

# Travel Edge Network Marketing Bootcamp



TRAVEL EDGE  
NETWORK

# TEN Marketing



# Brand Tools

## Brand Toolkit

[Click here](#) to download the Brand Toolkit. This toolkit includes logos & brand guidelines. On the Intranet, these new assets will live under [‘Marketing’](#). The guidelines will share more details on the brand logos, fonts and colours and how they should all be used.

## Social/Digital Toolkit

[Click here](#) to download the Social & Digital Toolkit to help you promote the Travel Edge brand and campaign to consumers on your own channels, websites, and newsletters. In this file, you’ll find banners, logos, a variety of beautiful backgrounds, posts you can share on Instagram or Facebook, and so much more.





# Using Travel Edge Network Logos

For advisors / independent contractors who want to align themselves directly with Travel Edge. Use this primary logo in your signatures.

For advisors / independent contractors who affiliate themselves with Travel Edge through their own personal travel companies. Use this version of the primary logo in your signatures.

A secondary logo for marketing assets such as the website or business cards.

Primary

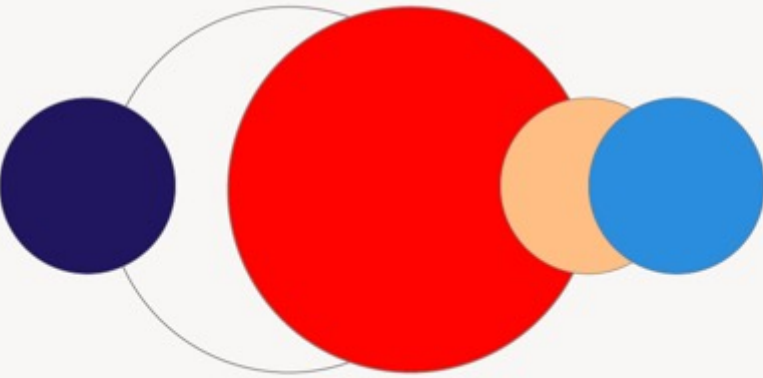


Secondary



## Colour Usage

TRAVEL EDGE NETWORK



**\*NOTE:** TRAVEL INDIGO can still be used, but should mainly be SKY

Whenever possible, leverage logos in PAPAYA and WHITE colorway

For all printed collateral, please contact the Marketing team for accurate color breakdown based on material

TRAVEL PAPAYA  
PANTONE 2028 C  
SECONDARY COLOR

RGB 235 51 0  
HEX/HTML EB3300  
CMYK 0 86 100 0



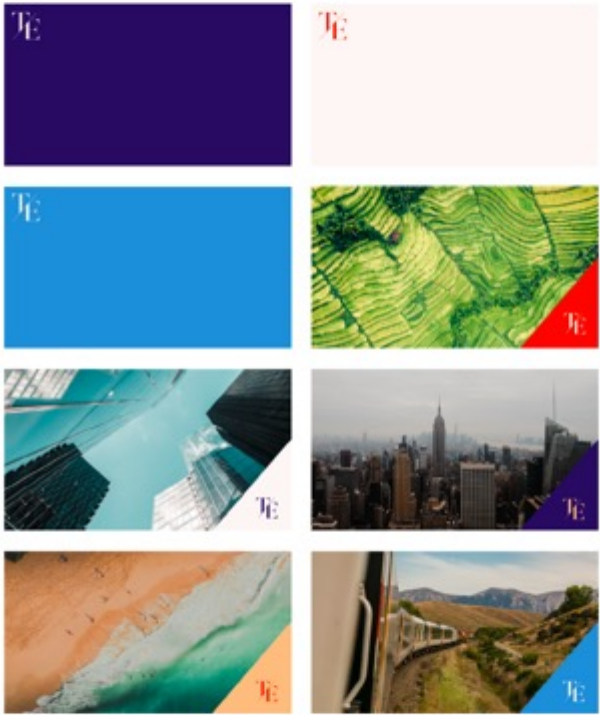
TRAVEL CLAY  
PANTONE P 75-1 U  
SECONDARY COLOR

