

An SMP Training Co. Publication

273

“No fluff – No theory” Marketing

IDEAS

for **Travel Agents**



*“Hey, no more
searching for an
idea... it’s all here.
C’mon, let’s go!”*

By New Business Idea Generator Steve Crowhurst

273 “No Fluff – No Theory” Marketing Ideas For Travel Agents

By Steve Crowhurst, CTC



Photo credit: Alan Mitchell

**Your Local Area Marketing Resource Book
Featuring 727 Resource Links and Hundreds of Additional Tips & Suggestions!**

TABLE OF CONTENTS

About The Book	5	43. Business Cards	83	95. E-Marketing With Invitations	161
About the Author	6	44. Calligraphy	85	96. E-Marketing With Newsletters	162
How to Use This E-Book / Legal	7	45. Calls To Action	87	97. E-Marketing With Photographs	164
No-Fluff No Theory Workshops	8	46. Camera Stores	89	98. E-Marketing With PowerPoint	165
Opportunities	9	47. Canadian Traveller Magazine	92	99. E-Marketing With Puzzles	166
Creativity -The Ultimate Resource	10	48. Car Rentals	93	100. E-Marketing With Viral Videos	167
1. Academic & Educational Tours	12	49. Car Signs	95	101. Emotion Marketing	168
2. Accessible Travel	13	50. CDs & DVDs	96	102. Empty Buildings And Condos	169
3. ACT 1 The Privacy Act	14	51. Charity Ads	97	103. Envelopes As Marketing Tools	170
4. Activities & Interests	16	52. Children	98	104. Environmental Support & New Clients	172
5. Adventure Travel	18	53. Christmas Thank You	100	105. E-Signature Marketing	173
6. Advertising	23	54. Cineplex	101	106. Ethnic Holidays And Events	174
7. Affiliate Revenues	25	55. CITC Designation	102	107. Ethnic Newspapers	175
8. Agency Atmosphere, Look & Feel	27	56. Clothing Store Promotions	104	108. Ethnic To Mainstream	176
9. Agency Checklist	28	57. Coffee Mugs	106	109. Fam Trip ROI	178
10. Agency Entrance and Window	32	58. Collect Calls	107	110. Family Vacation Niche	179
11. Agency Names and Claims	33	59. Colour And Marketing Materials	108	111. Features & Benefits	180
12. Airline Consolidators	34	60. Condominium Clubs	110	112. Fees For Service	181
13. Airline Schedules	36	61. Contests	111	113. Film & Print Processing	182
14. Airline Ticket Office Signage	38	62. Corporate Account Acquisition	114	114. FIT Custom Travel	184
15. Angels R Travel	39	63. Corporate Accounts – Advanced Niche	116	115. Fly Now Pay Later	186
16. Aromas -The Smell of Attraction	41	64. Corporate Accounts – Vacation Spin Off	117	116. Follow Up Marketing	187
17. Asking for the Sale	43	65. Corporate Gifts	118	117. Forced Choice Prioritizing	188
18. Attracting Attention To Your Agency	45	66. Cost Of Issuance Formula	119	118. Foreign Currency	190
19. Avery Office & Marketing Products	47	67. Courier Service Billboard	120	119. Forming Your Own Agency Group	191
20. Baggage Tags	48	68. Creating Your Own Logo	121	120. FREE!	192
21. Balloons	49	69. Cross Promotions	122	121. Fridge Magnets	193
22. Bands	50	70. Cruise Marketing	125	122. Friendship Marketing	194
23. Banks And Trust Companies	52	71. Cruise Night Planning/Marketing	128	123. Gay And Lesbian Market	195
24. Banners For Your Window	54	72. Cultural Event Marketing	131	124. Getting The Word Out	197
25. Banners On Your Website	55	73. Customer Comments	132	125. Gift Certificates, Coupons, Cards	198
26. Been There Done That	58	74. Customer Experience Mgmt	133	126. Gifts By Type	201
27. Before You Die Marketing	60	75. Customer Mind Time + 3000	134	127. Google, Etc.	202
28. Bereavement Travel	61	76. Customer Service – The Product	135	128. Graphics Tips And Tools	204
29. Bike Shops	62	77. Customer Service Checklist	136	129. Green Travel	206
30. Binders In Offices	64	78. Customer Service Excellence	138	130. Greeting Cards	207
31. Blogging	65	79. Customer Succession Plan	140	131. Group Business	209
32. Boardroom to Beach Towel	67	80. Cut It Out	142	132. Group Travel Marketing Ideas	213
33. Bon Voyage Gifts	69	81. Date Marketing	143	133. Guarantees, Pledges & Promises	214
34. Bookmark Marketing	70	82. Destination & Map Marketing	144	134. Home Based Agents	216
35. Books - Customized	71	83. Destination Specialization	146	135. Honeymoon Market	218
36. Bookstore Promotions	72	84. Discount Policy	148	136. Hourly Rate	219
37. Boosting Your Insurance Sales	73	85. Distribution And Fulfilment	149	137. Impact Movie	221
38. Brandmouthing	74	86. Donating Free Trips	150	138. Inbound Travel	222
39. Brochure Racks	76	87. Driving Holidays	151	139. Incentive Travel	224
40. Brochures	78	88. Drumming Up Business	152	140. Internet as a Marketing Resource	227
41. Build A Better Clientele	80	89. DVDs	153	141. Invoices	228
42. Business Card CDs	82	90. E-Bay	154	142. Is there Anyone Else?	229
		91. E-Book Marketing	155	143. Key Tags	230
		92. Edu-Travel	157	144. Kodak Picture Kiosks	231
		93. Elevator Advertising	158	145. Language Schools and Systems	232
		94. E-Marketing	159	146. Last Copy Marketing	233

