

Beyond the Tag: Mastering Marketing Resources for Travel Professionals

February 29th, 2024



TRAVEL EDGE
NETWORK

Agenda

1. Welcome & Introduction
2. Social Media in Travel
3. TEN Resources
4. Ensemble Resources
5. Partner Resources
6. Additional Resources



Welcome Dorcas Obayemi!

Director, Brand Marketing & Acquisition

Dorcas is an award-winning marketer with over 10+ years of experience. She built her career working with some of Canada's biggest brands including Apple, Shea Moisture, Rogers Communications, & Hudson's Bay.

Marrying her education with her experience in marketing strategy, she has created a career helping brands establish who they are, what they stand for and how they bring their brands to life through meaningful marketing campaigns, content and connections.

She is now the Director of Brand Marketing with Travel Edge bringing her expertise to the travel world!

marketing@traveledge.com



POLL!

Are you actively using Social Media to reach current and potential clients?



Social Media in Travel

How is it being used?

- **36.5%** of Travelers said they used social media to find travel inspiration or ideas.
- **60%** of Gen Z and **40%** of Millennials report using social media for travel purposes.
- **46%** of Gen Z travelers say Instagram influences their travel decisions, while **50%** say Facebook posts do the trick.
- Many travelers find that sharing vacation photos on social media is an essential part of their trip, with **90%** of Millennials sharing photos while they are on vacation.
- The *#travel* tag alone has over **670 million** posts on Instagram.



Paid vs. Organic Social Media

When to use each one

Organic social media refers to the free, non-paid content that travel brands post on their social media accounts. This kind of content is used to build brand awareness, engage with followers, and foster a community around your brand.

It's best used when a business wants to establish a strong social media presence and build long-term relationships with its audience.

On the other hand, paid social media ads are sponsored posts or advertisements that you would pay for on social media platforms. This strategy is great for increasing your reach, driving customers back to your website, and generating new leads and bookings.

Paid ads are best used when a business wants to achieve specific marketing objectives, such as promoting a new tour or targeting a specific audience.

The best approach depends on your business's specific goals.

In many cases, a combination of organic and paid social media may be the most effective strategy.

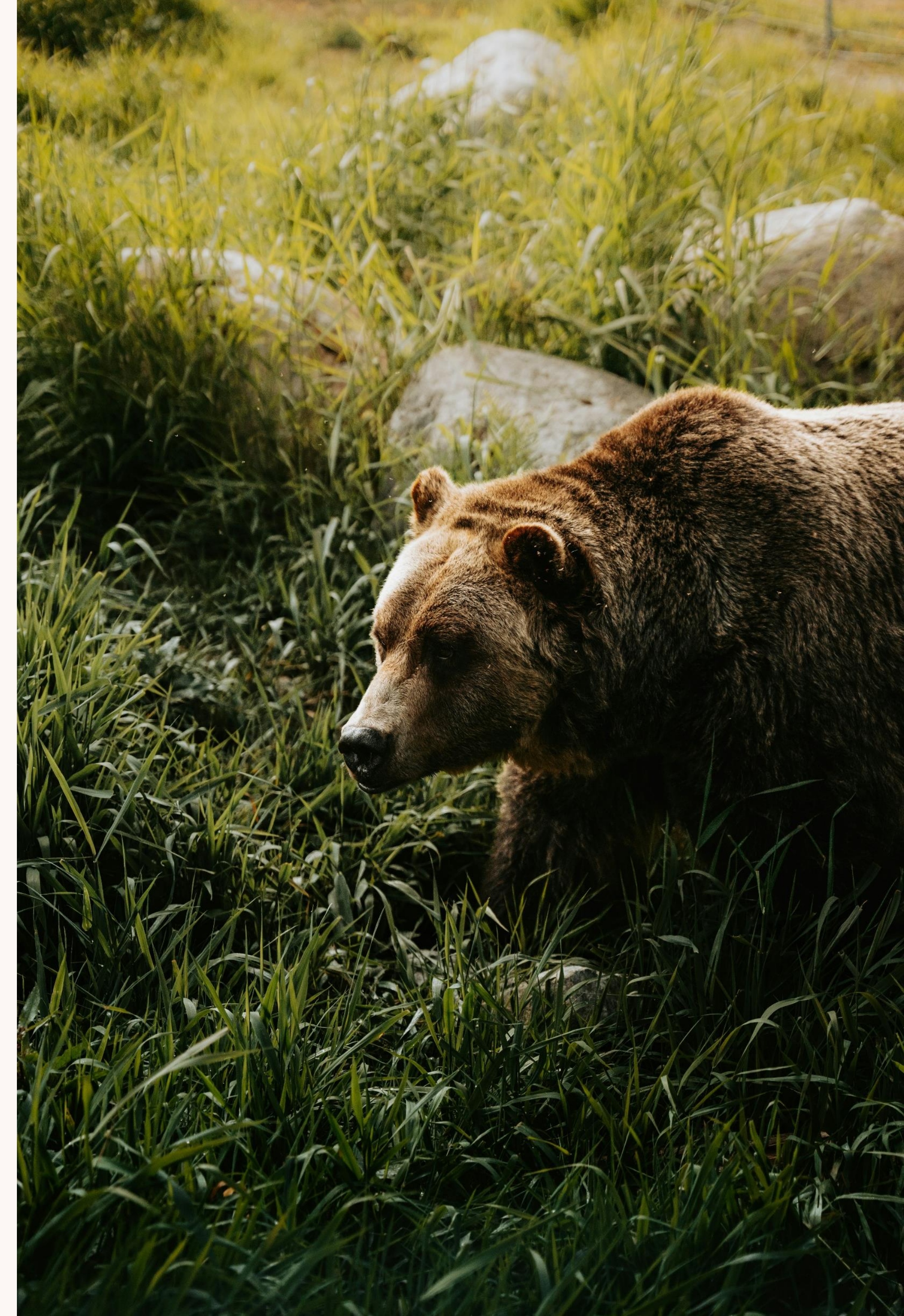
TEN Resources

Marketing Resources

Access via the Intranet

The [marketing section](#) on the intranet contains access to various resources such as:

- Logos for Travel Edge and Preferred partners
- Access to order Travel Edge branded business cards
- Information on the personalized marketing program (which is **free** by the way!)
- And access to branded letterhead templates.



