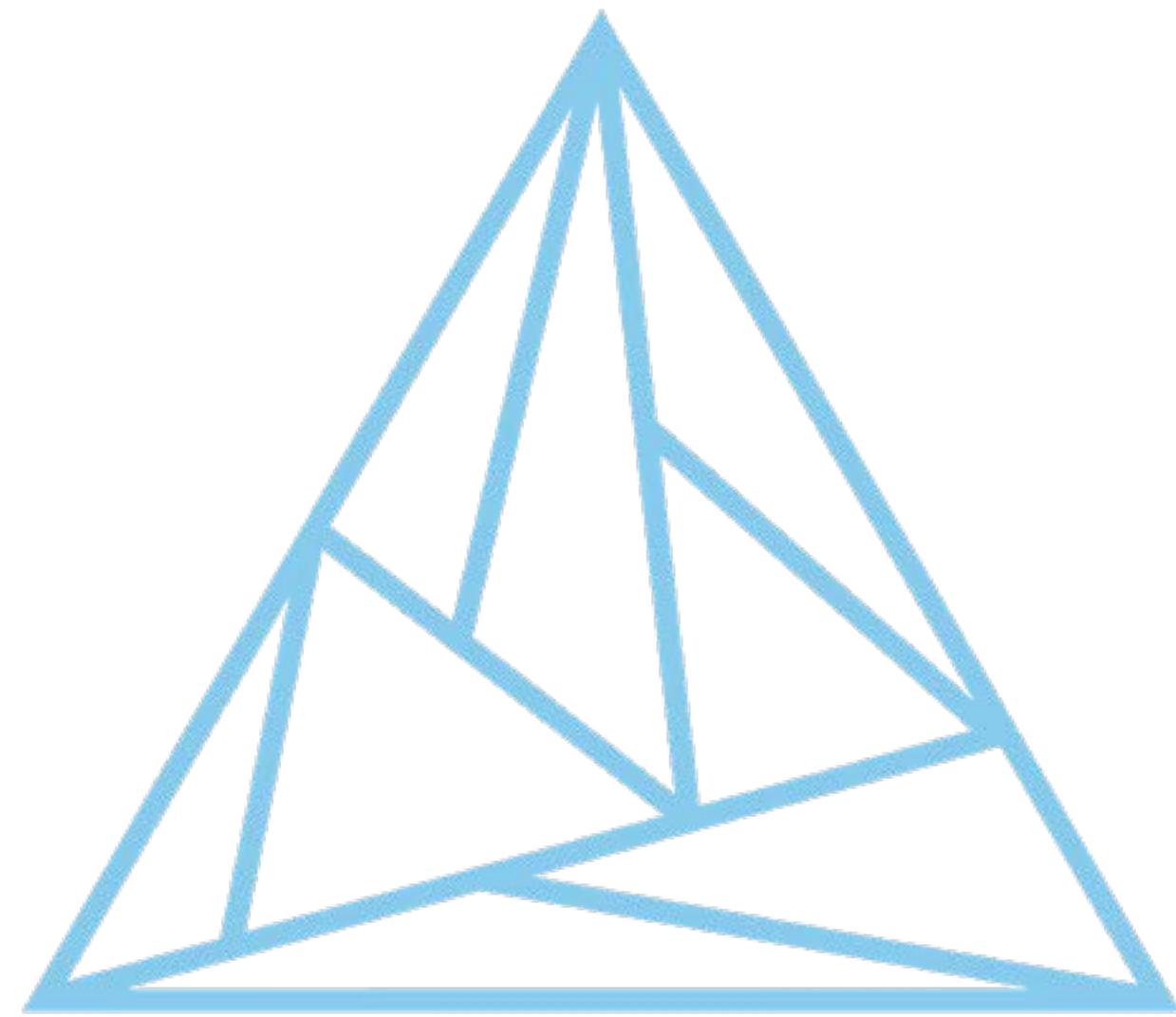
- ♦ Spark Ventures email/contact lists
- ♦ Photos/digital collateral produced by Spark Ventures that can be tweaked & re-branded as Ignite
- ♦ Spark Ventures social media accounts

BIG-WIN IDEAS

Referral program &/or return traveler discount to Spark Ventures travelers at launch of Ignite

SPARK – NEXT STEPS

- ♦ Refine messaging to outline relationship with Spark Ventures (emphasize Spark's record of long-standing programming, extensive travel experience, innovative international development, etc.)
- ♦ Customized communications to Spark Ventures travel alumni at launch
- ♦ Absorb current Spark Ventures Impact Travel marketing efforts and integrate into Ignite's efforts (see Appendix re: Individual Travel)



