



iFoundries



INBOUND MARKETING

For The Travel and Tourism Industry

WHAT IS INBOUND MARKETING?

Inbound Marketing ≠ Inbound Travel!



In the travel and tourism industry when we hear the term “inbound marketing”, the idea of “inbound travel” generally comes to mind.

But inbound travel – travellers visiting a country different from their own – has nothing to do with the concept of inbound marketing!

So what is inbound marketing?

Inbound marketing is unlike traditional marketing which focuses heavily on untargeted mass scale advertisement and promotion.

Inbound marketing is a **targeted process** of providing valuable content that your consumer will find and eventually motivate them to buy your product or services.

The concept is about **transforming your website into a “sales funnel”** where potential consumers are continuously fed with valuable and authoritative information until they are ready to make a purchase.

Inbound marketing focuses on using tactics that will help your company be found by potential customers who will be drawn to your content and website.

INBOUND MARKETING AND THE SHIFT IN THE TRAVEL INDUSTRY

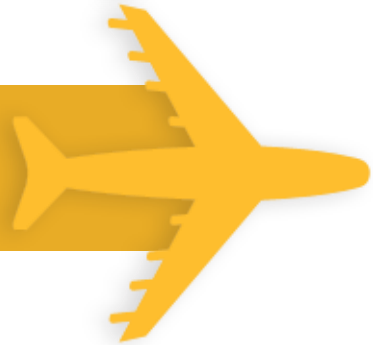
85 percent of travel research is carried out via search engines



49 percent of research is done via online hotel reviews



62 percent is done via online travel reviews and comments



The travel industry has changed. It is clear that we live in a world where the consumer is king and has ample opportunities to be selective in his/her purchase decisions, especially when it comes to travel.

UNDERSTANDING GOOGLE'S "FIVE STAGES OF TRAVEL"*



* Sources and statistics from Google Insights.

UNDERSTANDING GOOGLE'S "FIVE STAGES OF TRAVEL"

The Internet as we know, has revolutionized how people are motivated to book their trip and share their experiences. It has expanded the traditional buying cycle of "Interest > Research > Purchase" into the "**Five Stages of Travel**".

Understanding each stage is important in order to properly attract potential leads to your website and convert them.

Stage 1 : Dreaming

- **68 percent** of business and leisure travellers watch travel-related videos or read travel-related articles online. Of these, **68 percent are thinking about a trip**.
- This is the first stage that can be equated to the interest or **awareness stage** of the buying cycle.

Stage 2 : Planning

- The **average traveller visits 22 travel related sites prior to booking**.
- This is the **research stage**; here the consumer is evaluating all his/her options and trying to see if the trip is worth booking.

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Stage 3 : Booking

- **37 percent** of leisure travellers report that the Internet prompted them to book, up from 28 percent two years ago.
- This is the **purchase stage**.

Stage 4 : Experiencing

- Unlike the regular sales cycle, the five stages of travel do not stop at "purchase" because the travel industry is one that is almost entirely based on **peer feedback, customer review and ratings**.
- This is why following up with your customers while they are experiencing their adventure or trip is critical because it ensures **loyalty** and **greater exposure**.