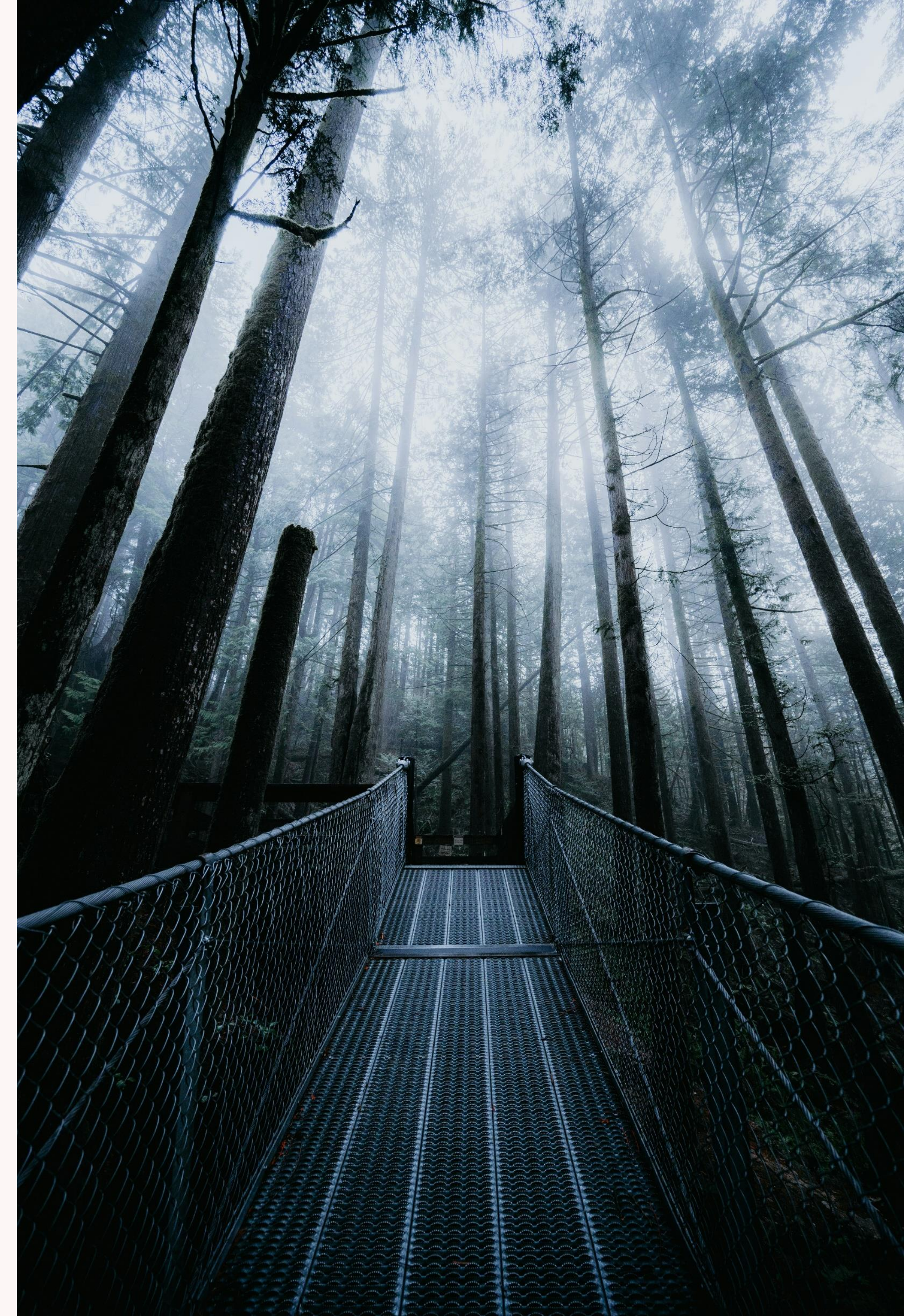
Personalized Marketing

What this means for you

The personalized marketing program is free for advisors to participate! All that's needed from you is:

- The email address to send the marketing emails from
- A headshot or company logo
- A call to action message
- Contact information
- And your list of clients opted in to receive the emails

The team promises no more than 2 emails a month are sent to your clients and when your clients receive them, they look as if they've come from you! Click [here](#) to view a sample email.



Social Club

Brought to you by the Marketing Team

Access the [Social Club](#) and additional marketing resources via the [Intranet](#). The Social Club brings you:

- Access to free resources & marketing tools
- Access to monthly social assets
- Access to social how-to guides
- Access to social templates
- Access to recordings from past training sessions



Travel Edge Website

Control your profile via ADX

Travel Edge also provides the opportunity to display a profile of you on the Travel Edge consumer [website](#).

To edit your details and publish your profile, log into your [ADX](#) account and follow the following steps:

1. Click on your name in the top right corner
2. Click My Account
3. Click Profile
4. Click Public Profile

If you've never set up your public profile, you'll see a screen prompting you to begin set up. If you've previously set up your profile, you'll be able to edit the content currently published.





Itinerary Builder



Air



Hotel



Activity



Insurance



Cruise

Invoice Tool

Self Help



USING ADX AS:

Me



MY QUOTES & BOOKINGS

[VIEW ALL](#)

Filters:

Using ADX As: Me

Clear Filters



23

QUOTES

ADVISOR

CLIENT

QUOTE NAME

DEPART

SERVICES

UPDATE

BC

Jonah Smith

Round Trip Flights: New York - London

4/2/24



1/29/24

View

Home > My account

My account

3

General Profile Communication ADX services Fees and markups Branding Authorized users Settings

Self Help

Personal information

Personal information

This information won't be displayed in the communication with the clients.

