

# How to Attract your Ideal Clients Online

## Maximize your coronavirus downtime

### Pop Up Week 1

Madeline Jhawar  
Owner, Travel Beyond the Obvious



# Let's Build Something!



## Week I

# Laying the Foundations

- Monday: Weekly video released to private FB group. Watch at your convenience.
- Tuesday @10am PT: Live Q&A
- Thursday @10am PT: Live Q&A



We hold your hand. You Get Stuff Done.



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# Week I

## What You'll Get Done

- ☐ Clarify who your Ideal Customer is
- ☐ Understand 6+ ways that customer will find you online
- ☐ Choose and focus on TWO ways to kick off this week
- ☐ Benefit from the experience, momentum, accountability and community of the group



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# Customers search for travel online



Will they find you?



# ITALY

Beyond The Obvious

**50% of our customers find us via online search**

**Also called Attraction Marketing**

**50% are referrals**

But first, the most important question:  
WHO do you want to attract?





You do not want  
to waste your  
time with tire-  
kickers



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# Focus on your Ideal Customer

## Exercise #1 Refer to pdf

### Your Ideal Customer: Exercise

- Gender
- Married / Single
- Age range
- Kids?
- Income level
- Education level
- Where do they live?
- Where do they vacation?
- Health habits
- Phase of life
- What do they do for fun?
- What associations or organizations do they belong to?
- What non-profits do they support?
- What social media do they use?
- What publications or blogs do they read?
- Describe their personality
- What problems keep them up at night?
- What do they want the most?
- How do they feel about your service?
- How can you solve their problem?

# ALL your...

- Website copy
- Emails to customers
- Social media posts & videos
- Images
- Messaging

... must be geared to your ideal customer. ALL OF IT.

# Six Ways Customers Find you Online



Remember: customers are not searching for you. They are searching for the answer to their problem. The solution to their pain.





About 1,490,000,000 results (0.48 seconds)

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www.pexels.com ▼

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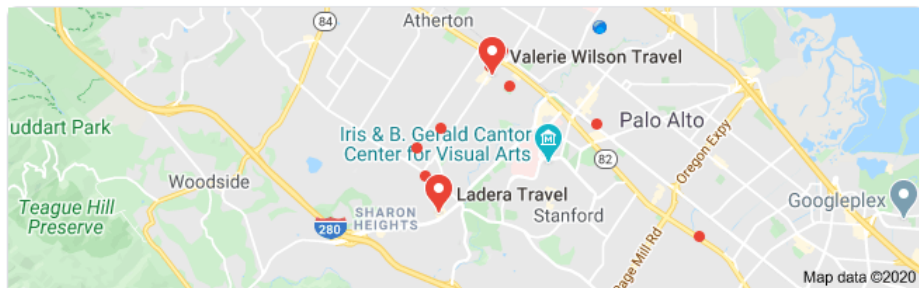
unsplash.com ▼

### Unsplash: Beautiful Free Images & Pictures

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# #1: Google Ads

About 5,040,000 results (0.93 seconds)



Rating ▾ Hours ▾ Your past visits ▾

Sort by ▾

### Italy Beyond the Obvious

5.0 ★★★★★ (15) · Travel agency

Closed · Opens 9AM Fri · (773) 621-3024



WEBSITE

### Valerie Wilson Travel

5.0 ★★★★★ (1) · Travel agency

1.6 mi · 830 Menlo Ave STE 105

Closed · Opens 8:30AM Fri · (650) 485-4545



WEBSITE



DIRECTIONS

### Ladera Travel

4.0 ★★★★★ (1) · Travel agency

3.3 mi · 325 Sharon Park Dr · In Sharon Heights



WEBSITE



DIRECTIONS

# #2: Google My Business Page



# Italy Beyond the Obvious

## PEOPLE ARE FINDING YOU ON GOOGLE

Here are the top search queries used to find you:

italy

used by 756 people

italy travel

used by 19 people

travel agency

used by 17 people

909

viewed your business

★ 432% FROM FEBRUARY 2020





About 26,100,000 results (0.52 seconds)

www.autoeurope.com > ... > ZTL Restricted Driving Zones in Italy

[ZTL Italy Restricted Driving Zones in Rome, Florence, Pisa ...](#)

