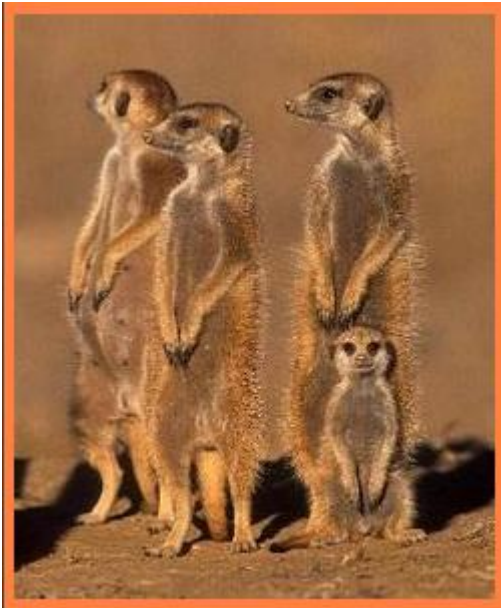




**TravelMobi** - Travel Brochure lead generation and marketing



# TravelMobi

Travel Brochure lead generation and  
marketing specialists

<http://brochure.socialmediaexperts.co.za>

RATESHEET - 2014 - USD

**Unlock your brochure potential**



## FULL SERVICE DIGITAL TOURISM MARKETING

### NICHE MARKET TOURISM MARKETING

1. Niche market travel brochure stands
2. Niche market travel magazines
3. Niche market travel blogs

### LEAD GENERATION CONTENT MARKETING

1. Search Engine optimisation
2. Social media integration
3. Social media marketing
4. Blogs
5. Video Marketing
6. Slideshare marketing
7. Powtoons
8. Video advertisements
9. Infographics / animated infographics
10. Online chat
11. Online voice mail
12. Email
13. Landing page design ( Lead pages)
14. Landing page optimisation ( Lead pages)

### STATISTICS AND ANALYTICS

1. A/B testing
2. Heat maps
3. Video statistics
4. Slider statistics
5. Social statistics
6. Lead statistics
7. Campaign statistics
8. Goal tracking
9. Funnel/path analysis
10. Visitor analytics
11. Client Engagement reports

SIMPLIFIED FOR RESULTS – MARKETING ONLY, OR MARKETING PLUS LEAD GENERATION



## TravelMobi - Travel Brochure lead generation and marketing

### Unlock your brochure potential - Are you a modern marketer who needs to keep your finger on the sales pulse in your organization?

Your brochures are one of your most important marketing tools. You take them to shows, presentations, you send them to clients via email, download from your website, in fact, whenever you have an opportunity, your brochures get presented to a potential client.

- BUT, are your brochures locked away in a PDF or a flash file where search engines can't find your most important marketing content?
- Are your brochures scattered around different departments in your organization?
- Do you know how effective the content is that you have in your brochures?
- Do you know if your brochure content actually has the potential to generate leads?
- Are there multiple ways your clients can engage with you from your brochure - mail, Skype, Google talk, online chat., marketing campaigns, and client favourites - explainer videos, videos, sliders, infographics
- Can you link all your brochure leads to your favourite mail provider - Mail Chimp, Constant Contact etc.
- Can you generate a report every day/week/month that tells you about all the interactions with potential clients?
- Can clients read your brochure on iPad, iPhone, Smartphones, Android tablets, PC and Mac?
- Can ALL your brochure pages be searched on Google and other searches?
- Can you link sales campaigns to your brochure and monitor your progress?
- Can your brochure generate leads from your Facebook page?
- Do you have multiple ways to link marketing campaigns to your brochure? - Company magazine, Niche market travel magazine, Brochure, Facebook
- Can you integrate your CRM with your brochure marketing campaigns?





## TravelMobi - Travel Brochure lead generation and marketing

### FULL SERVICE DIGITAL TOURISM MARKETING

There are 4 marketing and lead generation options for the travel brochure stands.

**Option 1: Flyer :** Focus – Niche Travel and Content Marketing ( Cover and Fact Sheet, plus 12 monthly blog articles, plus 4 x ¼ page advertisements per annum)

**Option 2:** Focus – Niche Travel and Content Marketing (Full brochure , plus 12 blog articles, plus 4 x ½ page advertisements per annum)

**Option 3:** Niche Travel and Content Marketing plus quarterly lead generation pages (Full brochure , plus 12 blog articles, plus 4 x full page advertisements, plus 4x lead generation landing pages, plus 4 x Facebook fan pages per annum)

**Option 4:** Niche Travel and Content Marketing plus quarterly lead generation pages PLUS online chat and voice mail. (Full brochure , plus 12 blog articles, plus 4 x full page advertisements, plus 4x lead generation landing pages, plus 4 x Facebook fan pages, plus Chat and Online voice mail per annum)

### ADVANCED OPTIONS:

#### Email integration:

- 1.Integrate option 2 and 3 with the clients email provider
- 2.Integrate options 2 and 3 with an email provider, provided by TravelMobi

#### CRM integration:

- 1.Integrate options 2 and 3 with the clients' CRM provider
- 2.Integrate options 2 and 3 with a CRM, provider, provided by TravelMobi

**Lead generation landing pages: – as per option 3 & 4 – Our design team will assist you if you would like to increase your client engagement and lead generation opportunities on your landing pages**

Explainer videos

Powtoons

Animated infographics

Video advertisements

Slide share

Infographics and animated infographics.