Loyalty number

Password

Email	beth.curran@traveledge.com	
Phone	(212) 265-8420	
Mobile		
Fax	(212) 265-8753	
Address	Address line 1	230 Park Avenue, 3rd Floor West



Home > My account

My account

General

Profile

Communication

ADX services

Fees and markups

Branding

Authorized users

Settings

Business profile

Public advisor profile

Publish Changes

Hide on traveledge.com

Public advisor profile



Beth Curran

Update profile image

Summary

Job title/Agency name
Advisor



Travel Edge Website

Control your profile via ADX

Some things you can include in your profile:

- A photo of yourself
- Your title
- A brief bio
- Any industry awards from the list available
- Reviews and recommendations from your clients
- Destinations you specialize in
- Travel types you specialize in
- Social media links

Any potential clients that navigate to your profile will be able to contact you directly for information or quotes.



Ensemble Resources

Print Marketing

Let Ensemble do the legwork!

Ensemble offers an amazing list of options for print marketing:

- **Range Magazine**

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.

- **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.

- **Direct Mail**

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



Digital Marketing

Choose what to share and who to share with

Ensemble members receive access to FREE unlimited digital marketing:

- **Multi-Partner Themed Email**

Focusing on a specific theme or destination, each consumer-oriented email clicks through to a landing page showcasing the partner's offers and product.

- **Multi-Partner Offer Email**

This Ensemble-designed, consumer-oriented email clicks through to landing page showcasing partner offers including an Ensemble exclusive offer.

- **Single-Partner Themed Email**

This consumer-oriented email showcases the partner's offers and product, along with inspirational content such as points of distinction and unique benefits.



An exclusive update for valued clients of



presented by ensemble

Create the wedding
of your dreams

We've brought together many of the best hotel resorts, and venues from around the world to help you create your perfect romantic wedding experience – time to stop wondering and start planning!



Ritz-Carlton Dorado Beach: wedding experts with a secluded beach and exceptional service



Le Taha'a by Pearl Resorts offers a stunning island setting in the lush splendor of Tahiti

Social Offer Assets

Curated to make your calendar easier

Ensemble also provides assets for social media posting regarding offers from partners. Made to copy & paste, included are:

- Images
- Expiration dates
- Hashtags
- Descriptions



Access Ensemble Marketing

How to access and sign up

Access the Ensemble Member Portal via [ADX Intranet](#). Click on Resources>Intranet>Ensemble>Member Portal.

Once you're in Member Portal on the left-hand side you'll click Marketing and in Marketing Overview there are how-to guides.

Once in the portal you can click through all marketing options for more information.

If you have additional questions, you can reach out to marketing@ensembletravel.com.



Partner Resources

Ready to Use Content

At your fingertips, white-labeled

Most partners have agent portals with marketing libraries, filled with resources ready to use. These resources include:

- Product images such as rooms, properties, ships
- Fully prepared flyers and social posts
- Guides, maps, and one pagers you can provide to clients

Some also have resources that you can add to with your contact information and call to action statements and then download for print or posting.

If you aren't sure how to access these resources, reach out to advisor.services@traveledge.com and the team will assist with portal logins, and walking you through accessing the resources!



Client Events

What are BDMs for anyway?!

Some partners, cruise lines in particular, will work with you to co-host client events for an informational session about their product. They'll even attend to help answer questions and make the sale for you!

For more information you can reach out to your local BDM or advisor.services@traveledge.com



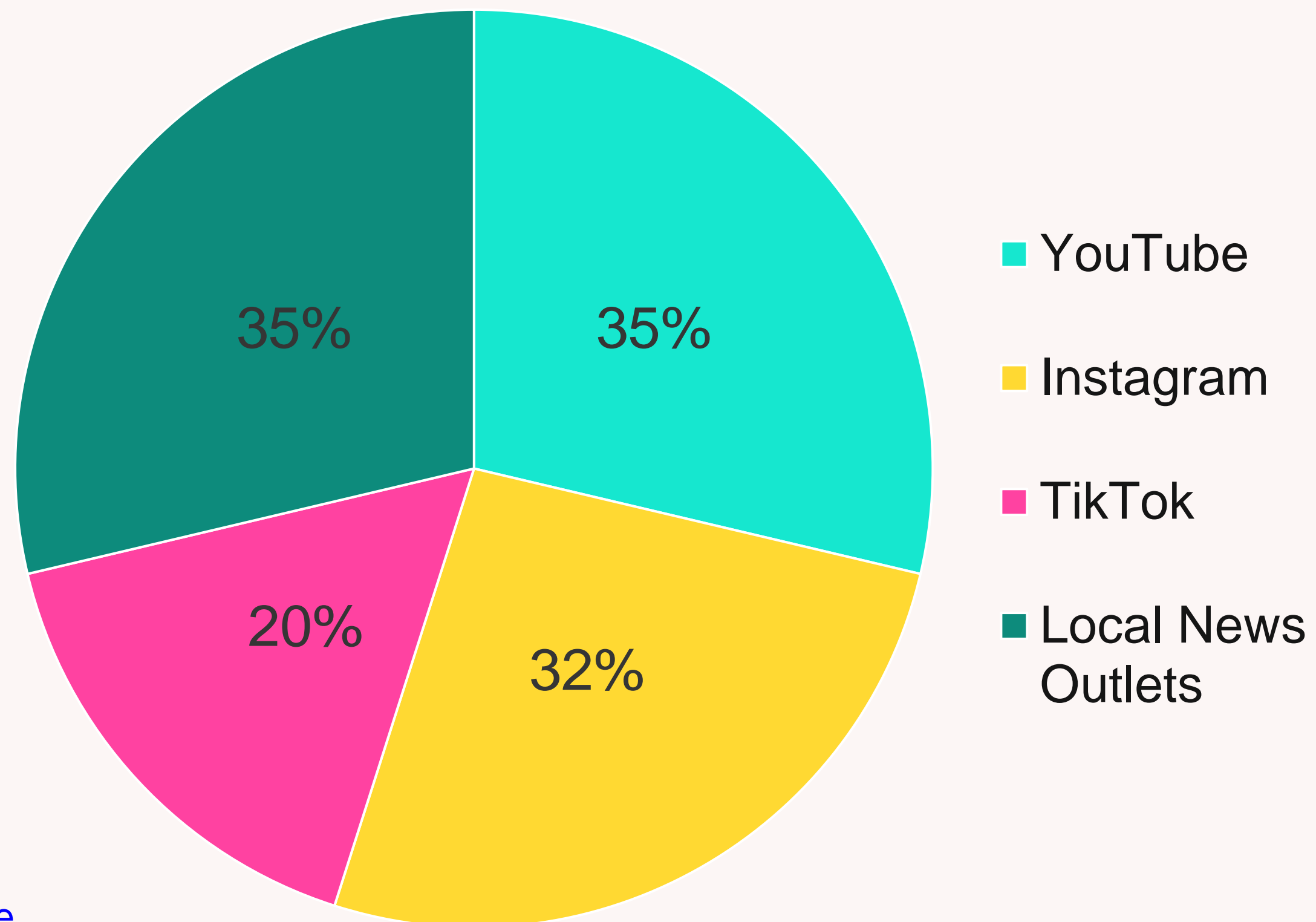
Thank you!

