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01



WHAT WE DO

We curate specialised content for destinations and other travel industry stakeholders such as hotels and airlines in the form of articles or videos. Your content is published on our website and promoted through our social media platforms across Facebook, Instagram, Twitter and Youtube. We can also create custom content for platforms such as TikTok or Whatsapp.

WHY US

We understand your product in detail and bring out its most unique features in creative ways while keeping the content fresh, up to-date and informative. We also understand how various digital platforms work and incorporate SEO and keyword optimisation strategies to get the best leverage for the content we create.

INFLUENCER ENGAGEMENT

02



WHAT WE DO

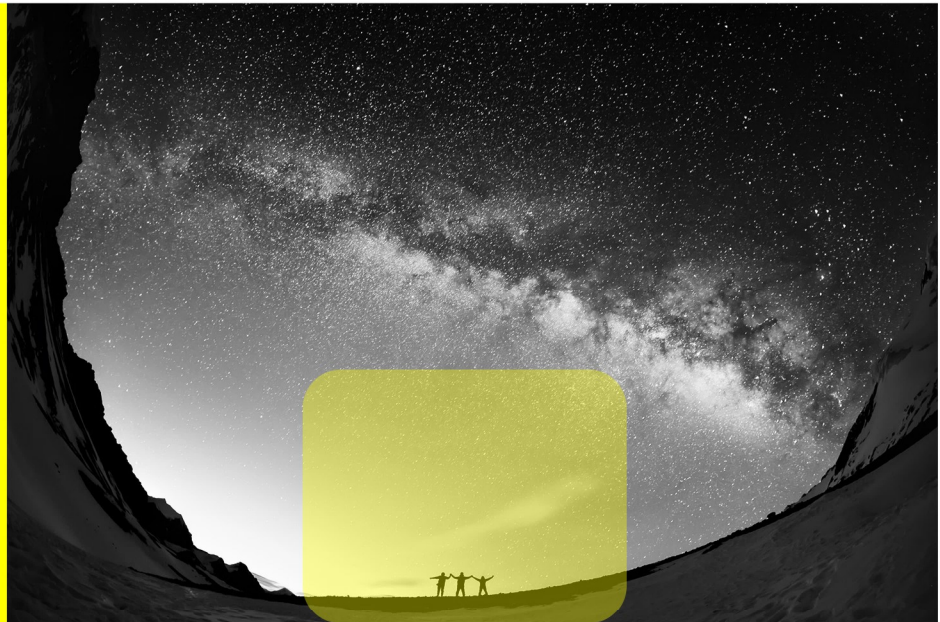
We work specifically with travel and lifestyle influencers who have a growing audience, especially in the millennial market. We engage with these influencers directly to deliver maximum effectiveness for your campaign.

WHY US

We have a relationship with over 300 travel influencers and content creators and our network is constantly growing. We understand their content, their USP, their focus areas and what makes their audience engage with them and we know how to align their strengths with your campaign's objective.

DIGITAL MARKETING

03



WHAT WE DO

We provide consultation and solutions for digital marketing, encompassing various social media platforms, content distribution networks, SEO and keyword optimisation, email marketing and more.

WHY US

Travel Earth has expertise in publishing content on digital platforms like Facebook, Youtube and Instagram to name a few. The content on these platforms has created tremendous opportunities for engagement and for creating a conversation with travel enthusiasts across the world.

We understand the client's product and their needs, do a complete analysis of their existing social media and digital marketing strategies and then provide a curated strategy to boost their digital presence in a meaningful and impactful way.

CO-OP PROGRAMS

04



WHAT WE DO

We work as consultation partners to media houses, business and brands to create and execute digital solutions that will help maximise the reach and impact of their campaign.

WHY US

Travel Earth works closely with their partners through co-op programs in planning, execution and reporting to help take their joint campaigns to a whole new level.

EVENTS



05

WHAT WE DO

Travel Earth's also offers expertise in start-to-finish execution of events in collaboration with the tourism boards and leading digital influencers. Right from conceptualising the event and planning influencers engagement to marketing and reporting, Travel Earth takes care of everything.

WHY US

We have an in-depth and systematic approach to creating tailor-made events taking care of the details at every step in the following process:

- Conceptualisation
- Plan and Strategy
- Influencer Engagement
- Digital Marketing
- Execution
- Analytics and Reporting

Our thoroughness ensures that we create unique events based on market trends in the travel industry and customise them to deliver on the client's objective.

BRANDS WE HAVE WORKED WITH