147. Luggage Stores	234	199. Referral Plans	308	251. Tradeshow Marketing	383
148. Lunches	236	200. Restaurants	310	252. Travel Bucks	384
149. Luxury Rail	237	201. Retail Merchandising	311	253. Travel Club Marketing	385
150. Luxury Traveller Profile	239	202. Reunion Marketing	313	254. Travel Comics	386
151. Mailing Lists	241	203. Ringtone Marketing	314	255. Travel Trade Surveys	387
152. Management Consulting	244	204. RSS – Real Simple Syndication	315	256. Travel Writing	388
153. Marketing With Humour	245	205. Sandwich Board Signs	316	257. T-Shirt Marketing	389
154. Marketing Your Reputation & Image	246	206. Scratch & Sniff ‘n’ Smell ‘n’ Sell	317	258. Umbrella Marketing	390
155. Meetings as a Niche	248	207. Screensaver Marketing	318	259. Uniforms – Wearable Marketing	391
156. Membership Cards	249	208. ScreenScape Place Based Marketing	320	260. Vacation Checklist Marketing	392
157. Message Marketing	251	209. Selling Add Ons	321	261. Web Page Marketing	393
158. Mobile Marketing	252	210. Selling By Weather	322	262. Web Site – The About Us Link	394
159. Model Aircraft	253	211. Selling Coach Travel	323	263. Web Site Layout	395
160. Mouse Pad Marketing	254	212. Selling Down To Sell Up	326	264. Webinars & Webisodes	396
161. Movies and Travel Sales	255	213. Selling More Add Ons	327	265. Web Sites of Interest	397
162. Moving Text Displays LEDs	257	214. Sellsumers	328	266. Weddings	403
163. Mug Shot Marketing	258	215. Service Fees Or Advice Fees	329	267. Welcome Home Marketing	404
164. National Geographic	260	216. Skype - VOIP Sales & Service	330	268. Why Should I BOOK With You?	405
165. Newsletters	262	217. SlideShare Marketing	333	269. Women Only	406
166. Niche Markets	264	218. Slogans – Marketing Headlines	335	270. Word of Mouth Marketing	408
167. Niche Markets Within Niche Markets	266	219. Social Site Marketing	338	271. WordArt - A Marketing Tool	409
168. Northstar Travel Media	267	220. Soundview Executive Book Summaries	340	272. World Wonder Marketing	411
169. Old Brochures	268	221. Spa Vacations	341	273. You’ve WON!	412
170. Open House – Soft Sell Marketing	269	222. Space Travel & Zero G Flights	343	Resource Books	413
171. Outdoor Signage	270	223. Special Event Themes	345		
172. Outfitters	271	224. Special Events - Local	346		
173. Packing List Promo	273	225. Special Interest - Choosing Your Niche	347		
174. Passport Camera Profit Centre	275	226. Specialty Agent Programs	350		
175. Permission Based Marketing	276	227. Sporting Goods Stores	352		
176. Personal Journeys	277	228. Staff Meetings=Marketing Ideas	353		
177. Personal Marketing Plans	279	229. Star Dedication	354		
178. Personalities & Celebrities	280	230. Stock Photo Agency Websites	355		
179. Persuasion Selling	281	231. Storybook Destinations	356		
180. Phone Box London Style	282	232. Supplier Relationship Marketing	357		
181. Phone Stickers	283	233. SWOT Analysis For Marketing	359		
182. Photo Contests	285	234. Targeting Editorial	361		
183. Picture Postage	287	235. Telegram Marketing	362		
184. Podcast Marketing	288	236. Telemarketing	363		
185. Point Of Difference - POD	290	237. The 5-Mile Radius Opportunity Map	365		
186. Polaroid & 1 st Photo Marketing	291	238. The Cheaper To Fly Promotion	366		
187. Pop-Up Agencies	292	239. The Job Loss Promotion	367		
188. Postcard Marketing	293	240. The President's Tour	368		
189. Posters	295	241. The Sales Letter	369		
190. Power Walls	296	242. The Six Tele-Skills	371		
191. Press Releases	297	243. The Thank You For Calling Gift	373		
192. Pricing And Your Image	300	244. Themed Cruises	374		
193. Product Knowl-edge in Marketing	301	245. Thinking INSIDE The Marketing Box	375		
194. Projecting Your Image	303	246. Ties – Necktie Marketing	377		
195. Quality Control Marketing	304	247. Tombstone Tourists	378		
196. Real Estate Companies	305	248. Toolbar Marketing	379		
197. Real Estate Tours	306	249. Top 10 Marketing	380		
198. Reality Shows	307	250. Trade Show Attendance	381		

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About the Book

The writing of this book started over 27 years ago! Hard to believe. Back then I was collecting and penning ideas, had written a manuscript for an idea book when an IBM Selectric was the word-processor of choice. I made contact with the editor of Success Magazine, Bob Anderson, in 1984. Bob had been the editor of Success Magazine for six years and prior to that had been the editor for the Chicago Tribune. He wrote the newsletter PMA – Positive Mental Attitude with Clement Stone and also penned the biography of Ray Kroc, (the man behind McDonalds). When it was mentioned in an issue of Success Magazine that Bob Anderson was moving on to become Editor-at-Large and focus on travel related writing I wrote to him about my book. He replied. We spoke by phone. We met for dinner in Seattle and over dinner he agreed to publish my book. I was so excited I was awake at 3:30 am the next morning, in my car and driving back to Vancouver. I kept my large metal hotel key as a memento.

Time moved on. Bob and I worked by phone and letter. Some \$20,000 of editing time went into the book with Bob's assistant June Packer doing the editing. Bob and I flew to Minneapolis for a one-hour meeting with an airline but no sale. We carried on. More time went by. Then Bob decided to die! I still have the letter from Bob's wife dated March 12th 1990. Later I received two blue floppies in a pre-Colombian PageMaker program. Someday I promised myself this book would be written. As I am about to self-publish this book it is almost 20 years to the month that I received that letter about Bob.