Appendix of Additional Resources

Social Media in Travel

How is it being used?

98% of people say they read online reviews for local businesses.



Social Media in Travel

How is it being used?

- Hotels are working with influencers to get more bookings.
- Cruise lines are partnering with travel bloggers to generate buzz around their brands. (Royal Caribbean world cruise!)
- Airlines like Ryanair and theme parks like Disney have turned to TikTok to organically reach young travelers with entertaining video content.
- Attractions like The San Diego Zoo are experimenting with short-form video content to see what appeals most to their audiences.



Best Practices

Establish a Consistent Presence

You want to be where your customers are

If your customers are finding travel inspiration online, you want to find out what platforms they're hanging out on.

It might help to create a buyer persona, which is a detailed description of someone who represents your target customer. Your buyer persona should include audience characteristics like location, age, travel preferences, and where they get their travel information.

You should post consistently and engage with your customers on the channels they use the most.



Create Engaging Content

You want to resonate with customers

What kind of content should you post? Here are a few tips to help you build a strong social media presence that attracts the right customers and drives more bookings:

Know your audience: As we mentioned above, knowing your audience is key to building a strong online presence. Building a buyer persona will help you understand what kind of experiences your customers are looking for and what motivates them to book. Then, you can create content that fits within those boundaries.

Use visuals: Instagram, Facebook, and TikTok are visual platforms. Some travelers may prefer to learn about your brand through visuals over long blog posts or articles on Google. This is because photo and video content is engaging, easy to consume, and shareable.

Tell a story: A compelling narrative is a great way to capture your audience's attention. Consider sharing behind-the-scenes content or customer anecdotes to connect with your audience on an emotional level.

Be authentic: Social media is a great place to make your brand's personality shine through. Show your customers that you're more than just a faceless logo. Write captions that reflect your brand's values, use humor when relevant, and interact with customers in a genuine way.

Leverage User-Generated Content

Part of your work is done for you!

There are endless ways to leverage UGC from customers, including:

- Displaying positive reviews on your home page
- Reposting positive reviews on social media
- Encouraging users to share their photos or videos with a special hashtag on Instagram
- Sharing customer photos on Instagram and Facebook
- Displaying happy customer photos on your website
- Using positive feedback and/or ratings in an advertising campaign



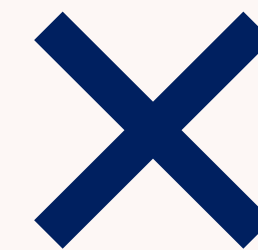
Photography Tips & Tricks

Good Lighting

Natural light is your best friend. Shoot during the "golden hours" for soft, flattering light. If indoors, make sure you are facing the light source vs. having your back against it which creates a more silhouette effect.



