

CASE STUDY

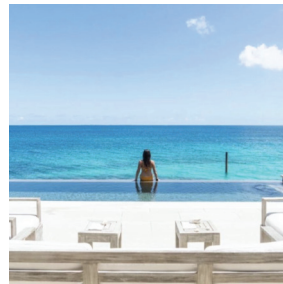


CHALLENGE

Helping a prominent Travel Advisor stay engaged with clients during the pandemic.

BACKGROUND

In March of 2020, the world shut down. Perhaps no sector of the economy was impacted more than the travel industry. We were given the difficult task of engaging travelers who were locked down to let them know that when they were ready to travel, our client was ready to help! No pressure, right... especially given the fact that our client is the boss's wife!



SOLUTION

We designed a pure content marketing strategy. The campaign was anchored by a stylized website/blog and supported on social media and through a regular email newsletter to clients and interested parties. Our content included material generated by the client and from alliance partners in the travel industry. We secured the services of our sister company Illuminate IC to serve as the Agency of Record which designed a full branding scheme and developed the website and blog.

RESULTS

The website became a source of inspiration for our client's customers as well as others in the travel industry. It also became a resource for travelers planning their first trips after the lockdown.

CONTACT US

We help our clients achieve their goals by leveraging the experience, the creativity and the connections of our founder.



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