Since that time I continued to collect and I recorded every idea that generated new business for the travel firms I worked for and again when I owned my own agency. I recorded my competitor's ideas and their creativity too. I picked up ideas from other industries. At certain times you would find me scribbling down a note as I drove past a store window, or when a van with a message passed me by, as TV commercials caught my attention, from billboards along the highway to book titles and posters, bus panels and word of mouth. I became an idea sponge and became known as The Idea Generator. Ideas and New Business Generation have become my life. Ideas are my business and it is ideas that form the foundation of my workshops, webinars, articles and keynote speeches.

http://cornerstone.wwwhubs.com/Clement_Stone.htm
<http://www.amazon.ca/Grinding-Out-McDonalds-Ray-Kroc/dp/0312929870>

People to Thank

First of all my thanks to **David Rowley** who thoughtfully read through every page, making notes and reporting on what would make the information brighter, deeper, more acceptable and easier to understand. Of course I have to thank **Bob Anderson** for his belief in the concept so many years ago and I hope wherever he is he's happy with the final product. I must also say thanks to **Arthur Proudfoot** (deceased) who turned up in my office one day in the late '80's with a Kaypro 'computer in a box' telling me to 'get with it' and join the world of computers! Then there's my pal **Mike T** - his joyful disposition, thoughts and ideas make every day a bright one – he sent the Mark Twain quote found on the back cover. Thanks Mike!

Thanks also to the many people who chipped in to listen, read, consider, comment, suggest and for their overall support. One person I'd like to thank in particular, who went out of his way to think how I could best market my book – **Flemming Friisdahl**, VP Thomas Cook. Another person is **Scott Barker** of Big Bark Graphics who made the call to say – "Let's do business! I'll give 10% off to anyone who reads your book!" Exactly what this e-Book is all about: See-Think-Act-Do. Thanks Scott.

Then there's the team at Canadian Traveller Magazine and in particular **Rex Armstead** and **Stephen Fontaine** who gave me an outlet for my ideas. I must also thank the idea man behind CITC, **Steve Gillick**, COO, for his continued support and his ability to grasp an idea and run with it such as our pioneering of training agents at their desks via tele-seminars and webinars.

Last but not least, sincere thanks to my author, speaker, adventurer buddy **Anthony Dalton** who has shown me the importance of sticking to the project and getting it done. It was back in 1979 when we first met and talked about writing books. Well soon after that conversation Tony became a photo-journalist and travelled the world with camera and pen writing articles for in-flight magazines to yachting magazines. Today he is the author of six books – his recent title *Adventures With Camera & Pen* is a collection of his past adventure articles, his current book is *River Rough – River Smooth – Historic Adventures on Manitoba's Hayes River*. His continual "Have you started yet?" and "One page a day..." coaching have finally paid off. Thanks TD.

Dedicated to my one and only Kimiko who allows for my wild and whacky ways. Let's love 'n' laugh forever!

About the Author

Who knows where it comes from, or how these things get into our heads, but from a very early age I was an explorer. I always had the urge to go travelling the world and that urge, that feeling, never ever left me. It permeated my day-to-day thoughts, my life at school and when I started work. As a pre-teen kid in the UK I would be outdoors with my bow and arrow made from a tree branch or bamboo stick and dowel rods. I had bowie knives for throwing and carving spears for hunting rabbits 'over on the common' – that would be the wasteland at the end of our street. During my secondary school days I met a teacher by the name of Brian Spencer who taught maths during the day and went outward bound on the weekends. He planned weekend camping trips for the school and I was gone many weekends in the summer when my parents could afford it. During those school trips I learned to camp, kayak, canoe, trek, climb mountains, ridge walk, scree run, abseil off rock walls, spelunk and also capsize and fall off those same mountains. In my mid teens I developed a love affair with Japan and all things oriental. I studied Japanese culture, tried to learn the language, practised several martial arts and during those teen years I planned my overland trip from London to Tokyo. It was a good plan that included rail across Western Europe and Russia and from Vladivostok on to Japan by freighter. In the meantime at age sixteen I had left school and joined Horizon Holidays of Hanover Street, London – my retail travel career had started. It was August 1965. In 1967 an opportunity came my way. The god of travel answered my prayers and I signed on in the British Merchant Navy to scrub decks around the world onboard P&O cruise ships out of Southampton. My first sailing was an around the world voyage and it took me to Japan. I had three 'personal journeys' to complete. One was to get to Japan. Another was to practice Judo at the Kodokan in Tokyo. The other was to circumnavigate the world. Checked off all three. I was nineteen years old at the time. In 1970 I emigrated to Edmonton, Alberta. My Canadian travel trade career was about to start and it started at the Thomas Cook office located on Jasper Avenue, managed by David McLean who taught me by example the detail and the professional finesse that went into selling travel.

After Thomas Cook, I managed a Simpsons / Sears Travel agency, returned to Thomas Cook as manager then opened my own agency called The Charter Place – Specializing in Vacation Travel. I had two locations. I scored a number of "firsts" in the industry introducing a sit down / stand up counter with in-agency video, a travel accessory store, a women's only concept called Woman's World Travel, a specialty corporate travel department named The Executive Alternative and tied into the Golden Bear Cruise Club. I developed tours around movie themes such as Shogun, and I specialized in the adventure travel niche. I introduced service fees in 1978 before the concept was widely known. Our fee back then was \$50 for a personal appointment. My advertising was different and it pushed suppliers versus price and made good use of catchy slogans. In 1981 I left Edmonton and relocated to Vancouver where I managed a corporate agency for Atlas Travel. In 1983 I joined Uniglobe Travel International head office as the Director of Training & Development and later became the Vice President of Western Canada. It was in this role that I learned the concept of franchising and how to turn my knowledge and creative talents to help others build their travel businesses. In 1986 I opened TIP Travel Management Consulting and for the next seven years I consulted to, trained, assisted and worked with companies North America wide. In 1996 I became General Manager of a travel & tourism college. In 1999 I opened SMP Training Co., to focus on new business generation. Since 1999 my customer base has grown to include tour operators, departments of tourism, airlines and travel agency consortia, home based groups, associations, credit card firms, aboriginal tourism, government departments, consulting firms and call centres - taking me on a global journey from the Arctic to Bosnia. I have led groups, opened cruise desks, started corporate departments, sailed 11 seas and visited 40+/- countries and received the ACTA Trainer of the Year Award. Along with Steve Gillick, COO of CITC I helped to pioneer using tele-seminars and webinars to train agents at their desks. Currently, as of 2010, I continue to deliver keynotes and workshops around the world, write articles for Canadian Traveller, deliver the Power90 at the Addison shows and facilitate the Certified Travel Manager program. I have started a series of webinars for home-based agents (www.HomeBasedTravelAgentTrainer.com) and have two more soft-cover books on the go that address Agency Management and Sales & Service. Finally, I maintain my love of photography and continue to pursue my art career. Now ya know!