Standard options include supplied video clips and lead forms



## TRAVEL FLYER MARKETING- option 1

The annual subscription includes a flyer on a niche market brochure stand, social media marketing, search engine marketing plus 4x quarter page advertisements in a niche market magazine plus 12 x blog articles



### Spa and Luxury Travel Brochure Stands



### Adventure & Safari Travel Brochure Stands



### Budget Travel Brochure Stands



### EXPERIENTIAL TRAVEL E-MAG ADVERTISEMENT

Options:

1. Spa and Luxury e-mag
2. Safari and Adventure e-mag
3. Budget Traveller e-mag
4. Business /MICE Traveller



### This option is available as a free trial.

Enjoy ALL the features with NO OBLIGATION for 2 months. In addition, the free trial offers a full page advertorial (normally a ¼ page advertisement)

Word doc: [www.socialmediaexperts.co.za/Free-trial.docx](http://www.socialmediaexperts.co.za/Free-trial.docx)

PDF: [www.socialmediaexperts.co.za/Free-trial.pdf](http://www.socialmediaexperts.co.za/Free-trial.pdf)

### Use this option if you want:

#### Niche travel marketing:

You want niche travel marketing for your flyer:

1. On a niche market brochure stand
2. Niche market magazine
3. Niche market blog.

#### Internet marketing:

Plus you want content marketing including:

1. SEO
2. Social Media integration
3. Social Media marketing.

#### Analytics:

You want monthly statistics and analytics.

1. You want to “UNLOCK” your flyer’ marketing and lead generation potential.
2. You want clients to be able to read your flyer on mobile devices and desktop devices.
3. You want more top spots on Google through on-page SEO.
4. You want more top spots on Google through Social Media Integration.
5. You want clients to find your flyer on a niche market brochure stand in a category that they are interested in.
6. You want to benefit from the group niche travel marketing.



## TravelMobi - Travel Brochure lead generation and marketing

7. You want your flyer as a fan page on your business Facebook page.
8. You want your flyer linked on your website so that visitors to your website have access to it.
9. You want a **FREE** 1/4 page advertisement in one of the niche market travel magazines – **FREE** only to brochure owners.
10. You want a monthly blog article on one of the niche market travel blogs to promote your company with the most important social channel.
11. You want visitor stats.

**YOU WANT A COMPLIMENTARY PHOTO GALLERY TO GO WITH YOUR BROCHURE**

**This option is available as a free trial.**

Enjoy **ALL** the features with **NO OBLIGATION** for 2 months. In addition, the free trial offers a full page advertorial (normally a ¼ page advertisement)  
Download the following form, fill it in, attach all your material and email it to us as per instructions.

**Word doc:** [www.socialmediaexperts.co.za/Free-trial.docx](http://www.socialmediaexperts.co.za/Free-trial.docx)

**PDF:** [www.socialmediaexperts.co.za/Free-trial.pdf](http://www.socialmediaexperts.co.za/Free-trial.pdf)





## **TravelMobi** - Travel Brochure lead generation and marketing

### **Use this option if you want:**

#### **Niche travel marketing:**

You want niche travel marketing for your brochure:

1. On a niche market brochure stand
2. Niche market magazine
3. Niche market blog.

#### **Internet marketing:**

Plus you want content marketing including:

1. SEO
2. Social Media integration
3. Social Media marketing.

#### **Analytics:**

You want monthly statistics and analytics.

