



Travel Insights Podcast

**S2, E3: Consumer Travel Marketing
Masterclass, Part 1**

Summary of upcoming episode:

- **Let's start with the right tools you'll need**
- **Immerse yourself in a lot of data, analysis, and insights**
- **Identifying and targeting the right audience segments and customer profiles**
- **What's coming up on Part 2**

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Getting started with the right tools.



All in, estimated \$5,000 per year.

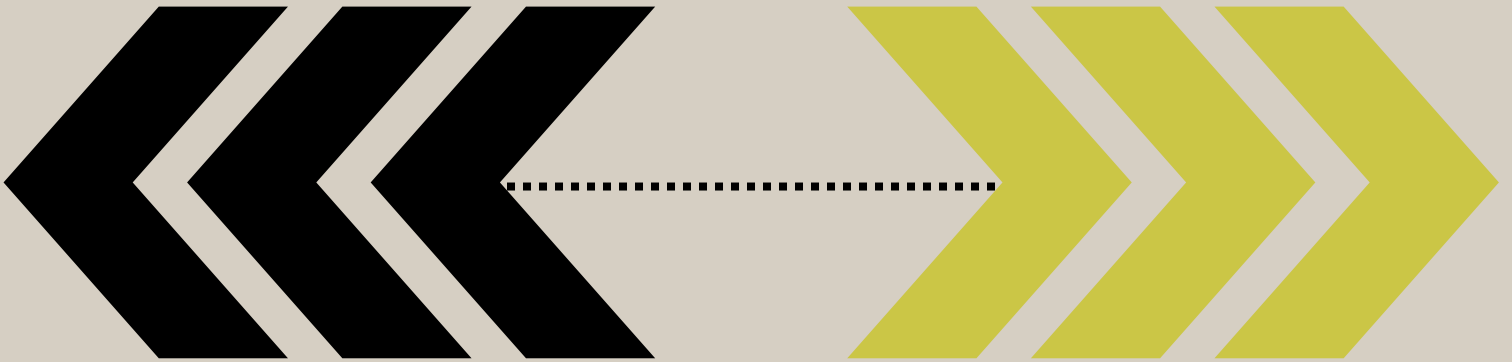
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**Looking back before
you look forward.**

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**“The best indicator of future
behavior is past behavior.”**

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Looking back before you look forward:
Historical performance



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Looking back before you look forward: Google Analytics (e-commerce)

-- Primary Website --

- Step 1: Session Start
- Step 2: Site Content Viewed
- Step 3: Clicks to Get Quote (Buying Intent)

-- Purchase Path Entry --

- Step 1: Quote Initiation
- Step 2: Quote Results <- Typically highest abandonment step
- Step 3: Contact Information
- Step 4: Review Cart / Checkout
- Step 5: Payment Information
- Step 6: Purchase Confirmation

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Looking back before you look forward:

**Spend a minimum of 2 weeks
analyzing data to build up
your marketing plans!**

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**Mixing qual with quant:
Target audiences and
ideal customer profiles**

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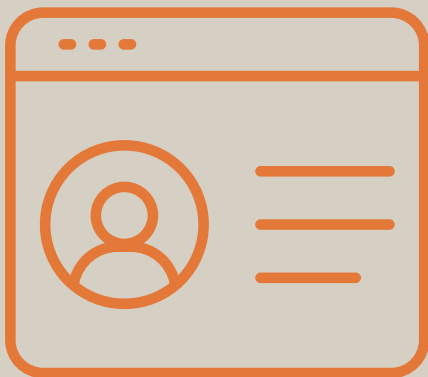
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ICPs = Crucial



- **Right time**
- **Right place**
- **Right product/message**
- **Right experience**

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**How can you thoroughly
understand each ICP and
the unique aspects of WHO
they are and WHERE they
spend their time?**

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- **Data.**
- **Research.**
- **Analysis.**
- **Industry Reports.**
- **Online searches for reviews on similar products and services.**
- **Listening to feedback from your existing customer base.**

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- **You (the brand) are not the hero in your customer's story.**
- **The customer is the hero in their own story.**
- **You (the brand) must identify villains (problems) they experience in their journey.**
- **And help them by being a guide.**
- **And offering a plan.**
- **That calls them to action.**
- **And leads to success.**

