

We CUSTOMIZE your best CONSCIOUS trip with CERTIFIED local suppliers

✔ Sustainable 100% | ✔ Independent advice | ✔ Customizable trips | ✔ 5-star rated | ✔ Local prices | ✔ Insured funds





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:

- **Produce SEO-friendly content for Fair Voyage**
- **Track and analyse the success of my content marketing campaigns**
- **Write Facebook and LinkedIn content**
- **Create email marketing content**



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)





My Keyword Strategy:

My keyword strategy included on-page and off-page SEO. In addition:

I used Keyword Planner, Ahrefs and Longtail Pro 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**

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



Results:

Once I confirmed the results using the above tools, the keywords rankings were confirmed by manually searching for the keywords in Google.

I also brought in additional revenue to Fair Voyage via my social media marketing and PR campaigns.

Below are screenshots of some of the keyword rankings that occurred 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-cli...](#) 

Kandoo run a regular schedule of **open group** climbs on all the best routes. ... Have fun on a



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.mountkilimanjaro.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?](#)



Unique Marketing Ideas: Ethical Partnerships

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.

So 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**

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.**
- **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.**



Video Marketing

There were 3 parts to my video marketing campaign for Fair Voyage

- **Showcasing sustainable tourism initiatives**
- **B2B marketing highlighting the benefits of ethical partnerships**
- **Highlighting the work we do at Fair Voyage**

Some of the advertising videos were silent videos, designed to stimulate emotions and nostalgia aimed at encouraging people to sign up for ethical tourism services. Others featured interviews with some of the key leaders at Fair Voyage. I wrote the interview questions and included key topics and promotional material to include in the video.

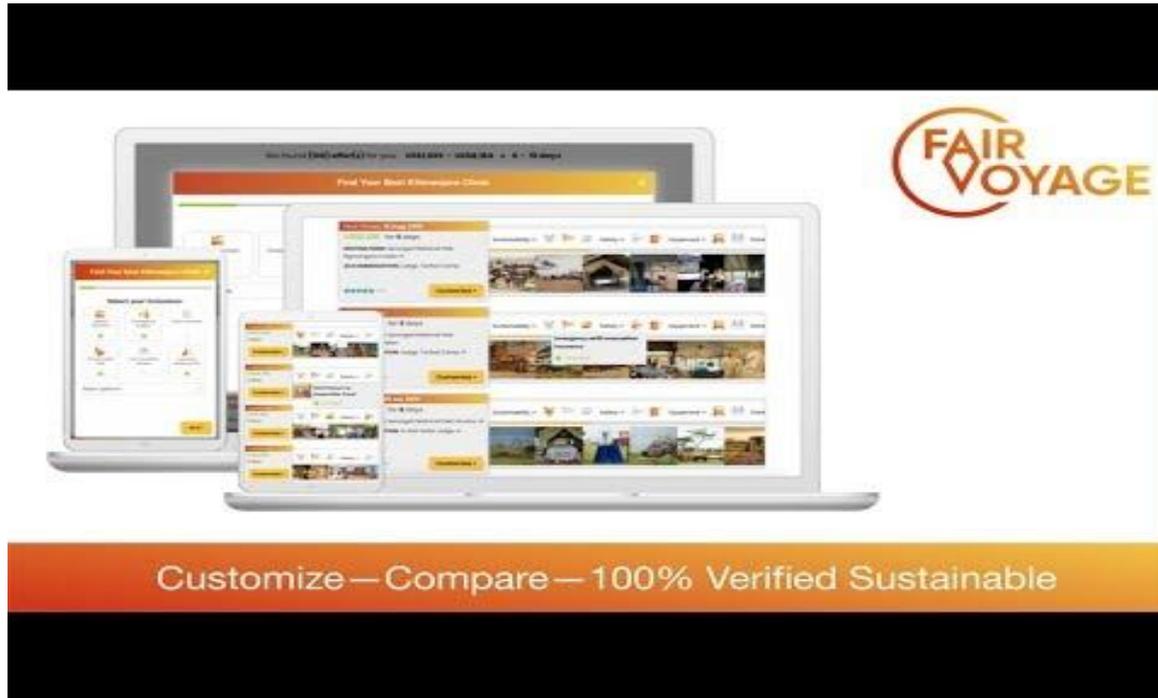
Examples of the advertising videos I put together are below:

SHORT VIDEO ADVERT



Founder Videos

One of my duties was helping to write founder video scripts and interview questions to advertise Fair Voyage. Below is an example of one of these videos:



Finally here is one of my earlier videos for Fair Voyage:





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



Home

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Reviews

Photos

Community

Videos

About

Email Signup

Services

Info and ads

Create a Page



See more

Community

See all

👍 1,027 people like this

📡 1,028 people follow this

About

See All

📞 020 3286 8865

🗨️ Typically replies within a few hours
[Send message](#)

🌐 www.fairvoyage.com

📁 Tour agent

📄 Impressum

🕒 Hours
[Always open](#)

✎ Suggest Edits

Team Members



Outcomes

- **Traffic: 10x increase in website traffic measured through Google Analytics. This was a result of my SEO content marketing campaigns**
- **Increase in Facebook subscribers**
- **5X ROI thanks to profitable partnerships I helped to create**

Increased brand awareness measured via:

- **Google Analytics: achieved a 35% rise in engagement**
- **Subscribers: 100 new subscribers added onto email database**