RGB 252 246 245  
HEX/HTML FCF6F5  
CMYK 0 2 0 0



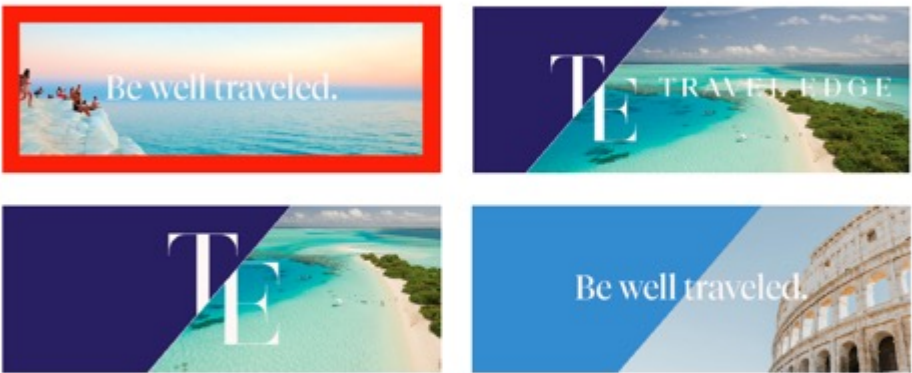
# Advisor Banner Guidelines

## VIDEO CONFERENCE BACKGROUNDS



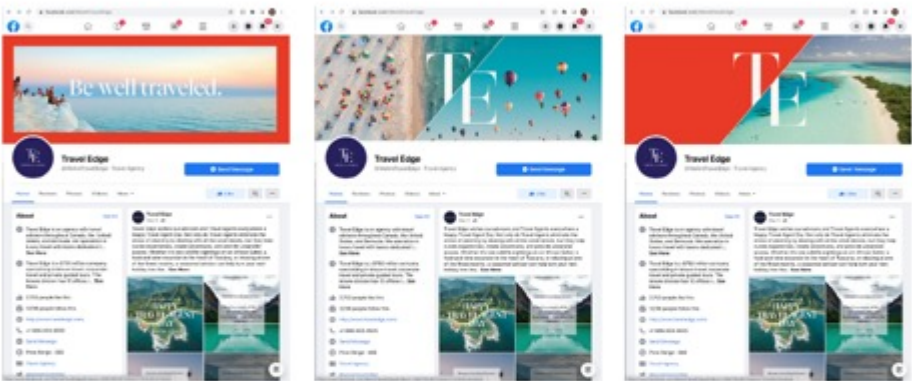
**Selection Direction**  
Backgrounds should be selected to best help enhance or elevate presentation topic.

## SOCIAL BANNERS



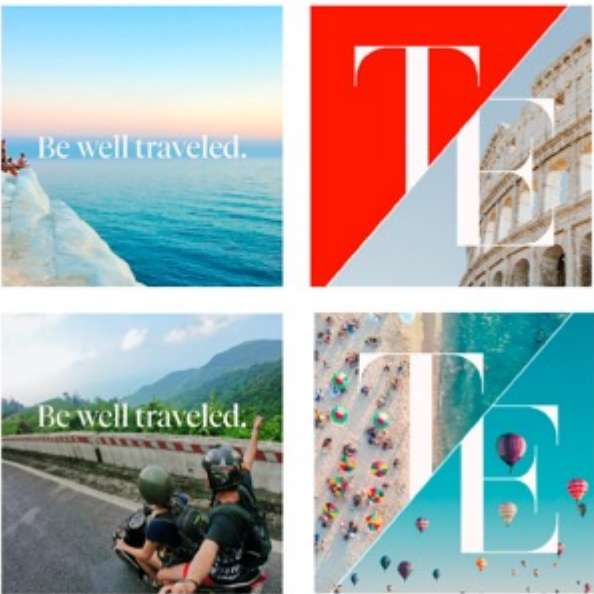
**Selection Direction**  
Examples of banners that are available for Facebook and Twitter. Each banner has multiple colour or image variants and can be used in conjunction with a matching or complimenting Twitter of Facebook profile photo. Ensure profile photo says "Travel Edge" to effectively accompany graphic banner.

## EXAMPLES



GIVE YOUR PROFILE A NEW LOOK WITH OUR REBRANDED CONTENT.

## BWT SOCIAL PHOTO



**Selection Direction**  
Photos should be selected to best accompany and support post copy. Additional photos can be created using above images as reference. Advisors can feel free to finesse post copy with personal anecdotes where they see fit.

## EXAMPLE POST COPY

**Traveling souls are rarely satiated by algorithms alone.**

- EX. 1 Because every trip should feel as unique as the person taking it. And as we work to bring your ideas to life, our conversations will make all the difference. Send me a message to start, even if it's just to say hi.
- EX. 2 At the new Travel Edge, we believe every trip should feel as unique as the person taking it. And as we work to bring your ideas to life, our conversations will make all the difference. Send me a message to start, even if it's just to say hi. #wearetraveledge #bewelltravelled



# Advisor Personalized Marketing

Travel Edge Network's Personalized Advisor Marketing helps our advisors stand out in an ultra-competitive environment while elevating their brand. These Travel Edge-produced emails feature your contact information, photo and logo and leverage the power of our partner relationships and exclusive benefits.

