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# 5 Key Marketing Techniques

YOU AREN'T DOING AS A BUSY TRAVEL ADVISOR

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Learn the most vital techniques for expanding your brand, generating more leads, and marketing yourself as the go-to travel expert you are.

**TRUEVAIL**



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# The 5 Key *Marketing Techniques* You Aren't Doing As a Busy Travel Advisor!

**As a professional travel advisor, you know how difficult it can be to balance marketing yourself and your hectic schedule.**

This guide shows you exactly which marketing techniques every travel advisor needs to be using consistently in order to grow their business. Plus, it also outlines a few insider tips on how to use these techniques effectively in their own marketing processes.

The insights inside this guide come from **Truevail**—truly touch-free digital marketing built exclusively for travel advisors. Truevail provides a wide range of affordable automated marketing services including:

- Email Marketing
- Website Development
- Social Media Marketing
- Engagement reporting and Analytics
- Marketing and Sales Education and Support

And for advisors like you, that means less time marketing and more time *growing your business*. Now, let's get into the 5 marketing techniques you need to be doing to thrive as a travel advisor.



## KEY MARKETING TECHNIQUE #1

# Using *Email Marketing* That's Consistently Engaging

If there's one thing that travel advisors today aren't doing enough of it's email marketing.

Email marketing is hands down the most effective marketing channel you can use in your business today. On top of that, it's also the most cost-effective. Many marketers report that they've seen returns on investment for email marketing as high as **4,400%**.

Now, you probably already have a newsletter going for your subscribers (and if you don't, why the heck not?). But what you may not be doing is sending out that newsletter frequently and consistently. See, as a travel advisor, clients reach out to you at very specific times in their lives (when they want to get away). And for most, when they are ready to book, they'll go to the first travel advisor that they can think of.

That's why you need to spend extra time trying to be at the front of your recipient's mind—so when they're ready, it's you that they think of. You can do that by sending out frequent and consistent content.

*But be careful.* You need to make sure that everything you do send has value. Otherwise, you're risking an unsubscribe that can lead to a client that's lost forever.

# Show Me the Numbers



Email marketing has one of the highest engagement rates out of any other marketing channel—**6.5X higher than social media**—at 22.86% open rate and 3.71 click-through rate (OpinMonster).



Its ROI is also unmatched. The numbers vary but most sources say that the return on investment for email marketing is anywhere from **3,800%** (Litmus) to **4,400%** (OpinMonster). That means every \$1 invested in email marketing can earn \$38 to \$44.



Professional marketers report that email marketing has the **highest ROI**: Higher than organic search, paid search content marketing, mobile marketing, and offline marketing (eConsultancy).



Personalization is powerful in email marketing. About **80% of consumers** are more likely to make a purchase with a brand that offers more personalized experiences (Epsilon).





## KEY MARKETING TECHNIQUE #2

# Generating & Capturing Leads With a *Website*

**If you want to make it as a travel advisor, you need a website.  
Duh.**

**But unfortunately, a lot of people in the industry simply don't use their websites to their full potential. And in actuality, a well-designed and strategically built website can end up being the best lead generation and lead capturing tool your business has.**

There are a vast number of specific marketing techniques you can use on your website to capture more leads for your newsletter. For instance, strategically placed call-to-action buttons throughout your website can lead to massive increases in opt-ins. Plus, adding gated downloadable content is a fantastic way to capture your lead's contact information so you can nurture them until they become a paying client.

But while these techniques can do wonders for conversions, there are also a huge number of pitfalls that could be causing your website to hemorrhage leads. For example, lack of mobile optimization is always a deal breaker. And if your site isn't SEO-friendly, you'll never get found by Google or other search engines.

**So if you want your website to start working for you instead of *against* you, you need to invest in building and designing a great and strategic website.**

# Show Me the *Numbers*



Bad website design can kill your business' credibility and scare off leads. Nearly half of people cite website design as the #1 factor for determining business credibility (Blue Corona). Plus, a whopping **38% of visitors** completely stop engaging with an unattractive or confusing website.



Simply changing the look and location of your CTA buttons can lead to huge conversion improvements. Multiple CTAs throughout the page can boost conversions by **20%** (Invesp). Making CTAs look more like buttons can cause a **45% conversion increase**. And reducing clutter around CTAs (making them more visible) led to a **232% conversion boost** for one company (VWO).



**3 out of 5** small businesses don't have a website (Devrix). And that's a problem because nearly **90% of people** use the internet to find local businesses (Nielsen).



KEY MARKETING TECHNIQUE #3

# Expanding Your Reach With *Social Media*

**Social media is no longer just a place where you can see cat pictures, updates from your long lost 3rd cousin, and delectable recipes (that you'll never end up cooking) all in one place.**

**Instead, platforms like Facebook, Twitter, LinkedIn, and Instagram have now become some of the most effective marketing tools for businesses today.**

Since these platforms collect so much behavioral data on users, they offer highly advanced audience targeting capabilities for advertisements. Beyond that, many people tend to engage and stay up-to-date with brands they eventually buy from.

As a travel advisor, social media is a great place to advertise your business while also attracting cost-free leads by posting regular and engaging content for followers.

The trick though is *consistency*. So set a few hours per week aside at least to work on your social media pages.

