

Advanced Digital Marketing for Travel

5 March 2024

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

09:30 **Registration, tea and coffee**

10:00 **Moderator's opening remarks**

Digital marketing overview

- Current trends in travel digital marketing
- Which platform for which demographic?

10:25 **Optimising your digital strategy and knowing your customers journey**

- Understanding your audience and how they engage with you
- Competitor landscape assessment
- Ensuring your content reflects your messaging
- Engaging with social media trends
- Creating eye catching email content

10:50 **Creating effective content for TikTok**

- Creating captivating short form videos for travel brands
- Emphasizing the importance of genuine content for building trust
- Utilising TikTok's algorithm to effectively achieve engagement goals
- Measuring TikTok campaign impact for travel brands

Carl Ellis, Brand and Partnership Manager – Travel, TikTok

Ola Quadrio, Client Success – Industry Lead for Travel, TikTok

11:20 **Tea and coffee break**

11:35 **Data protection update**

- Understanding your data protection obligations
- Addressing data gaps in reporting
- Maximizing the impact of email marketing

12:00 **Enhancing marketing results with generative AI**

- What AI tools are available for content creation?
- Effectively using AI for image and video content
- Ensuring you remain compliant with data protection
- Other AI tips to enhance overall output

12:30 **Networking lunch**

13:30 **SEO trends in 2024**

- Staying ahead of algorithm changes for improved rankings
- Maximizing SEO efforts with available resources
- Predicting future trends in the algorithm

13:50 **PPC strategies in 2024**

- Leveraging the latest developments in Google Ads
- Transitioning into Performance Max and uncovering hidden tips
- Maximizing budget efficiency

14:10 **Tea and coffee break**

14:25 **GA4 and establishing effective digital metrics**

- Practical insights into GA4 Features
- Identifying key performance indicators (KPIs) and enhancing measurement
- Generating valuable insights and improving reporting

14:55 **Open Q&A**

Get your questions answered

15:30 **Summary and close**

About your trainer:

Andy Headington, CEO, **Adido**, helped set up Adido as an award-winning digital agency in Dorset in 2003. He spent the first few years primarily learning SEO from scratch and has since gone on to help develop an amazing digital marketing team working with some brilliant designers & developers at Adido HQ. As CEO of Adido, Andy has a vast knowledge of all areas of digital marketing and is a regular blogger, contributor and presenter on all areas of digital. His most specific areas of expertise and interest are search marketing, travel marketing and future innovations in the digital world. Andy has presented at numerous leading industry events including several ABTA events, The British Travel & Tourism Show, TTG Luxury, Travolution Summit and the Visitors Attraction Conference. He has also presented at industry events such as SES, SASCon, UK Search Awards, SMX, UK Search Awards and Digital Gaggles as well as hundreds of business groups across the UK. He has also been asked to comment on digital trends for the likes of Econsultancy, Sky News, The FT, The Guardian, Virgin and The Internet Marketing Podcast.



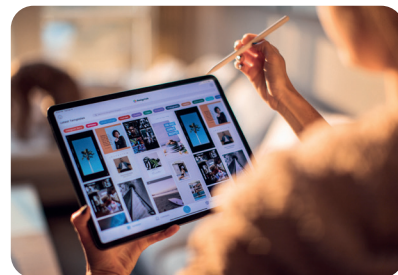
Event partner

ADIDO

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About the event

ABTA's advanced level digital marketing training has been designed for those working in travel who have a good understanding of digital marketing and want to develop their skills and marketing strategy. Attendees will explore the latest strategies, tactics, tools, tech, and trends in digital marketing – including SEO, PPC, social, GA4 and AI.

Travel marketing is constantly evolving. Every day there are new ways to engage, connect and influence via new channels, opportunities, and tactics. Ensure you know which platforms to utilise and how to make the most of your digital presence.

Attend this comprehensive training day to gain an understanding of how travellers consume content and what makes them take action. Take this opportunity to discover the latest approaches to getting your **digital strategy right** and learn how to **measure your campaign's success**.

Explore different channels including **email marketing**, get up to date with Google features and make sure you are making the most of **Google Analytics 4**. Hear presentations from Adido and travel industry representatives to gain competitive edge, focus your efforts, understand what strategies get the best results and get up to speed with the latest industry insights, trends, and predictions for 2024.

The day has been designed with all budgets in mind and you will be able to bring your questions to the expert speakers and discuss common challenges with your industry peers.

Benefits of attending

- Acquire advanced skills in strategic digital media **planning and execution**.
- Boost your **content visibility** through effective keyword research and **engagement strategies**.
- Gain expertise in leveraging **paid media** for **impactful campaigns**.
- Master the art of measuring and rewarding the right **data metrics**.
- Stay updated with the latest industry insights, trends, and predictions, positioning yourself for success in 2024.

Who should attend?

This training day is ideal for travel marketers and digital professionals with an understanding of the different marketing channels and who are looking for practical guidance around SEO, PPC and content marketing, including:

- SEO and content specialists
- Marketing managers, directors and team leaders
- Digital marketing and social media teams
- Content marketing teams
- Directors and senior managers from small businesses

Prices

ABTA Member / ABTA Partner* **£259 plus VAT**
Non Member **£399 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

REGISTER NOW!

Upcoming events

SEO and Content Optimisation

27 February 2024, Central London

Travel Marketing Conference

14-15 May 2024, Central London