FAIR VOYAGE
Tailor-Made Trips by Sustainability Leaders
Destinations
Travel With A Soul.
CRAFT MY TRIP
FAIR VERIFIED
CARBON NEUTRAL
SAFE TRAVEL
Photo: The Highlands, Tanzania

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:

- **Create a digital marketing strategy**
- **Content creation**
- **Improve SEO**
- **Develop email marketing content**

The Challenge

Fair Voyage aimed to do the following:

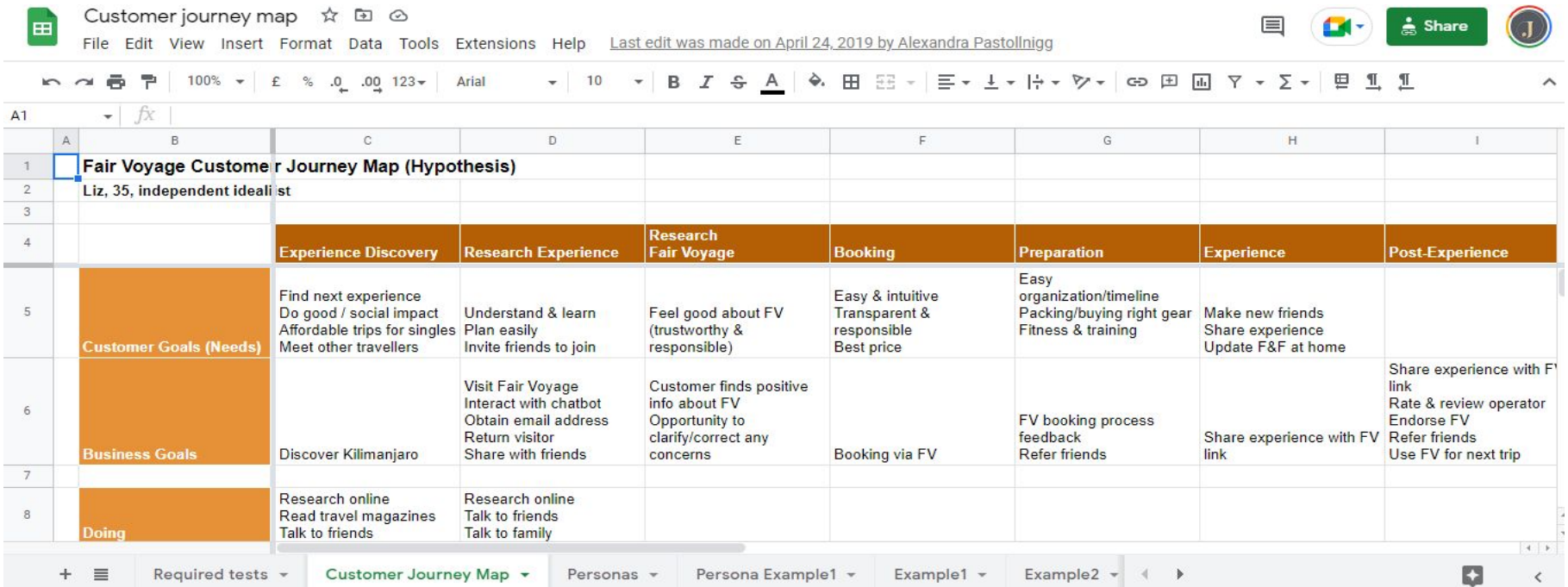
- **Improve SERPS results**
- **Increase conversions**
- **Boost engagement**
- **Increase awareness of ethical travel**

My Process

- I started by mapping out the customer journey
- I then conducted a website audit of Fair Voyage
- The next step was to do some keyword research
- After that, I did some competitor research
- I then created the content strategy