Blocking light source



Facing light source



Backlighting



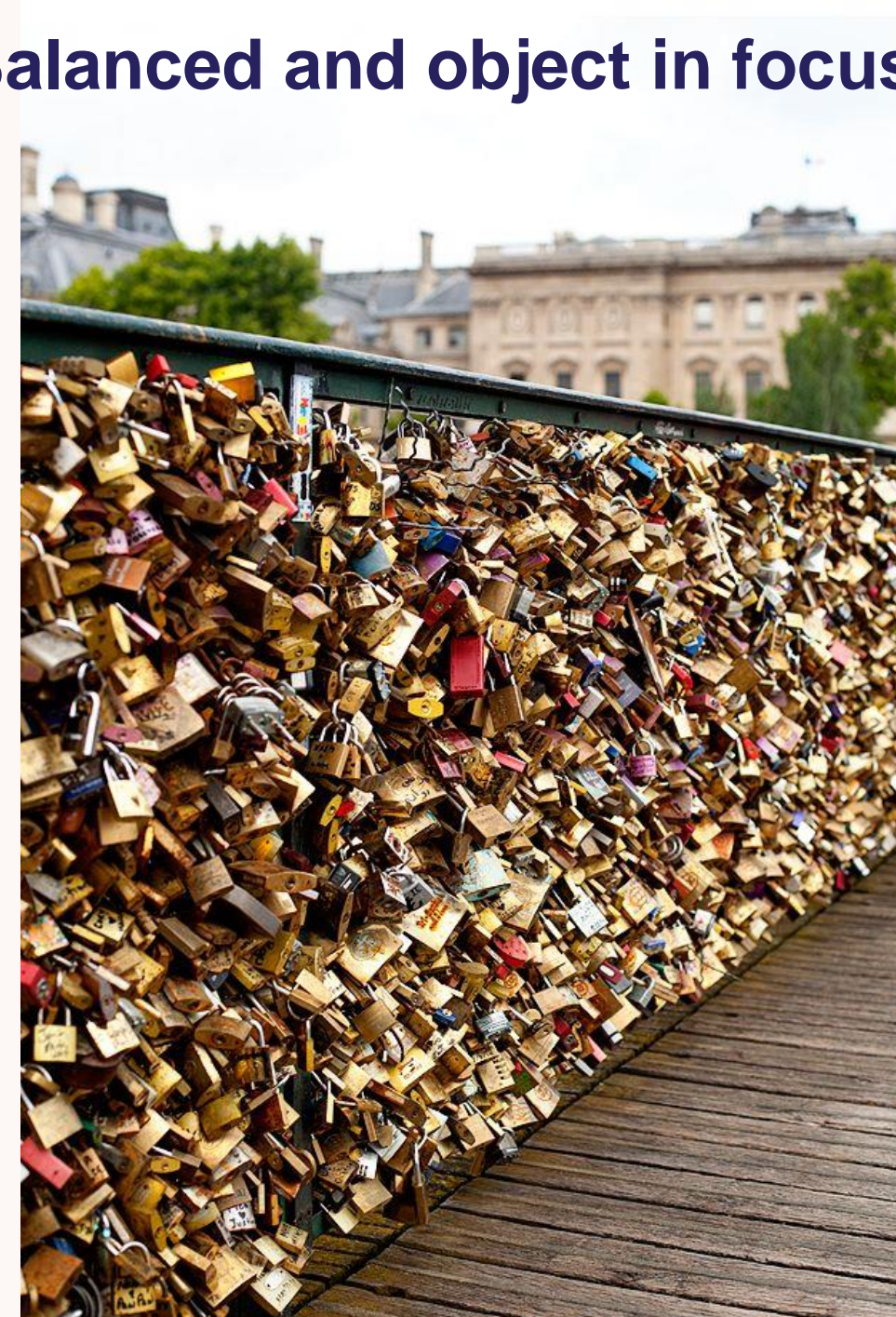
Shooting the Shadow Side



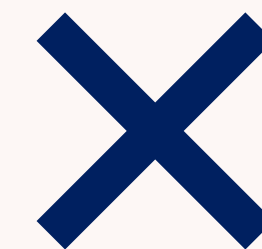
Keep it simple

Less is more. Avoid cluttered backgrounds or too many elements in the frame.

Balanced and object in focus



Excessive elements



Create Depth

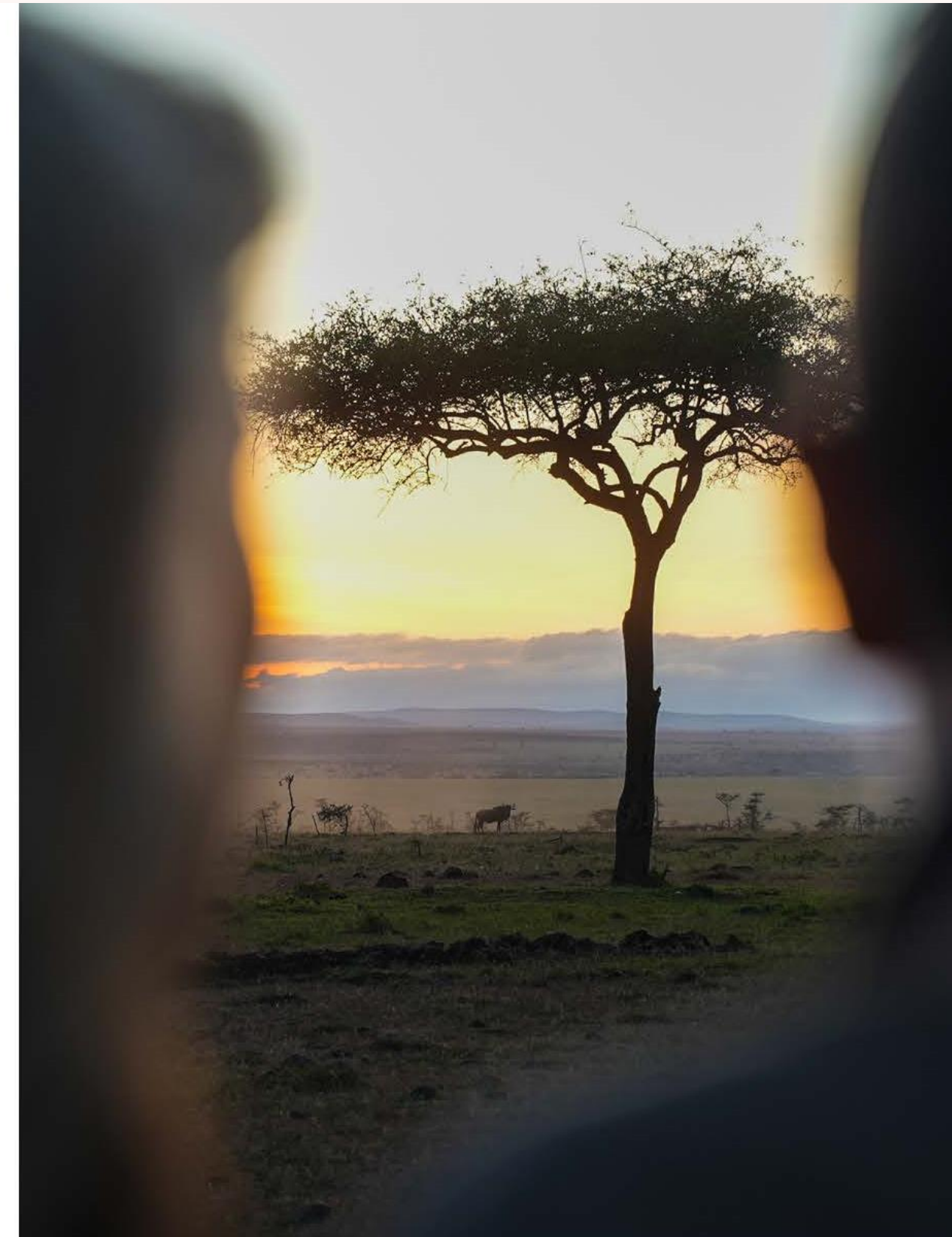
Add foreground elements for more depth



Rule of Thirds



Framing Withing Your Frame



Symmetry



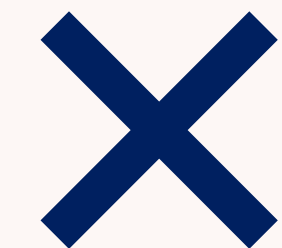
Focus & Clarity

Ensure your subject is sharp and in focus.
Clean your camera lens for clear images.

