



The 2021 Digital Marketing Playbook

For The Travel Industry



Considering tourism was all but completely wiped out in 2020 due to Covid 19, flights being grounded and countries locking their borders, travel marketing has never been more important. The rise of social media and influencers means that the world is more visible than ever before and consumers are constantly looking for inspiration, the next big destination and the best travel deals.

While all of this means there are plenty of opportunities for travel brands, there is also a lot of competition. It is now more difficult to stand out from the crowd of other travel companies and get people to the checkout, which is exactly why you need to be up-to-date with the latest best practices when it comes to digital marketing for the travel sector.

We've built a digital marketing strategy playbook for the travel industry to give you the tools and techniques to launch your brand, grow your userbase and become a huge success.

— THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

01

Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

02

Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

03

Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

04

Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

01

Brand Identity + Creative

Your tours and activities shouldn't be the only unforgettable thing. Guests should remember the name of your tour and activity company, too. That's where the importance of branding comes into play. As a marketing tactic, branding personifies your tourism business. It gives you a voice, looks, personality, and values — which makes you more relatable to your guests and other travelers.

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Naming](#)
- ☐ [Customer Journey Design](#)
- ☐ [Brand Strategy](#)

02

Web Design + Development

In today's era of millennials and digital natives, travelers are highly choosy. They want something out of the ordinary. They are looking for highly curated travel experiences that are perfectly tailored to suit their personalities. Designing a travel website is more than including pretty images of exotic destinations and hoping that your customers complete their booking. It's a highly accurate science, and here's how you can get it right.

Click on an item for a full definition page with tools and helpful links.

- | | |
|---|---|
| <input type="checkbox"/> Website Development | <input type="checkbox"/> CRM Integration |
| <input type="checkbox"/> eCommerce Development | <input type="checkbox"/> Martech Integration |
| <input type="checkbox"/> Online Bookings | <input type="checkbox"/> Schema Markup Development |
| <input type="checkbox"/> Landing Pages | <input type="checkbox"/> 301 Redirect Mapping |
| <input type="checkbox"/> Online Delivery | <input type="checkbox"/> Technical SEO |
| <input type="checkbox"/> Virtual Tour/Experiences | <input type="checkbox"/> ADA Accessibility Compliance |
| <input type="checkbox"/> Mobile App Development | <input type="checkbox"/> Performance Optimization |

03

Digital Marketing

Travel and tourism industry has seen a lot during recent years. The changing technology at a fast pace and upcoming recent trends and developments have totally changed the face of the tourism industry. One such important factor in the changing face of the tourism industry is the social media. In recent years, there has been a significant business growth through digital media as well as the overall growth of global tourism. Thus, digital media plays a vital role in tourism industry.

Click on an item for a full definition page with tools and helpful links.

- | | | |
|--|--|--|
| <input type="checkbox"/> Organic SEO | <input type="checkbox"/> Lead Generation | <input type="checkbox"/> Retargeting |
| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> PPC / Display Ads | <input type="checkbox"/> Database List Acquisition |
| <input type="checkbox"/> Content Marketing | <input type="checkbox"/> Influencer Marketing | <input type="checkbox"/> Lookalike Audiences |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Integrated Marketing Stacks | <input type="checkbox"/> Channel Development |
| <input type="checkbox"/> Demand Generation | <input type="checkbox"/> Google Tag Manager | <input type="checkbox"/> Blogging |

04

Strategy + Analytics

The ability to process every data point related to your travel and tourism marketing efforts is, and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your google listing, all the way to the moment they book a stay online, through to when they've paid for amenities and checked in? POS integration, CRM integration and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how customers are interacting with your business, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- | | |
|---|--|
| <input type="checkbox"/> Strategy Development | <input type="checkbox"/> Competitive Research |
| <input type="checkbox"/> Analytics + Tracking | <input type="checkbox"/> Capabilities Assessment |
| <input type="checkbox"/> Martech Stack Auditing | <input type="checkbox"/> ROI Tracking + Reporting |
| <input type="checkbox"/> Customer Profiling | <input type="checkbox"/> Webmaster Tools |
| <input type="checkbox"/> Compliance Management | <input type="checkbox"/> Data Studios + Dashboards |

— SO HOW'S IT GOING?

Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)

— SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

Brand Identity + Creative

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

Web Design + Development

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

Digital Marketing + Advertising

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

Strategy + Analytics

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)