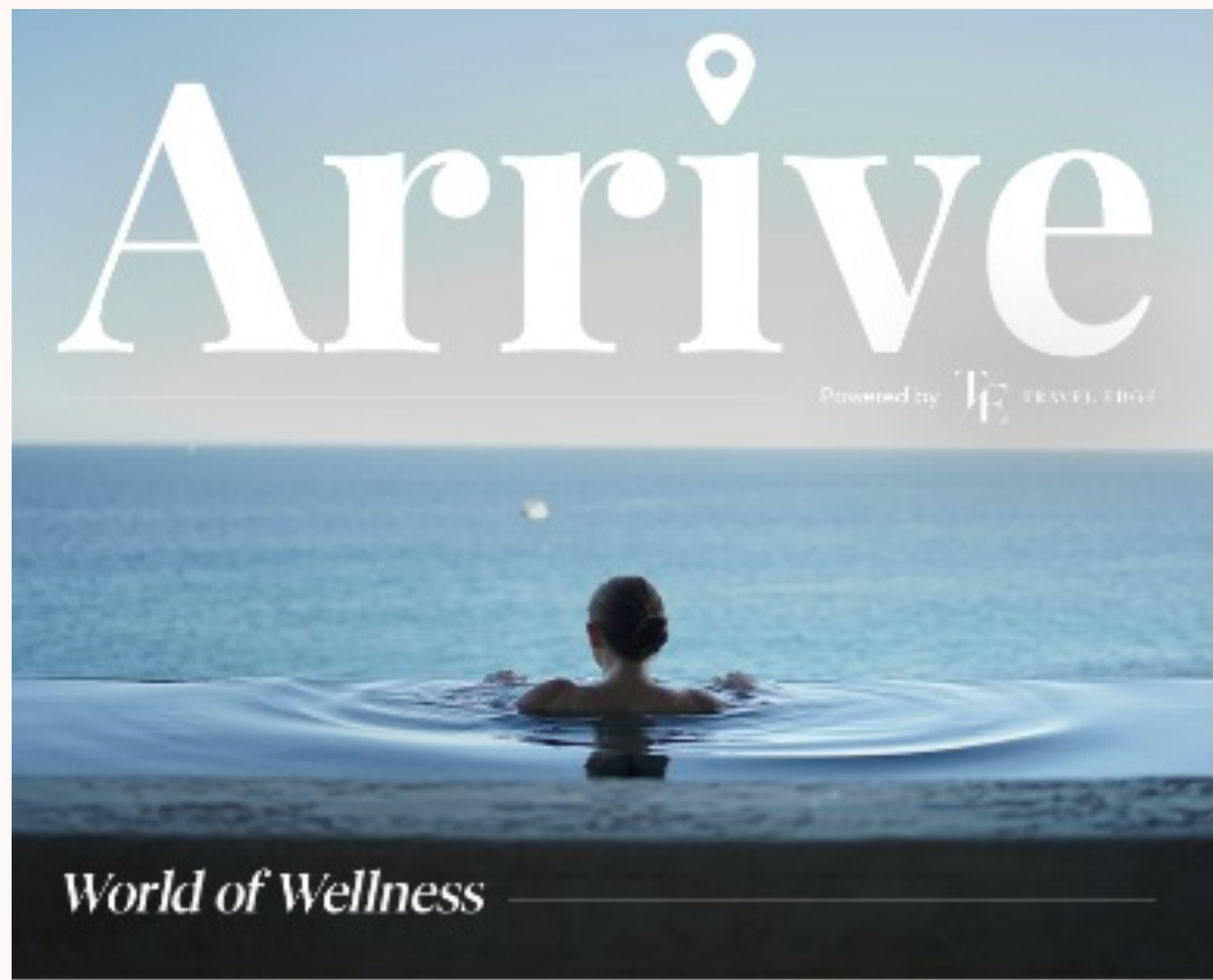
Designed to inspire travel dreams, Travel Edge personalized marketing actively enhances communications between you and your clients, grows client relationships and produces bookings.

## You maintain control over your client relationship:

- We will only use client email addresses for marketing that includes advisor level personalization – nothing else.
- We will not share client email addresses with any supplier or other entity.
- ICs may opt clients out of the Travel Edge email marketing at any time.







Wellness travel is about so much more than smoothies and spa treatments. It's about traveling with intention, putting yourself first, and saying, "I deserve this." It's about letting go of the stress of everyday life, and giving into something bigger than yourself. It's about the feeling of rejuvenation, complete relaxation, and returning home feeling energized. Wellness travel can be anything from a digital detox hillside in California, to a yoga retreat in Bali, or a quiet farm-to-table escape in British Columbia. Meditate in the rainforest, soak in Costa Rica's healing thermal waters, or simply find a place to get the sleep you need. Wellness travel invites you to rethink how you spend your vacation.



#### Sensory Swedish Stays

Relax and recharge at the charming Små Dalarö Gärd, just outside Stockholm by enjoying bespoke spa services, locally sourced dining, and tranquil accommodations. Små Dalarö Gärd SPA is overlooking the water in the heart of the Stockholm archipelago, and offers relaxation and outdoor activities to calm the soul.

[Visit Sweden today.](#)



#### Tranquility by the sand and sea



#### Chill out in a snow room

Snow rooms are putting a modern twist



#### Find yourself in Scotland

From the wild heather that thrives

## The journey is as important as the destination

November 29, 2022

### Fly to Fiji for as low as \$916, with Fiji Airways

When you fly with Fiji Airways, the perfect vacation starts the moment you board. With comfort and cleanliness at the forefront of every journey, you can kickstart your vacation to paradise on the right foot. Discover the difference, and see why Fiji Airways was awarded five-star status by passengers polled for The APEX Official Airline Ratings.

There's never been a better time to fly. Take advantage of economy fares starting at \$916, and business fares as low as \$5696 when you fly from Los Angeles International Airport or San Francisco International Airport to Fiji during February 1, 2023 to May 31, 2023 and September 1, 2023 to November 30, 2023.



Travel Edge

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Contact me today to book your next unforgettable journey



# Personalized Marketing: Registration Steps

1. Complete the [Advisor Personalization Form](#) so each email is customized to you, just as if you sent it yourself.
2. Review and update current client profiles, being sure to add email addresses to profiles without them.
3. Make sure your clients are opted in to receive Travel Edge email marketing by selecting both 'TE Marketing' and 'Email Marketing' in their profiles.
4. Let your clients know that they can expect marketing emails from you with travel tips, tricks, inspiring content and travel promotions.

For more information, [click here](#) to review the FAQ. Please contact [advisormarketing@traveledge.com](mailto:advisormarketing@traveledge.com) for any further questions





# Travel Edge Website Profile

Appear on the Travel Edge website advisor search by updating your Public Profile on ADX.

Prospective clients can search the Travel Edge website for advisors by your destination and interest specialties, location, languages spoken, and by your name.

Share your contact information, experience, and expertise in your biography for visitors to learn more about you. Remember your title should use public-friendly terms, such as “Luxury Travel Advisor,” rather than industry-specific terms, like “Independent Contractor.”

