



# BRANDING 101



POLITE  
GREETING



NAME



RELEVANT  
PERSONAL  
LINK



MANAGE  
EXPECTATIONS

HELLO, MY NAME IS INIGO MONTOYA.  
YOU KILLED MY FATHER. PREPARE TO DIE

HOW TO BUILD YOUR TRAVEL BRAND  
AND NOT DIE TRYING

## DIGITAL GUIDE

# DETERMINE WHO YOU ARE

What is your name? \_\_\_\_\_

How do you want people to call you? \_\_\_\_\_

You can use your first name and something related to what you do so you get more chances to be found by people looking for topics

Things you like

Form with 10 horizontal lines for writing.

Things you DON'T like

Form with 10 horizontal lines for writing.

Things you are good at

Form with 10 horizontal lines for writing.

Things you aren't good at

Form with 10 horizontal lines for writing.

Why should people book their next vacation with you?

Form with 4 horizontal lines for writing.

# DETERMINE WHO YOU ARE

## Write your Bio:

Before writing your Bio, you need to know that Bios are others first impression of your personal brand. Use this space different social media platforms offer, to let people know **Who you are, What you are good at and What makes you different than other travel advisors.** Build a corporate one for platforms like LinkedIn and X. Play a little bit with emojis and lists at platforms like Instagram, TikTok, Pinterest and Facebook.

## Example:

Stress-Free Travel Passionate  
Helping Families Build Their Best Vacation Memories Around the World  
Orlando, FL  
Ready to book your next vacation ↓

## Your Bio

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## Topics you feel comfortable with

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## Topics you don't feel comfortable with

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# GET TO KNOW YOUR AUDIENCE

## Demographics



Name: \_\_\_\_\_

Age: \_\_\_\_\_ Marital Status: \_\_\_\_\_

Location: \_\_\_\_\_

Education: \_\_\_\_\_

## Hobbies & interests

What they enjoy: \_\_\_\_\_

How they spend their vacation: \_\_\_\_\_

Important Lifestyle factors: \_\_\_\_\_

## Challenges & pain points

What gets them mad: \_\_\_\_\_

What they hate about traveling: \_\_\_\_\_

What stops them from buying: \_\_\_\_\_

## Fears

Their Biggest Fear: \_\_\_\_\_

Their Biggest Fear when traveling: \_\_\_\_\_

## Communication Channels

Social Media Platforms they use:        \_\_\_\_\_

Time they use Social Media: \_\_\_\_\_

How they prefer to be contacted:  Call  Text  Email  Other \_\_\_\_\_

# CONTENT IDEAS

After getting to know your audience and defining your personal brand styles and values, it's important to start creating content that actually connects with those purposes and allows people to see the added value you can give. To start creating social media content we recommend doing a little brainstorming on the topics you feel comfortable talking about, then trying to understand what important things people need to know about those specific topics. You might want to help people solve their doubts about a specific topic.

To find the questions people are asking, you can use tools such as Our website FAQs, Answerthepublic.com, and the Ask Me Anything sticker on Instagram, among others.

Once you know what questions people are asking, start answering them with your posts.

Topic	Content ideas	Assets needed
First cruise	What to pack	Amazon List
First cruise	Documents needed	Embarkation Video
First cruise	5 things you need to know	Dining video
First cruise	5 things you need to know	Stateroom video

One thing you can do when you get out of content ideas is to use social media to do a little research called benchmark, which is finding some accounts (no need to be traveling related) and seeing what you like and what you don't and the kind of content you can start creating.

# BUILD YOUR STRATEGY

It's time to start building your strategy. To do so, it's important to determine which social media platforms you will be using, remember that you don't need to be in all, but choose the ONE you are going to start with.

	Social Media Platform	Description
●	Instagram	This platform is used for inspiration and entertainment. You can share aspirational content related to travel destinations or funny experiences people can relate.
●	X / Twitter	This platform is key for real time activities. Sharing news, limited time offers, reviews, and connecting with people.
●	Facebook	This platform is key for close relationships with your community. Use different tools such as groups to find people interested in the same topics as you or people needing help you can offer.
●	LinkedIn	This platform is professional/Buisness centered. A must if you are willing to work on the B2B market. Keep in mind that the content you share needs to look professional and show your expertise.
●	Youtube	This platform is focused on High-Quality entertaining content, people are willing to watch a full video or video podcast to get important information or answer their questions about a specific topic.
●	TikTok	This platform is focused on videos and carrouels. It's important to tell great stories and get people interested in the topic you are talking about. It's the new Search Engine, people are checking reviews and information before booking.
●	Pinterest	This platform is used for inspiration, concerning travel content, you might find people looking for travel hacks, Packing information, Destination highlights, and guides.

Now that you know which platform you are starting with, it's time to start planning your content.

# BUILD YOUR STRATEGY

Topic	Script	Assets needed
First cruise	<p><b>5 things you need to pack for your first cruise</b></p> <ol style="list-style-type: none"> <li>1. Motion sickness medicine</li> <li>2. Sunscreen</li> <li>3. Flip-flops</li> <li>4. Landyarlids</li> <li>5. Reusable Water Bottle</li> </ol>	<p>Motion sickness photo                      Sunscreen photo                      Flip-Flops photo                      Landyard Photo                      Water Bottle photo                      Voice over</p>
Platform	Format	Caption
Instagram	Reel	<p>Going on your first cruise and have no idea of what you should pack? Here's a list of 5 items you cant miss, last one is my favorite</p> <p>Already been on a cruise? What is your not to be missed item? Let me know in the comments...</p>

After finding the right ideas for your content strategy, it's time to start using some editing tools such as Canva or CapCut. Some platforms allow you to schedule your content or set reminders to post. This tool is good to use if you want to be consistent, but for the algorithm, it's important that you also spend at least 30 minutes after posting, engaging with other people's content, and answering the comments you get on your posts. If you are wondering what time is better to post, the answer is, it depends. Remember that when you were trying to understand your audience, you determined when they used social media. The idea is that you start posting when your audience is most likely to be connected.

# WARM UP YOUR ACCOUNT!

Now you're ready to start working on your social media strategy! First, go to your chosen social media platforms and create your new accounts. Remember, don't post anything during the first three weeks. This time is meant to train the algorithms to understand who you are, what you're interested in, and who might enjoy the content you'll share later on

## Week 1: Setting the Stage

- Choose one main platform to focus on (TikTok, Instagram, Facebook, X, YouTube, etc.)
- Create or update your profile (use a clear picture, bio, and contact info). If you're creating an Instagram/TikTok account, make sure to select a Creator account type.
- Write down 10 questions your audience would want answered and work in the answers (These will help you for when you are posting content later).
- Research 3 travel accounts, 3 non-travel accounts, and 3 accounts with a similar audience.

## Week 2: Building Connections

- Interact with at least 5 other accounts (comment, like, or share). We recommend daily interactions with Share4Share accounts.
- Follow 5–10 new people you'd like to connect with every day.
- Try recording one short video (Reel/TikTok) even if it feels uncomfortable. Don't post it yet! Just record and edit to start feeling more confident.

## Week 3: Getting Visible

- Share at least 3 Stories this week (you can later save some as highlights).
- Share an introductory post on your personal accounts and include the link to your Share4Share channel.



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**There's a new  
Social Media  
Platform**



**There's a  
new Social  
Media  
Platform**