

“Okay great man, so based on our previous conversation and the top players in the market, such as Out in Africa and Matoke Tours, I have developed a plan for you. The goal is to get you towards that 20% revenue growth by addressing some of the things that your competitors are doing but that you are currently missing.

Are you ready to go through that together?”

“You guys are in a high-ticket market with a sophisticated target market. What struck me is that in such a market, it's not only important to convince customers the first time, but also to keep the line warm. Because you are not currently doing much with emails and social media, you are actually missing opportunities.

“How do you view the current market?”

“You mentioned that social media and email marketing often take a back seat because you guys prioritize trip preparation and handling requests. That's understandable, because that's your strength.

What I propose for you solves that problem: I take the responsibility for your social media and email marketing completely out of your hands. This saves you precious time so you can focus on what you do best.

Deliverables: “Specifically, for **email marketing**, for example:

We start by creating an incentive to get more people to sign up for your newsletter. Competitors often use this successfully to generate new leads.

We segment your email list into three groups: new customers, people who have made travel requests but not yet booked, and existing customers.

We then send at least 1 email per week focused on travel inspiration, insider tips, and exclusive offers.

Social Media:

“For social media, I suggest posting three times a week and building a professional profile.” We focus on content that fits your brand, such as inspiring Reels of specific trips, client stories, and social proof such as behind-the-scenes footage of your trips.

This not only builds brand awareness but also engagement with your target audience. “What kind of content do you think would appeal most to your customers?”

Finish: “My suggestion is to do this as a kind of discovery project. We can start, see how it works, and optimize based on that. What are your thoughts on this? Where do you see any opportunities or things I've overlooked?”

Price discussion: “For this project you pay 3000 euros or more at marketing agencies, I am not asking that, I am not asking half, I am asking just 1100 euros p/m . You save not only money, but also a lot of time.

Objections:

On a price objection,

“Compared to what this can generate, given your average travel spend of \$7,500 per customer, this investment is relatively low. One additional booking per month already makes it profitable. And if for any reason you are not satisfied, I will simply refund the amount. My goal is that you are satisfied with the result.”

When asked about experience,

“I have no experience with travel companies like yours yet, but I have worked with other companies in similar marketing projects. What I offer you is someone who is willing to work harder than anyone else to make this a success. I still want to prove myself, and you guys get my full commitment.

And as I said, if you are not satisfied, you will get your monthly fee back. My goal is to only be in a partnership that will benefit both of us.”