



Digital Marketing for Travel Agencies and cruise companies

As one of Australia’s most trusted Digital Marketing agencies, we have over a decade of experience in helping companies in travel, leisure and accommodation get top results. We have Rankings = Revenue philosophy. We do this by picking strategic and premium keywords that drive qualified traffic which translates into a consistent flow of high quality leads and customers.

Digital Marketing Campaign			
	Local SEO	Compete SEO	Dominate SEO
Price per month	\$850	\$1200	\$1,800
Who is this for?	Small agency -you are not currently ranking on Google and want to increase your exposure locally	You are a growing agency that is ready to take your SEO and business to the next level	You are now at the stage where you want to increase your market share and dominate your industry
Focus of campaign	For local focus targeting hundreds of customers	For metro focus targeting thousands of customers	For national exposure or online dominance
Agency time allocated per month	8 hours	12 hours	16 hours
SEO Inclusions			
Business analysis	✓	✓	✓
Competitor & industry analysis	✓	✓	✓
Keyword Research	✓	✓	✓
No. of Keywords included	15	25	40
Identifying Weak Links	✓	✓	✓
On-page optimisation	✓	✓	✓
Optimising visitor journey	✓	✓	✓
Content audit	✓	✓	✓
Content optimisation	✓	✓	✓
Website content writing	4 pages	8 pages	All pages
Generating authority links	5 links per month	10 links per month	20 links per month
Campaign Reporting and ROI	✓	✓	✓
Social Media			
Integration of social media into website	×	✓	✓
Content creation for social media posts	×	2 a week	4 a week



Digital Strategy



Google Adwords



SEO



Conversion Optimisation



Content Marketing



Social Media Marketing



Web Development



Reputation Management

Optional Add-ons

REACH & ENGAGE SOCIAL MEDIA CAMPAIGN

Who is it for?

You are a niche travel / cruise company with exciting offers and have a social media presence. We'll drive results by combining polished content with a solid advertising strategy.

Inclusions:

Optimisation of existing content strategy for user engagement

Targeted reach: audience segmentation and interest group testing

Specific Ad campaigns targeting selected demographics eg elderly, under 30s, families, solo travelers, etc.

Running multiple creatives with varying call appeals and A/B testing of call to action phrasing like, "Limited Offers," "Last Minute Offers," "Last Places on Discount," etc.

Price - \$ 1200-1800 pm

Call us on 03 9916 1050 and allow us to take you on a journey towards digital marketing success

