

What we're discussing

- 1. How do you create a relationship with new leads, from initial inquiry to actual booking?
- 2. How do you continue to build a longer-term relationship with this client post-trip, hopefully increasing retention and referrals?



15 min to discuss each topic at the table, then 10 min to share with the whole group

What can we accomplish today?

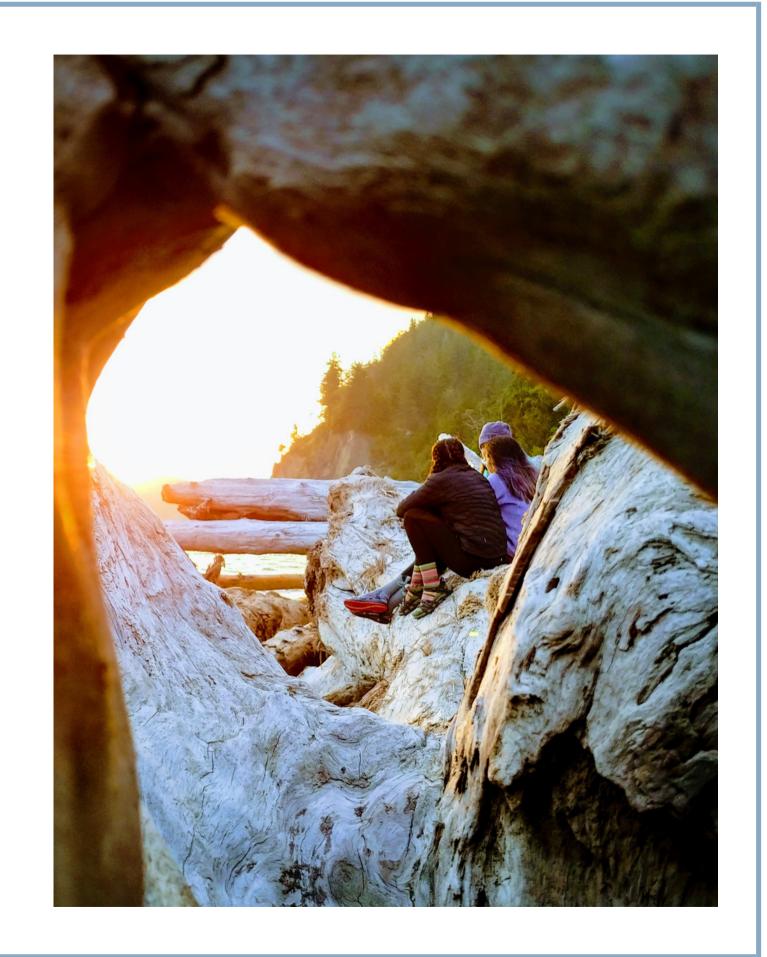


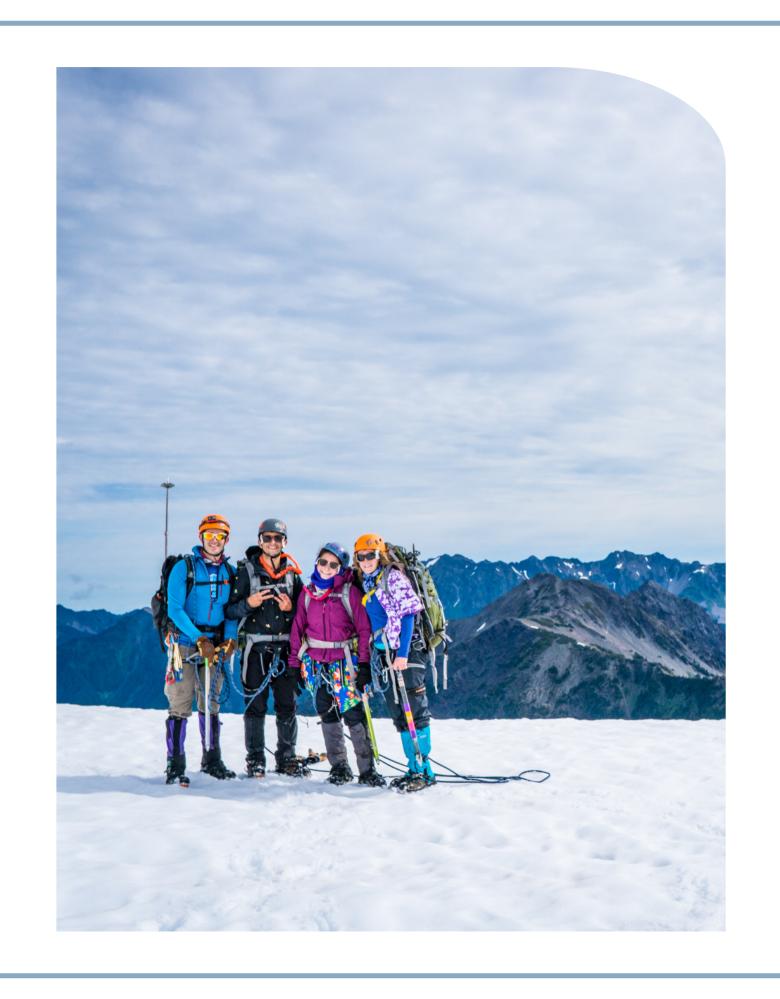
Before each experience

You just got a new lead. How do you create a relationship with this prospective client, all the way up to booking?

- Do you text, call, use email marketing, or utilize a chat feature?
- If they book online without contact, how do you get them excited or ready for the trip?
- How often are you contacting them pre-trip?
- What software are you using?

How do you close the deal?





After each experience

Your customer went on the trip! What's next?

- When and how do you solicit feedback (surveys)?
- How do you ask for referrals and reviews?
- What are your contact touchpoints throughout the next year (newsletters, postcards, etc.)?
- What software are you using?

How do you keep that relationship going?

Ideas from the roundtable

- Special and exclusive receptions, trips, or gifts for VIP customers
- Keep personal notes about each customer in your booking software to refer back to
- Use SMS texting for pre-trip reminders and post-trip requests (like surveys or reviews)
- Regular/frequent newsletters with varied content (including more than just sales/marketing)
- Upsell/offer upgrades after booking along with pre-trip reminders
- Offer cancellation insurance at POS and remarket to those who initially opted out
- Train and incentivize guides to ask for reviews (have guides pass out cards with their name and QR codes)

Ideas from the roundtable, cont

- A/b test monetizing photos vs using them for marketing (offering for free)
- A/B test pre- and post-trip emails to figure out the ideal amount of communication
- Offer "bonus cash" (discounts) for items in your gift or gear shop, restaurant, future trip, etc.
- Partner with complementary organizations to boost each others' experiences when appropriate
- Make personal phone calls during slow season to repeat or VIP clients

Come chat with other marketing folks!

Dean and I will be hanging out outside the expo hall (yellow "couches") around 5 p.m. and would love to chat with and get to know more folks in the marketing world!





Continue the convo...

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