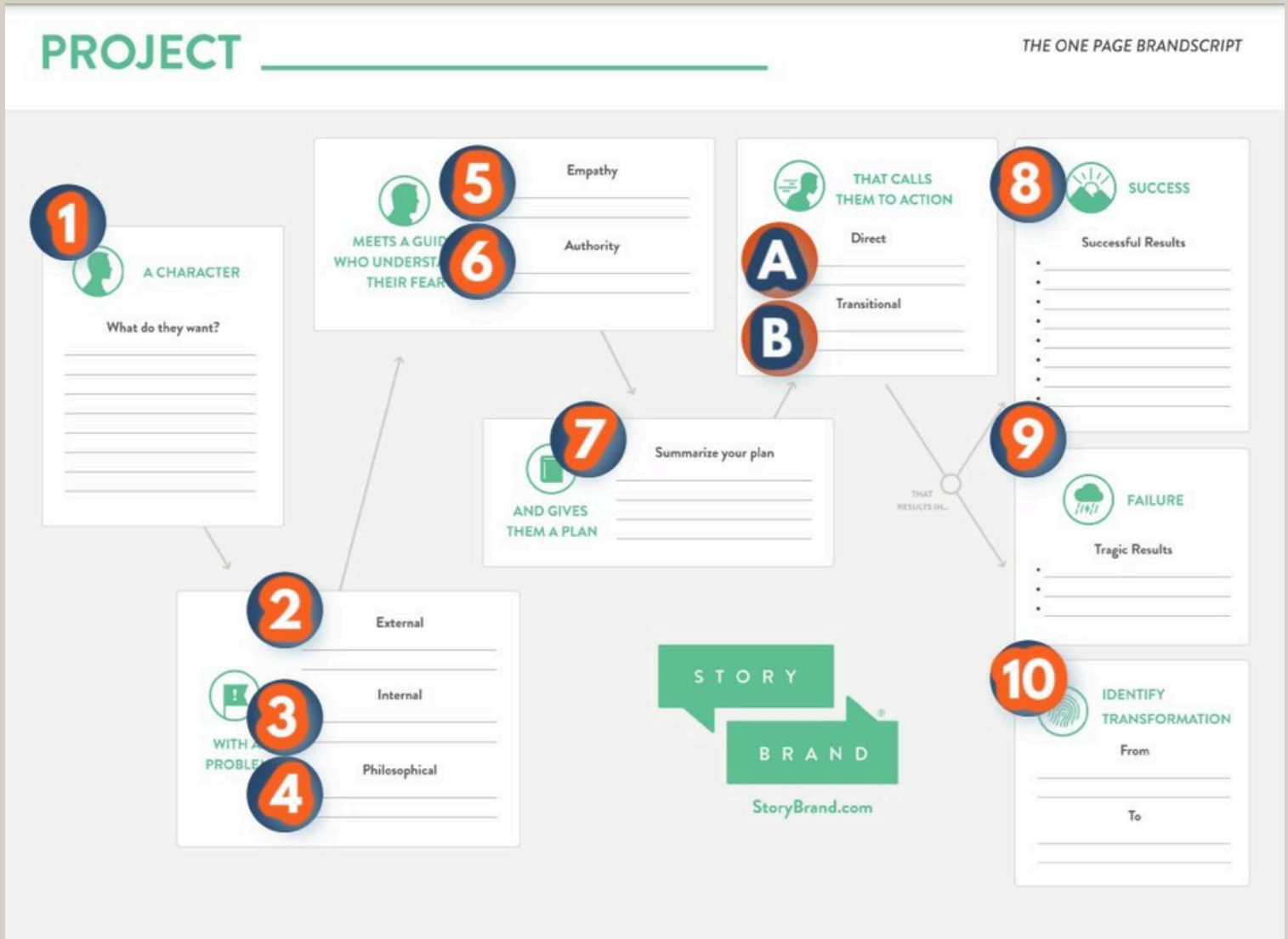
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SUPER high-level example, for context:

- 1. Character is booking an international trip.**
- 2. They have an internal fear/worry about what happens to them if they get sick while abroad.**
- 3. They find you (the brand) and realize you offer custom travel protection with great customer reviews.**
- 4. You (the brand) give them a plan to build a specific policy with coverage for Travel Medical.**
- 5. They see that quotes for the plan only take seconds and act on reviewing their options**
- 6. They purchase the policy and feel way less anxious about departing on the international journey.**

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Part 1 Summary

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Part 1 Summary



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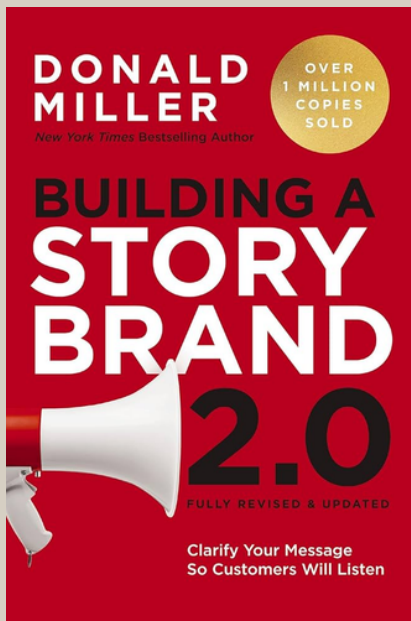




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Part 1 Summary



“Building a Story Brand” 7-part framework to develop problem, guide, plan, action, solution logic tied to your ideal customer profile segments will benefit you greatly, especially when developing a unique story and content, in general.

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Consumer Travel Marketing Masterclass, Part 2

Topics to be covered:

- **Identifying the 4 primary stages of trip planning & booking**
- **Building an expense plan for paid media around the seasonality of travel, aligned to the 4 stages**
- **Steps to create and launch an effective content calendar using an evergreen and quarterly campaign structure**
- **How to use a probability of conversion matrix to win at channel allocation and efficiency**

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