How To Use This Book

Today, creative people lead a charmed life with the technology that is available to all. We have moved from traditional marketing methods to online, offline, social, mobile and more. WOW! As a person of ideas – this is a great time to be alive! Now, in this book you will find hundreds of ideas that you can implement quickly and at a “no-to-low” cost. There are ideas that take more time and more money to implement. Then again you can tweak the idea to suit your situation. Nothing carved in stone here. It’s up to you to take the idea, change it, better it and own it.

There is no formal plan. The ideas are listed numeric / alphabetically in the Table of Contents. My suggestion is that you set aside an hour or two and read through the entire book. In this way you will glean what the ideas are about, make notes of those that interest you and then return to read the idea in-depth. Or, you can skip from page to page as the mood takes you. Reading the entire book from cover to cover will help your creative side soak up the information. You will have many “*light bulb marketing moments*” as you build on the idea you are reading about and develop your own concepts and spin off ideas – and that really is the intended outcome. Make sure you have a pad and pen beside you to record your own creative thoughts when they happen.

Follow The Links

There are some 727 links to a variety of resources that support the ideas in this book. Some of the links are long and a pain to type into your browser, but the end result should be worth it. You will find examples of the idea, PDF downloads and more information than you probably need and want. However – knowledge is king. So be sure to save the links you like in your Favourites and return to visit them when you have time. All links were active at the time of writing however, if you get an error message you can simply search online for similar websites and information. One tip for collecting information is to open a document folder called Filing Cabinet and then simply file what you find in a separate topic folder, making it easy to find next time. You might want to also explore Google Docs as a place to store your online goodies!

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No Fluff – No Theory Marketing Workshops

After reading this book you'll be excited and inspired to know more. To learn in-depth "how-to" why not attend one of my "No Fluff – No Theory" workshops or better still, bring me in to speak or lead a workshop at your head office or at your annual conference or convention. If you prefer a webinar format, let me know. If you would like an online program for your agency staff or membership to self study – these can be customized to include your own marketing assets and materials.

Developing New Business By
BOOSTING Your
CREATIVITY

POWER HOUR
ACT-RIGHT
TRAINING
Welcome You!

"I gotta tell ya, Steve's "No Fluff - No Theory" workshops are street smart and savvy."

Opportunities

The retail travel industry is full of these. There are opportunities flying around every single day. It's a matter of whether or not you see them in time and manage to grasp them there and then – followed by doing something about them. The most recent opportunities have focused on going home based, or starting an outside sales network. Going green and selling green travel. Getting into the incentive and meetings business. Then there's the group business opportunity, the inbound opportunity, social selling via Facebook and Twitter and blogging and many more. This is not about 'new ideas' as much as it is about getting ready to seize the idea of the day and knowing what to do with it. Seizing an opportunity can be taught and coached. It can also be learned from life experience and the hard lessons other agency owners have experienced. Many times a person has been faced with an actual life or death moment. Some stood still and thought a second too long. Others simply jumped and survived. It's the same in business. Many times it's better to wait. Some times it's better to jump in and be first. The opportunity marketing mindset then is one you should develop.

Money, Time, People & Passion

When an opportunity presents itself and you 'get it' as in you see it and want to do it - there are 4 things you need to consider and these happen in a nano-second.

- Do you have the money to invest?
- Do you have the time to invest?
- Do you have the people who can make this happen?
- Does this opportunity stir a passion in your chest?

	MONEY	TIME	PEOPLE	PASSION
HIGH		X		X
MED	X			
LOW			X	

Based on what your chart tells you, you may need to seek funding, hire in or train up existing staff. You have the passion and time to devote to this new opportunity and these two are the most important. Money can always be found and people can always be trained. Time is always the enemy.

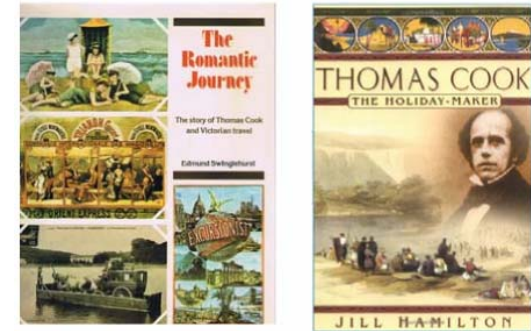
Do The Math

When you become passionate about something you can sometimes move yourself into the rosy realm of false security. Make sure you stay focused on the numbers and drill down to every cent this idea will cost you. There's no room for cost-overruns – that's reserved for governments. After the math has been done and your accountant has reviewed your numbers and you have answered the tough questions based on how and why it will work and after that the opportunity still has a shine on it – then you can go for it.

Plan B: Make sure you have one!

Creativity – The Ultimate Marketing Resource

Our industry is full of creative people. Some have taken what was old and refitted it to suit current times. Others have started totally new concepts, at first “bashed” by the trade who later came round to a “...wish I'd thought of that...” resignation. Creativity and being creative is not always fun. It takes resilience, enterprise and belief. However you come by it, your own, your team's, an external source, tap into it, as it is your ultimate marketing resource. Combine creativity with experience and you have a powerful energy to plug into. Before we dive into how you can employ creativity – I want to introduce you to “The Man” – the guy that did it all with nothing but pen and paper. My travel marketing guru Thomas Cook. If you haven't read about Thomas Cook now's the time. If you would like to energize your staff, buy them a personal copy of either of these books, sign each one, dedicated to them and add a note, **“Give me your best!”** Here are the links to these two books:



<http://www.amazon.co.uk/Thomas-Cook-Holiday-Jill-Hamilton/dp/0750933259/ref=pdcpb1img>

http://www.amazon.co.uk/Romantic-Journey-Thomas-Victorian-Travel/dp/090422600X/ref=sr_1_1_ie=UTF8&s=books&qid=1259870311 &sr=1 -1

Chances are you knew early in life, like me, that you were going to travel the world, that you were going to work in some area of the travel and tourism industry. For me I was “travelling” at the age of 13 and planning my around the world travels at 15 and I completed this goal by age 19. I entered the travel industry in 1965 and learned my craft from then to now. If you entered the industry later in life, you would have had a career full of experiences to bring with you into this business. As with Thomas Cook – he had been a printer before starting his travel business – he had an edge on layout, set up, text, slogans etc. He knew what would work, attract attention and pre-sell the reader. And so the question is put to you: What skill or talent do you have that you can use / exploit for the benefit of your agency? How about your staff? In my experience everyone has something more to offer in the marketing of their travel product.

