



TravelTube Brand Awareness



A Detailed Brand Awareness Strategy to Improve TravelTube's Marketing Efforts



The key to a successful Brand Awareness Strategy, like the User Experience Strategy, lies in our ability to be Customer-centric. Brand Awareness focuses on how we can create a positive perception about who we are to both old and new customers.



3 Benefits of Developing a Brand Awareness Strategy



1. Gives you some **control** over how people ultimately perceive your brand. You get to write your own **story**.
2. Helps to build **trust** between you and your target audience.
3. Trust builds **customer loyalty**: loyal, happy customers will promote you to their friends and family, which brings you more customers in the long run



Brand Awareness Strategy Steps

Step 1 - Understand Your Target Audience.

Step 2 - Focus on the Platforms Your Audience Uses Most.

Step 3 - Set Achievable Goals.

Step 4 - Partner With Complementary Brands/Influencers.

Step 5 - Be Active and Engaging Online.

Step 6 - Highlight Your Brand Personality.

Step 7 - Improve the Customer Experience.

Step 8 - Track Your Results



Understand Your Target Audience

➤ In the previous presentations, we developed an understanding of our target audience.



TravelTube Explorer

Stages					
	DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Assess Cost	Explore Destination	Review Experience
	Interactions	Guides and Blog posts put together by Locals	Provide authentic reviews and vetted Tour Guides	Provide Links for Customers to book flights on other sites	Advertise Local activities held at Popular local locations
Interactions					
					Review and Rating Options - Text or Media

Experience Principles: **Adventurous, Communal, Hospitable, Local**



Rather than spreading our energy across multiple social media platforms, we may want to focus on the ones customers like the TravelTube Explorer use most often. We can drive traffic from these social media platforms to our app.

- **Before Travelling**, the TravelTube Explorer may find a destination he/she likes through Instagram or Facebook. They may go to Youtube for detailed videos.
- **During Travel**, the TravelTube Explorer is likely to post their experiences on Instagram Reels and Stories, Facebook Stories, Tiktok and LinkedIn.
- **After Travelling**, the TravelTube Explorer would be the most active on Instagram, Facebook, Tiktok and LinkedIn, depending on the nature of the trips. Serious travellers are likely to post Youtube videos.

- It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.
- SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators. An example of an objective and KPI are shown below:

"Increase number of Instagram followers by 1,000 by 1 March 2023."

KPI - Number of Instagram followers.

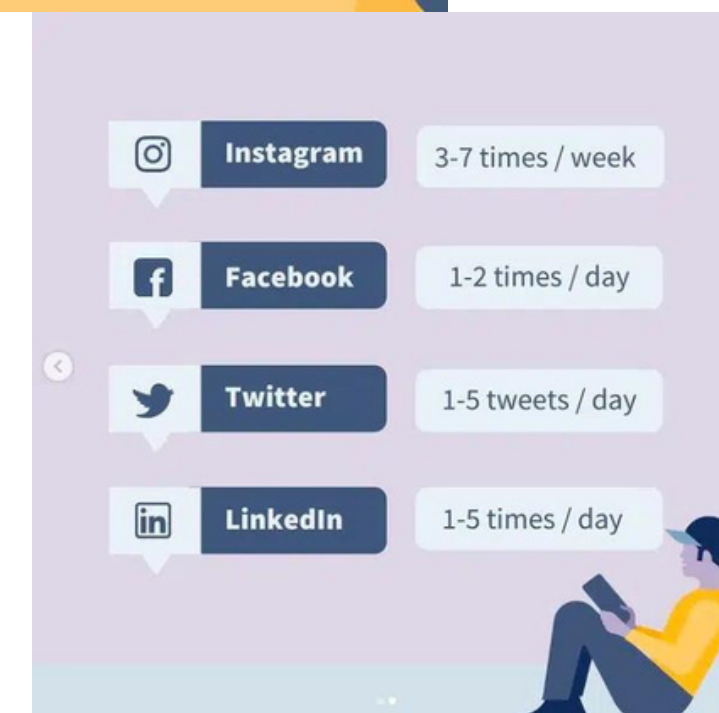
Partner With Complementary Brands/Influencers

- As we do not offer booking services directly, we may want to partner with booking services who can promote our app for people looking to find a great destination and activities in Africa.
- Working with the travel influencers would be a great move - Influencers give you access to their niche audience in a relaxed and relevant way. These audiences often trust in their thoughts and opinions.



Be Active and Engaging Online

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



Highlight Your Brand Personality



TravelTube Explorer

Your brand voice helps you relate to your target audience and is the vehicle that leads to a strong relationship.

In order to build a strong relationship with our customers, all our interactions need to be **consistent, meaningful and** guided by the same **principles**.

Based on the TravelTube Explorer's needs, our brand voice and personality can be centered around these principles:

- **Adventurous**
- **Communal**
- **Hospitable**
- **Local**

Improve the Customer Experience

The previous presentation highlights the process of improving the overall User Experience by identifying the TravelTube Explorer's needs, potential activities, points of interaction and experience principles.



TravelTube Explorer

Stages	Activities	Interactions	DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
			Get Inspired	Read Reviews	Assess Cost	Explore Destination	Review Experience
			Guides and Blog posts put together by Locals	Provide authentic reviews and vetted Tour Guides	Provide Links for Customers to book flights on other sites	Advertise Local activities held at Popular local locations	Review and Rating Options - Text or Media

Experience Principles: **Adventurous, Communal, Hospitable, Local**



Track Your Results

Once we have executed on our strategy, the following KPIs may be used to measure and track our performance.

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						



What should we continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



What should we **STOP** doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



What should we **START** doing?

TikTok	Website
What’s working:	What’s working:
Why is it working:	Why is it working:
Action items:	Action items:





Thank You
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