

# Gateway Travel Family All-Inclusive Marketing Plan

Overall Campaign Slogan: #Allinclusivefamily

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	
Grandparents	Connect Again																
Families	No Worries																
Young Adults	Stay Young																

Connect Again															
Give Grandparents a chance to connect with their children and grandchildren in a vacation environment															
															Cost
Marketing Plans	Placemat Add at mom and pop Local Restaurant														\$300
	Send current clients a collateral piece from the chosen all-inclusive via postmail about the destination														\$100
	All Social Media Outlets - Daily pictures and thoughts about connect with family in an all-inclusive														\$250

No Worries															
Families can go vacation in a kid friendly all-inclusive resort with a safe feeling															
															Cost
Marketing Plans	Billboard or Large Sign Graphic														\$150
	Trade Show														\$500
	Social Media Campaigns on all outlets														\$500

Stay Young															
Enjoy a family driven all-inclusive resort as an adult with your family															
															Cost
Marketing Plans	Young professionals trade show														\$500
	Social Media Campaigns on all outlets														\$200

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

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.