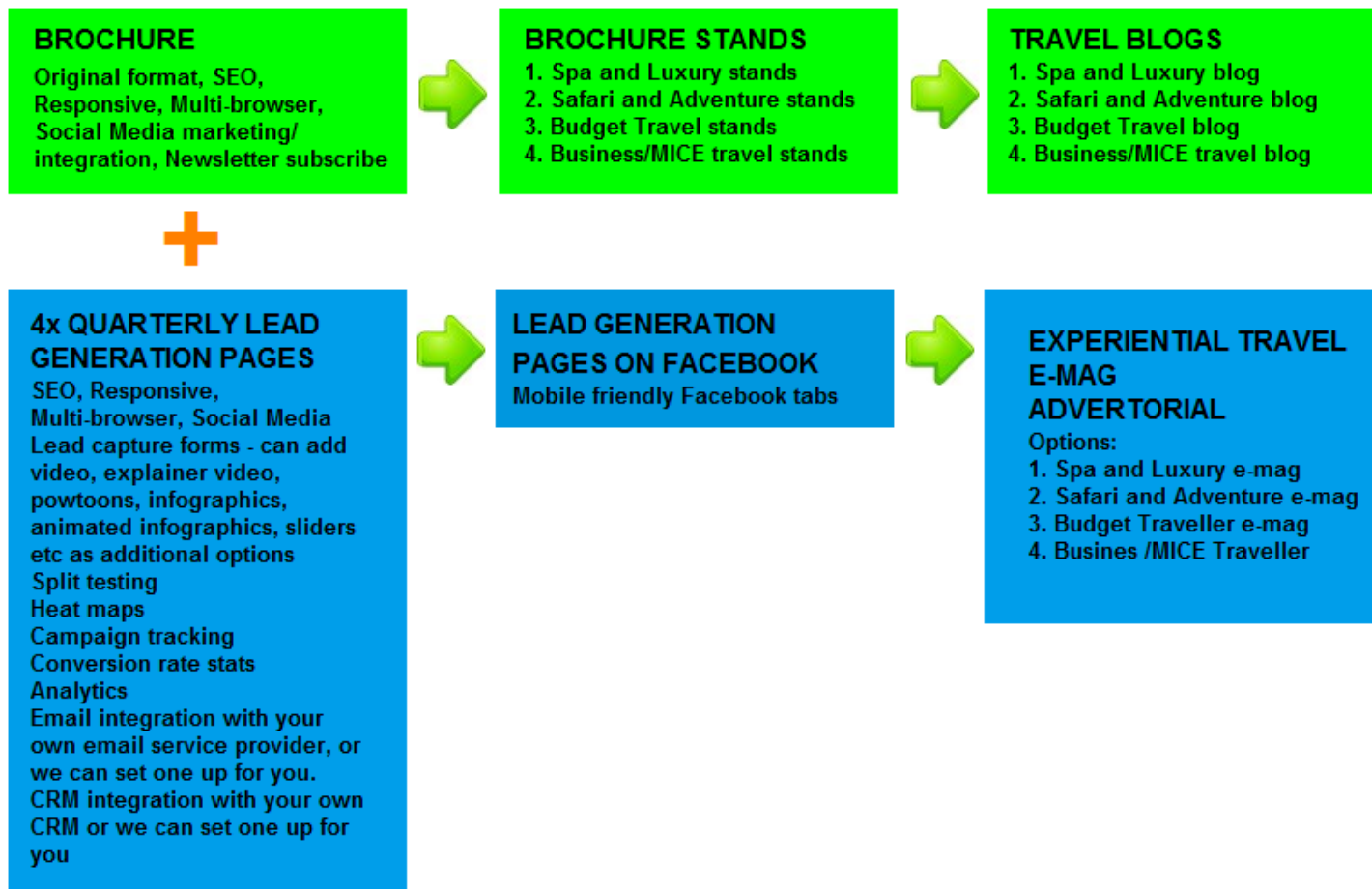
1. You want to “UNLOCK” your flyer’ marketing and lead generation potential.
2. You want clients to be able to read your flyer on mobile devices and desktop devices.
3. You want more top spots on Google through on-page SEO.
4. You want more top spots on Google through Social Media Integration.
5. You want clients to find your flyer on a niche market brochure stand in a category that they are interested in.
6. You want to benefit from the group niche travel marketing.
7. You want your flyer as a fan page on your business Facebook page.
8. You want your flyer linked on your website so that visitors to your website have access to it.
9. You want a FREE ½ page advertisement in one of the niche market travel magazines – FREE only to brochure owners.
10. You want a monthly blog article on one of the niche market travel blogs to promote your company with the most important social channel.
11. You want visitor stats.

**YOU WANT A COMPLIMENTARY PHOTO GALLERY TO GO WITH YOUR BROCHURE**



## TRAVEL BROCHURE MARKETING AND LEAD GENERATION – OPTION 3

The annual subscription includes a brochure on a niche market brochure stand, social media marketing, search engine marketing, plus 4 x landing (lead) pages linked to 4x full page advertorials in a niche market magazine and 4 Facebook fan pages plus 12 x blog articles





## **TravelMobi** - Travel Brochure lead generation and marketing

### **Use this option if you want:**

#### **Lead generation:**

You are serious about generating leads from advertising, campaigns, promotions.

#### **Niche travel marketing:**

You want niche travel marketing for your brochure:

1. On a niche market brochure stand
2. Niche market magazine
3. Niche market blog.

#### **Internet marketing:**

Plus you want content marketing including:

1. SEO
2. Social Media integration
3. Social Media marketing.

#### **Analytics:**

You want monthly statistics and analytics.

