

Gateway Travel FIT Marketing Plan

Overall Campaign Slogan: #Travelbymyself

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	
Seniors	Experience Something New																
Adults	Experience Culture																
Young Adults	Experience Independence																

Experience Something New
It's not too late to explore the world

																		Cost
Marketing Plans	Partner with golf courses with adds																\$300	
	Send current clients a collateral piece for exploring new places via postmail about the destination																\$200	
	All Social Media Outlets - Daily pictures and thoughts about exploring the world as a senior																\$250	

Experience Culture

Experience amazing new cultures with your own personalized travel plan

																		Cost
Marketing Plans	Billboard or Large Sign Graphic																\$150	
	Professional Trade Show																\$500	
	Social Media Campaigns about experiencing amazing destinations that you've never seen																\$500	

Experience Independence

Experience the world outside of traditional groups tours

																		Cost
Marketing Plans	Young professionals trade show																\$500	
	Social Media Campaigns on all outlets about experiencing amazing destinations and exploring on your own																\$200	

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

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.