Clear and focused



Blurry



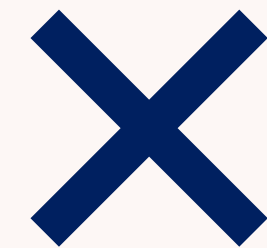
Use Filters Sparingly

Apply filters or edits, but don't overdo it.
Keep your style consistent.

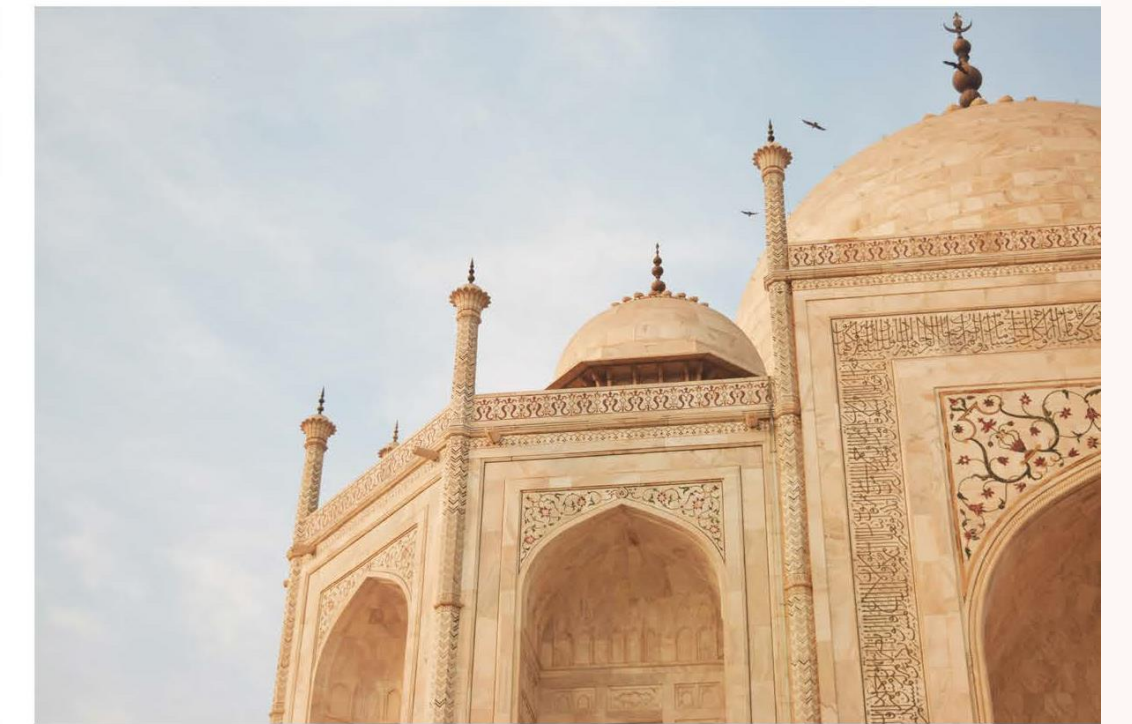
Moderate Editing