1. You want to “UNLOCK” your brochures’ marketing and lead generation potential.
2. You want clients to be able to read your brochure on mobile devices and desktop devices.
3. You want more top spots on Google through on-page SEO.
4. You want more top spots on Google through Social Media Integration.
5. You want clients to find your brochure on a niche market brochure stand in a category that they are interested in.
6. You want to benefit from the group niche marketing.
7. You want your brochure as a fan page on your business Facebook page.
8. You want your brochure linked on your website so that visitors to your website have access to it.



## TravelMobi - Travel Brochure lead generation and marketing

9. You want a FREE full page advertisement in one of the niche market travel magazines – FREE only to brochure owners.
10. You want a monthly blog article on one of the niche market travel blogs to promote your company with the most important social channel.
11. You want visitor stats to see if you can improve your brochure
12. You want video stats to see how visitors respond to your video if you have one.
13. You want 4 x lead generating campaigns linked to your brochure per annum
14. You want to benefit from all the lead generation page add ons - get a quote if you would like to integrate the following lead page add ons  
Slide share marketing  
Video marketing  
Video advertisement marketing  
Powtoons  
Explainer videos
15. You want to SME to test and tweak your content to optimize your campaign performance.
16. You want your leads and customer contacts forwarded to you as they become available.
17. You want analytics and reports so that you can monitor your brochure marketing campaigns.