Customer Journey Map

The first step was to define the categories, customer intent and actions



Customer journey map

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	Fair Voyage Customer Journey Map (Hypothesis)						
	Liz, 35, independent idealist						
	Experience Discovery	Research Experience	Research Fair Voyage	Booking	Preparation	Experience	Post-Experience
Customer Goals (Needs)	Find next experience Do good / social impact Affordable trips for singles Meet other travellers	Understand & learn Plan easily Invite friends to join	Feel good about FV (trustworthy & responsible)	Easy & intuitive Transparent & responsible Best price	Easy organization/timeline Packing/buying right gear Fitness & training	Make new friends Share experience Update F&F at home	
Business Goals	Discover Kilimanjaro	Visit Fair Voyage Interact with chatbot Obtain email address Return visitor Share with friends	Customer finds positive info about FV Opportunity to clarify/correct any concerns	Booking via FV	FV booking process feedback Refer friends	Share experience with FV link	Share experience with FV link Rate & review operator Endorse FV Refer friends Use FV for next trip
Doing	Research online Read travel magazines Talk to friends	Research online Talk to friends Talk to family					

Required tests | Customer Journey Map | Personas | Persona Example1 | Example1 | Example2

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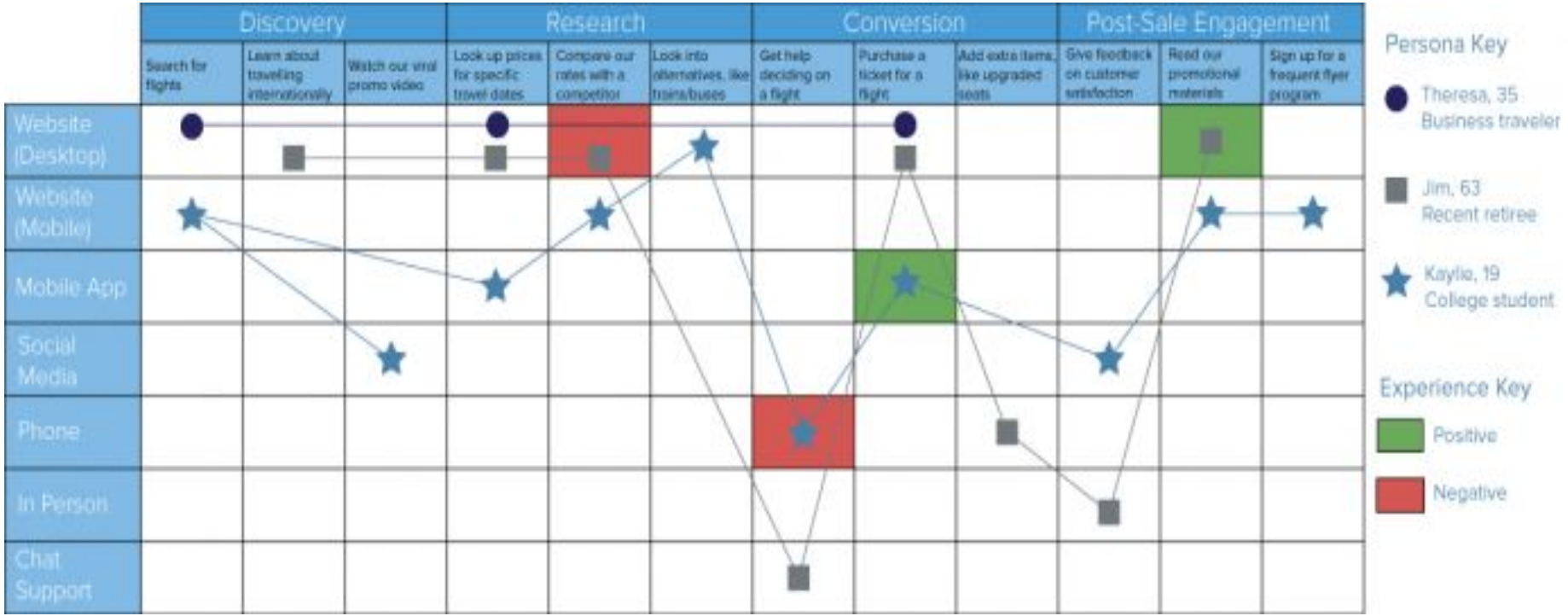
I then created a visual customer journey map