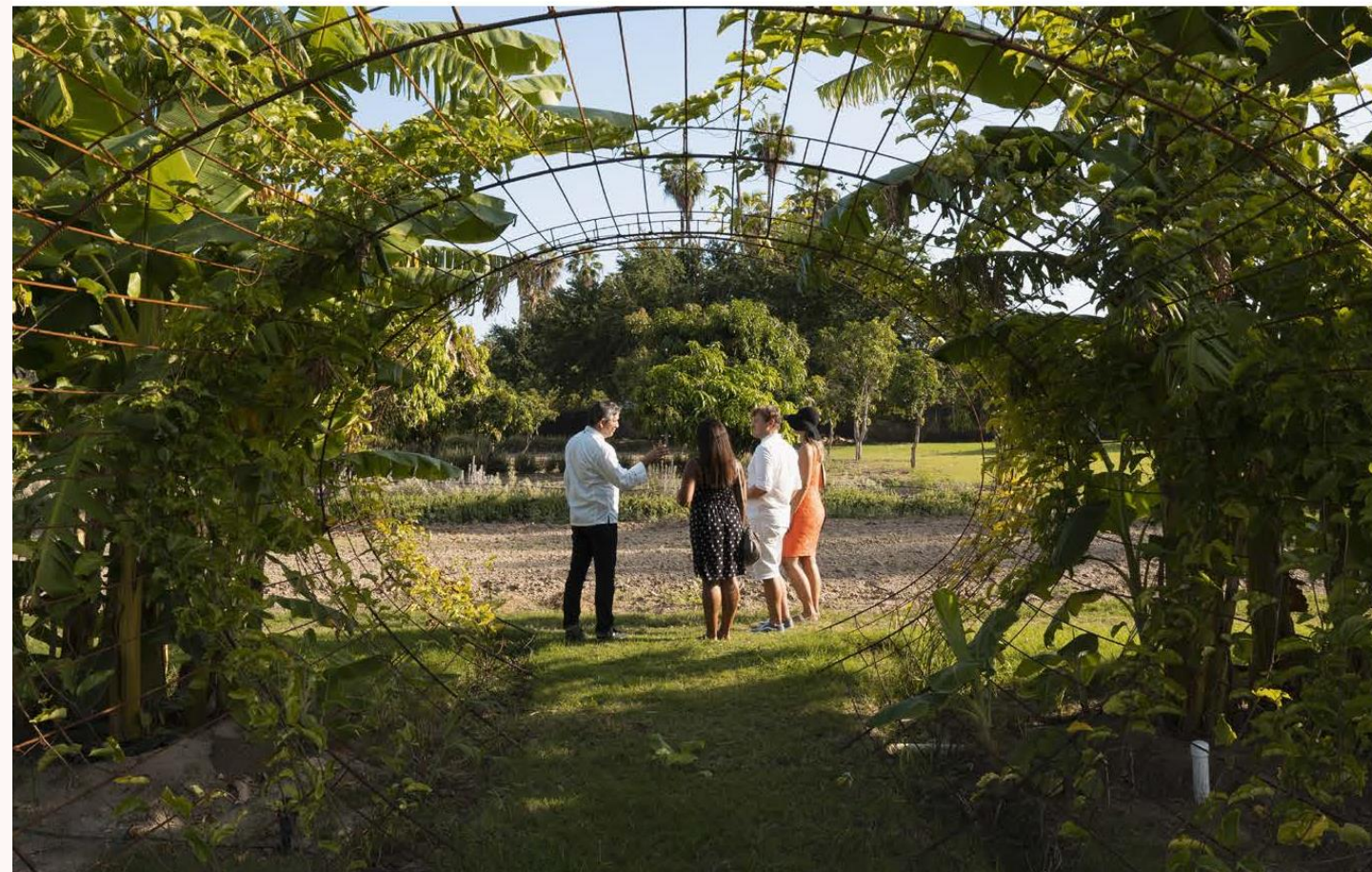
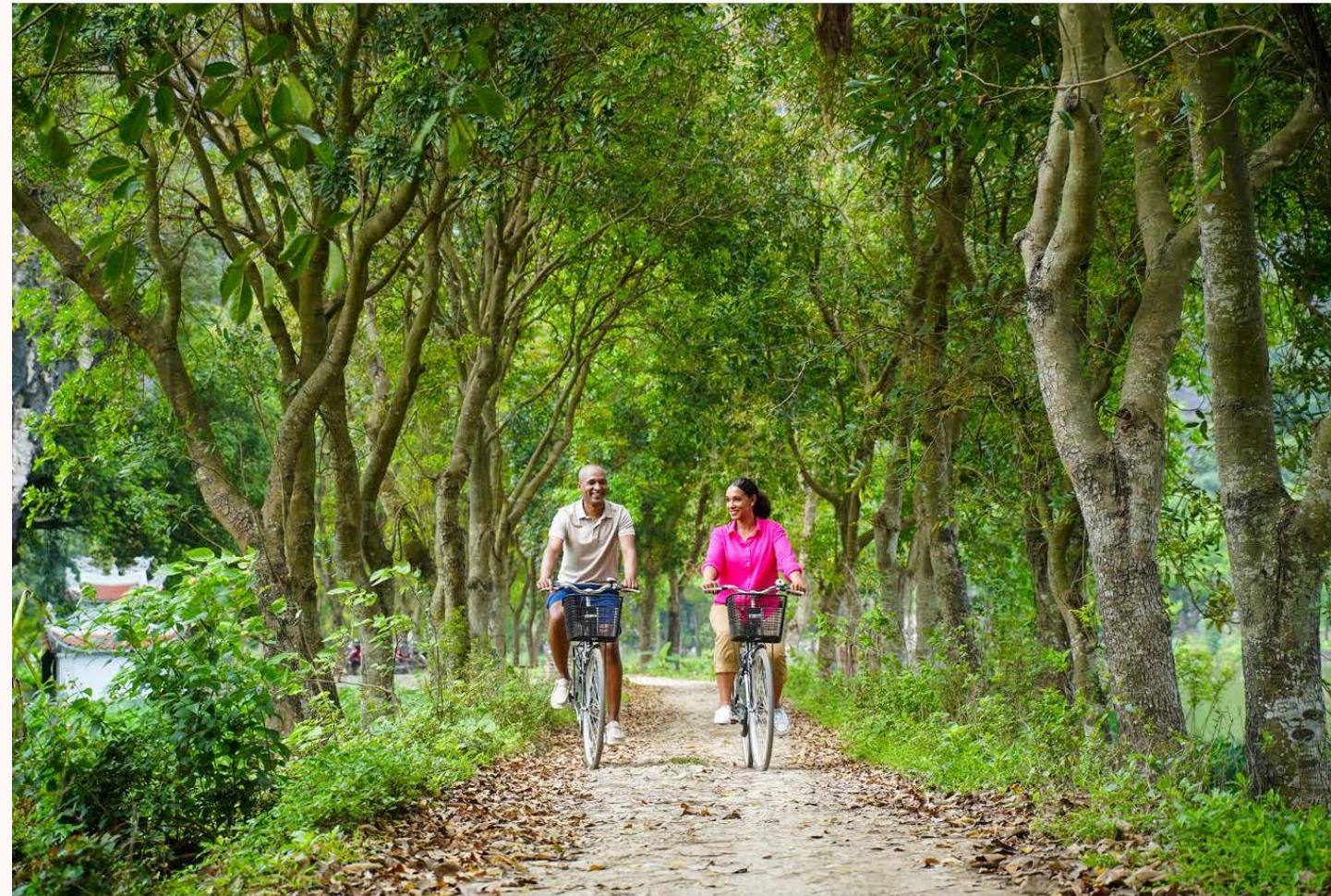
Excessive Editing



Try Different Angles



Leading Lines



Content Tips & Tricks

Need Content Ideas?

Tips & resources to make it easier!

