

WEEK 1: Digital Marketing Fundamentals for Travel

- Introduction to digital marketing: Owned, paid, and earned media
- Travel funnel: Inspire > Research > Book > Share
- Basics of travel content creation: Blogs, videos, social media
- Platforms overview: Instagram, Facebook, Google, WhatsApp
- Importance of storytelling in travel

WEEK 2: Social Media Marketing & Creative Tools

- Instagram & Facebook for travel: Reel ideas, carousels, stories
- Canva basics: Tour poster, Instagram stories, highlights
- Travel hashtags and engagement tricks
- Using Meta Business Suite for scheduling
- Importance of social proof: Reviews, UGC, testimonials

WEEK 3: Paid Campaigns & Ad Execution

- Running lead gen ads on Meta: Setup, targeting, creatives
- Google Ads overview: Search vs display for travel
- Crafting ad copy & creatives that convert
- A/B testing: Creative and audience variations
- Setting up budget and monitoring ad performance

WEEK 4: Automation & Retargeting

- WhatsApp marketing: Broadcasts, automation tools
- Email marketing basics: Sequences, subject lines, templates
- Retargeting via Meta Pixel: How to bring back interested users
- Google My Business and Local SEO for travel brands
- Analytics basics: Tracking leads and conversions