# Show Me the Numbers



Social media is huge. Facebook, the largest social media platform in the world, has **2.4 billion users** and YouTube has more than **1 billion active users** (Our World in Data). And there's a total of **275 million accounts** on Twitter (Statista)



Social media isn't just for wasting time—it's also a great marketing tool for businesses. Over **200 million Instagrammers** visit at least one business profile daily while  $\frac{1}{3}$  of the most viewed stories are from businesses (Instagram). And there are over 60 million active business pages on Facebook (Venture Beat).



People engage with businesses on social media. Over half (52%) of online brand discovery happens in public social feeds. Plus, **27% of internet users** say they find new products or services through paid social ads. Finally, the average Facebook user has clicked **12 ads in the last 30 days** (Hootsuite).





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Digital marketing can be tough for busy travel advisors.  
Plus, it can be hard to know where to start.  
Truevail takes the hassle of digital marketing  
off your plate completely.

And best of all, it's made just for travel advisors.  
Check it out now.

[See What Truevail Can Do For You](#)



## KEY MARKETING TECHNIQUE #4

# Detailed Tracking & Analytics

**No matter how skilled of a marketer you become, you won't ever really know if your campaigns are getting results unless you track them.**

It's such a common mistake to plan out a marketing campaign, launch it, and then just wait for things to feel better ("I made \$10,000 more this year!"). But the truth of the matter is, in order to make sure you're spending your hard earned money wisely, you need to track how your campaigns are doing.

How much engagement are you getting per newsletter? How many leads came in directly through your website? Are your social media pages doing better than they were last week and how much of an improvement have they seen? For example, the average industry open rate for emails is around 20%. But with the right marketing, that can be even higher. With **Truvail** for instance, clients see an average open rate of 30%-60%. Plus, they also re-engage an additional 10%-20% of clients by re-sending campaigns to clients that didn't open in the first place.

Ultimately, without detailed tracking and analytics, you won't be able to calculate the true return on investment of your marketing efforts. On top of that, sophisticated tracking programs let you "score" leads based on how engaged they are. Leads with a higher score often mean they're more likely to be ready to book a vacation, signaling a great opportunity for you to reach out and sign them on.

**In the end, better tracking and analytics means more efficient and more *effective* marketing.**



# Show Me the *Numbers*



A lot of businesses fail to track their marketing analytics (making it hard to see what's working and what isn't). Just **15% of marketers** measure the success of their content by how many leads they generate. And **only 35%** said that understanding the ROI of their campaigns is important (HubSpot).



But tracking your marketing and lead engagement is **critical** to your success. **More than 25%** of the top-performing marketers allocate more than 10% of their budget specifically to measurement and analytics (Lauro Medija).



Without tracking and analytics, you can end up wasting lots of money on ineffective marketing. In a survey of businesses, respondents estimated they wasted a **jaw-dropping 26%** on ineffective marketing. About 50% of those respondents said they misspent **at least 20%** of their budgets. And about 3% said they believed they squandered **more than 80%** of their marketing budget with little to show for it (Rakuten Marketing).



KEY MARKETING TECHNIQUE #5

# Constant *Self Improvement*

**And last but certainly not least, the final key marketing technique is a willingness to be constantly improving, growing, and learning.**

**So many professionals get stuck in routine. They know what's worked for them so far and when faced with change, they simply keep doing the same thing over and over again.**

As a result, they're often left behind and their businesses suffer. As a travel advisor, it's vital to your success that you stay in the know about emerging trends in the industry. It's your job to understand what kinds of locations and vacation styles are growing in popularity. And it's key to growing your business that you connect yourself with the resources that keep you informed of these trends.

However, you also run a business. And that means you need to be dedicating at least some of your time to improving as a business owner, especially when it comes to marketing. So spend a little extra time keeping up with marketing news. How are other travel advisors marketing their business? What kinds of strategies and techniques have earned them results? And how can you implement these same strategies for your own business?

**Try dedicating a few hours per week  
to answering these *questions*.**





# Don't Have the Time for All That? *No Problem!*

**As you might have guessed, taking the time out of your busy day to pencil in all these marketing techniques (and doing it consistently every single week) can cause serious scheduling headaches.**

If you're like most travel advisors, you just don't have the time! Because as familiar you might be with palm trees, sun-kissed excursions, and mai thais on the beach, you still work hard. And your free time is limited.

But don't worry... you can still expand your brand, generate more leads, and market yourself as the professional you are without sinking 10-20 hours on marketing each week. And that's exactly how **Truevail** can help you. At **Truevail**, we provide done-for-you digital marketing services catered specifically to successful travel advisors like you. With multiple (and affordable) plans, you can determine which digital marketing services are right for your business, including:

- Engaging and automated email marketing
- Detailed reporting and analytics so you know what's working and what needs to change
- Developing an irresistible website that does your skills justice
- Comprehensive members-only guides, training, and marketing materials to make you a better travel advisor (and marketer)
- Social media marketing that targets your perfect audience with content they'll love



An aerial photograph of a white yacht with a tan canopy, anchored in clear turquoise water. The yacht is positioned in the middle ground, with a rocky, forested coastline in the background. A large, white, serif letter 'T' is superimposed over the yacht.

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So skip all the headaches and hassles of digital marketing. And let us handle everything for you.

Just click below to learn more.

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