

Gateway Travel Luxury International Marketing Plan

Overall Campaign Slogan: #Travelinstyle

Goal: Gain an additional 50 clients through campaign in 2018-2019

	Q2 2018		Q3 2018			Q4 2018			Q1 2019			Q2 2019			Q3 2019		
Target Segment	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Adults, Young Adults, and Seniors	Foodies																
Adults and Seniors (no kids)	Relaxation																
Adults, Young Adults, Seniors	Experience New Style																
Adults, Seniors	Don't Miss It																

Foodies																
People who want to experience new cultures, food, and drinks while traveling the world																
																Cost
Marketing Plans	Find a cooking or foodie blogger and partner add with them															\$750
	Online adds on cooking, cutlery, or health food websites/blogs															\$100
	All Social Media Outlets - push the benefits of personal experiences and exotic destinations													\$300		

Relaxation

They have money, and know exactly what they want...no interruptions

																		Cost
Marketing Plans	Partner adds with spas, chiropractors, and massage companies																\$750	
	Business Trade Show																\$500	
	Social Media Campaigns on all outlets with relaxing pictures and the benefits of self-improvement																\$500	

Experience New Style

They've done a lot of travel, but they still haven't experienced traveling in international style

																		Cost
Marketing Plans	Large Sign Graphic																\$300	
	Send collateral to all current clients who have taken an international trip showing a more luxurious style of travel																\$150	
	Business Trade Show																\$500	
	Social Media Campaigns on all outlets																\$500	

Don't Miss It

Don't miss an opportunity in your life to see different parts of the world

																		Cost
Marketing Plans	Partner with luxury brand bloggers/vloggers about the value you bring to International travel in style																\$150	
	Business Trade Show																\$500	
	Social Media Campaigns on all outlets portraying people who did and didn't experience new parts of the world																\$500	

Notes: Continue to put in the main campaign slogan through all these sub-campaigns #Travelinstyle

Disclaimer: This marketing plan can be used at your discretion and is only a starting point for your own business to mold and create your own path. If you use this marketing plan, Gateway Travel does not guarantee you will gain any benefits or clients for your agency.