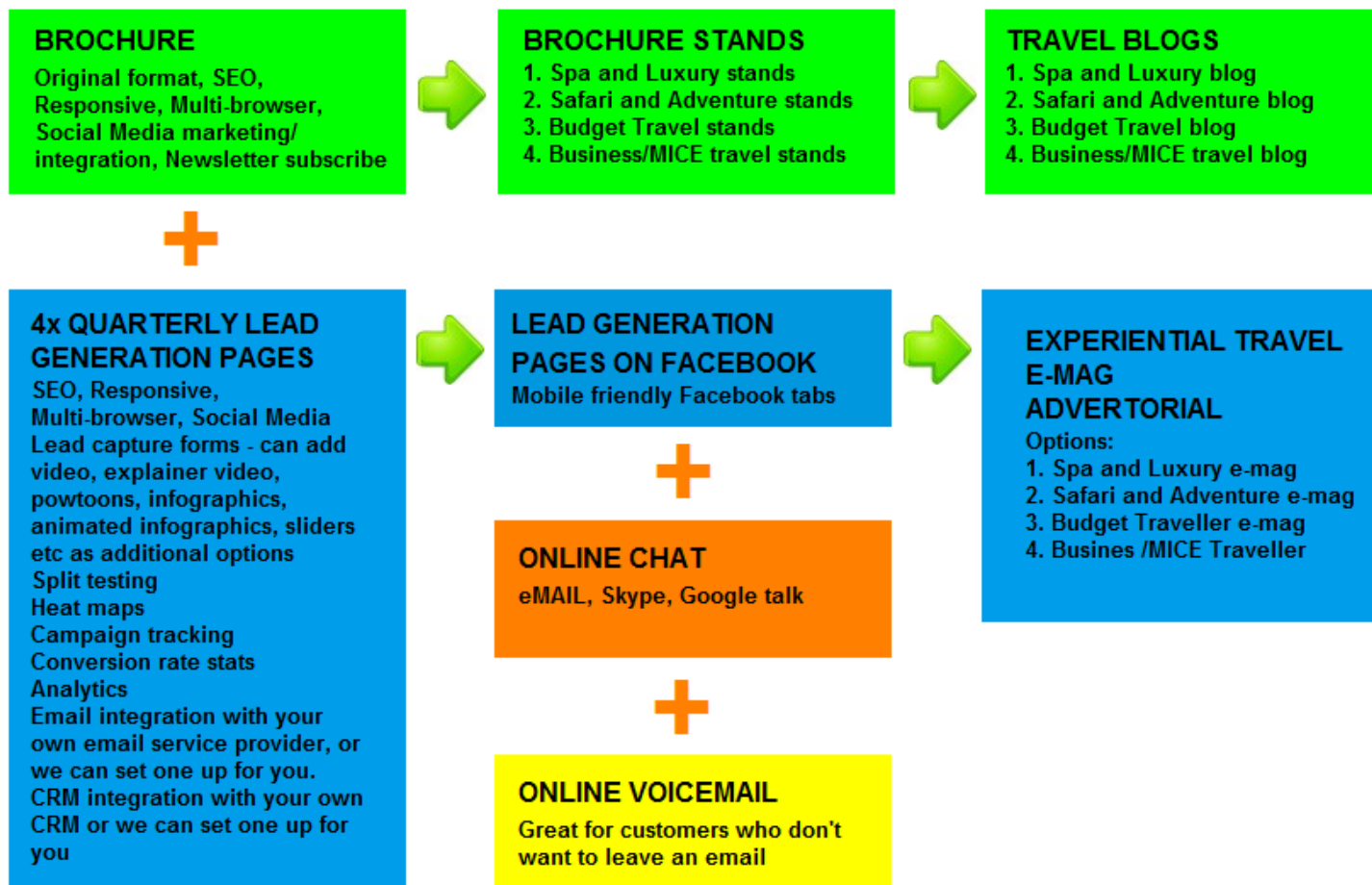
### **OPTIONAL:**

18. Integrate your company email
19. Integrate your company CRM



## TRAVEL BROCHURE MARKETING, LEAD GENERATION AND CHAT – OPTION 4

The annual subscription includes a brochure on a niche market brochure stand, social media marketing, search engine marketing, plus 4 x landing (lead) pages linked to 4x full page advertorials in a niche market magazine and 4 Facebook fan pages plus 12 x blog articles





## **TravelMobi** - Travel Brochure lead generation and marketing

### **Use this option if you want:**

#### **Lead generation:**

You are serious about generating leads from advertising, campaigns, promotions PLUS you want to add more services that make it easy for clients to engage with you using online chat and voice mail . Research indicated up to 120% increase in conversions using chat. Ref: Meclabs

#### **Niche travel marketing:**

You want niche travel marketing for your brochure:

1. On a niche market brochure stand
2. Niche market magazine
3. Niche market blog.

#### **Internet marketing:**

Plus you want content marketing including:

1. SEO
2. Social Media integration
3. Social Media marketing.

#### **Analytics:**

You want monthly statistics and analytics.

1. You want to “UNLOCK” your brochures’ marketing and lead generation potential.
2. You want clients to be able to read your brochure on mobile devices and desktop devices.
3. You want more top spots on Google through on-page SEO.
4. You want more top spots on Google through Social Media Integration.
5. You want clients to find your brochure on a niche market brochure stand in a category that they are interested in.
6. You want to benefit from the group niche marketing.
7. You want your brochure as a fan page on your business Facebook page.



## TravelMobi - Travel Brochure lead generation and marketing

8. You want your brochure linked on your website so that visitors to your website have access to it.
9. You want a FREE full page advertisement in one of the niche market travel magazines – FREE only to brochure owners.
10. You want a monthly blog article on one of the niche market travel blogs to promote your company with the most important social channel.
11. You want visitor stats to see if you can improve your brochure
12. You want video stats to see how visitors respond to your video if you have one.
13. You want 4 x lead generating campaigns linked to your brochure per annum
14. You want to benefit from all the lead generation page add ons - get a quote if you would like to integrate the following lead page add ons

Slide share marketing

Video marketing

Video advertisement marketing

Powtoons

Explainer videos

15. You want to SME to test and tweak your content to optimize your campaign performance.
16. You want your leads and customer contacts forwarded to you as they become available.
17. You want analytics and reports so that you can monitor your brochure marketing campaigns.
18. You want chat transcripts so that you can follow up on what clients discussed.
19. You want to chat to clients via Google Talk, Skype.
20. You want clients to be able to leave voice messages if they don't feel like typing a message when you are not available.
21. You also want clients to be able to leave a text message if they choose to do so.

### **OPTIONAL:**

22. Integrate your company email
23. Integrate your company CRM



# TravelMobi - Travel Brochure lead generation and marketing

<b>RATE SHEET USD</b>	<b>Free Trial</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Option 4</b>
	<b>Flyer + Marketing</b>	<b>Flyer + Marketing</b>	<b>Brochure + Marketing</b>	<b>Brochure + Marketing + Lead Generation</b>	<b>Brochure + Marketing + Lead Generation + Chat</b>
Rate for minimum 12 month period	X2 Month NO obligation Free trial	\$99.00 x 12 = \$1188.00 pa	\$199.00 x 12 = \$2388.00 pa	\$399.00 x 12 = \$4788.00 pa	\$499 x 12 = \$5988.00 pa
Once-off Set up FREE	✓	✓	\$49.00 / brochure page	\$49.00 / brochure page	\$49.00 / brochure page
Flyer = 2 Pages including Cover + 1 Factsheet Material required: <ul style="list-style-type: none"> <li>➤ A fact sheet in PDF format plus</li> <li>➤ 1 High Res image</li> <li>➤ Logo</li> <li>➤ Pay-off line for a cover</li> <li>➤ Up to 2 accolades in image format</li> </ul>	✓	✓			
Brochure = Cover With As Many Pages As Required Material required: <ul style="list-style-type: none"> <li>➤ Brochure in PDF format – PLUS separate text and hi res images</li> <li>➤ High Res images</li> <li>➤ Logo</li> <li>➤ One 30 sec video clip</li> </ul>		x	✓	✓	✓
4 Lead Generation Landing Pages Added Per Annum ( <b>Quarterly</b> ) <a href="#">View an example</a>		x	x	X4	X4



## TravelMobi - Travel Brochure lead generation and marketing

### NICHE MARKET TRAVEL MARKETING

- Spa and Luxury
- Safari
- Adventure
- Budget
- Business/MICE travel
- Honeymoons & Weddings
- Country – SA; Botswana; Mozambique; Zimbabwe; Zambia etc.