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)

SEO

FAIR VOYAGE

Keyword Strategy:

- The strategy included on-page and off-page SEO.
- I used Keyword Planner and Ahrefs 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**

Target Keywords

- 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

SEO Results

Results Were Tracked in Ahrefs :

Below are screenshots of some of the keywords that appeared on page one of Google 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? ⌄

Google

kilimanjaro open group tours

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 Kandoo **open group Kilimanjaro** climb ... All of the **open groups** we schedule are guaranteed

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.mountkilimanjaroguide.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?

Ethical Partnerships

Unique Marketing Ideas:

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.

Unique Marketing Ideas:

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

Examples

Below is an example of the content I produced for this purpose:

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-liftime 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

Search ...

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.

Ethical Partnership: Fair Wages

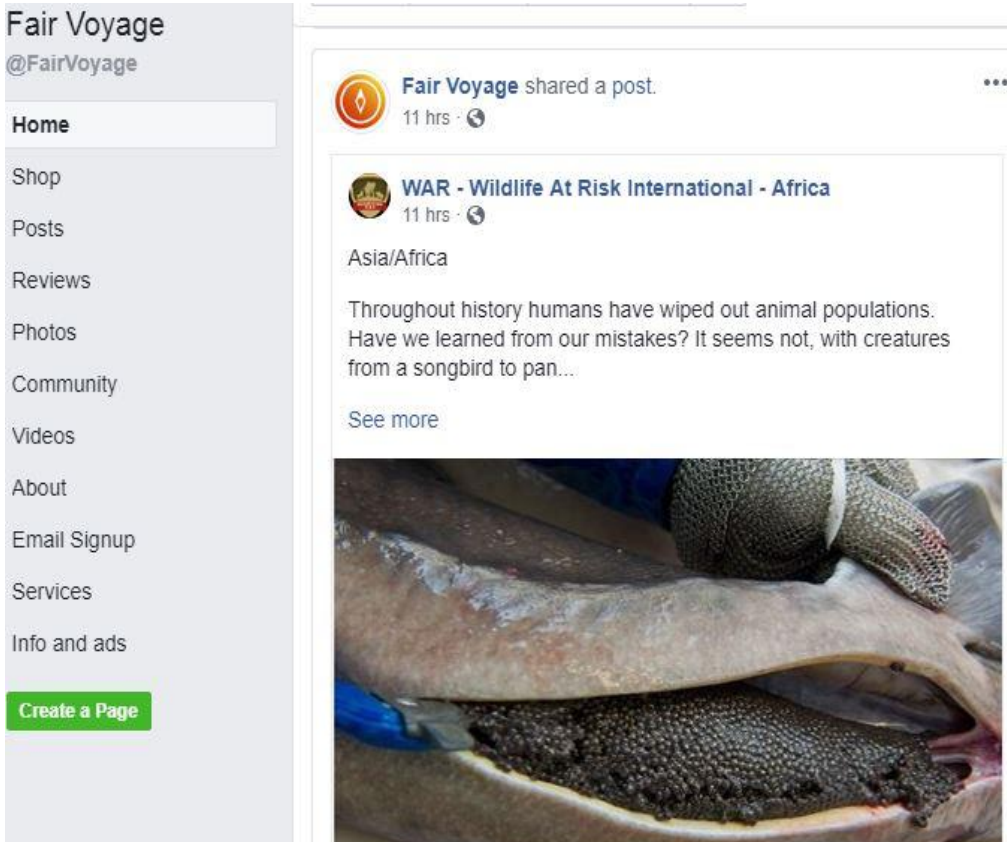
- Then I presented a colourful infographic and video snapshot about some of the amazing work Fair Voyage has done in ensuring these workers get paid fairly.

- This included an educational campaign to tourists about how fair pay enhances their travel experiences.

Outcomes

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**



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

Results:

Increased brand awareness measured via:

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