

Digital Marketing Strategy for a 21st Century Travel Business

Where do we stand?

Pain points for...

consumers

businesses

(Research)
Friction

Intermediaries

Experience
Good

Sophistication

... make products hard
to find and evaluate

The Leezair Vision

Finding, not searching

Inspiration, Personalisation & Curation

vs.

viator

EXPERIENCE
OZ + NZ

redballoon
GIVE. SHARE. LIVE.

Marketing gets hard

Customers

x

Choice

+

Prod. Attributes

Local

100s of audiences ea.

15 'genres'

Perishable

Tourists
(travelling)

~ 80 categories

Externally influenced

Tourists
(planning)

> 2,000 products

Location dependent

Let's zoom-in



Sarah & Mike

- From Melbourne
- Middle aged, married

- Two kids, both already out of the house
- Upper middle class
- Mike likes to be (somewhat) active

Pain points

- Holidays in the Whitsundays coming up
- Not sure what to do outside of the hotel
- Little time for planning, don't know who to trust

Disentangling strategy

The 5=1 Approach

Product

Session

Customer

Time

Location

Message

Constraint

Catalog

Targeting
Accuracy

Customer
enters funnel*

* Customer journey and 'preparation stage' of the customer may, but don't have to, overlap.

Objectives drive tactics

Objective

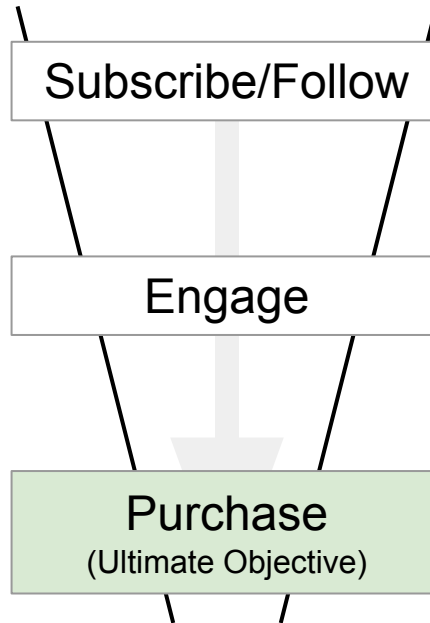
Organic reach
50,000 across channels

Social proof
8.0% engagement rate

Authority
500 weekly readers

Purchases
25 per day

KPI



Strategy: Tactic

Drive sharing
3-4 social posts / week
'speak the language'