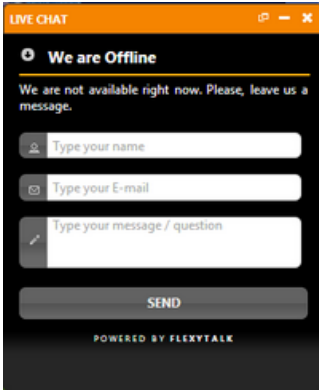

12 months niche travel marketing on the brochure stands <a href="#">Example here</a>	2 months	✓	✓	✓	✓
Quarterly Advertisements in one of the niche market magazines	X1 Full page	¼ page	½ page		
Quarterly Advertorial, based on the lead generation campaign		x	x	Full page	Full page
<ul style="list-style-type: none"> <li>➤ The magazine is used to increase leads and marketing for brochures and lead generating pages on the brochure stands.</li> <li>➤ Articles and newsy bits may be submitted by brochure owners on the travel blogs and may also appear in the magazines upon approval.</li> <li>➤ Niche market travel magazines exclusively promote brochure owners.</li> <li>➤ Refer to our rate card for advertising rates if required</li> </ul>					
Blog articles on one of the niche market travel blogs	X3	x6	X12	X12	X12

### LEAD GENERATION AND CONTENT MARKETING

Image Gallery in a slider format. 10 images with 20-60 words / image	✓	✓	✓	✓	✓
Search Engine optimisation		✓	✓	✓	✓
Social media integration		✓	✓	✓	✓
Social media marketing		✓	✓	✓	✓
Blogs		✓	✓	✓	✓
Newsletter subscription	✓	✓	✓	✓	✓
Contact us pop-up	✓	✓	✓	✓	✓
Google map		✓	✓	✓	✓
Facebook fan pages		x	x	X4	X4
Landing page design		x	x	X4	X4
Landing page optimisation		x	x	X4	X4
<b>Other landing page components:</b>		x	x	✓	✓
Slide share marketing: <a href="#">View an example here</a>		x	x	✓	✓



# TravelMobi - Travel Brochure lead generation and marketing

Video marketing: <a href="#">View an example here</a>		x	✓	✓	✓
Animated infographics – optional – get quote		x	x	✓	✓
Powtoons – optional – get quote		x	x	✓	✓
Video advertisements –optional – get quote		x	x	✓	✓
Online chat <a href="#">Visit</a> the brochure and click on the live chat		x	x	x	✓
Online voice mail <a href="#">Visit</a> the brochure and click on the voice mail		x	x	x	✓



# TravelMobi - Travel Brochure lead generation and marketing

## STATISTICS AND ANALYTICS

Visitor analytics		✓	✓	✓	✓
Engagement reports		✓	✓	✓	✓
Video analytics if applied		x	✓	✓	✓
A/B testing		x	x	✓	✓
Heat maps		x	x	✓	✓
Slider stats		x	x	✓	✓
Social stats		x	x	✓	✓
Lead stats		x	x	✓	✓
Campaign stats		x	x	✓	✓
Goal tracking		x	x	✓	✓
Funnel/path analysis		x	x	✓	✓
Chat transcripts		x	x	x	✓
Voice transcripts and contact details		x	x	x	✓

## ADDITIONAL LANDING PAGE PROMOTIONS IF YOU ALREADY HAVE A BROCHURE ON THE BROCHURE STANDS

<p><b>A lead generation promotion.</b>  Runs over 3 months.     \$399.00 x 3 = \$1197.00  Includes:</p> <ul style="list-style-type: none"> <li>• A lead generation page which is added to your Brochure.</li> <li>• A page on your Facebook page.</li> <li>• A full page advertorial in one of the niche market magazines.</li> <li>• All the stats and analytics that available in option 3.</li> </ul>		✓	✓		
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## TravelMobi - Travel Brochure lead generation and marketing