Marketing From Here

For the next short while say 2010 to 2015 the traditional ways of marketing travel will still play an important role in how you attract your next customer. The art of direct mail and the consumer event are still valid. The new-found e-mail is here to stay and will be used more and more and will become the chosen method of contact if it hasn't already reached that level. As the Baby Boomer generation slow down, die off, and disappear from the customer radar your creativity will turn to better use of social sites, websites and mobile marketing. In all of this there is one constant - words. Words are the glue. They are what makes your marketing stick to a person's memory and that “I need it” gene. Words are where you must focus your creativity and be able to conjure up an award winning, attention getting slogan.

Seeing The Future Through Past Experience

What happened in the past will happen again. It's a given. What worked before, will work again in the future. The medium will change – but the words will stay the same. The fact is, no matter what happens in the world, no matter how deep a recession may be or what the worst of times will bring – the vacation will never be given up. Call it a getaway, a trip, a weekender... a world wide trek... whatever a vacation means to the customer, they will want it. It's your ability to read the signs and market accordingly that you'll need to refine. Just as Thomas Cook saw the need for mass-market escapism for the working class – filling open railway coaches with a few hundred fare paying workers on his first attempt – you'll need to be that sharp today and fill a few coaches of your own with a hundred or more passengers paying you \$2,500 each. Wouldn't that be nice?

Creative Projection For Opportunity

So we know that your marketing media will change / is changing and we know the importance of words and we know that up to a point in the future, traditional methods will work. Now you must project your thoughts to the future and judge what and when and how you will market to your existing clients and to those new customers you would like to attract. This requires that you study seasonality and generic peaks and valleys of outbound travel for each destination and for each product / supplier you sell. Given the change in our weather patterns you will need to factor in weather projections into your creative marketing plans. Knowing that weather patterns have changed and perhaps storm seasons are arriving earlier – you would quickly push your promotions of the Caribbean for instance, to the seasonally out of synch months that are projected to be clear of storms. The issue is – the main season just moved a month. The best time to go is now what was an “off season” month. Makes sense? Projecting for opportunity means working outside and around the status quo.

What's My Medium?

Where you market and what you “say” and what you pitch will be directed by what your customer reads, where they get their travel news, how they tune into their world. Currently your choices are wide – in the future your choices will be e-mail, computer screens / netbooks, cell phone text and screen, iPod applications and social sites. You'll be moving from an ad in a local newspaper to a podcast, a webinar, a YouTube video, more e-Coupons and digital flyers. Your marketing thrust from here on, is to get between your customer and their media. How you do that is where the creative ideas come into play. Somewhere in this book is an idea that you will be able to tweak and turn into something that will work for you. That said, once again a reminder. No matter the media / medium – it's all words.

Following Your Supplier's Creativity

Your supplier's are up against the marketing wall every single second of the day. They are the creative hub of your retail world. They have teams who think, act, buy, set up, arrange, package and bring to you their latest gems – and they even have webinars and marketing kits and tools for you to access. Pretty much your next step is handed to you on a plate. The demand on your creativity then is to take your suppliers creative efforts to your local market in the fastest and most efficient manner so that you can capture the first round of bookings. Now back to Thomas Cook – study this man. Read. Learn. Act. Do. Be the ultimate creative TA in your area.

"Man's mind, once stretched by a new idea, never regains its original dimensions."

-- Oliver Wendell Holmes.

6. Advertising

No matter how you do it – just do it! Hopefully with forethought and planning. If not, you could see your hard earned commissions go down the drain. How you stay in front of your existing customers and promote to prospective customers will be decided by your advertising budget, your location, your niche market and generally by how your best clients found you in the first place. No point reinventing the wheel. If you know how your best clients found you – do more of that – whatever it is or was.

How did your best clients find you?

- Consortia / HQ Promotion
- Consumer night
- Corporate account
- Cross-promotional tie ins
- Direct mail
- E-mail
- Events
- Fax
- Link
- Magazine
- Newsletter - electronic
- Newsletter - paper
- Newspaper
- Poster
- Radio / TV
- Search Engine
- Social site
- Telephone
- Text Messaging
- Trade show
- Viral marketing
- Walk in
- Website
- Word of mouth



EXERCISE:

Review the headings on this page and check your CRM system to identify the Top 3. If you do not have a 'click and report' CRM system you will have to get busy and start counting or ask your frontline agents. If nobody knows – you must start now to collect the data – you can review it at year end.

With the data in hand, use MS Excel to graph the results over 12 months to “see” which contact method rises to the top on any given month.

