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Subject: [The 10xpress] Don't publish anymore content without this...
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Hi Frida,

Thanks for taking the time to join me.

We've all heard the saying "Content is King" but how many of us actually allocate enough time to it? A well-planned and consistent content strategy has the potential to drastically move the needle for your tour operator business.

Let's get started.

Here's this week's roundup:

[Hate-Selling in the Age of Google Travel](#) - Last week, I explored how data can be used in a positive way to analyse buyer intent and improve the customer experience. In contrast, this article puts forward the argument that "data is a drug with often severe side effects". It raises valid points including how data-based solutions to conversion should not be implemented in a vacuum, especially if customer loyalty and an enjoyable user experience is the goal. **What are your thoughts to the "hate selling" tactics often used in the travel industry?** Hit reply and let me know.

[Comment: Travel Adverts Need to Beef Up their Branding to Stand Out](#) - I agree with Steve Dunne that **one of the marketing challenges tour operators face is differentiating themselves in a crowded space**. For example, content between safari tour operators may look very similar. **The solution lies in branding**. What does your branding say about your tour operator business? Does it appeal to your target audience's personality, motivations and ambitions?

[Is Your Company Prepared for the Coronavirus?](#) - With the Coronavirus already having a global impact on the travel industry, **now is the time to review your company's crisis and emergency procedures** to ensure you and your team members are prepared to deal with an outbreak. This article outlines the basic components of a robust crisis management plan.

Here's my top tip articles:

[Optimal Customer Experience? Content Marketing Plays a Role \[New Enterprise Research\]](#) - One insight I found particularly interesting was the division of content across the buyer journey. Most companies focussed on the top, middle and bottom of the funnel, but **it was the "optimal experience providers" who were producing more post-sale content**. This represents an opportunity to re-examine the role content marketing should play in the customer experience after the sale.

What could post-sale content look like for a tour operator business? **What content could you provide that would alleviate any stress from booking to tour date?** Packing lists, checklists, restaurant recommendations or tidbits to get them excited for the upcoming tour, perhaps?

[Tips for Hotels on Driving Conversions and Creating Lasting Impressions with Travelers](#) - **With Google rolling out gallery ads later this year**, this article (equally applicable to tour operators) states the importance of visuals in your advertising and content marketing plan. Using high-quality professional photos to show potential customers how vibrant and inviting your tours are, frames it in their minds earlier in the travel journey, during their **inspiration and dreaming phase**. Beautifully crafted images can set you apart from the competition as well as drive brand awareness. **In other words, inspiration drives conversion.**

[22 Companies Dominating the World With Content Marketing Campaigns](#) - Single Grain explains what makes each company's content so successful, including key takeaways for you to try out yourself. I particularly liked Hubspot's irresistible content upgrade offering, GoPro's application of user-generated content and Quick Sprout's tactic of making your page bookmark-worthy. **Which campaigns do you think are most useful for your tour operator business?**

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A statistic I found interesting:

Companies who prioritize blogging efforts are 13x more likely to see positive ROI ([Single Grain](#))

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A question for you:

Wha type of content marketing sees the biggest return for your tour operator business?

Hit reply or drop me an email at frida.kops@10x.travel, I'd love to hear your thoughts.

That's all from me this week. 99% of what I do in Buenos Aires involves food, and this weekend is no exception. I'm going to be "dessert hopping" a.k.a sampling delicious cakes, pastries and *alfajores* across the city, interspersed with some (much needed) walking.

Enjoy your weekend!

Frida



Frida Kops

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