Part C: Travel Far Travel Agency Marketing Plan

INTRODUCTION

Travel far agency is one of the leading travel agencies in Washington, D.C. It came to existence in the year 1198 and has set its goals for the high sky. This company provides luxurious trips at affordable prices. It served both the local as well as international clients and was praised for all its efforts. The mission of the company is to provide a bespoke and personalised trip to make a happy client. Both parts of the marketing plan have given vast information about the company and its working areas. From part A, we acquired the information about the company, its mission, goals which included the short terms as well as the long terms, performance measurement, environmental analysis and last but not the least the Swot analysis. However, there are some loopholes, out of which increasing competition is the main. In the second part, the strategies were discussed to eliminate the threats emerging for the company. Branding, targeting market as well as consumer behaviour study was the essential strategy described.

In this essay, we are going to discuss the outcomes of the strategies suggested for the implications. Apart from that, a pricing strategy, market communication plan, advertisement, and social responsibilities of the company will be discussed.

**Marketing strategies to create customer value**

In any kind of business, especially in the travel business, making a happy customer is very important. They need their customers to know them, recommend them as well as be loyal to them. However, there are many other companies in the market (Kumar & Reinartz, 2016). Therefore the company have to make appropriate strategies and follow the previous to make the company at the top tier.

**Customers’ Thinking**

Talking about the customers, they only want their trip to be smooth and pleasant. Going under the brand name of a travel agency will give them what they want. They want to go to recreational places and enjoy sight-seeing, without taking any stress about where to stay, where to eat, and where to go. Therefore fulfilling the customer desires is the most critical work of the company.

**Value of products**

After understanding the values, the company have to take a look at its products. It has to make sure that its products are of the same value as of the customers’ taste. The company have to make sure that the cost of the product should not be more than the expectations of the customers. Customers are paying for the trip according to the package provided, so the company has to fulfil the promises done along with giving some extra to make them happy.

**Suitable market plan**

After this, the company should make a suitable market plan such that the customer will be happy with the price, as well as the agency, will also get its share amount of profit. If the customers are satisfied by the company’s services, they will be willing to pay extra for some more fun and function. In this case, the company have to make plans by keeping the first time customers as well as the regular customers in mind. This will also bring more and more loyal customers to the company.

**Pricing and distribution strategy**

Pricing strategy is both a type of marketing strategy as well as a financial review for a travel agency. A unique and incredible pricing and distribution strategy will give a significant boost to the image of the company in both the market as well as in the circle of the customers. Many things are needed to keep in mind while carving out the pricing strategy, and these can be extracted from the studies made in Part A and B of the marketing plan (Hanna & Dodge, 2017).

Some of the points are:

* How is the company different from the others present in the market?
* What are the goals of the company?
* How powerful is the performance of the company?
* What are the market conditions for the company?
* What are the strategies used to attract customers?
* What is the overall marketing strategy to reach to the customers?
* Who are the targets of the company?
* What are the unique products you can provide the customers?
* What are the responses of the customers towards the company’s services?

**Mark up and down pricing strategy**

The company have to keep a margin for both the first time customers as well as regular customers. The company should provide pricing with a low profit margin to the first-timer as this will satisfy them, and they will come back again. However, if the customers are regular, then the company can make some profit from them with its pricing along with keeping the budget in mind. This will also help them to remain competitive with other companies. As the company *Travel far* travel agency is a reputed and well-settled company, it also has a different section of customers who were celebrities. This section prefers the most comfortable and high-level services. Therefore, the company can get high profit from this section by keeping their interests in mind and satisfying them as well.

**Packaging:** Nowadays people are getting interested in packages which include hotel cost, travelling cost, tours, as well as other activities in just one defined price. Many companies partnered with *Travel far*. Therefore, it can produce suitable packages based on the sections of its targeted market. It can use the **disguised pricing** way or visible pricing way.

**Seasonal pricing:** The Company has the option to change the pricing during the holiday seasons and attract more and more customers.

Along with all other pricing, the company’s last-minute pricing can be distinguished as this can assure the customers that they have a fair chance to enjoy the holiday if that is planned in the last moment.

**Integrated marketing communications plan**

Integrated marketing communication is a strategy which helps the company to reach to its targeted audience by sending persuasive and brand-related messages to influence them in their decision-making process. Therefore to create an IMC strategy, the following steps are required to be processed (Roberts, Brannaman, Merrill, Wilson, & Schwendeman, 2016).