When you're getting ready to embark on a tour of **Italy** by car, it's important to familiarize yourself with the **Limited Traffic Zones** (called Zona Traffico Limitato or ...

www.italybeyondtheobvious.com > dont-mess-with-ztl-zones

[Driving in Italy: 5 Easy Ways to Get Italian ZTL Fines and How ...](#)

**Italian** ZTL fines are tickets that are automatically generated and sent to drivers who cross into the designated **Limited Traffic Zones** (ZTL) in a city, and who are ...

You've visited this page many times. Last visit: 11/10/19

#### People also ask

What is a limited traffic zone in Italy?

Where are the ZTL zones in Italy?

What is a restricted traffic area?

How can we avoid ZTL in Florence?

Feed

www.train-travel-italy.com > Travel

[Italy Road Map Guide & ZTL Driving Zones | Train-Travel-Italy ...](#)

At this point it's important to familiarize yourself with the **Limited Traffic Zones**. They are called

# #3: Google Search to your blog

2009!

## Example A




Google

which town to stay on the amalfi coast

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

All Maps Images News Shopping More Settings Tools

About 4,510,000 results (0.97 seconds)



### Sorrento

Sorrento. Located on the Sorrentine Peninsula, Sorrento is a **town** along the **Amalfi Coast** famous for its architecture, beaches, and cultural attractions, making it the best **place to stay** in **Amalfi Coast** for first-timers. 3 days ago

www.thebrokebackpacker.com › where-to-stay-on-the-amalfi-coast-it... ▼  
[Where to Stay on the Amalfi Coast? \(BEST of 2020\)](#)

About Featured Snippets Feedback

#### People also ask

- Which is the best town on the Amalfi Coast? ▼
- Where should I stay in Positano or Amalfi? ▼
- How many days should I stay in Amalfi Coast? ▼

# #3: Google Search Example B

“which town to stay on the Amalfi Coast”

www.wanderluststorytellers.com › best-town-to-stay-in-amalfi-coast ▼

## Where to Stay in Amalfi Coast: How to Find the Best Towns!

May 21, 2019 - Positano is our personal preference and in our opinion the top choice of **town** to base yourself in for your **Amalfi Coast** vacation. Positano is also ...

### Top things to do in Amalfi



Amalfi Coast  
Sorrentine Peninsula  
villages & beaches



Amalfi Cathedral  
Grand 9th-century  
cathedral with relics



Museum Of Paper  
History of  
papermaking in Amalfi



Cloister del Paradiso  
Moorish architecture,  
garden & artifacts

☰ More things to do

www.italybeyondtheobvious.com › amalfi-coast-towns-where-to-stay ▼

## Amalfi Coast Towns: where to stay - Italy Beyond The Obvious

Feb 14, 2018 - Italy's gorgeous **Amalfi Coast** stretches for thirty or so miles and boasts many picture-perfect **towns**. But which **Amalfi Coast town** should you use ...

You've visited this page 2 times. Last visit: 7/4/19

www.untoldmorsels.com › best-places-to-stay-in-amalfi-coast-towns ▼

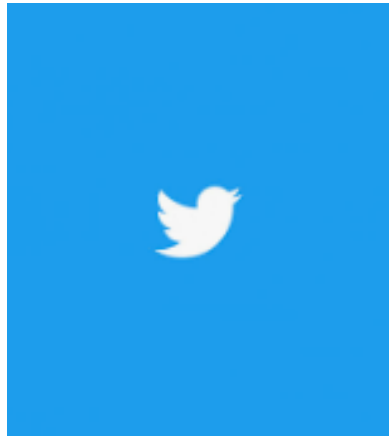
## Best places to stay in Amalfi Coast: towns, villages, hotels and ...

# #3: Google Search Example B

“which town to stay  
on the Amalfi Coast”



## #4: Social Media





LinkedIn



If you are comfortable on video, go for it!

