

MARKETING DIY

Budgets are tight for everyone. Keeping up with marketing will benefit you in the end, so you stay top of mind as bookings pick up. Here's just a sampling of marketing ideas you can do for under \$500, or even for free!

- Create social media pages for your business on platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn, and even Pinterest
 - Schedule a "live" Facebook or Instagram session where you can interview someone, and/or answer follower questions
 - List any virtual or in-person events you have on local event listing pages
 - Host a webinar on an interesting destination, or something useful like packing hacks
 - Set up a customer referral program
 - Start a blog on your website and include content that provides value to readers
 - Make sure you have listings on search engines and review sites (Google, Yelp, Angies' List etc)
 - Ask your clients to write a review
 - Set up Google Analytics, and take Google's free Analytics Academy classes to familiarize yourself
 - Look through your database to identify possible meeting and incentive opportunities (email addresses @ large companies).
- *Go back to page three and reference the consumer segments to help segment your own database.*

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- Apply for a business award
- Participate in a local networking event
- Create promotional decals/ magnets/ license plate frame for employee vehicles
- Set up a sidewalk sign if you're in an area with high foot traffic
- Get involved with the alumni group of the school you attended, and offer your services for any reunions/ meetings

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- Send printed or handwritten postcards to your top clients, or those you haven't heard from in a while (Vistaprint is great!)
- Develop a logo, or refresh the one you have (Hint: Sign up for a pro account on Canva.com to access easy-to-use logo templates)
- Start a podcast
- Host a social media contest or giveaway
- Become a specialist, and then promote your credentials (Celebrity Learning, CLIA Master Cruise Counselor)

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- Send an eblast through a local magazine to their database
- Run a print or digital ad in a local magazine or newspaper
- Use Every Door Direct Mail to send a promotional postcard
- Sponsor a local event to get involved with the community
- Collaborate with a travel influencer on a post or series of posts/stories

FOR MORE INFORMATION VISIT THECELEBRITYCOMMITMENT.COM

THE MARKETING ASSISTANCE PROGRAM

The Marketing Assistance Program is a virtual education environment that lives within Cruising Power, designed specifically for YOU - our travel partners.

MAP consists of over a dozen interactive modules curated by our internal teams and brand stakeholders. While the majority are mini-courses focused on a specific topics, like Search Engine Optimization or Effective Email Marketing, there are dedicated modules that serve as repositories for helpful links and articles as well as past webinar recordings.

If you have questions about the program, please email MAP@celebrity.com.



The Marketing Assistance Program is for general informational and educational purposes and does not constitute legal advice. We always recommend that you consult with your own legal advisor when making business related commitments.