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Step By Step Instruction - How To Raise Efficiency Of Advertising Of Travel Agency?

Any advertising works. But it is important to understand: what, whom and how it is necessary to advertise.

What do you think at first, when you think that you need to attract more new customers to your travel agency?

The frequent answer will be: you need give more advertising. Very often this is complemented by the idea, where to give advertisement; maybe we have missed some method that could lead more customers.

And, as practice shows, in this case the result is completely opposite. What is the problem, and the most important - how to solve it? You will find the answer in these notes.

We start with the most main mistake, which do all companies without exception. And in order to certify you in it, I want you now to take a pen and paper and describe your client. Once you do it, find in this description the following five values:

Sex of the client (male or female). Who usually buys often? Who is the person in the family making the decision to purchase?

What work of your client (the specialty, his experience, etc.), what level does he occupy in the hierarchy of the company (the owner, a hired CEO, senior executive, line manager, the final member, etc.), what level of income has your client?

Why does he buy tourist product? What is his goal when he wants to buy a travel product? What motivates and generates his purposes?

What are his requirements to the product and the company that it offers? What influences on his refusal to buy in this travel agency?

What is the time of making decision to buy?

So, now check the task:

How many responses from the five questions did you find in your made description?

Many people say about their client, their target audience and then ask how to reach him. The answer is simple. If you know and understand your customer, it will not be difficult for you to choose the most effective methods to reach him.

According to statistics, men buy better than women in 6 times and this figure is almost unchanged for many market segments. But it is important - is that different factors influence on the decision of purchase of different sexes. Men often buy here and now, if this product solves their need. Women are also prone to spontaneous emotional purchases and can buy smaller shoes, dress that does not suit, a bag without the need, if it was a discount of 80%. Thus, all advertising should be focused on the needs of your core audience.

It is also important to understand who decides to purchase. You attract with advertising those who are being influenced easily, and more you have to focus your efforts on their heating and the impact on the party that decides.

If you know and understand the social status of your client, you can create the proposal for him, which he buys with high probability. That is, you expand the sales process in the opposite direction, when the client begins to come to you. The level of affluence allows approaching correctly to pricing. Too many sales are broken down because you propose wrong product or the wrong price for the client.

Currently the Web network is very popular. As now it is both a place of entertainment and making money, website building turned into full-fledged business. But it is not enough to own a site, it is necessary people be aware of it. And here [free classified posting](#) could help. One also should know that not only are paid ads

accessible for use but free ones as well. Those who are looking for both ways of advertising, are welcomed to check out this [free classified listings](#) site - much info about free and paid ads.

In any way, we must take advantage of the web technologies to find what we need for the best price on the market. For example if there is required info on [free classified sites for ad posting](#), it would be smart to search Google and other search engines, check out social networks and look through topics which are related to yours, join the discussions on the niche forums.

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