



CASE STUDY

Retail Travel Agency Feb – Oct 2019

The client

The challenge

Approach

Solutions

Project management

Outcome

OUTLINE

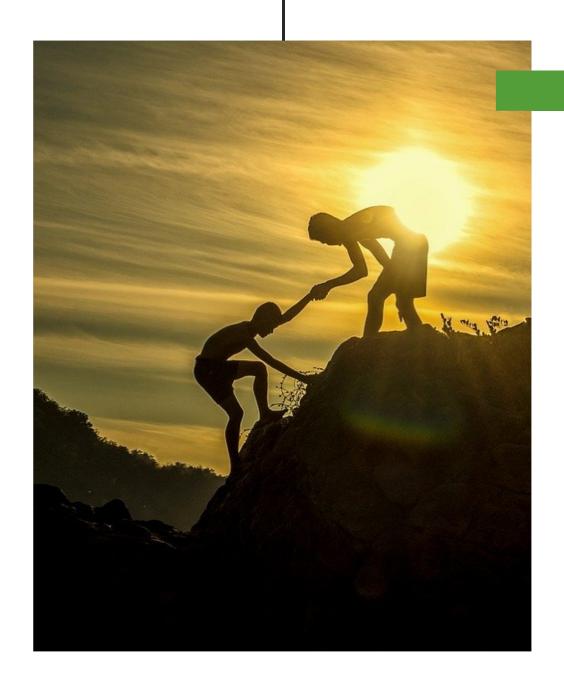
THE CLIENT

The retail travel agency has been in business for over 30 years. Based in Melbourne, the independent agency has a loyal client base across the country and doesn't rely on foot traffic.

The agency has found its niche by directly sourcing well-priced overseas operators, that customers would otherwise have difficulty booking from Australia.

The company prides itself on offering an alternative to the large retail travel chains and good old-fashioned professional service.





THE CHALLENGE

- 1. Increase agency exposure in the highly competitive travel sector
- 2. Improve brand messaging for internal & external communications
- 3. Grow the proprietary audience
- 4. Deploy campaigns with minimal financial investment

Define the travel agency's target market

Get to know the agency's audience and do a deep dive into their online behaviour

Identify channels that will offer the best possibilities for audience growth and conversion

THE APPROACH

THE SOLUTION

Engage the loyal client base and grow the agency's proprietary audience, so they are less reliant on sales from online travel agencies and other industry partnerships.

With the findings of the initial study and assessments, create a multi-channel digital marketing strategy to achieve the client's goals.

Update the website so it appropriately reflects the agency brand and showcases their travel offers. Improve the user experience and develop relevant quality content.

Upgrade email communications to ensure they are more enticing and offer greater value to the subscriber.

Increase Facebook posts frequency and use better quality content for brand consistency.



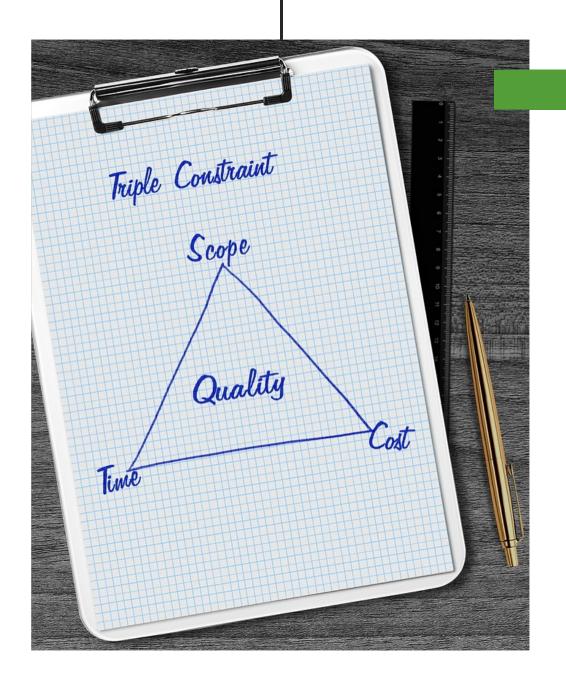
Once all elements are updated so prospects are less likely to slip through the funnel, then commence active engagement and conversion strategies.

Increase call to action prompts across all touch points.

Initiate Facebook advertising. Increase fan base and reach, then follow with custom audience and retargeting campaigns.

To increase email subscribers, use Facebook lead ads and paid lead generation in partnership with respected travel sites. This gives an immediate boost with expansion via a new audience.





PROJECT MANAGEMENT

To successfully deploy the new digital campaign strategies, aspects that could negatively impact the project quality were considered.

Budget & conversions: the agency had a limited budget and they are not set up for online bookings. Therefore campaign communications needed to be inexpensive, engaging, informative and consistent to prompt further action from travellers.

Existing clients: changes to messaging and offers aimed to reach a wider audience needed to be managed without alienating the agency's current loyal client base.



Brand & style guidelines: this was crucial to developing quality content and consistency across all channels. Putting guidelines in place helped create an identifiable brand presence through colours, images, fonts and language. It also mitigated the risk of straying off brand when several stakeholders are participating in content creation or distribution.

Content requirements: meeting the demands of more content for web, social and eDMs was a consideration. Sue Elliot Online would continue as a content specialist to manage the asset requirements and increased frequency.

Staff participation: the value of presentation and advocacy was conveyed to the staff so they had an understanding of the new brand guidelines and how this could be reflected in their personal communications.



THE OUTCOME

- 1. Web users +711%, new users +701%, sessions +815%
- 2. Email subscribers increased by 400%
- 3. Facebook followers grew 98%
- 4. Revenue increased by 22% in 8 months

Results based on February – October 2019, compared to previous period.

WHAT OUR CLIENT SAYS

"I DIDN'T KNOW WHERE TO START BUT KNEW WE NEEDED TO DO SOMETHING. THE OUTCOMES OF THIS CAMPAIGN HAVE PUT US IN A MUCH BETTER POSITION TO THRIVE FOR ANOTHER 30 YEARS...