[Click here](#) for a step-by-step guide on how to update your profile, as well as the mandatory fields required for your page to go live on the site.

Reach out to [adxsupport@traveledge.com](mailto:adxsupport@traveledge.com) with questions or concerns.





# Client Reviews

- Send a survey to your clients after they return home from a trip or after a great interaction
- Automated emails reduce your workload and give your clients a professional platform to provide feedback
- Grow with feedback from clients, and use positive reviews on your online profile and channels

## How it works:

- Whether you planned a fantastic trip or had a great interaction with a client, [fill in this form](#) to request a review. The form collects:
  - Your information, your client's information, and trip or interaction details
  - The form can also be found on the Intranet
- A personalized email is sent to the client 7 days after their return or immediately if that time has already passed.
- Reminder emails encourage clients to fill in the survey
- Completed survey answers are sent directly to your email





# Travel Edge Social

Get more exposure on social with a feature on Travel Edge's channel. Our aim is to celebrate the craft of our travel experts, showing your unique talents and specialties.

If you follow us on Instagram, you'll know we have a number of series in rotation that highlight our travel experts on our grid, plus, posting current experience and events to our stories.

## Grid Posts:

- Submit content with [this form](#)
- Content can include your in-depth knowledge of a destination, a partner, your general expertise as an expert, or a recent travel experience

## Stories:

- Tag @wearetraveledge along your journeys, to be reposted and tagged

Traveled \_\_\_\_\_ Taormina, Italy



## An Adventure in Iceland



With travel expert  
Linda Janourova



## The Best of New Zealand

With Expert Sophie Ward





# Creative Studio

Can't find what you are looking for? Our in-house Creative Studio is available for any marketing assets you may need. Let us help you effortlessly grow your brand as you take your business to a new level.

- Logo Design
- Corporate identity
- Brochure design and copy development
- Video editing
- And more!

[Click here](#) to see the design options and associated costs

For any Creative Studio requests, [fill out this form](#).





# Ensemble Marketing



# Print Publications

## Range

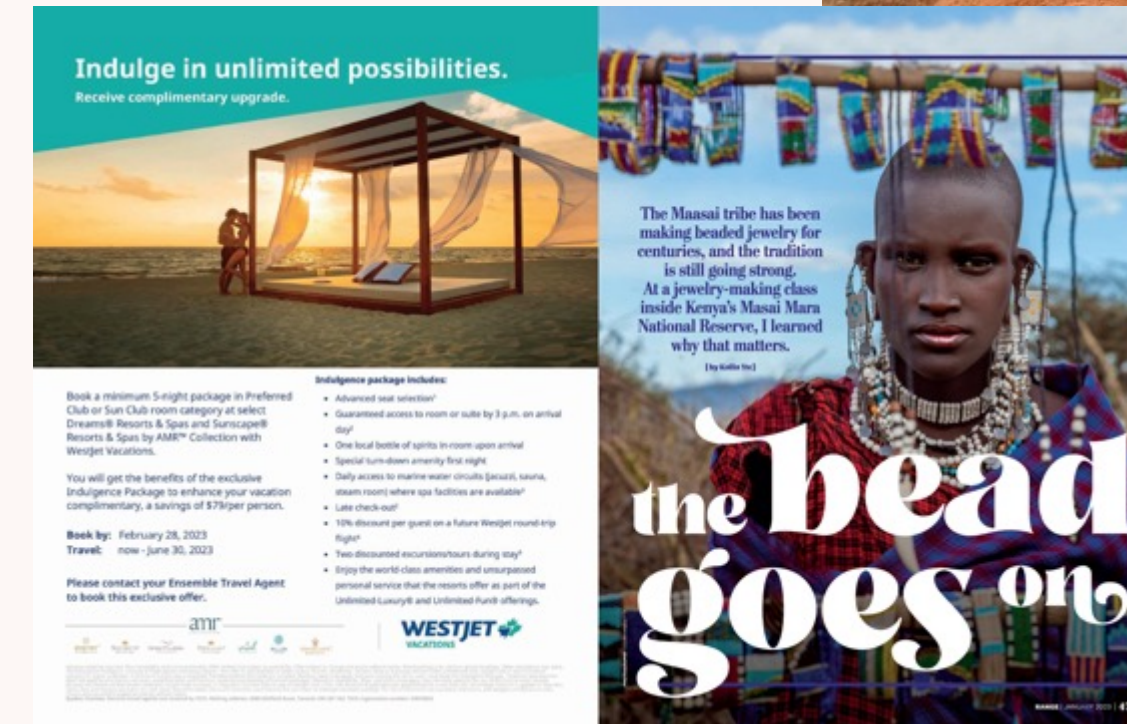
A new quarterly lifestyle magazine debuting in January featuring inspiring editorial to ignite travelers' wanderlust. Each magazine will also feature a special section to promote specific travel themes.

- Winter: Europe Insert. [Click here for digital version.](#)
- Spring: Food & Wine Insert
- Summer: Lux Insert
- Fall: Sun & Sand Insert

## Range Best

Designed to convert prospects into travelers, these "Best" editions of Range Magazine offer strong retail possibilities, with a focus on timely themes and preferred partner offerings and promotions.

