



Tailor-Made Trips by Sustainability Leaders

Destinations



Travel With A Soul.

CRAFT MY TRIP



Photo: The Highlands, Tanzania



The Approach

Fair Voyage is a travel company that specialises in offering sustainable and ethical tours to Africa and developing countries.

My role was to:

- **Create a digital marketing strategy**
- **Content creation**
- **Improve SEO**
- **Develop email marketing content**

The Challenge



Fair Voyage aimed to do the following:

- **Improve SERPS results**
- **Increase conversions**
- **Boost engagement**
- **Increase awareness of ethical travel**

My Process



- **I started by mapping out the customer journey**
- **I then conducted a website audit of Fair Voyage**
- **The next step was to do some keyword research**
- **After that, I did some competitor research**
- **I then created the content strategy**

Customer Journey Map



The first step was to define the categories, customer intent and actions

Customer journey map ☆ 📄 🌐

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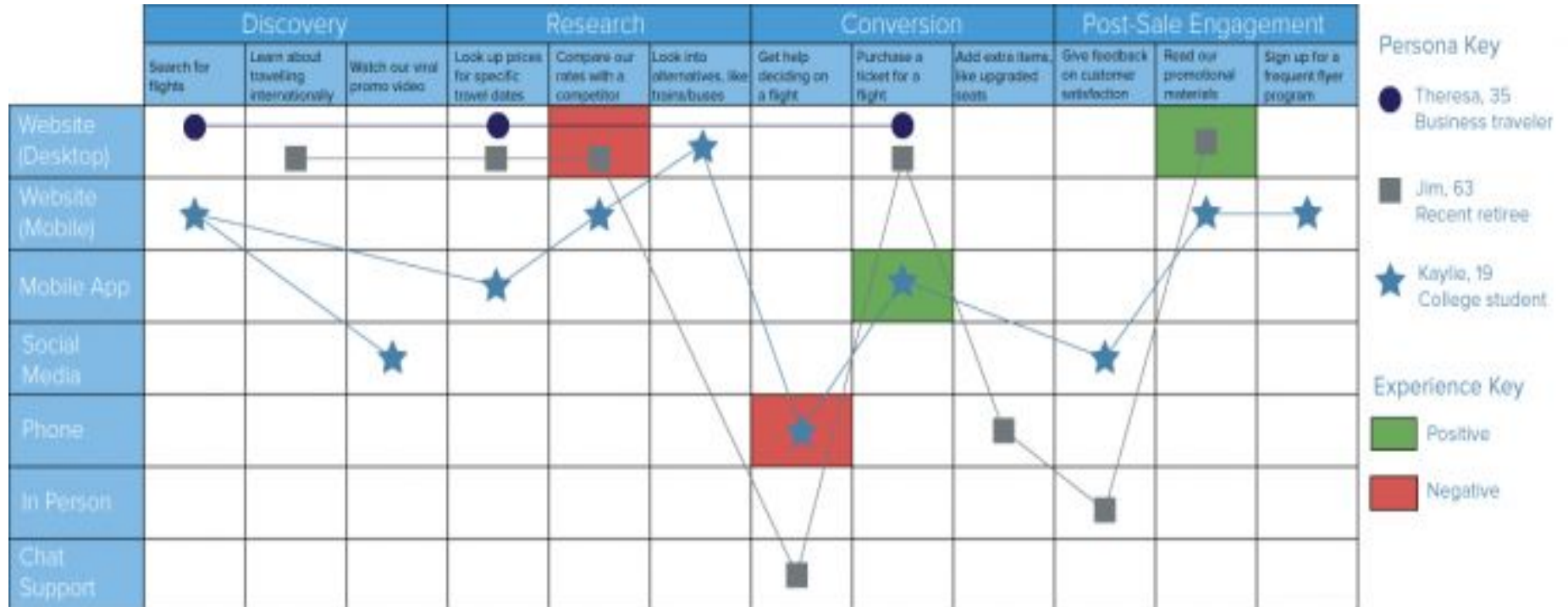
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	A	B	C	D	E	F	G	H	I
1		Fair Voyage Customer Journey Map (Hypothesis)							
2		Liz, 35, independent idealist							
3									
4			Experience Discovery	Research Experience	Research Fair Voyage	Booking	Preparation	Experience	Post-Experience
5		Customer Goals (Needs)	Find next experience Do good / social impact Affordable trips for singles Meet other travellers	Understand & learn Plan easily Invite friends to join	Feel good about FV (trustworthy & responsible)	Easy & intuitive Transparent & responsible Best price	Easy organization/timeline Packing/buying right gear Fitness & training	Make new friends Share experience Update F&F at home	
6		Business Goals	Discover Kilimanjaro	Visit Fair Voyage Interact with chatbot Obtain email address Return visitor Share with friends	Customer finds positive info about FV Opportunity to clarify/correct any concerns	Booking via FV	FV booking process feedback Refer friends	Share experience with FV link	Share experience with FV link Rate & review operator Endorse FV Refer friends Use FV for next trip
7									
8		Doing	Research online Read travel magazines Talk to friends	Research online Talk to friends Talk to family					