<b>RATES</b>	<b>DIGITAL MAGAZINE ADVERTISING</b> All brochure owners get a free quarterly advertisement or advertorial Use this rate sheet if you are a brochure owner who needs additional advertising Or, you are not a brochure owner, but would like to advertise in one of the following magazines: Spa and Luxury Travel Mobi Magazine Safari and Adventure Travel Mobi Magazine Budget Travel Mobi Magazine Business/MICE Travel Mobi Magazine
	<p><b>Quarter page</b> \$ 295.00 per insert</p> <p><b>Half page</b> \$ 549.00 per insert</p> <p><b>Full page</b> \$ 1095.00 per insert</p> <p><b>Double page</b> \$ 1995.00 per insert</p> <p><b>ADVERTORIALS :</b></p> <p><b>Full page</b> \$ 1295.00 per insert</p> <p><b>Double page</b> \$ 2195.00 per insert</p> <p><b>Page size = a4</b></p>



## TravelMobi - Travel Brochure lead generation and marketing

<p><b>RATES</b></p>	<p><b>LANDING PAGE OR LEAD PAGE PROMOTIONS FOR THE TRAVEL INDUSTRY</b>          You <b>DO NOT</b> have a brochure on the brochure stands, but you would like to do a lead page promotion          Each promotion runs for 3 months          Landing (Lead) page design + optimisation + plus Facebook fan page + full page advertorial + marketing</p>
<p><b>Features:</b>          Own domain name and email address for the duration of the promotion          Your promo page as a fan page on your Facebook page.  <b>Lead page design and optimisation</b>  <b>Includes: Standard with video and form</b>          On-page SEO          Social Media integration          Social media marketing          A/B testing          Heat maps          Video statistics          Lead statistics          Campaign statistics          Goal tracking          Funnel/path analysis          Visitor analytics          Engagement reports  <b>Full page advertorial in one of the niche market travel magazines linked to your promotion at a reduced rate.</b></p>	<p><b>\$ 599.00 x 3 months. Total – \$ 1797.00</b></p>
<p><b>Video Advertisement</b></p>	<p>Email your requirements and we will quote for this option. Increase your lead generation options</p>
<p><b>Infographic or animated infographic</b></p>	<p>Email your requirements and we will quote for this option. Increase your lead generation options</p>
<p><b>Explainer video – Whiteboard or Powtoon</b></p>	<p>Email your requirements and we will quote for this option. Increase your lead generation options</p>
<p><b>Slide share</b></p>	<p>Email your requirements and we will quote for this option. Increase your lead generation options</p>



## CATEGORIES AND THEIR NICHE MARKETS

<p><b>Spa and luxury category:</b></p> <ul style="list-style-type: none"><li>Luxury accommodation</li><li>Luxury Green travel experiences</li><li>Exceptional luxury</li><li>Spa and Wellness</li><li>Luxury Once in a lifetime</li><li>Luxury Coach travel experiences</li><li>Luxury Train travel experiences</li><li>Luxury Cruise travel experiences</li><li>Luxury Culture and Heritage</li><li>Luxury Eco &amp; Responsible tourism experiences</li><li>Luxury Golf travel experiences</li><li>Luxury Accessible travel</li><li>Luxury Family travel experiences</li><li>Luxury Over 50's travel experiences</li><li>Luxury Beach travel experiences</li><li>Luxury Self Drive Travel experiences</li><li>Luxury Food &amp; Wine experiences</li><li>Luxury Romantic Travel experiences</li><li>Luxury Business Travel</li><li>Luxury MICE travel</li><li>Luxury Ski and Snow sport</li><li>Luxury Weddings and Honeymoons</li></ul>	<p><b>Budget travel category:</b></p> <ul style="list-style-type: none"><li>Budget Accommodation</li><li>Budget Green travel experiences</li><li>Budget Once in a lifetime</li><li>Budget Coach travel experiences</li><li>Budget Train travel experiences</li><li>Budget Cruise travel experiences</li><li>Budget Culture and Heritage</li><li>Budget Eco &amp; Responsible tourism experiences</li><li>Budget Golf travel experiences</li><li>Budget Accessible travel</li><li>Budget Family travel experiences</li><li>Budget Over 50's travel experiences</li><li>Budget Beach travel experiences</li><li>Budget Self Drive Travel experiences</li><li>Budget Food &amp; Wine experiences</li><li>Budget Romantic Travel experiences</li><li>Budget Business Travel</li><li>Budget MICE travel</li><li>Budget Ski and Snow sport</li><li>Budget Weddings and Honeymoons</li></ul>	<p><b>Adventure travel category:</b></p> <p><b>Air adventures</b></p> <ul style="list-style-type: none"><li>Sky Diving</li><li>Scenic Flights</li><li>Helicopter Trips</li><li>Hang Gliding</li><li>Paragliding</li></ul> <p><b>Land based adventures</b></p> <ul style="list-style-type: none"><li>4x4 Routes</li><li>Rock Climbing</li><li>Motorcycle tours</li><li>Sandboarding</li><li>Bungee Jumping</li><li>Bridge Swing</li><li>Tree topping /Zipline</li><li>Hiking</li><li>Kloofing</li><li>MTB trails</li><li>Caving</li><li>Abseiling</li><li>Pony trekking</li><li>Mountaineering</li><li>Ice climbing</li><li>Rap jumping</li><li>Quad biking</li><li>Camel Back safaris</li></ul>
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**Water adventures**