Long-form
1-2 posts / week

Paid search & social
~5 touch points

Align to customer journey

Journey/Intent

Inspiration: Unaware

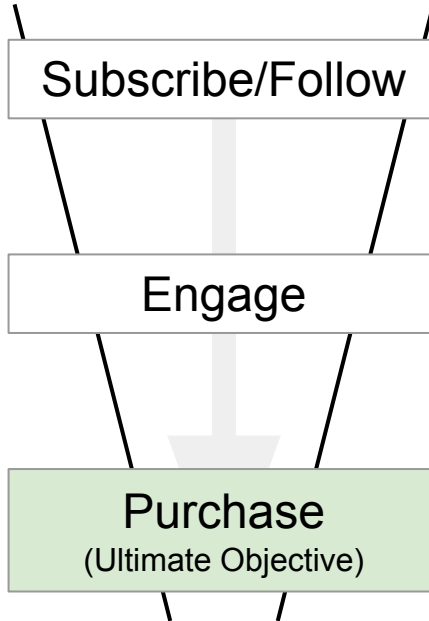
Inspiration: Aware

Find information

Find product

5 touch points to convert

KPI



Focus Channel

Social, Content

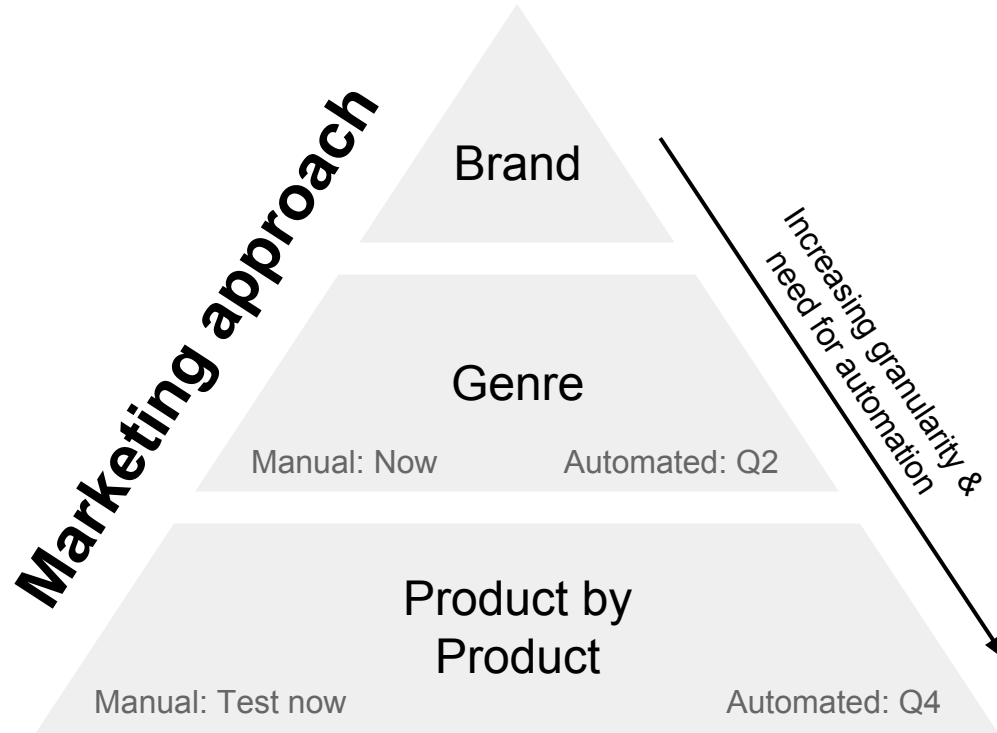
RETARGETING

Social, Search,
Content

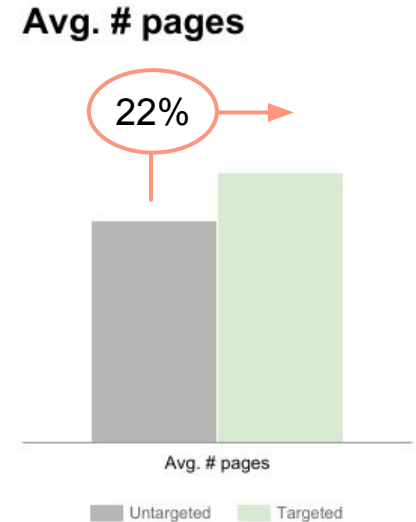
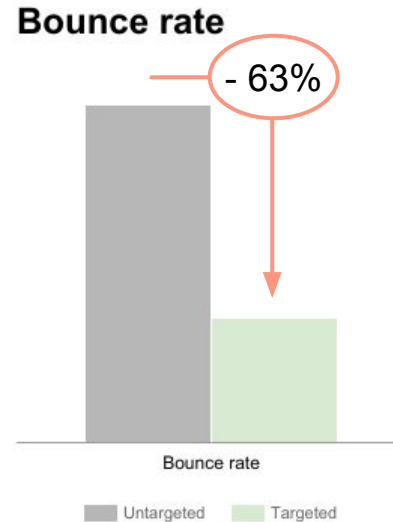
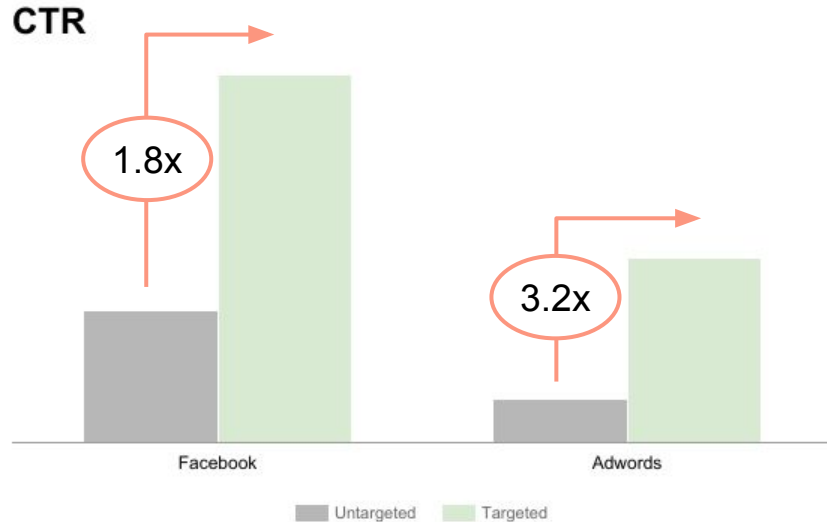
RETARGETING

Search, Content

Road to success



Progress until now



Only ad KPIs covered in this review as these have been the focus until now

Q&A