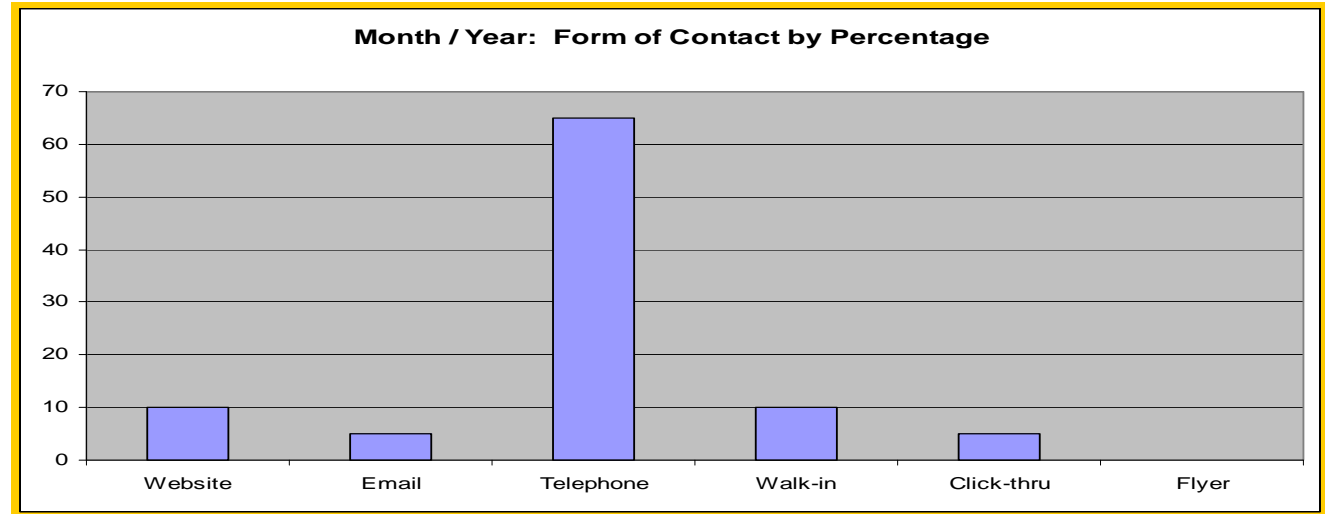
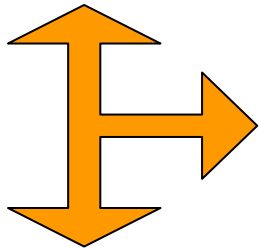
WHAT ARE YOUR TOP THREE SOURCES OF CONTACT?

1.	2.	3.
----	----	----

Graphing Results

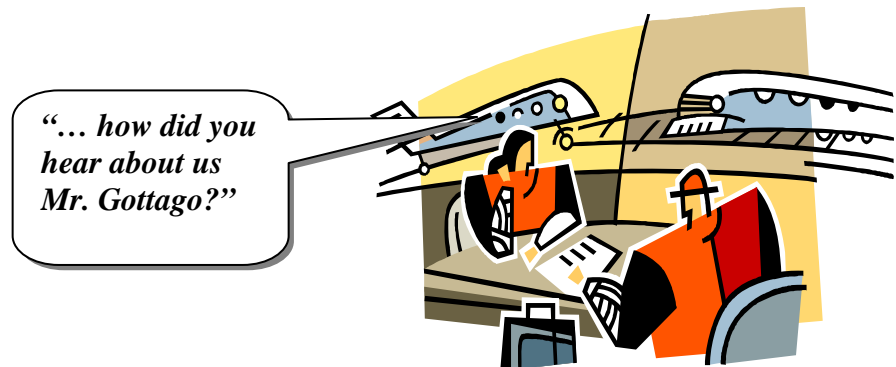
When you graph your CRM results, clarity sets in. As you can see below, the telephone remains the best form of customer contact for this agency. The question is: how many calls were converted to a sale – or, set up to close in the future? Perhaps customers who e-mailed their interests were quickly converted to a sale. What about the Walk-in business? Surely when you have someone in front of you and you can look into their eyes and even see their wallet (!) sales should happen? So perhaps agency window advertising that causes a passerby to walk-in is the winner? The key to finding your best form of advertising is this:

Determine what most of your customers respond to, when they respond, and how best to turn that customer inquiry into a sale.



The “How Did You Hear About Us?” Question

Make sure every counselor asks this question when a new customer is on the telephone, in the agency or sending a request by e-mail. This front line data collection is imperative to investing your hard earned commission into the best advertising vehicle for your agency. For website data check your metrics to source the most used search engine. If Google, then consider Google Advertising & sponsored sites.



The Best Form of Advertising is... **ADVERTISING!**

18. Attracting Attention To Your Agency

One way to attract attention to your business is to do something out of the ordinary, off the wall, slightly crazy – anything within the law and acceptance levels of your customers. This can range from the “Oh my GAWD!” to “Well, would you look at that!” to “Now that’s BIG!” Of course we’re talking about a raging river, the size of a mountain range or fruit on a stall in a farmer’s market. Or not! We could be pitching a nude cruise, a little Hedonism and a lager or heading down south to visit the Galapagos - to dicing with death and kayaking with a few great whites. You get the picture I’m sure – and that’s the very thing you have to make happen when your clients receive your new promotion. They too must get the picture. What will it be? What could you send out to your clients to shake them off their martini and into your agency screaming “BOOK ME!” The idea is to build recognition through attraction so that when you mention your agency name people respond with, “Oh... was that you?” When that happens you know your marketing is working.

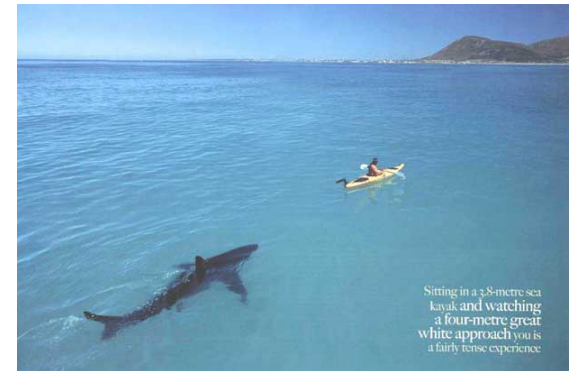


The FREEBIE

Everyone is attracted by the word FREE. Whether they follow up on the impulse is another thing – however, it’s always worth a try. It will attract attention that’s for sure. So what do you have that’s free? Why would it be FREE? Check out what a supplier is offering you to give away to your clients. From discounts to key rings you do have a stash of freebies to promote. Read the FREE page.

Image Power

You know ‘a picture is worth a thousand words’ – so follow this ancient quote and find some awe inspiring scenes you can attach, include, print, send and add your call-to-action slogan. You can find these images on Google and Yahoo and elsewhere on the Internet. Take a look at this image on the right. It’s eye-catching for sure. Sounds of *da dum, da dum* come to mind, flashback to Jaws and imaginations are running wild. Is this true? Did he escape? So now you need an attention getting slogan:



- Travel Insurance – don’t kayak without it!
- “Shoulda done the coach tour!”
- E-mail us: Did he escape?