- Visit our Preferred Partners social or travel partner portals
- Ask Chat GPT
- Use some of TE's Social content
- Set up a calendar for yourself
- Plan meaningful content – don't just post something at random



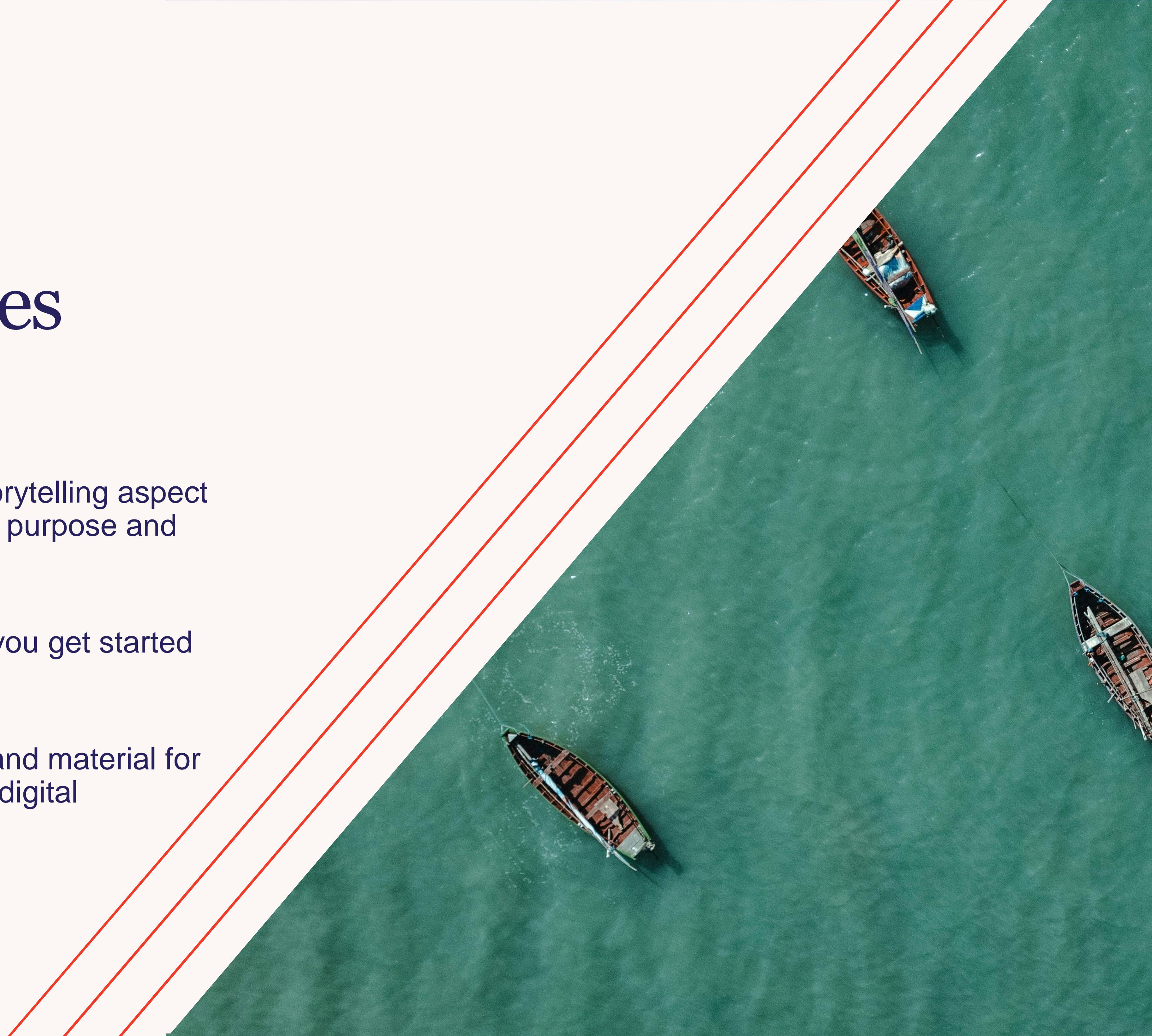
Additional Resources

Tools to help you through it

This is a great [site](#) to help you through the storytelling aspect of social media. Make sure your posts have a purpose and that each one tells a story.

This is a great social media [checklist](#) to help you get started on your journey.

[Canva](#) is a free platform for creating content and material for social posts. It can also be used for print and digital newsletters, magazines and other marketing.



Social Media

General Statistics

- Facebook has 2.2 billion active users every month.
- Pinterest has 150 million people using this visual platform every month.
- Instagram is the second biggest social media network.



Social Media Platforms

What's out there?

- Facebook
- Instagram
- Twitter (now X)
- LinkedIn
- YouTube
- Pinterest
- TikTok
- Reddit



Facebook

Demographics & best use tips

Demographics: 75% of women and 63% of men use Facebook. It's gaining popularity with older people, and teens are less likely to use it these days.

Type of media: You can share images, stories, links, and videos.

Best way to use the platform: Create short, highly visual posts and try to find ways to get conversations going with your followers.



Instagram

Demographics & best use tips

Demographics: 37% of adults use Instagram. Compared to Facebook, its audience skews younger (75% of 18- to 24-year-olds use Instagram) and is more likely to be Black or Hispanic.

Type of media: Photos, very short (less than one minute) videos. Only one link can be added, and it's in your profile.

Best way to use the platform: Post stunning photos and videos frequently. Use hashtags to attract new audiences.



X (formerly known as Twitter)

Demographics & best use tips

Demographics: 24% of men and 31% of women use Twitter. Twitter users are more likely to be young.

Type of media: Very brief, text-based posts, photos, and links.

Best way to use the platform: Think in terms of connection: Retweet, comment, and engage with



LinkedIn

Demographics & best use tips

Demographics: 29% of men and 24% of women use LinkedIn. It is primarily a professional and business networking platform.

Type of media: The most popular posts are studies, testimonials, videos, e-books, and reports.

Best way to use the platform: Use LinkedIn to talk about the business side of what you're doing or to connect with business travelers.



YouTube

Demographics & best use tips

Demographics: 78% of men and 68% of women use YouTube. Although many users are young, it's popular with older users as well.

Type of media: Videos and community posts.

Best way to use the platform: Create engaging, useful videos and encourage people to follow your channel.



Pinterest

Demographics & best use tips

Demographics: 42% of women and 15% of men use Pinterest.

Type of media: Links anchored by a strong graphic or photo.

Best way to use the platform: Create graphic pins that link to your website and share them on group boards.