# Social Media Tips

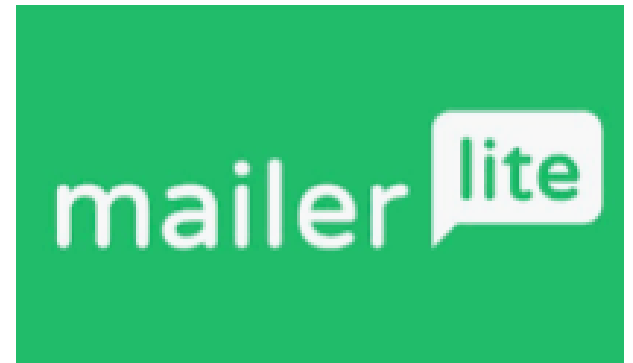
- Be consistent
- No need to be on all the platforms – pick two to start
- IG: great for pretty images
- FB: great for community (business page, not personal page)
- LinkedIn: great for B2B
- Pinterest: great for images
- Twitter: great for connecting with the media
- YouTube: fantastic if you're okay on video



## #5: Email Newsletter



ActiveCampaign >



# Create an offer for your email list

- This is something that the visitor to your website will want to receive, so they will give you their email address.
- When someone opts in to your email list, they receive this
- This will build your email list

# Exercise #2: brainstorm offers

- Tips on saving money when booking flights
- 10 Not To Miss Sights in X
- 10 Things to always pack in your carry on
- 10 Foods to try in Y
- The best movies about X (travel, a destination, etc)
- The best language learning apps
- Discount code
- Free consultation

# A LUXURY TRAVEL BLOG

FOR THOSE WHO ENJOY THE FINER THINGS IN LIFE

[Home](#) > [Archives for Madeline Jhawar](#)

## Author Archive for Madeline Jhawar

# InMenlo

Menlo Park, California 94025 and Atherton, California 94027

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### Madeline Jhawar helps clients discover “Italy beyond the obvious”

by LINDA HUBBARD GULKER on JANUARY 24, 2017

HOST  
AGENCY  
REVIEWS

[Lists](#) [Resources](#) [Blog](#) [More](#)



[Blog](#) > 3 Travel Agents Get Creative with Fee Structures

### 3 Travel Agents Get Creative with Fee Structures

## Part I: Six ways customers find you online

travelmarket  
Voice of the Travel Advisor report

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### Starting At \$499, Fees Drive Revenue For Travel Agent

by [Marilee Crocker](#) / October 12, 2016

# #6: Online content

Wandering Italy

Blog

about

articles

newsletter

Contact

## Italy Travel Experts You Should Know

# Online Content: Podcasts!

## Podcast about traveling beyond the obvious in Italy

[WorldNomads Podcast about Italy](#)

I was one of three guests on the WorldNomads Italy podcast, in which we discussed traveling beyond the obvious, a bit about the Amalfi Coast, and a plug for the Italian town of [Ravenna](#).

## Italy Podcast about Multi-generational Travel

[Multi-generational Travel – The Bittersweet Life Podcast](#)

Host Katy Sewell and I chat about planning a multi-generational trip to Italy, a type of trip we create frequently here at Italy Beyond the Obvious. More advice about [multigenerational travel to Italy here](#).

## Italy Podcast about Sicily

[Travel to Sicily – The Amateur Traveler Podcast](#)

In this podcast, I talk to host Chris Christensen about Sicily and we cover details of a two-week Sicily itinerary (which I then summarized in a [blog post here](#)). I spent my own honeymoon in Sicily and Italy Beyond the Obvious has planned many Sicily trips for clients so this podcast is close to my heart. I adore the culture, the food, the history, and the scenery of this wonderful island.

## Italy Podcasts about Working in Italy

[Hiking, Biking, and Finding work in Italy – Eye on Italy Podcast](#)

In this Italy podcast, I talk to Sara, Jessica, and Michelle about working as a hiking & biking tour guide in Italy, and about the other jobs I had there – namely a corporate expat and a nanny.

