

Gateway Travel Luxury Cruise Line Marketing Plan

Overall Campaign Slogan: #LuxuryCruising

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	River Cruisers																
Adults, Seniors	Lifers																

Foodies																
Cruisers who like celebrity chefs and culturally in-depth destinations and excursions																
																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 experience from high end chefs 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	

River Cruisers

They've experienced ocean cruising, but now want higher luxury and a different river experience

																		Cost
Marketing Plans	Large Sign Graphic																\$300	
	Send collateral to all current clients who have taken an ocean cruise showing the new adventure of river cruising																\$150	
	Business Trade Show																\$500	
	Social Media Campaigns on all outlets																\$500	

Lifers

These people love luxury cruising and have been on multiple sailings

																		Cost
Marketing Plans	Partner with luxury brand bloggers/vloggers about the value you bring to luxury cruising																\$150	
	Business Trade Show																\$500	
	Social Media Campaigns on all outlets																\$500	

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

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.