

Educational Travel Consortium

Annual Conference

St. Louis, February 14, 2017



MERCURYcsc

“ Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

— Sun Tzu

I S E E

TM



Insights

What do you know about
your target audience?

Outside Magazine @outsidemagazine Follow

Check out [#worldseries](#) ace, Madison Bumgarner talking about the importance of wilderness in his life [#WeAreTheWild](#): bit.ly/1DmGoqy

YouTube

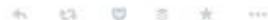


Giants Pitcher Madison Bumgarner on Wilderness (We Are The Wild)
Visit <http://wilderness.org/wild> now to join the movement and share your wild. Or, just use the [#WeAreTheWild](#) hashtag on Instagram and Twitter. --- 2014 mark...

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RETWEETS 13 FAVORITES 17

6:02 PM - 27 Oct 2014



Lance Bass @LanceBass Follow

Take a look!
youtube.com/watch?v=6YsJui...
[#WeAreTheWild](#)

YouTube

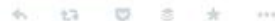


9 Celebrities who Agree: "We Are The Wild." (full version)
Visit <http://wilderness.org/wild> now to join the movement and share your wild. Or, just use the [#WeAreTheWild](#) hashtag on Instagram and Twitter. --- 2014 mark...

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10:31 AM - 2 Sep 2014



San Francisco Giants @SFGiants Follow

Did you know MadBurn is a fan of wilderness? In honor of Wilderness Month, he tells us about it. bit.ly/1q8Cp9x
[#WeAreTheWild](#)

YouTube



Giants Pitcher Madison Bumgarner on Wilderness (We Are The Wild)
Visit <http://wilderness.org/wild> now to join the movement and share your wild. Or, just use the [#WeAreTheWild](#) hashtag on Instagram and Twitter. --- 2014 mark...

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RETWEETS 18 FAVORITES 73

3:29 PM - 15 Sep 2014





Insights

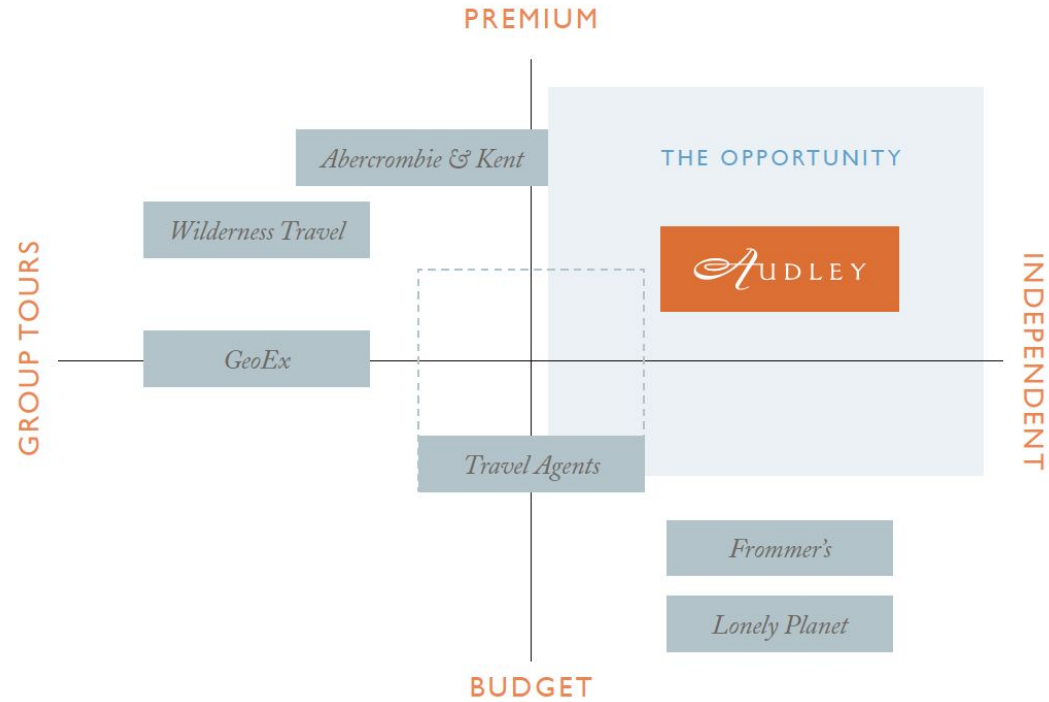
TIP:

Understand the why. Dig into their deeper emotional needs and challenges.



Story

What is truly unique about
what you do that will
resonate with your target?





Story

TIP:

The doing is the telling.
Seriously evaluate the
uniqueness of your offering.



Emotion

How do you tell the story
in a compelling way?

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RESTAURANT



E

Emotion

TIP:

Production quality counts.
Consider partners such as
DMOs to defray costs.



Engagement

What are the media
tactics you'll employ?



On the trail,
you're an animal.

But which one?

TAKE THE QUIZ AND FIND OUT. ►







Engagement

TIP:

Try stuff. Focus.
Don't be afraid to fail.

Social video • Native • Influencers • UGC
Email segmentation & automation





Thank you.