

uAdventure, LLC Travel

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uAdventure, LLC

Marketing Your Travel Business

- 1. 90% of people travel at some point**
- 2. Social Media**
 - a. Facebook**
 - i. Let everyone know you're a Travel Agent**
 - ii. Share all posts from uAdventure, LLC**
 - iii. Share posts from travel sources and ask friends to take action (make sure there are no competitor links in the shared content)**
 - iv. Share travel pictures**
 - v. Join Travel groups**
 - vi. Follow travelers**
 - b. Instagram**
 - i. Share travel pictures**
 - ii. Use travel agent descriptions and hash tags (see uAdventure Instagram Page)**
 - iii. Create photos with descriptive words (ie. Travel Agent, Travel With Me, I can send you Here)**
 - iv. Follow travelers**
 - c. Twitter**
 - i. Tweet travel links**
 - ii. Tweet Links to uAdventure, LLC Website**
 - iii. Tweet calls to action**
 - iv. Follow travelers**
- 3. Send Direct/Private messages to friends letting them know about your business and how you can help them with your travel specialties.**
- 4. Paid and free ads – Facebook, Craigslist, Magazine, Classified, etc.**
- 5. Cold calls – News announcements, shows, phone lists, email lists**
- 6. Socializing**
 - a. Always wear your nametag**
 - b. Wear a uAdventure Travel Agent t-shirt**
 - c. Find ways to talk to people about your Travel business**
- 7. Connect with everyone every month so you are always top of mind**
- 8. Be involved with uAdventure (sales meetings, trade shows, etc.)**