**IMC methods identification**: In this step, the company have to decide in which method it wants to communicate with the customers. It also has to consider in which way the targeted audience wants to receive the message from the company. The methods are:

* Content marketing where the contents of the message to be delivered are posted on the website or blogs or online journals. This helps the customers to increase their knowledge about the company as well as the offers, before making any decision.
* Email marketing where emails are sent to the targeted market containing contents; these messages contain helpful and unique contents. The company have to provide the correct contents to the customers. Otherwise, it can come back to the company itself.
* Social media marketing is the process in which the company uses all kinds of digital media to fill the targeted audiences with contents. This also includes online content marketing, as well as email marketing. Looking at the time people are spending on social media, this process will bring an outstanding result in the process of IMC.

**Developing an IMC plan:** After identifying the IMC methods, it’s time to make plans to make them work. For these three crucial components are to be focused on, and they are:

* **Audience:** It is imperative to keep in mind, the company is dealing with which sector or type of audience like if the audience is a youth then, emailing or using Facebook will be a great option. However, if the audience is a celebrity or a high profile person, then it is better to text or use Instagram.
* **Content:** The contents are an important part of the communication. So it is also important to decide how to spread the contents. If the company wants a new contact database, then it should use subscribing newsletters, and if it wants to create opportunities from the old ones, then it should go for case studies as well as surveys and testimonies.
* **Cadence:** It is also essential to take in consideration how frequently the audience wants to listen from the company.

**Understanding the decision making the process of the customer:** If the customer is deciding something based on the information given and the company wants the customers to choose them, then the company have to provide a valid reason to choose. Most of the customers don’t prefer getting involved much in the decision-making process. The standard stages of the customer’s decision making are awareness stage, consideration stage and decision making stage. Therefore the company have to keep the contents directly targeting to the scenes of the decision-making process.

**IMC implementation:** After deciding all the above stages, now is the time to implement the plan. The company have to select the proper process for an adequate section of the customer. These should be implemented in such a way that, people will know what the difference from all other companies is and how they will be benefitted.

**Public Relations, Sales Promotion and Personal selling Plan**

The combination of public relations, sales promotion and personal selling plan along with advertising and e-commerce are called a promotional mix. The main aim of the promotional mix is to deliver a powerful and unique message to the targeted consumer effectively (Khasawneh & Mustafa, 2019).

* **Public relations:** This factor helps the company to link the goal to the interest of the public and form a customized travel program which will satisfy the customers as well as give profit to the company.
* **Sales promotion:** these aremarketing activities like distribution of coupons, shows, exhibitions and other selling ways which will affect the buying of the customer.
* **Personal Selling:** It is the process in which the salespersons of the company will interact with the customers face to face and help them to decide which plan and which program is benefited for them.

**Online and Direct Marketing Plan**

Online and Direct marketing are two different strategies of marketing to reach the customers and influence in their decision-making process. Direct marketing is the process in which the marketing department will get an immediate response from the customers. That can be by ordering, visiting the website or give a call. Online marketing is the same as direct marketing but that to be done entirely online. Both the processes are essential as there are older adults who prefer to contact directly than to use the internet. However, there in this digital world, most of the population prefers working online. Therefore, it is better to promote the plans to them online (Melamed, 2017).

**Social Responsibility/cause-related marketing plan**

People are becoming more and more environmentally friendly or related to society. Therefore they always prefer to choose the option which will benefit society to some extent. The most critical cause-related topic is benefiting the needy with the help of tourism. Therefore most of the travel companies use this as their leading cause. However, to create a cause-related plan, the company have to go through the following steps:

* **Choose a Cause:** It is important to find a cause which will link the society as well as the business. However, the purpose should be a real cause, as no one likes to get a negative influence.
* **The cause should be passionate:** Only relating to the society is not enough, the marketer has to be excited about the cause and should see the influence of it on both in them as well as the community.
* **Create a unique message:** Most of the people remember what is important and how it made them feel. If the news is exclusive, simple and straight forward, then the chances of it influencing the people are more than the messages which elicit emotions of the customers.
* **Implement the cause:** Only telling people that the company is supporting an object is not enough to convince the customer. The company has to put effort into implementing the cause and making the customer realize that not only money but the company is also donating time and services to the cause.

**Conclusion**

The more the technology is increasing, the more the world is becoming small. Almost everyone in this world prefers to go to some other place in their free time. Some even made travelling as their carrier. Therefore, the numbers of travel agencies are also increasing. *Travel, far travel agency,* is one of the top companies in this world; however, many other companies are competing with each other to reach the top. The competition is increasing to a high level. Therefore, to keep its position as it is or to grow more, *Travel far* has to keep on changing its strategies and produce new and unique products for the customers. This will help the customers to think about their preferences. The incredible programs will increase the loyalty of the customers as well as add new customers to the database.

This marketing plan will increase the possibility and popularity of the company. People will be happy to travel and contact these companies, and the companies will get the opportunity to expand.

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