

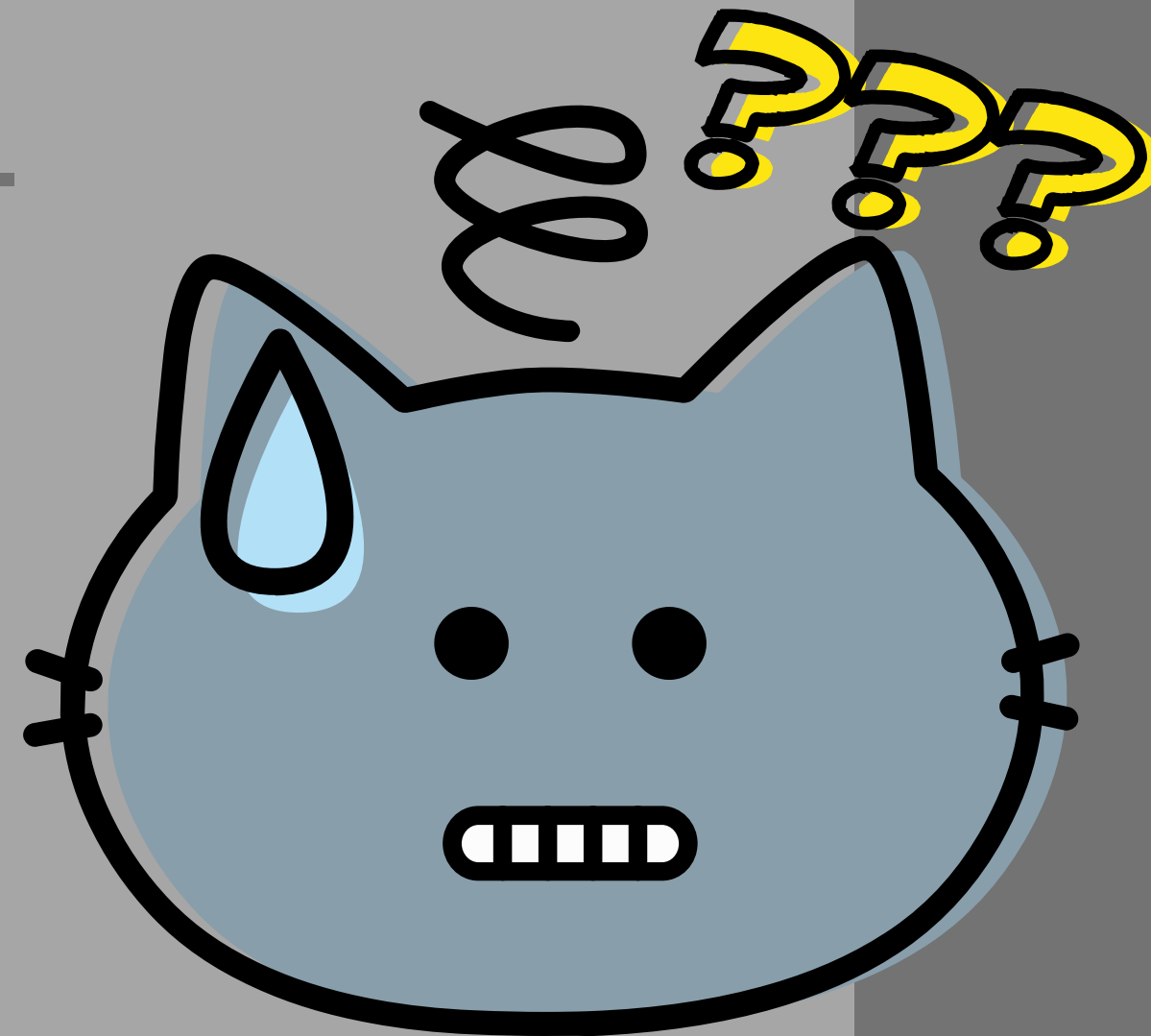
JANINE AVERY

from

5 Star Stories

presents

MARKETING, INFLUENCERS AND BLOGGING
-
WHAT IS WORTH IT?



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Janine Avery

Brains Behind 5 Star Stories

- *Passionate about all things luxury and travel*
- *Freelance travel writer and journalist*
- *Expert in the travel marketing and media space*
- *Small business owner*



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There Is No Magic Marketing Strategy

The gift shop theory

pass by

7 times

before you buy



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Who are you?

What do you sell?