- Feb/Mar: Family + Celebrations
- May: Cruise
- Jun: Bucket List
- Aug: Adventure & Wellness
- Sep: Suites
- Nov: Europe
- Dec: Cruise



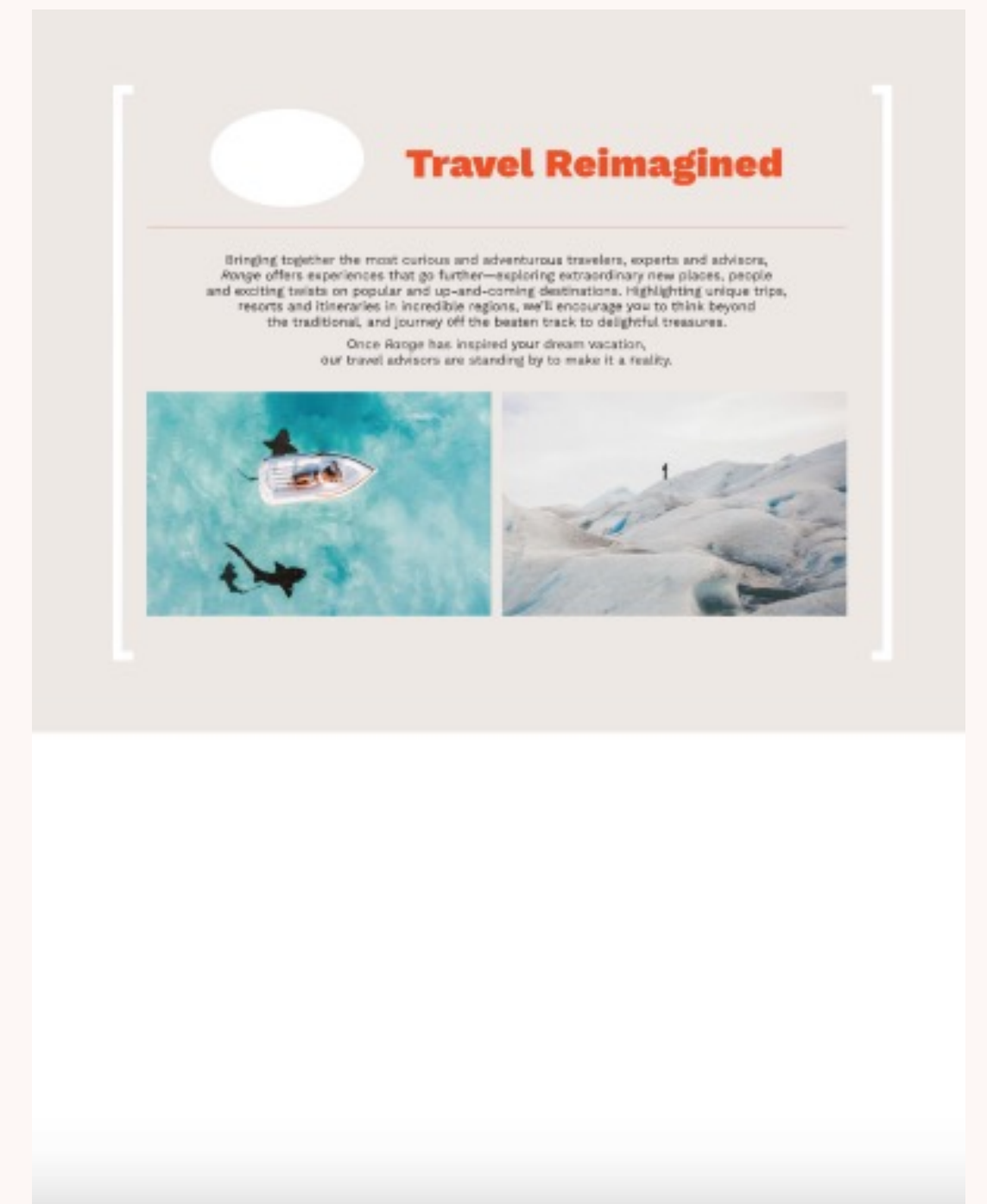


# How do I register?

- There are a limited number of free issues allocated to Travel Edge Network, and will be offered on a first-come, first-served basis. Confirmed advisors will receive 6 issues per year sent to 25 clients (additional names can be purchased for \$19.50 to receive 6 issues).
- Selected advisors will need to submit exactly 25 addresses to participate
- If you are interested please [fill out this form](#). The first round closed February 13, and the link will remain open as a wait list.

# How does it work?

- Confirmed advisors will be asked to submit a form with 25 client names and addresses.
- Prior to publication, advisors will be sent a link to customize the back page of the issue
- Publications will be mailed directly to clients
- Before subsequent issues are deployed, advisors will be asked to review their client list and provide any needed updates.



All publications will be available in digital format to share with your clients.

These will not be sent directly. Giving you control to email your whole list, a select few, or sharing on your websites and social channels.



# Direct Mail

Printed executions highlighting offers, itineraries, and destinations as chosen by the host partner.

Submitted clients will be organized into groups by a third party, allowing for partners to select specific ‘cohorts’ that they would like to target.

Clients may receive up to 1 piece of mail per week, based on cohort selection. (This is not promised).



Untouched wilderness,  
uncompromised luxury.

Have  
it all.  
Our best amenities  
included in your fare

UP TO **30% OFF** + **FREE BALCONY UPGRADE** + **FREE SHORE EXCURSIONS**  
SPECIALTY DINING  
SIGNATURE BEVERAGE PACKAGE  
WIFI  
50% REDUCED DEPOSIT  
FREE KIDS FARES

**LIMITED TIME: UP TO \$400 ONBOARD CREDIT PER STATEROOM**

  
**Holland  
America Line®**

## Take a walk on the wild side

Answer Alaska's call of the wild with Holland America Line and explore an untamed land in complete luxury. Pristine landscapes and vast open spaces give way to intimate wildlife encounters and award-winning shore excursions led by experts who know and love Alaska.