Parasailing  
Fly fishing  
Kayaking  
Skiing  
House boats

**Ocean adventures**

Boat trips  
Whale watching  
Sea Kayaking  
Surfing  
Sailing  
Diving  
Snorkelling  
Sport fishing

**Extreme Adventure**

**Safari travel category:**

Safari Lodges  
Wildlife safaris  
Horseback Safaris  
Camel back safaris  
Photographic safaris  
Elephant back safaris  
Surfaris  
etc

**Please note – we do not promote hunting safaris**



## NEW BROCHURE STANDS TO BE LAUNCHED AS FOLLOWS

Please note: Brochure stands may vary from one region to another.

Free trial offers are now available on the following new brochure stands. As soon as the stands are populated, you will see them on the websites below

This is a 2 month **NO OBLIGATION** free trial

**It includes all the features** of the flyer option, but instead of a ¼ page, you get a **full page advertorial** – this includes – and advertisement and editorial

### Spa and Luxury Travel Brochure Stands



### Adventure & Safari Travel Brochure Stands



### Budget Travel Brochure Stands





## **TravelMobi** - Travel Brochure lead generation and marketing

### **www.travelmobi.com – AFRICA**

SPA BROCHURE STAND | LUXURY BROCHURE STAND | SAFARI BROCHURE STAND | ADVENTURE BROCHURE STAND | BUDGET TRAVEL BROCHURE STAND

### **http://travelmobi.ch - SWITZERLAND**

SPA BROCHURE STAND | LUXURY BROCHURE STAND | SKI & SNOW SPORT BROCHURE STAND | ADVENTURE BROCHURE STAND | BUSINESS/MICE BROCHURE STAND

### **travelmobi.co.uk – UNITED KINGDOM**

SPA BROCHURE STAND | LUXURY BROCHURE STAND | ADVENTURE BROCHURE STAND | BUDGET TRAVEL BROCHURE STAND | BUSINESS/MICE BROCHURE STAND

### **travelmobi-ca.com – CANADA**

SPA BROCHURE STAND | LUXURY BROCHURE STAND | ADVENTURE BROCHURE STAND | BUDGET TRAVEL BROCHURE STAND | SKI & SNOW SPORT BROCHURE STAND

### **travelmobi-de.com – GERMANY**

SPA BROCHURE STAND | LUXURY BROCHURE STAND | ADVENTURE BROCHURE STAND | BUDGET TRAVEL BROCHURE STAND | BUSINESS/MICE BROCHURE STAND

### **travelmobi-es.com – SPAIN**

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### **travelmobi-fr.com – FRANCE**

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### **travelmobi-it.com – ITALY**

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### **travelmobi-us.com – UNITED STATES – BY CITY OR STATE**

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#### **NEW YORK**

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### **travelmobi-nl.com – NETHERLANDS**

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### **travelmobi-at.com – AUSTRIA**

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### **travelmobi-tr.com – TURKEY**

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### **travelmobi-th.com – THAILAND**

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### **travelmobi-asia.com – ASIA**

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### **travelmobi-eu.com – EUROPE**

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### **travelmobi-hr.com – CROATIA**

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### **travelmobi-cz.com – CZECH REPUBLIC**

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### How to budget for full service digital brochure marketing and lead generation – what are you paying for?

1. Sophisticated web development. What is the rate per page for web development?
2. On-page search engine optimization. What is the rate for Search engine optimization?

Included are 4 optimized and designed landing pages (lead generation pages) per annum – option 3 & 4

3. Lead generation page design. What is the rate for lead generation page design
4. Lead generation page optimization. What is the rate for Lead generation page optimization? IE – Content management, Split testing, SEO, Social media integration, heat maps.
5. Included are 4 x half page or a full page advertisements per annum – quarter page option 1, half page option 2, full page option 3 & 4 which is linked to your lead page promotion.

What does a full or half page advertisement or advertorial in an e-publication cost? Page = A4 – distribution min 15 000

6. Facebook fan page. Included are 4 x landing pages (lead generation pages) published as fan pages on your business Facebook page – option 3 & 4. What is the rate for a Facebook lead generating fan page on your business Facebook page (A page that runs from one of your tabs)
7. Social media marketing and integration. What is the rate for social media marketing and integration?
8. 1x Blog article a month. What are the rates per blog article a month?
9. Social Engagement. What are the costs of social engagement per month?
10. Analytics and reporting. What are the costs of monthly analytics and reporting?



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## CONTACT US:

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