

THE TRU DOSSIER



Welcome to our archipelago. Our services can be acquired independently or in conjunction with one another across North + South America. One size does not fit all, so we offer customized effective travel industry solutions that work for your individual needs. Trumarketing designs programs to drive results, bottom line. We do this by leveraging the relationships within our extensive network of strong, long term partners and combining this with our ability to educate the travel trade with proven strategic initiatives. We bridge communications between the destination and the end user seamlessly and we know how to make a product intriguing and buzzworthy. The American market is unlike any other- there are unique expectations of an immediate turnaround time, proactive thinking, and an ever-growing segment of remotely-based sellers that could otherwise be difficult to reach without the proper contacts. We have them, we want to achieve goals, and we enjoy long-standing client relationships that speak to our success.

REPRESENTATION

Exposure and education efforts are core elements of a fully integrated launch and further sales efforts. This involves conducting specialized presentations and frequent effective communications with targeted buyers in key markets. These efforts plus our blend of tactical electronic messaging, social media engagement, webinars, and in-house trainings fused with our strong, long term relationships with strong buyers across all niche segments delivers a winning combination of consistent visibility across North and South America all year round.

CUSTOMIZED PROGRAM PRICING ON REQUEST

EMAIL COMMUNIQUE

We hold an extensive database divided into two segments. Our trade contact list is comprised top agents specializing in all types of niche markets, destinations, and who carry specialist or certification credentials. This database includes Virtuoso, Signature and Traveller Made agents, key contacts at various tour operators within these regions, tour operators, and experts in the MICE industry including incentive houses, corporate travel experts, and meeting planners dealing with locations internationally and now exceeds 30,000 opt-in contacts. We also hold a consumer database of globally curious travelers which now exceeds 10,000 opt-ins and can be used for any consumer-facing offers.

SALES TRIPS

Onsite visits are crucial tools to be able to showcase your highlights and fresh ideas, and it's critical to ensure that the right people are seen. We custom craft thoroughly vet hand-selected prospects and work with you to make the most impact possible with the best participants who will become long term partners.

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FAM TRIPS

We believe that agent visits are also important tools in your sales arsenal. Once they experience the fabric of a destination, hotel product and immersive experiences, they are far more likely to become a long term loyalist. Fams are most effective when there are measured controls on the invitations and vetting of interested prospects for qualification purposes. We work with you to develop the itinerary that makes sense for the market in question and liaise with qualified attendees to deliver an impactful group that are onsite to learn.

WEBINARS

Virtual training initiatives continually prove to be extremely effective while also serving to save money on travel costs and time out of the office. We coordinate webinars where you are able to log in and present from your home base, or alternatively one of our team can deliver your presentation on your behalf. We hold the technology to make it easy, and the reach to secure robust numbers on your webinars. We handle the invitations, RSVPs and a portal to conduct your trainings

TRU PRODUCT LOUNGES

Our Product Lounge road show events happen several times per year where we cover 4 cities in 4 days if impactful events. Our concept is simple- think of it as a gigantic, effective sales call x 4, per week! We select unique venues and use a format that works optimally for all involved. The invite list includes tour operators, travel agents and members of the media and we average about 40-50 attendees per event. We have an open house basis which not only helps with crowd flow but also provides you more time for ample networking. Participating suppliers have a dedicated space to continually present throughout the evening and we ensure all participants meet with all suppliers and you of course receive a full list with contacts afterwards to go back and follow up with. They are purposely kept intimate to ensure there is great attention from the attendee. These are excellent ways to connect with serious travel professionals in a brief amount of time in North America, far more effective than a traditional booth-based trade show.

COST PER 4-CITY SERIES- US \$3800 (exclusive of travel)

TRU DINNER EVENTS

Dinners are an excellent way to network with travel providers more effectively, face to face in a relaxed convivial atmosphere which ensures the focus is on you entirely. We organize your exclusive event at a lovely restaurant in any city of your choice across the Americas and invite 15-20 strong prospects for you to get to know, and present to during the course of the evening. Spotlight is all on you here...and these are an excellent pairing to a day of meetings whilst on a sales visit.

TRU MEDIA MATRIX

Take PR into your own hands and meet directly with hand-selected members of the media across the digital, print and broadcast space ranging from key staff writers from top publications in the travel space and beyond (digital and print), TV segment producers, and freelancers onsite along with a forum that will address fantastic bloggers. These events unite the media with participating suppliers ranging from hotels to DMCs and beyond and deliver scheduled individual meetings designed for pitches on your most amazing programs and experiences. Face to face meetings with the power contacts that you get to take with you forever. People spend thousands per month on PR, this is your opportunity to take control because nobody else can pitch your passion quite the way you can.

COST PER SHOW- US \$1900

SOCIAL MEDIA MIX

Over the years we've grown our digital presence and our reach is strong. Currently, we host and manage:

- Trumarketing Facebook Group a private space dedicated to top travel agents who are gamechangers (1600+ members)
- The Explorateur Facebook Page for consumers- (13,000+ members)
- @theexplorateur Instagram account (61,000+ followers)
- @theexplorateur Twitter account (13,000+ followers)

Our digital program option includes 4 posts per month across each channel.

PRESS RELEASES

Do you have something newsworthy and urgent to share? We can help. Our database of travel & lifestyle press contacts is extensive and we'll work with you to create an effective release and handling the distribution to key members of the media.

TRU LUNCH + LEARNS

Bringing travel planners together for lunch is an effective means to deliver a high impact, focused presentation. We twist it up by booking a unique event space that is attractive and intriguing, invite a closed circle of 20 top producers in the area and present onsite on your behalf. Naturally, you have the option to attend as well in person for an even more impactful networking opportunity. Lunch is served, a great presentation is delivered and planners leave feeling more confident about selling your product in a time frame that works for them. These events are exclusive to the one sponsoring partner and focuses solely on your fresh content.

EFFECTIVE SOLUTIONS WHEN YOU NEED THEM. WE'VE GOT YOU. LET'S COLLABORATE.

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