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APPENDIX: INDIVIDUAL TRAVELERS



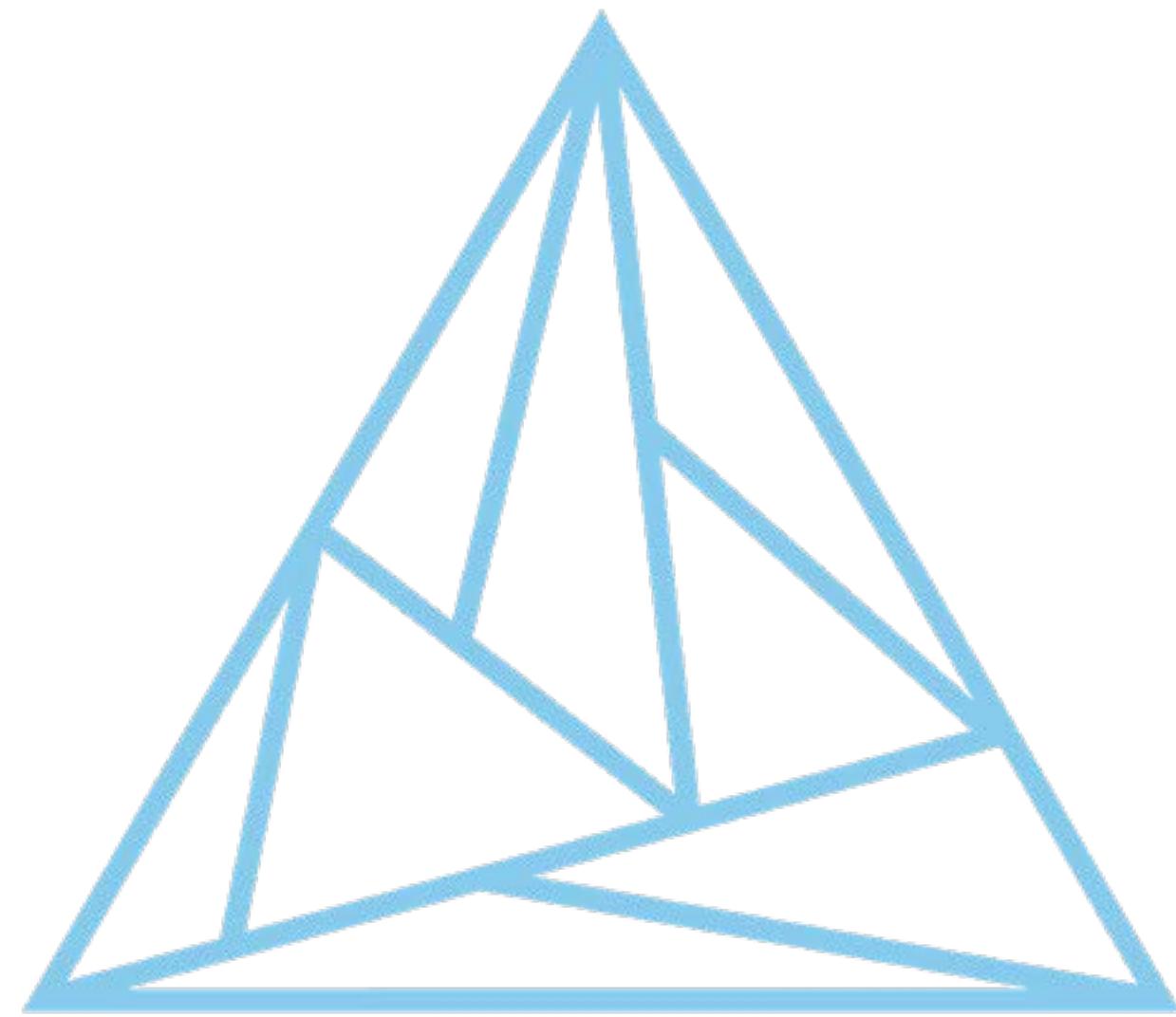
INDIVIDUAL TRAVEL

While the primary focus of Ignite's Marketing & Communications efforts will be on custom corporate travel, we will also absorb Spark Ventures classic group trips for individuals. Much of Ignite's messaging targeting mid-career professionals will have cross-over appeal for use in promoting these individual trips.

Ignite will continue to promote these trips leveraging and expanding upon materials and strategies developed by Spark Ventures. A large emphasis will be placed on cultivating Spark Ventures existing network of travelers as well as offering these trips as an alternative to corporate interests who cannot commit to a full custom trip.

We recommend evaluating how individual trips are marketed in Ignite at 6-months post-launch to assess the role of individual trips once Ignite is fully up and running.





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