Blog marketing strategy reaching the nomad travellers

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Online tourism marketing

Reach more people than ever

More control over your message than ever

Do it for less money than ever
Comparisons of costs

UK National Geographic – 220,000 readers
full page advertisement: £25,000

UK Conde Nast Traveller – 78,000 readers
full page advertisement: £13,000

Professional travel blog – 100,000 readers
4 stories; 12 photos on Facebook, Twitter, Instagram; Video on Youtube; content for your own use: £2,000
What is a professional travel blogger?

- Full time for years
- Produces content that influences decisions
- Has a personality
- More niche than most print media
- Shares stories in real time on multiple platforms
- Multi-skilled in writing, photography, video, etc
- Works with destinations and brands on marketing projects
Different content for different stages

- Information
- Education
- Inspiration
- Awarenesses
Awareness
Inspiration
Education
Working with travel bloggers

- Be prepared to pay for their work
- Identify issue to be solved
- Choose most appropriate bloggers
- Develop the right project idea
- Form ongoing partnerships
- Ask for extra content for your own needs
Case study: Austria

5 bloggers
11 day campaign
10 blog posts
100s of social updates

30.4 million OTS!
AVE: $465,000

Cost: $15,000
Conclusions

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