The whole idea is to get inbound calls happening. You want to generate contact with your existing clients plus walk-by and drive-by. This type of image can be quick printed into a poster size at a very low cost. Make sure you have it laminated onto foam core so you can hang it and store it when finished. Here’s a few more ideas:



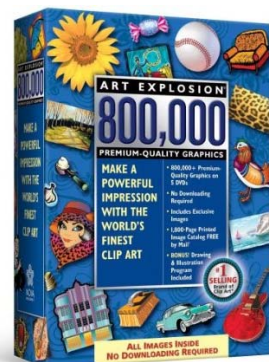
BOOK WITH US!
We won't leave you hanging!



YOU ARE NOT ALONE.
Book with us
and we'll take care of your every need.



ON THE GO?
 Then we're the travel agency for you! Dial now.



One thing you will need is a source of images and clip art. You can sift and sort online or you can purchase what you need on CDs and DVDs such as this kit shown here featuring 800,000 graphics. That may be too many – on the other hand, you'll have a choice. http://www.amazon.com/Nova-Art-Explosion-800-Clip/dp/B0001XWNSS/ref=dp_cp_ob_sw_image_0

These boxed editions can be found on Amazon and or in your local computer store. There are so many products these days that you may want to search for a kit of travel graphics only.

There are web sites that offer free clipart too and all you have to do is search for “free clipart” and hey – you'll receive a link like this one: http://www.freebyte.com/clipart_images_photos_icons/

Outside Your Agency

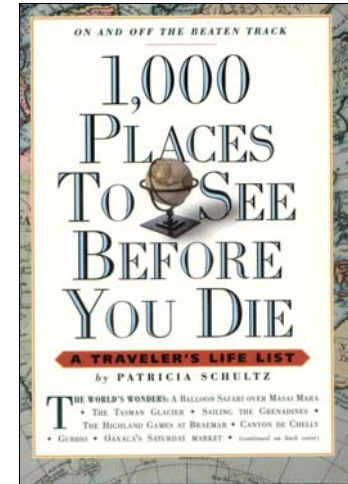
Your signage should be an attraction as well as your windows – check the related ideas in this book. Outside your agency you may have trees, a bench, a bus stop and other things, fixtures, items that you can attach signs, flags, ribbons, flyers etc., to subject to city bylaws. Perhaps you can string up some signage from the tree to your awning? Show three big arrows pointing to your agency. You could add a slogan that suggests “FREE TRAVEL!”, “Book Today & Save!” You may even want to stand outside your agency under the banner... and tout... *“If you're travelling next year, you need to know this... come in...”* Sure that takes guts, but then if you don't do it...and your competitor does, you lose. You can do it. Get that attention you need and want.

27. Before You Die – BYD Marketing

What are your travel plans before you die? What are the plans of your clients.... any idea? Well if they need help, there is help. It comes in the form of a 974-page guide called, **“1,000 Places To See Before You Die”**. Inside this book by Patricia Shultz is your very own guide to generating a niche market. A “before you die” series of breathtaking places to see and places that can be built into your custom made tours. Be quick to respond to this before other agencies do. TV shows already exist such as: “99 Things To Do Before You Die” – the title is close enough wouldn’t you say? This idea borders on asking your clients about their Dream Trip and when they plan to do it. The response is usually tied into retirement – if they live that long. So now you have an idea to help make some life long dreams come true and it is all wrapped up nice and neatly in this book. Click here:

<http://www.1000beforeyoudie.com/>

The book is organized into eight regions which are further subdivided as you read through the book itself. The eight regions are Europe, Africa, The Middle East, Asia, Australia / New Zealand / Pacific Islands, USA & Canada, Latin America and The Caribbean / Bahamas / Bermuda.



“LIFE IS NOT MEASURED BY THE NUMBER OF BREATHS WE TAKE BUT BY THE PLACES AND MOMENTS THAT TAKE OUR BREATH AWAY.”

The above quote can be found two pages in from the cover of this book. This is your slogan to promote your Before You Die Tours. Why not make contact with the author or publisher. Do a deal to buy multiple copies of this book – ready to hand out to your newly formed “Before We Die” travel club members. Find out if the author can guest speak to your group – or even join one of your tours based on the places in this book. The authors “Top Ten” perhaps. Since this book arrived on the scene, many more “Before You Die” publications have arrived too. There are now “1,000 Pieces of Art...” to see before you die and on it goes. This BYD theme will not end anytime soon and so we call this BYD Marketing. Make sure you get your share BYD!! Be sure to visit the 1,000 PTSBYD website and then click to the store: <http://www.1000beforeyoudie.com/Store.aspx> - more than just the first book here. Items you can use in various promotions such as the BYD puzzles.

“Life is short, death is long... travel now!”

74. Customer Experience Management

You've heard of CRM – Customer Relationship Management. You also need to pay attention to CEM – Customer **Experience** Management which is one step before CRM. Make sense? There's no relationship if the customer has a lousy experience. CEM comes down to the experience your clients receive and perceive this experience to be and whether or not it matches what they were promised in your marketing, or thought they were promised in your marketing.

Keep your CEM focused on this statement:

Customers perceive
Value Based on the
Experience
they receive.

Check your marketing & promotions and check the promise you promised.
Can you deliver? Can your staff deliver on the promise?
Anything you need to change, re-word, make clearer to the reader?

CHECK YOUR CEM HERE	
We always offer a smile	<input checked="" type="checkbox"/>
Our agency is clean & inviting	<input type="checkbox"/>
We have a terrific welcome / greeting	<input type="checkbox"/>
We focus on the client and listen	<input type="checkbox"/>
We make notes when the client speaks	<input type="checkbox"/>
We reconfirm the clients needs and wants	<input type="checkbox"/>
We are excellent at matching product to need	<input type="checkbox"/>
We are the best at explaining insurance	<input type="checkbox"/>
We always review travel docs with the client	<input type="checkbox"/>
We always send an "Enjoy your trip!" card	<input type="checkbox"/>
We always complete a post trip follow up	<input type="checkbox"/>
Anything we promote we can service	<input type="checkbox"/>
We...(your turn)...	<input type="checkbox"/>

105. E-Signature Marketing

E-mail signatures you know about. The question is how many do you have? How many do you use? What do they look like? What do they say? What are they marketing? And right there's the core question... is anything being marketed, promoted, suggested? With a basic text e-mail message being sent you might typically sign off in the generic fashion of name, title, direct phone line and your e-mail address. That works. But what if you spiced up your title? How about adding a graphic? A title of a tour or a suggestion about prices? Or perhaps a request of some kind. Let's explore. Look at the text colour. Imagine a different colour. Bold a sentence. Create a new title for yourself.

