



# Marketing

## Your Travel Program and Your Tours

JumpStart Tutorial  
Educational Travel Conference

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- What is Marketing?
- Market Research
- The Plan
- Relationship Building
- List Management
- Results





# What is Marketing?

- Creates and Builds Brand Awareness – presents and differentiates your travel program.
- Everything you do to put your tours in front of a potential travelers.
- Sells specific tours by highlighting its most important assets.
- Supports the marketing efforts of your tour operators.



# The Basics



- “Time to Market” is everything
- Clear, consistent and persistent
- Speak like you speak
- Respect your audience
- Use your channels, especially the ones your travelers use
- Create a plan – for this year and beyond



# Market Research

- Talk to your tour operators, many have done extensive research into our markets and our travelers
- Watch Major Group Tour Operators
- Know the Educational Travel Community -- the conference will help with this





# Market Research

- Networking with other travel planners – listen and share
- Conduct a survey
- Listen to your travelers
- What they want versus what they will do





# The Plan - Your Toolbox

## Website

### Print options:

- Brochures
- Magazine Ads and Articles
- Travel Catalogs and Newsletters
- Postcard

### Events

- Travel Reunions
- Pre-trip Gatherings
- Class Reunions
- Club/Chapter Meetings





# The Plan – Your Toolbox



Email and E-newsletters

Social Media

- Facebook
- Twitter
- Instagram
- Blogs





# Relationship Building



- One to One
  - Make it special for them
  - Treat them like they are special to you
- Recognize their participation
- Take advantage of one-on-one time to learn about their interests
- Use your knowledge of their habits and interests to attract others



# Creative Opportunities

## Leverage relationships

- Class affiliations
- Interest groups
- Chapters, Clubs and Networks

## Use channels already in place

- Organizational PR
- News stories
- Promote interactions

## Find partners in your organization

- Membership
- Athletics
- Development Office
- Parent Groups
- Other Support Groups





# Database Management

- Your Database is your **KEY** asset
  - Keep it: Clean, current
  - Find out who “owns” it in your organization and what fields are in it.
  - How can the valuable information contained in it help you market your travel program and engage your travelers.
  - How can you add your travelers and their contact back into the database
- Your tour operators are counting on you – this is where you add value
- Smart marketing, not more marketing – find the right combination
- Don’t market to them if they are not receptive – opts outs



# List Management

## Past Travelers

- 50% + of your travelers

## Inquiries

- They saw something they liked
- They requested information on a trip

## Prospects

- Right demo, not just peaking their interest

## Future Prospects – already engaged or not

- Members, athletic travelers, donors, event participants



## Last step - Results

- How did you do – what produced the results and what was a waste of time? Was your audience the correct one?
- What could you tweak to do better?
- Look around, what works for others like you? Networking and industry contacts help here.
- Remember, it can all change quickly – just because it worked last year, does not guarantee success this year.
  - The landscape changes quickly – just like the technology and population does.



## Remember...

- Know your organization and your brand
- Find the right marketing mix for your organization, your program and your travelers
- Don't be afraid to be creative using tools that are unique to your situation
- Protect your reputation and build your brand

Thank you!