

MARKETING BLUEPRINT *for travel agents*



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HERE'S THE FORMULA FOR SUCCESSFUL MARKETING:

PLAN + CREATE + SCHEDULE

When applied correctly your marketing will start to take shape in a bigger way and you'll begin to convert more leads into clients for your travel business. Here are our top tips for implementing this formula.

1

PLAN

Plan your marketing out three months at a time. Instead of just posting as you go this will allow you to take a more strategic and thoughtful approach to your marketing goals and message. Think about what you should be selling, what your goals are with your marketing plan, and remember to consider the season and any destinations you may want to feature during this time. Go even deeper and chart out the exact marketing activities you want to do when, including the dates each campaign will go out. **If you are using Wanderlust Social to grow your travel business, (www.wanderlust-social.com) definitely use the planner included in your subscription to easily plan out all your marketing activities.**

2

CREATE

Now that you have planned what you'd like to implement for your travel business you need to actually create the marketing that will go out on the planned dates. There are many ways you can create marketing content - hire a graphic designer or create your own on sites like Canva or Pic Monkey. Remember to establish brand standards, and a color palette and stay true to these in the creation process. This task can be overwhelming as a new marketer. If you struggle with creativity, consider Wanderlust Social where you can download done for you marketing bundles that can be customized to your brand standards. **Visit www.wanderlust-social.com for more information. Use discount code: BLUEPRINT to get a special discount from me.**

3

SCHEDULE

Don't skip this step, it is what will keep you sane so you're not posting every day manually and also allow your marketing to work on autopilot even when you are busy. Depending on what platforms you plan to use for your marketing channels, most have the option to pre-schedule out posts, videos, or content. Get familiar with the platforms you use and use their pre-scheduling tools as much as possible. **I recommend pre-scheduling three months at a time to keep your marketing on a quarterly schedule.**

Last, I know marketing can feel overwhelming especially as a new business owner or first-time marketer. If you want more help with your marketing and all aspects of growing and supersizing your travel business, I highly recommend checking out Careers on Vacation.



Schedule a free consultation with my team here:

www.careersonvacation.com/readynow