

## Digital Marketing for Travel Agencies

We believe that no matter the size of your agency there is a way which digital marketing can help you and your business grow. We have tailored three packages for agencies, for those that have no digital marketing experience up to those who are ready to take their business to the next level by dominating the industry. We have almost a decade of experience helping business grow and we want to use these expertises to maximize your company's success.

**Call us today on 03 9916 1050 to learn more.**

| Digital Marketing Campaign                      |   |   |  |
|---|---|---|--|
|   | Local SEO   | Compete SEO   | Dominate SEO   |
| <b>Price per month</b>                          | <b>\$600</b>  | <b>\$800</b>  | <b>\$1,200</b>   |
| <b>Who is this for?</b>                         | <b>Small agency</b> -you are not currently ranking on Google and want to increase your exposure locally | You are a <b>growing agency</b> that is ready to take your SEO and business to the next level | You are now at the stage where you want to be a <b>market leader</b> and dominate your field |
| <b>Focus of campaign</b>                        | Get local focus targeting hundreds of customers   | Get focus regionally targeting thousands of customers   | Get online dominance and branding  |
| <b>Agency time allocated per month</b>          | 8 hours   | 12 hours  | 16 hours   |
| SEO Inclusions                                  |   |   |  |
| <b>Business analysis</b>                        | ✓   | ✓   | ✓  |
| <b>Competitor &amp; industry analysis</b>       | ✓   | ✓   | ✓  |
| <b>Keyword Research</b>                         | ✓   | ✓   | ✓  |
| <b>No. of Keywords included</b>                 | 10  | 20  | 30   |
| <b>Identifying Weak Links</b>                   | ✓   | ✓   | ✓  |
| <b>On-page optimisation</b>                     | ✓   | ✓   | ✓  |
| <b>Optimising visitor journey</b>               | ✓   | ✓   | ✓  |
| <b>Content audit</b>                            | ✓   | ✓   | ✓  |
| <b>Content optimisation</b>                     | ✓   | ✓   | ✓  |
| <b>Website content writing</b>                  | 2 pages   | 5 pages   | All pages  |
| <b>Generating authority links</b>               | 5 links per month   | 10 links per month  | 20 links per month   |
| <b>Campaign Reporting and ROI</b>               | ✓   | ✓   | ✓  |
| Social Media                                    |   |   |  |
| <b>Integration of social media into website</b> | ×   | ✓   | ✓  |
| <b>Content creation for social media posts</b>  | ×   | 2 a week  | 4 a week   |



Digital Strategy



Google Adwords



SEO



Conversion Optimisation



Content Marketing



Social Media Marketing



Web Development



Reputation Management