

GENERATING NEW BUSINESS



PROMOTIONAL IDEAS TO MAXIMIZE YOUR MARKETING BUDGET

SOCIAL MEDIA & DIGITAL MARKETING IDEAS

- Use tools like Google Trends, TikTok Creator Search Insights, Instagram Trending Audio Tab, and Explore/For You Pages to identify popular themes and content ideas to incorporate into your campaigns.
- Create 15–30 second “cruise tip” or “day in the life” videos for Instagram Reels, TikTok, and Facebook Stories. Feature ship tours, packing hacks or client testimonials.
- Host regular Facebook/Instagram/YouTube Live sessions to answer cruise questions, showcase promotions or interview past guests.
- Use Instagram Stories or Facebook polls to engage your audience. Ask them about their dream destinations, preferred cruise activities or travel dates to gather insights and increase engagement.
- User-Generated Content (UGC): Run a “Share Your Cruise Moment” campaign — ask clients to tag your agency in their vacation photos for a chance to be featured and win a small prize.
- Collaborate with local micro-influencers (foodies, family bloggers, fitness coaches) for ship tours or group sailings.
- Pinterest Boards: Curate boards for “Dream Cruises,” “Family Getaways” or “Honeymoon at Sea” to drive organic traffic and inspire planners.

LEAD GENERATION & AUTOMATION IDEAS

- Offer a free downloadable “Cruise Packing List” or “Ultimate Guide to First-Time Cruising” in exchange for email sign-ups.
- Set up a welcome series for new leads, including cruise tips, testimonials and exclusive offers.
- Add a simple chatbot to your website or Facebook page to answer FAQs and collect lead info 24/7.

COMMUNITY & NICHE MARKETING IDEAS

- Organize and promote special interest cruises (wine tasting, wellness, singles, alumni reunions) and market them in relevant Facebook Groups or Meetup communities.
- Host online “Cruise Nights” or webinars with Royal Caribbean representatives, featuring Q&A, ship tours and booking incentives.



PERSONAL BRANDING & AUTHORITY IDEAS

- Develop a branded hashtag for you and your clients to use when sharing their travel experiences, increasing your personal branding visibility.
- Start a blog or LinkedIn newsletter sharing cruise tips, destination spotlights and industry trends.
- Appear on local podcasts or travel shows to share cruise expertise and build credibility.
- Regularly post “Client Spotlight” stories on social media, highlighting memorable trips and positive outcomes.

SCALABLE TACTICS FOR ALL ADVISOR SIZES

- Launch a digital referral program with trackable links and tiered rewards for both solo advisors and large teams.
- Provide ready-to-use Canva templates for posts, stories, and ads to ensure brand consistency and save time.
- Use a simple CRM to track leads, automate follow-ups, and segment clients by interest or travel history.



One of the most challenging tasks for any travel agent is generating new business. To be successful in such a competitive environment, you have to develop innovative ways to attract new clients.

PLACES TO GENERATE NEW BUSINESS

There are many ways to connect with different market segments in your area, from young singles to families to mature travelers. Listed below are some excellence sources and organizations to generate new business for individual (FIT) or group bookings.

Families with Children

- Athletic Organizations
- Boy & Girl Scouts
- Camps
- Educational/ Learning Centers
- Family Reunions
- Junior Sport Leagues
- Libraries/Bookstores
- Movie Theaters
- Orthodontists
- PTA Organizations
- YMCA& YWCA
- Churches

Adults with Children

- Adult Education Centers
- Automobile Dealers
- Booster Clubs
- Chamber of Commerce
- City Employees (Firemen, Policemen)
- Community Clubs
- Computer Services
- Contractors
- Executive & Professional Associates
- Financial Planners
- Health Clubs/Spas
- Medical Associations
- Nightclubs
- Singles Organizations
- Sports Organizations
- Unions
- Women’s Clubs
- Yacht Clubs
- Wine Tasting/Cooking Clubs

Mature Travelers

- Alumni Associations
- Bank Senior Programs
- Bingo Halls
- Bowling Leagues
- Bridge Clubs
- Church & Temple Members
- Community Volunteers
- Country Club/Golf Clubs
- Dance Groups
- Farmer /Rancher Groups
- Fundraising Groups
- Garden Clubs
- Military Veterans
- AARP (Local Chapters)
- Retiree Associates
- Senior Community Centers
- Senior Day at the Mall
- Senior Newspapers & Magazines
- Senior Residential Neighborhoods

Honeymooners

- Bakeries
- Banquet Room Facilities
- Bridal Registry Services
- Bridal Shops
- Caterers
- Florists
- Formal Wear/Tuxedo Shops
- Hairdressers/Beauty Salons
- Jewelers
- Limousine Services
- Musicians/Bands
- Party Suppliers
- Photographers
- Printers
- Video Production Services
- Wedding Consultants

Virtual Places to Generate New Business

Facebook Groups • Instagram Subscription Channels • Google Reviews • TripAdvisor and Yelp Listings • Reddit Travel Communities • Cruise Critic Forums • LinkedIn Groups • Trustpilot Review Platform • Vimeo Video Hosting Platform

Associations & Professional Organizations

National and regional trade associations • Medical & dental associations • Legal and accounting societies • HR, marketing, and tech associations Teachers unions • Police/Fire associations • Trade Unions (construction, electrical, plumbing) • Rotary Clubs • Lions Clubs





SOCIAL MEDIA REELS KIT – SHOWCASE YOUR ADVENTURE!

As a Royal Caribbean Bachelor/Master of Adventure, you now have access to our exclusive Social Media Reels Kit. This kit is designed to help you create engaging Instagram, TikTok, and Facebook Reels that highlight your expertise and personal travel experiences. By blending our branded images with your own cruise photos and videos, you'll inspire clients to book their next adventure with you.

Why use this kit?

- Build your personal brand as a travel advisor.
- Showcase authentic experiences to connect with your audience.
- Leverage trending short-form video content to boost engagement and reach.

What's Included

- Branded Images
- How-To Instructions for Instagram, TikTok, and Facebook
- Hashtag Strategy for each platform
- Tips for Success

Step 1: Download Branded Images

1. Click the Download Kit button on the Royal Caribbean University rewards page.
2. When the file opens, save the images to your device:
 - On desktop: Right-click each image select Save As choose a folder.
 - On mobile: Tap and hold the image select Download or Save to Photos.
3. Make sure you know where the images are saved (Photos app or Downloads folder).