Stage 5 : Sharing

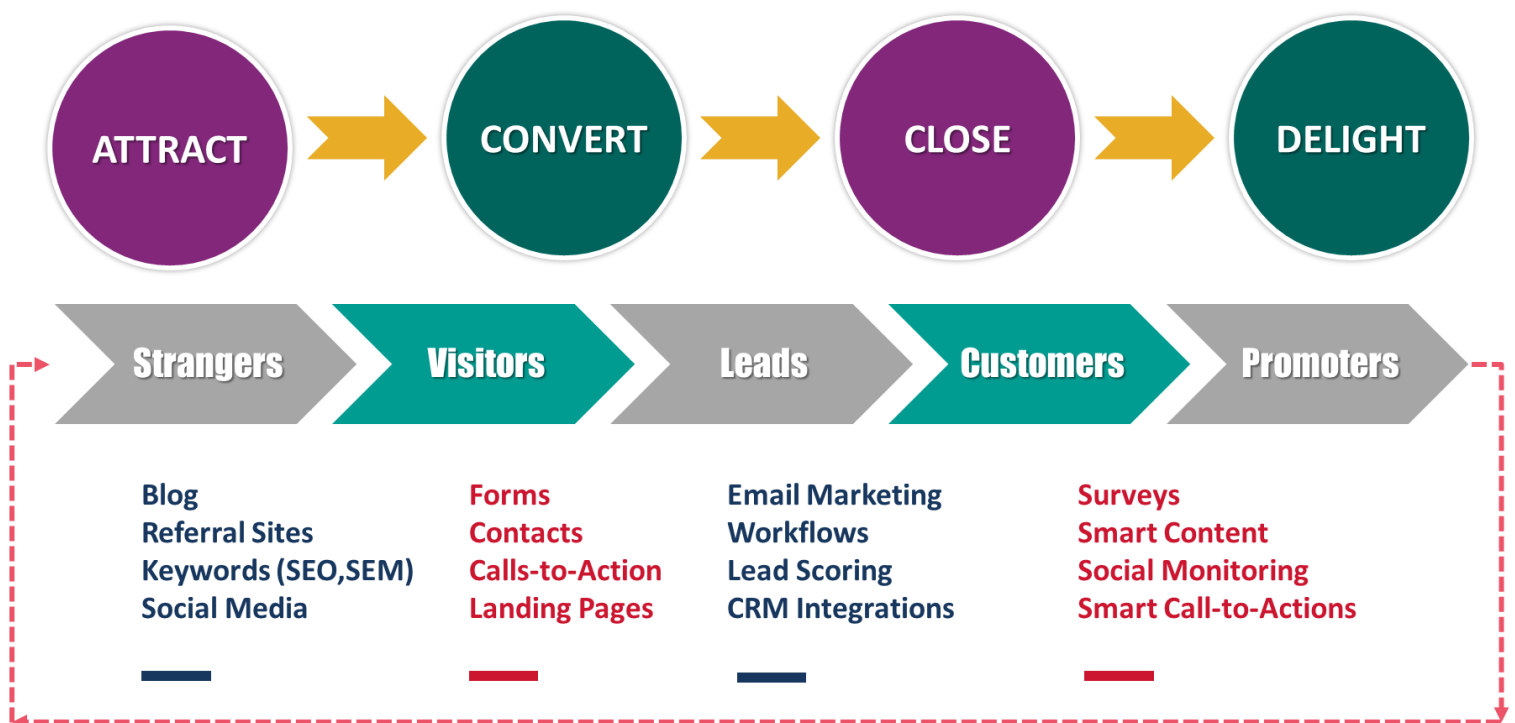
- Roughly one in three business travellers have posted reviews online of places they've been to.
- In addition, 40 percent of leisure travellers and 54 percent of business travellers went online to consult these reviews from other travellers.

UNDERSTANDING GOOGLE'S "FIVE STAGES OF TRAVEL"

Stage 5 : Sharing

- Understanding how consumers share information online and the value of reviews is crucial to your marketing efforts.

THE INBOUND METHODOLOGY



Inbound Lead Nurturing

- So how do we create relevant content for inbound marketing based on the Five Stages of Travel? Check out our sample lead nurturing plan on the next page.

SAMPLE LEAD NURTURING PLAN FOR TRAVEL BUSINESS

Awareness and Consideration

- Destination Guide
- “How to” guide: How to plan a trip
- Check list: Must-see destination hotspots
- Travel videos
- Destination fact sheet
- Travel tip sheet
- Comparative travel brochures

Planning and Booking

- Trip planning guide
- Trip planning application
- Coupons/special travel deals
- Free travel expert consultation

SAMPLE LEAD NURTURING PLAN FOR TRAVEL BUSINESS

Experiencing and Sharing

- Social Media Sharing
- Tour apps
- Photo/video/travel review tools
- Incentives to encourage rebooking

OUR SOLUTION : A HYBRID APPROACH TO TOURISM MARKETING

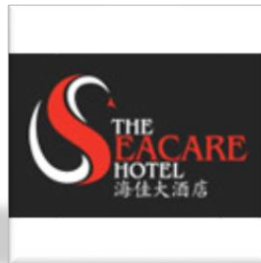
iFoundries' approach to inbound marketing embraces new tactics and technology to attract highly targeted travellers through a sales funnel that carefully takes into account the different stages of travel with help from marketing automation tool like HubSpot.

Based on the concept of really understanding your potential target markets and their behaviours.

Clearly defined customer profiles and buyer personas makes it easy to take potential website visitors and leads and convert them into sales through provision of specific offers and content via landing pages and calls to action.

OUR CLIENTS

Some of our notable clients in the travel and hospitality industry



If you are a travel-related business, organization or a destination that is interested in growing and generating leads, contact us to learn more about our web and digital marketing solutions.



Established in 2005, iFoundries is a conversion-focused digital agency with an experienced team of in-house digital experts.

We help companies like Volkswagen, Singtel, Singapore Airlines and Goodwood Park Hotel to increase leads, sales & improve user engagement online with our tested & proven digital strategy .



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