A SELECTION OF TEXT SIGNATURES FOR YOU WORK WITH			
<p>Christina Aguilera Your Cruise Specialist T: 000-0000 E: ca@abctravel.com Gold Award for Sales (date) Cruised on 26 itineraries</p> <p>"When it comes to cruising – book with me."</p>	<p>George Mallory Adventure Specialist</p> <p>"I'LL GO TO GREAT LENGTHS TO GET YOU THAT THRILL YOU'RE SEEKING!"</p> <p>Click, call, yodel or walk in. T: 000-000 E-mail:</p>	<p>Caribbean Specialist Mary Sandals, CTC</p> <p><i>I know the islands intimately. Do not trust your Caribbean vacation to anyone else.</i></p> <p>Ask me about our mid-year promotion to...</p>	<p>Ivanna Drinksamore Cuisine Tourism Specialist & Wine Connoisseur</p> <p>I specialize in French wines and every aspect of touring France. Come with me on my next departure to...</p>



Stefano Toledo
Personal Journey Specialist

***"Let me show you my Spain.
Don't wait, I'm 96 years old!"***

A little humour is good. Nice images to draw the reader in are very good. Keep the images small. Use Tables and create a signature template. Mix and match your signatures to suit the current promotion or change to suit how you feel about your speciality. You do not always have to be a Cruise Consultant. You could be Captain Jack Sparrow if you wish! How about the head of Nautical Fun?

Make sense? Can you do it? Lose the stuffed shirt profile and get up there where the fun is. Your clients will love it as they try to figure out who you'll be in their next e-mail. Never lose your theme though. Play within the cruise theme, or the adventure tour or destination. If you are ALL things to all people, then the world is your oyster and at that, I'll clam up!

224. Special Events - Local

This idea depends on your liking for detail and whether or not you are the type of person that likes to create and handle gatherings, parties and social events. If this is your profile then this niche may work for you. There are well established event management companies in place that will be tough to challenge, however they are not your concern as you will be targeting a smaller and different market. Your target audience will be small to medium businesses, locally held conferences and conventions, inbound conferences and meetings and consumer related events.

Once again and to repeat, you are not intending to challenge the big event management firms – what you are intending to do is market yourself as an event management consultant – or event manager. What you sell is your ability to set up and handle the following:

- Registration desk
- Check in
- Flight changes
- Post conference sightseeing
- Last minute travel arrangements
- Travel concierge desk



For a few hours work checking people in, handling pre and post travel questions and reservations you can charge fees of \$2,000, or whatever the market will bear.

You'll need to be able to set up these services by tapping into your agency systems or using your laptop to go online. You might even invest in registration software so that you can promote your high tech high touch systems – and perhaps sell your services to the big guys. Market yourself locally to your Visitors and Conventions Bureau, any tourism office in your area, to the big event management firms and also mid to large businesses. List yourself in the Conventions Meetings Canada guide – click to: www.meetingscanada.com

You market yourself as a specialist in meeting and greeting convention attendees **and NOT as a travel agent**. Your new niche can certainly be presented as a division of your agency. You do not offer your services at \$10 per hour. You present your fee schedule in the form of a package: Package A: \$3,500 followed by the activities you perform. Package B: \$2,750... and so on.

This a great idea for Home Based Agents with an event planning background.

"Twenty years from now, you will be more disappointed by the things you didn't do than the one's that you did do.

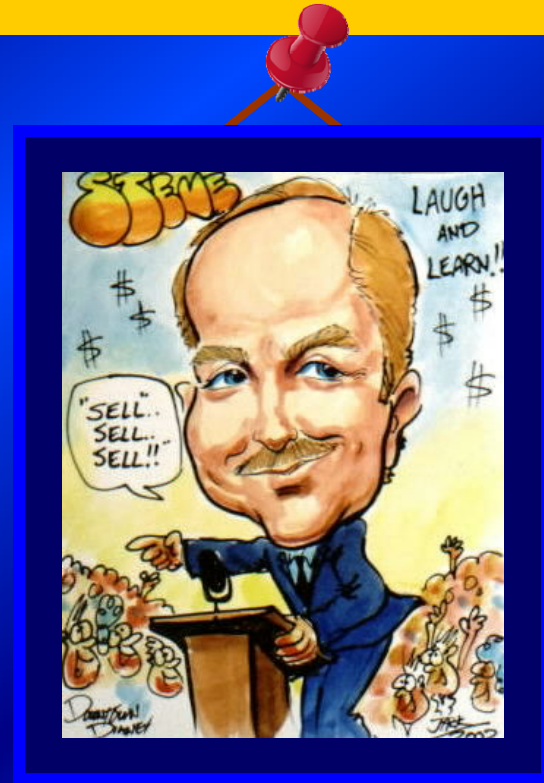
So throw off the bow lines.
Sail away from the safe harbour.
Catch the trade winds in your Sails.
Explore. Dream. Discover."

-Mark Twain

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"273 Marketing Ideas for Travel Agents is a must-have resource for all travel industry professionals. Steve has a knack for getting to the root of a subject and he does it with humour and style. His no fluff, no theory approach to generating new business is an outstanding model for success. Read this book now and forge way ahead of your competition." **Anthony Dalton, FRGS, Author, Speaker and National President Canadian Authors Association.**

"Leave it to Steve Crowhurst, that creative travel industry cheer-leader to come up with an absolutely 'must have' book for travel professionals. Crowhurst's 273 'No Fluff-No Theory' Marketing Ideas for Travel Agents is brilliant. The detail is astounding. The variety of topics is mind-boggling and the value is priceless." **Steve Gillick, COO Canadian Institute of Travel Counsellors.**



Steve Crowhurst, CTC



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