Enjoy privileged access to hard-to-reach locations like **Glacier Bay National Park**.

Rest in a 60-acre chalet resort at **Denali National Park's** front door, exclusive to Holland America Line's guests.

Experience intimate **encounters with wildlife** with dedicated experts by your side.

Get closer than ever to some of earth's most **magnificent sights**.

Indulge in **culinary delights**, with the only cruise line to receive "certified sustainable" status.

**The McDonald-Cartier Global Travel Agency invites you to explore Alaska with the cruise line that knows it best. Immerse yourself in a 360-degree experience you won't find anywhere else.**



**Authorized  
Concessioner**  
Glacier Bay  
National Park

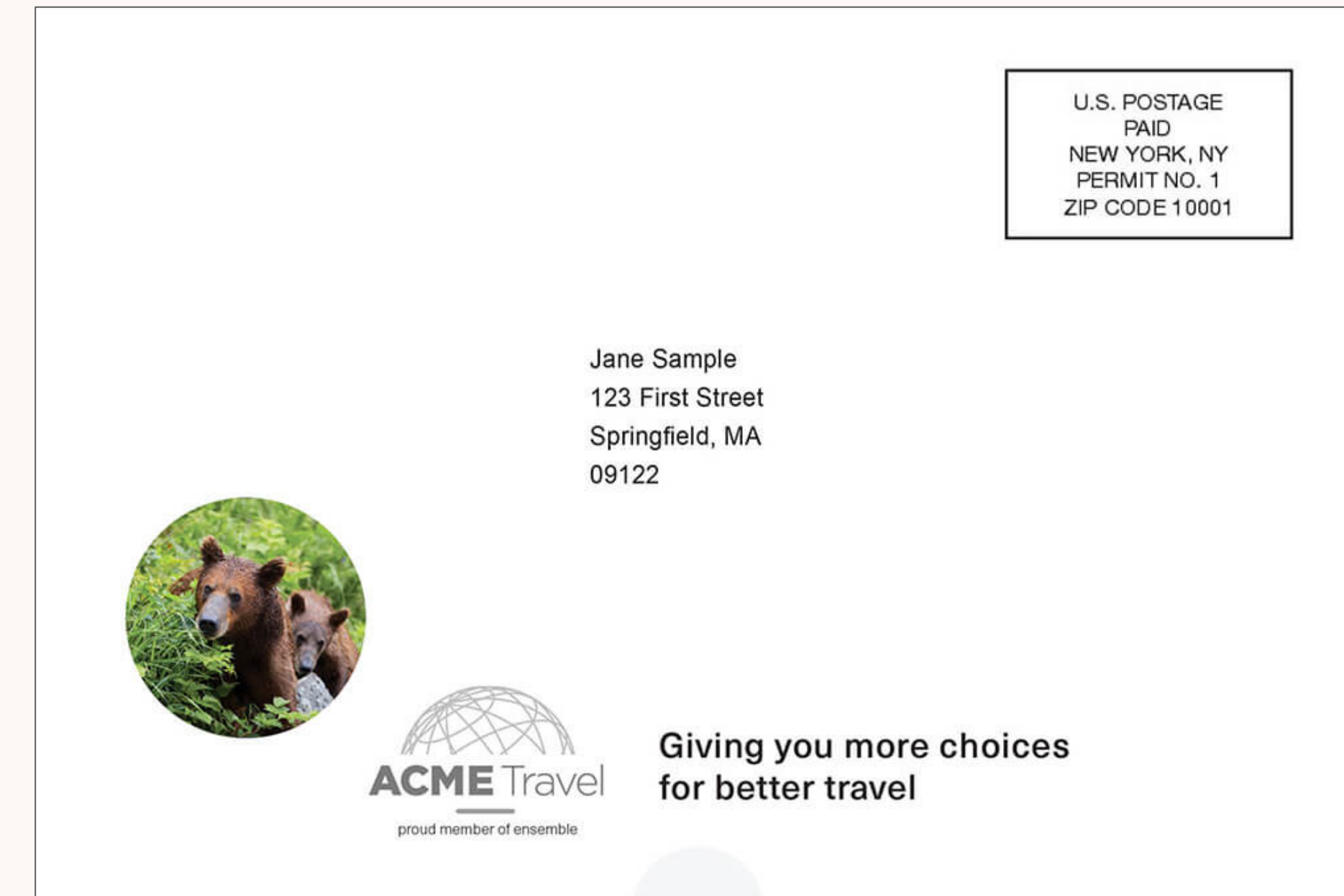


# How do I register?

- [Download this template](#), and fill in the details of all clients you would like included in the direct mail program.
- Submit this form to [advisormarketing@traveledge.com](mailto:advisormarketing@traveledge.com)
- First round closed February 13. Ensemble plans to run the client list for cohort sorting 4 times a year, any late submissions will be added to the next round

# How does it work?

- Addresses will be submitted to Ensemble and included in their cohort initiative
- When partners host a direct mail piece, they will select their target audience, and your clients may be included in this program.
- Up to one direct mail piece will be deployed weekly





# Marketing Tips & Tricks



# Getting Started

## Creating a brand:

- What tone do you want to set with your brand?
- What do you want your audience to think and feel when they hear your company name or see your branding?
- What other brands align with that vision? Consider those in and out of your industry
- Who is your target audience? What are their demographics, interests, etc.