[The Life of an Adventure Travel Tour Guide – The Amateur Traveler Podcast](#)

What's it really like working as a tour guide in adventure travel? Here, I talk to Chris Christensen about working for Butterfield & Robinson as a guide leading hiking & biking trips, and what that entails including my favorite and least favorite parts of it.

## Italy Podcast about Learning Italian

[Conversational Italian with limited vocabulary – 30 Minute Italian Podcast](#)

Host Cher Hale and I chat about learning Italian and how to be conversational with a limited vocabulary. My favorite part of this discussion is where we delve into a subject I studied during my undergraduate degree in Linguistics: the difference between the denotation or dictionary definition of a word, and its connotation, or more nuanced meanings (such as in idiomatic expressions).

## Business Podcast about the Travel Industry

[Travel Agent Chatter – interview with me](#)

Owner of the Host Agency Reviews website Stephanie Lee and I discuss my background, my business model, how I started Italy Beyond the Obvious, and how our business is different from that of a typical Travel Agency.

## Business Podcast about Female Entrepreneurs: Melinda Wittstock's Wings of Inspired Business

[Profiting from a Passion for Travel](#)

Host Melinda Wittstock and I discuss Italy Beyond the Obvious and my new company [Travel Beyond the Obvious](#).



# Exercise #3: brainstorm media

- List your local newspapers
- List travel blogs you read that would be a good fit
- Podcasts you listen to
- Subscribe to HARO
- Use YOUR expertise to send them a pitch about why THEIR audience could benefit
- Reach out on LinkedIn or Twitter to the editor / owner
- Build the relationship. Pitch should be specific.

# Week 1 Recap: Your to-do list

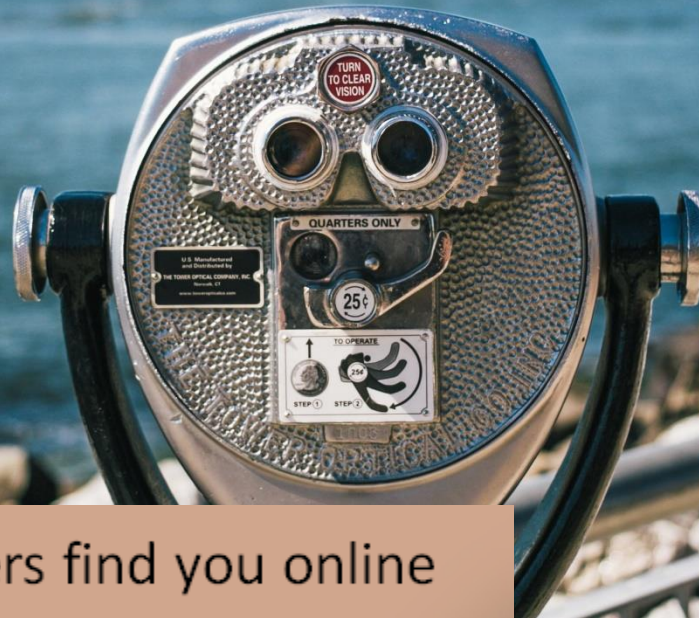
- ☐ \*Your Ideal Client Worksheet (MUST DO)
- ☐ \*Set up Google My Business (detailed steps on resources sheet)
- ☐ \*Sign up for an email newsletter service
- ☐ Brainstorm email list offers
- ☐ Create a business Facebook page if you don't have one
- ☐ Brainstorm local media to pitch
- ☐ Make sure you have Google Analytics to your website (next week's prep!)

# Summary:

## Six Ways to Attract Customers Online

- ☐ Paid advertising
- ☐ Google My Business
- ☐ Organic search to your website (SEO)
- ☐ Social Media
- ☐ Email Newsletter
- ☐ Online content (articles & podcasts)

# Organic search to your blog will have the biggest long-term impact



Part I: Six ways customers find you online

# To Be Continued next week...

Meanwhile join us for this week's Q&A

- Tuesday @10am PT
- Thursday @10am PT

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