+ ☰ Required tests Customer Journey Map Personas Persona Example1 Example1 Example2



I then created a visual customer journey map



My Solution



- Created a highly effective SEO campaign for the website
- Launched targeted email marketing campaign aimed at travellers
- Created a PR campaign which contributed to Fair Voyage forming profitable partnerships with other travel and tourism organizations (such as those below)



SEO



Keyword Strategy:

- **The strategy included on-page and off-page SEO.**
- **I used Keyword Planner and Ahrefs to research profitable and high-volume keywords.**
- **Google Analytics and Search Console were used to analyse the success of my campaign.**



Keyword Research

The client aimed to rank for the following keywords which highlights user intent:

- **Kilimanjaro porter welfare**
- **Kilimanjaro group tours**
- **Kilimanjaro open group tours**



Target Keywords

- I also targeted the keyword below which has more than 400 monthly searches:
- Gilman's point (a popular milestone on Kilimanjaro).
- The above keywords are just a small selection of the ones I successfully targeted

SEO Results



Results Were Tracked in Ahrefs :

Below are screenshots of some of the keywords that appeared on page one of Google as a result of my strategy:



operate the best, highest quality climbs with high standards of ...

Lemosho Route · Northern Circuit Route · [Book Now!](#)

Kilimanjaro Hiking Tours - G Adventures

<https://www.gadventures.co.uk> › [travel-styles](#) › [active](#) › [hiking-trekking](#) ▾

Make next year the year you do something huge – like Mount **Kilimanjaro** huge! ... [Type](#) [Small](#)

Group [Service Level](#) [Camping](#) [Physical Rating](#) [Physical grading](#) ...

African Safari | STA Travel

<https://www.statravel.co.uk> › [africa-experiences](#) ▾

Africa Safari **Kilimanjaro** ... Mount **Kilimanjaro** is calling out to you! Head out on various game drives as well as **guided** bush walks and try your luck at spotting ...

Find Best Kilimanjaro Group Tours | #1 Platform for 100 ...

<https://fairvoyage.com> › [climb-kilimanjaro](#) › [groups](#)

Largest selection of ethical Kilimanjaro group climbs. Join one of over 300 confirmed small group treks. See **Kilimanjaro group tour** schedule 2018/19.

People also ask


How much does Kilimanjaro cost to climb?






group tour to climb Kilimanjaro? A **Kilimanjaro open group tour** ...

People also ask

Can you climb Kilimanjaro without a guide? 

How much does Kilimanjaro cost to climb? 

How hard is it to climb Kilimanjaro? 

Which Kilimanjaro route is best? 


Feedback

What is an open group tour to climb Kilimanjaro? | Fair Voyage

<https://fairvoyage.com> › [faqs](#) › [what-is-an-open-group-tour-to-climb-kilima...](#)

A **Kilimanjaro open group tour** is one in which anyone can join the climb. This means you will join the climb with others who have booked the tour.