## Setting up your brand

- TE and Ensemble profile pages
- Social channels
- Website/landing page





# Marketing Tools

## Organize

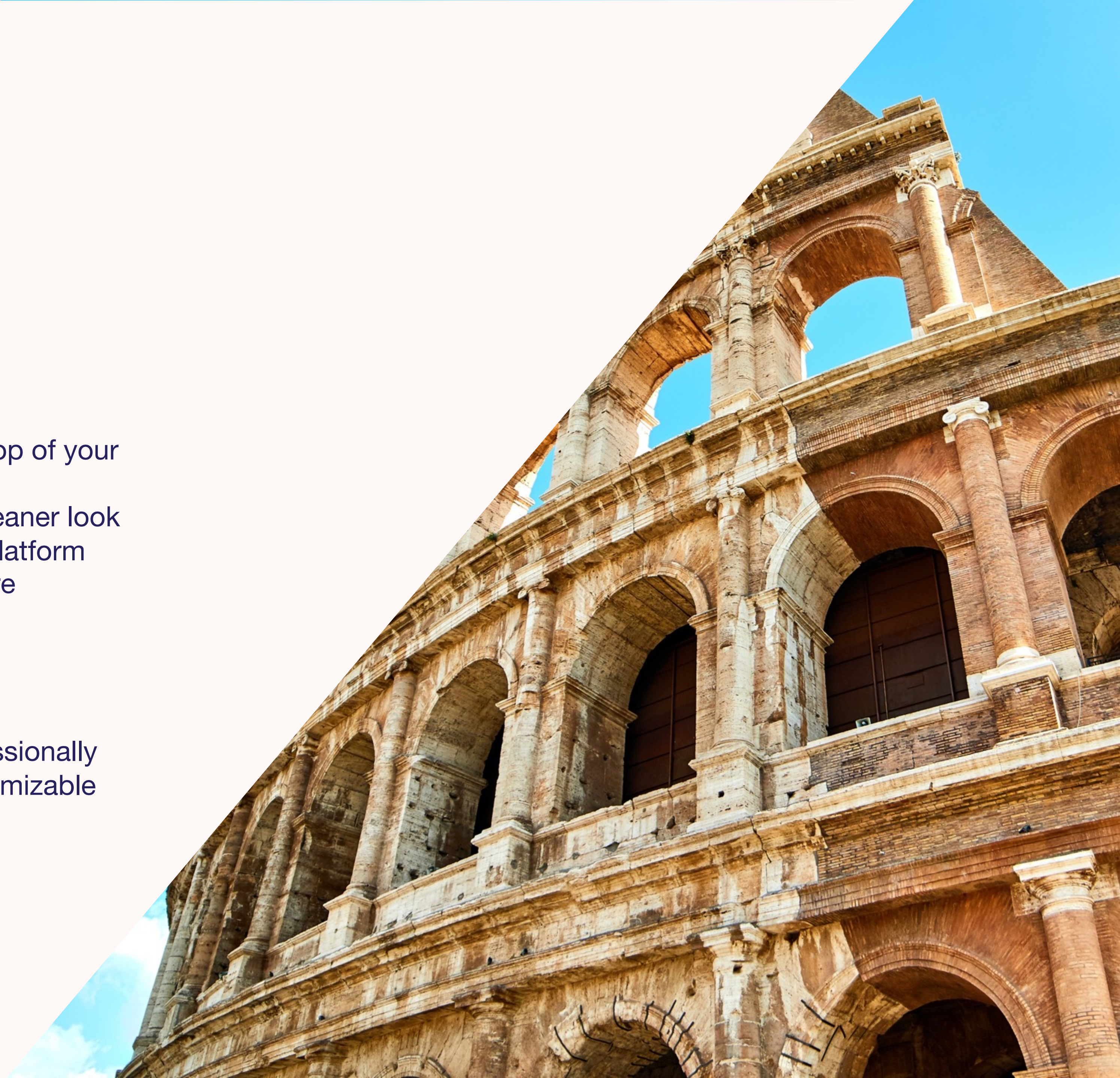
- **Google alerts:** receive automatic updates to stay on top of your brand presence and industry news
- **Bitly/Rebrandly:** shorten URLs before sharing for a cleaner look
- **Later/Buffer:** sites that offer free accounts for social platform management with scheduled posts, analytics, and more

## Create

- **Unsplash/Pexels/Pixabay:** free stock image sites
- **Easl.ly:** create infographics to share information professionally
- **Canva:** graphic design tool with easy to use and customizable templates (including social media)

## ADX:

- Itineraries
- Pre- and post trip communication





# Do's & Don'ts of Social

**Do set up channels that you can maintain with consistency**

**Don't:** Be too casual and write lengthy captions

**Do:** Provide context, be concise

**Don't:** Use low-quality, grainy images

**Do:** Use high-quality, clear photos

**Don't:** Message someone you're unfamiliar with too frequently

**Do:** Reach out casually, and gauge their response before reaching out again

**Don't:** Post too frequently and overload your followers

**Do:** Post to your stories regularly, invite conversations

**Don't:** Try to start a conversation with everyone who comments on your photo

**Do:** Start a conversation with the right commenters, and acknowledge everyone else with a 'like' or emoji response

**Don't:** Follow back everyone who follows you

**Do:** Follow people you know, or people who post content you enjoy

Find this and other social guides on the Intranet under marketing Social Club.