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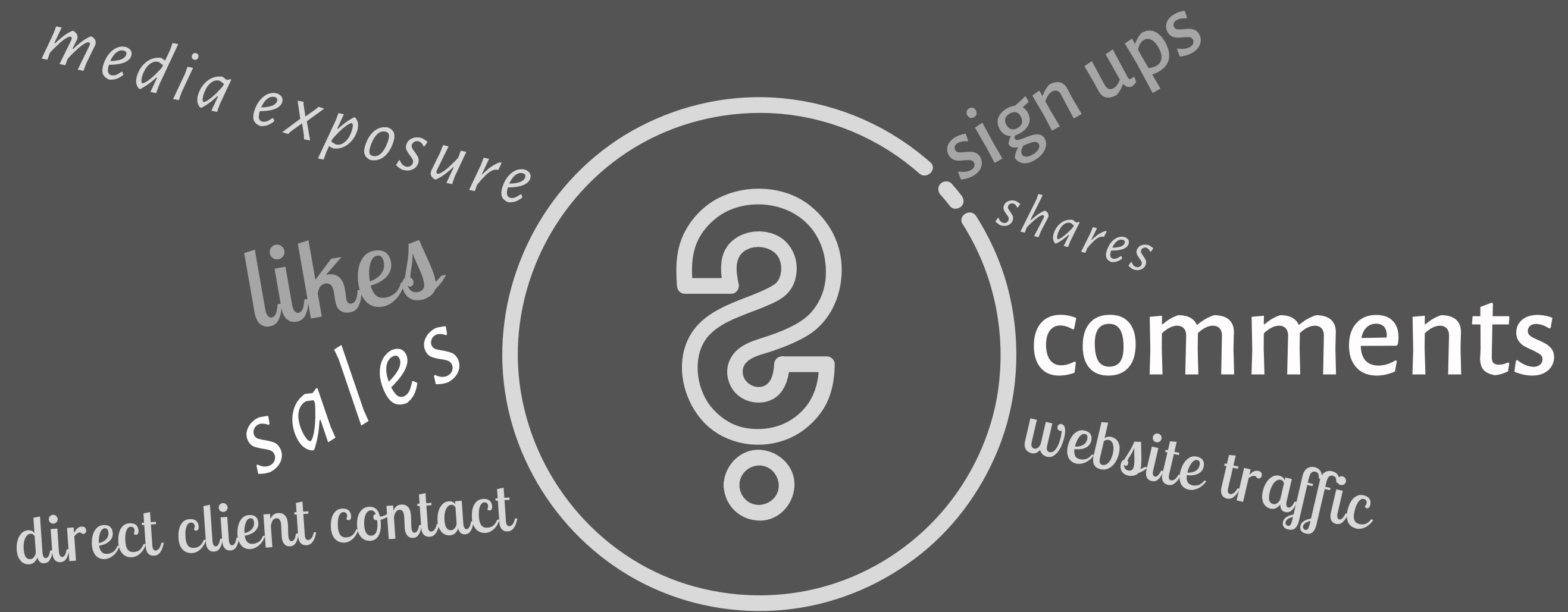


Who is your audience?

- *Where do they hang out?*
- *How old are they?*
- *What are their interests?*
- *What else do they spend money on?*
- *How often do they travel?*
- *How do they travel?*



What do you want?



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Choosing your Channels

SOCIAL MEDIA

- Overhyped/oversaturated
- Time vs. opportunity
- Discovery vs. search
- Image/video heavy
- Instant



Choosing your Channels

INFLUENCERS & COLLABORATIONS

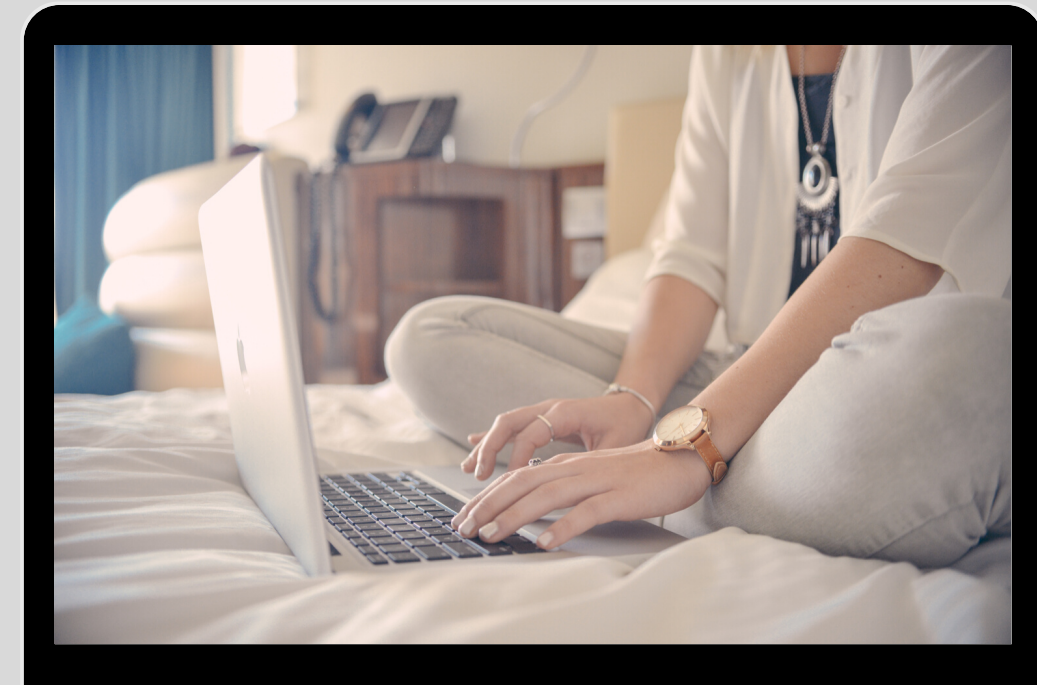
- Speak directly to a qualified audience
- Create a relatable brand through trust of others
- Build ongoing partnerships
- What is it really costing you?



Choosing your Channels

BLOGGING

- Old school
- Longevity
- Brand screentime
- Website traffic
- Slow but steady
- Be seen as expert



Choosing your Channels

ADWORDS

- Expensive
- Requires knowledge
- Not brand building
- Hard, fast, direct results
- Easily measurable
- Good for instant sales/goods
- Retargeting/remarketing



Choosing your Channels

TRADITIONAL MEDIA

- Press releases
- Co-branding/sponsorships
- Brochures
- Tvs in rooms/discount vouchers



Choosing your Channels

OWN CHANNELS

- Last step of the journey
- Convert, convert, convert
- Website - SEO
- Newsletters and blogs
- Incentives
- Existing customers



Make It Work For You

- Think outside the box
- Collaborate
- Be proactive
- Be patient
- Be willing to learn
- Value each customer



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5 Star Stories

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