Open Groups to Climb Kilimanjaro - Kandoo Adventures

<https://www.kandooadventures.com> › [choose-a-climb-type](#) › [groups-to-cl...](#) 

Kandoo run a regular schedule of **open group** climbs on all the best routes. ... Have fun on a Kandoo **open group Kilimanjaro** climb ... All of the **open groups** we schedule are guaranteed



kilimanjaro porter welfare



People also ask

How much do Kilimanjaro porters get paid? ▾

Can you climb Kilimanjaro without porters? ▾

How much can porters carry on Kilimanjaro? ▾

Which Kilimanjaro route is best? ▾

Feedback

Kilimanjaro porter welfare organizations – marketing or ...

<https://fairvoyage.com> › [kilimanjaro-porter-welfare-organizations-marketi...](#) ▾

It is important to select a responsible travel company when booking your **Kilimanjaro** climbs. This will help ensure **porters** are treated fairly.

Kilimanjaro Porters: without them we wouldn't be able to climb...

<https://www.mountkilimanjarguide.com> › [kilimanjaro-porters](#) ▾

The situation for **Kilimanjaro porters** has improved in recent years. That is not to say it's good! The **porters** of **Kilimanjaro** are...

Tipping On Kilimanjaro | How Much To Tip Guides And Porters?

Ethical Partnerships



Unique Marketing Ideas:

Fair Voyage is unique in that it only works with tourism companies that have a proven commitment to sustainable practices.

Therefore, I had to find a way to reach out to companies that shared the same values as Fair Voyage.

Unique Marketing Ideas:

My marketing campaign was an emotive strategy designed to:

- Highlight the business benefits of ethical tourism
- Demonstrate the advantages of partnering with Fair Voyage
- Show the ways in which ethical tourism has helped local communities around the world



Examples

Below is an example of the content I produced for this purpose:

How to Climb Kilimanjaro Responsibly: #3 Leave No Trace



Are you about to book your Kilimanjaro climb and wonder what you should look out for in your tour operator? Or are you already about to embark on this once-in-a-lifetime adventure, and wonder what you could do to climb Kilimanjaro responsibly?

There are a few things to watch out for. Keeping the environment clean, meaning to *Leave No Trace*, is one of them. In this article, we'll explain Leave No Trace in the context of Mount Kilimanjaro, and what you can do to make a difference.

Why It Matters



Recent Responsible Travel Updates

How to get a free water refill and avoid plastic waste while travelling

May 1, 2018

Why every traveller should carry a



Ethical Partnership: Fair Wages

- I created a multimedia strategy which focussed on fair wages for tourism employees in developing countries.
- I wrote a series of blogs about the lives of porters, mountain guides and other workers in developing countries and the hardships they face.



Ethical Partnership: Fair Wages

- Then I presented a colourful infographic and video snapshot about some of the amazing work Fair Voyage has done in ensuring these workers get paid fairly.
- This included an educational campaign to tourists about how fair pay enhances their travel experiences.

Outcomes



Fair Voyage Facebook Content

- I created a series of Facebook posts and videos
- When I first started working for Fair Voyage they had no Facebook followers
- Thanks to my targeted, multimedia strategy, they now have more than 1,000 followers

Fair Voyage
@FairVoyage

Home

Shop

Posts

Reviews

Photos

Community

Videos

About

Email Signup

Services

Info and ads

Create a Page



Fair Voyage shared a post.

11 hrs · 🌐



WAR - Wildlife At Risk International - Africa

11 hrs · 🌐

Asia/Africa

Throughout history humans have wiped out animal populations. Have we learned from our mistakes? It seems not, with creatures from a songbird to pan...

See more





Outcomes

- **Traffic: 60x increase in website traffic measured through Google Analytics and 50% rise in organic keyword rankings on pages 1-3.**
- **Increase in Facebook subscribers.**
- **35% increase in online safari bookings.**
- **I successfully increased Kilimanjaro tour sales by 25%**



Results:

- **My campaign also achieved a 35% rise in engagement**
- **Subscribers: 2000 new subscribers added onto email database**