ROAM TOGETHER

DIGITAL MARKETING STRATEGY • TRAVEL & TOURISM (MUMBAI)

1. BUSINESS OVERVIEW

Concept: Mumbai-based agency organising group tours for individuals seeking new destinations, community, and adventure.

Destinations: Mumbai to Goa, Kashmir, and Darjeeling.

> ***"Travel with 20 strangers, explore new destinations, build connections and create unforgettable memories."***

Objectives: Generate qualified travel enquiries, boost confirmed bookings, build brand presence, and drive early-bird reservations.

2. TARGET AUDIENCE

Demographics: Age 21–35, based in Mumbai, Thane, and Navi Mumbai (Students & Young Professionals).

Interests: Travel, adventure, trekking, beaches, and photography.

Personas:

- Solo travellers seeking novel experiences.
- Professionals looking for routine breaks.
- Social explorers eager to meet new peers.

3. BRAND POSITIONING & CREATIVE ANGLES

Personality: Adventurous, Friendly, Youthful, Social, and Trustworthy.

Main Campaign Concept: "20 STRANGERS. ONE STORY."

"Your friends are busy? Don't cancel your adventure. Join 20 other travellers, explore new destinations and create memories with people you've never met before."

4. META ADS STRATEGY (INSTAGRAM & FACEBOOK)

Allocation: ₹18,000 / month (60% of total budget)

Campaign Type	Target Audience	Ad Creative Focus	Primary CTA
1. Awareness (₹3,600)	Ages 21–35, Mumbai region, interests in trekking, beaches, holidays.	15–30s Reels: First meetings, group camaraderie, destination highlights.	Learn More
2. Lead Gen (₹10,800)	Active travel enthusiasts, young working professionals.	Destination specific hooks (Goa, Kashmir, Darjeeling) with early bird offers.	WhatsApp Now
3. Retargeting (₹3,600)	Profile visitors, video viewers (>50%), incomplete lead forms.	Customer testimonials, past trip photos, and departure deadline alerts.	Book Now

5. GOOGLE SEARCH ADS STRATEGY

Allocation: ₹12,000 / month (40% of total budget) | **Objective:** Capture high-intent search queries from Mumbai users.

Destination Campaign	Target Keywords	Ad Headlines & Copy Focus	Budget
Mumbai to Goa	Mumbai to Goa tour package, Goa group tour from Mumbai	Beaches, sightseeing, early bird discounts. CTA: Get Quote	₹4,000
Mumbai to Kashmir	Mumbai to Kashmir tour package, Kashmir holiday package	Mountains, lakes, scenic views. CTA: Enquire Now	₹4,500
Mumbai to Darjeeling	Mumbai to Darjeeling tour, Darjeeling group package	Tea gardens, scenic landscapes. CTA: Book Your Trip	₹3,500

6. PRICING & EARLY-BIRD OFFERS

Strategy: Incentivize early bookings to secure revenue predictability.

- **90+ days prior:** 30% OFF
- **60–89 days prior:** 20% OFF
- **30–59 days prior:** 10% OFF
- **<30 days:** Regular Price

7. MONTHLY BUDGET SUMMARY

Total Ad Budget: ₹30,000 / month

- **Meta Ads (60%):** ₹18,000 (Awareness, Leads, Retargeting)
- **Google Ads (40%):** ₹12,000 (Goa, Kashmir, Darjeeling)

Primary KPIs: CPL, CPA, Conversion Rate, and ROAS.

8. CONTENT & 30-DAY EXECUTION PLAN

Content Rhythm: 3 Destination Reels / wk, 2 Experience Reels / wk, Daily Stories, 1 Testimonial / wk, 2 Travel Tips & 2 Promo posts.

Week 1: Setup	Week 2: Launch	Week 3: Analysis	Week 4: Optimisation
Market research, landing pages, WhatsApp setup, and conversion tracking.	Launch Meta & Google campaigns, publish reels, test creative variations.	Evaluate CTR, CPC, CPL, lead quality, and search terms weekly.	Reallocate budget to top performers, pause weak ads, scale winners.

Portfolio Disclaimer: Hypothetical digital marketing strategy for demonstration purposes. All figures and allocations are proposed assumptions.