# Video & Photography

Video and photography are a unique and innovative way to empower and provide a platform to tell your stories – and engage with their clients.

## **Video has been proven to:**

- Engage clients better by 73%
- Drive open rates higher by 60%
- More likely to motivate large purchases by 86%

## **Capturing content:**

- Capture photos and short videos using both landscape and portrait orientation for variety (consider how you plan to use the content)
- Take the opportunity to snap a photo with the host
- Remember to keep note of who is in your photos, their social handles, and any descriptions of the activity
- Along with people, detailed content can help share a sense of atmosphere

## **Ways to use content:**

- Stories about destinations, potentially in partnership with tourism boards or tour companies
- Stories around travel trends, for a luxury editorial feel
- Stories about the value that a luxury advisor brings to travel experiences
- Video diaries on trips





# Paid Marketing

There is a lot of power in word of mouth and using your existing clients to attract new prospects. When looking to expand your marketing with paid options, there are many to consider:

## Digital examples:

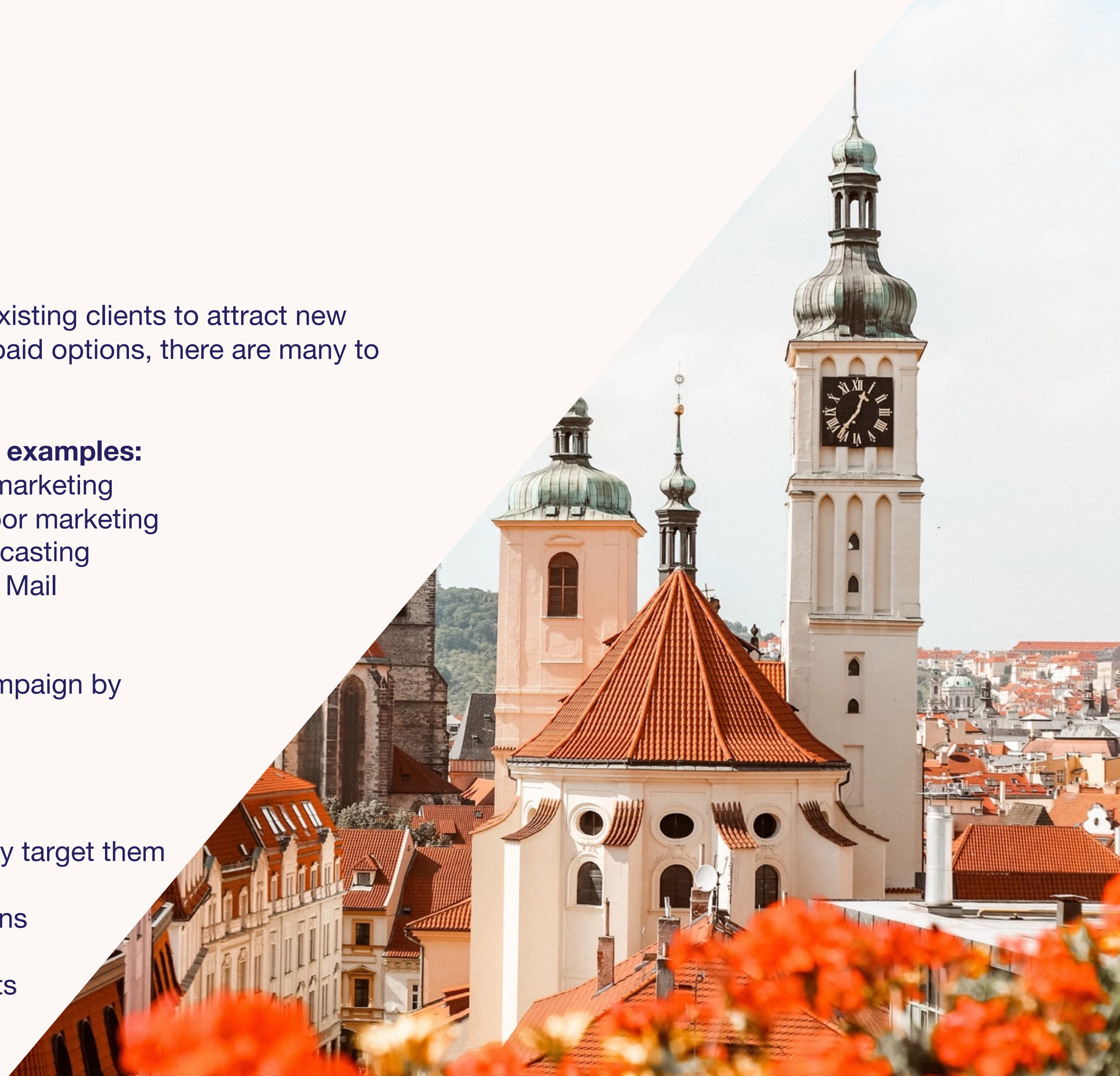
- Promoting social posts
- Social ads
- Display ads (programmatic and others)
- SEM
- Email marketing

## Physical examples:

- Print marketing
- Outdoor marketing
- Broadcasting
- Direct Mail

When exploring paid marketing, make the most of the campaign by considering the following:

- Set specific goals and objectives to measure success
- Overall budget and cost per lead
- Know your audience and how the tactics can effectively target them
- Test and learn
- Ensure the medium and content of your communications reflect your brand
- Develop a follow through plan to engage with prospects





# Questions?