How to Market
Peninsula Private Jet Tours



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1. What to Expect

Over the next three months we will be sending out emails containing information on our commissionable Peninsula Private Jet Itineraries, which you will be able to pass directly on to your clients.

This guide was created to help you generate interest in each Peninsula Private Jet Itinerary through online marketing channels including Facebook, Twitter, Instagram & Direct Email. We have also created a Marketing Calendar to provide you with a detailed schedule of what we are doing at Imperial Tours and show you the best times to pass along information to your client base.

2. Reading the Marketing Calendar

We have created a marketing calendar to provide you with a detailed schedule of our Peninsula Private Jet marketing plan so that you know what and when to expect email and social media posts from Imperial Tours. If you have any questions about this calendar please do not hesitate to contact us at guy@imperialtours.net or susan@imperialtours.net.









3. Peninsula Private Jets Marketing Schedule

November 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21	Marketing Strategy from Imperial Tours	23	American Thanksgiving	25 Imperial Tours Social Post	26
27	28	Culinary Tour EBlast & Social Post	30 Imperial Tours Social Post			

December 2016

				1	Imperial Tours Social Post	3
Imperial Tours Social Post	5	6	7	8	9	Imperial Tours Social Post
11	Imperial Tours Social Post	13	14	Family Tour EBlast & Social Post	16	17
18	Imperial Tours Social Post	20	Imperial Tours Social Post	22	23 Imperial Tours Social Post	24 Christmas Eve
25 Christmas Day	26	27	28	Imperial Tours Social Post	30	31 New Years Eve

January 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
New Years Day	2	3	4 Imperial Tours Social Post	5	6	7 Imperial Tours Social Post
			yof			O
8	9 Imperial Tours Social Post	10	11	12 Imperial Tours Social Post	13	14
	Ø					
15	16	Family 17 Tour EBlast & Social Post	18	19	20 Imperial Tours Social Post	21
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4. Forwarding Emails

Once you receive an email from us you will have two options. The first and easiest option is to simply click forward and send the email directly to your client. The second option is to click the Forward Link within the email and follow the steps outlined by MailChimp.

To forward our email through
MailChimp click the forward button
within the Email.

Tweet

Forward

Fill in the information of who you wish to pass the email onto and click send.

Forward Our Email To A Friend
You are forwarding a link to this email campaign.

Your friend's name:

Your friend's email address:

Your full name:

Your email address:

ERROR for site owner:
Invalid domain for site key

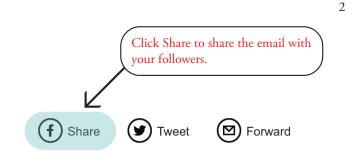
Send Email

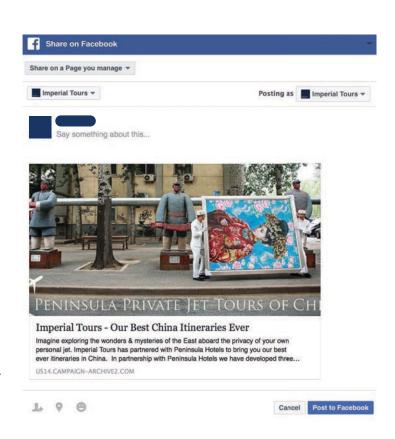
5. Posting to Facebook

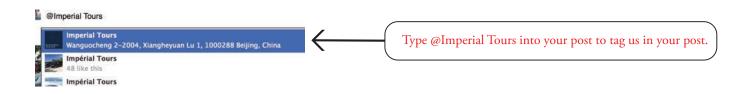
Posting our Eblasts directly to Facebook is easy. First, click on the Facebook icon within the email. This will redirect you to your Facebook page where you can write a message and share with your followers. Remember to tag Imperial Tours in your post, you can do this by typing @Imperial Tours in your post, this will bring up a link to our page.

Additionally, once you have started following us on Facebook you will be able to share all our posts easily to your followers directly from our Facebook Page.

You will be redirected to Facebook. If you have a separate page for your company click on Share on a Page You Manage from the drop down menu in the top left corner. Then write your post and share!

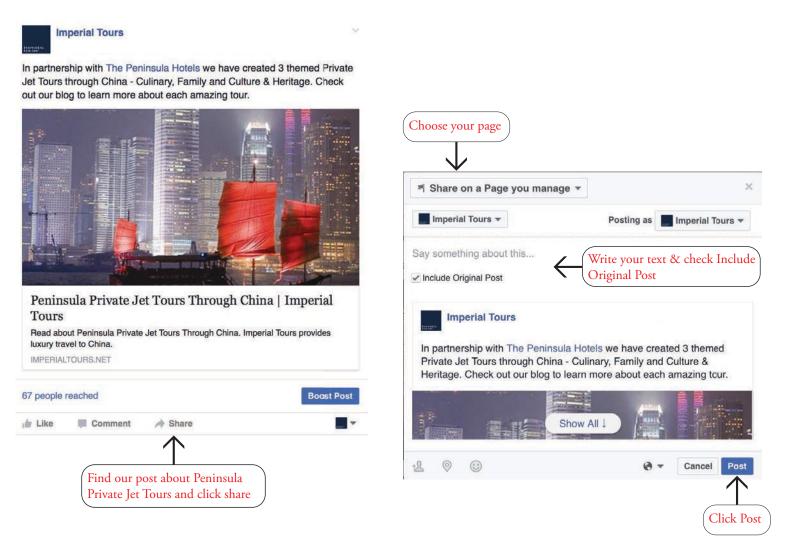






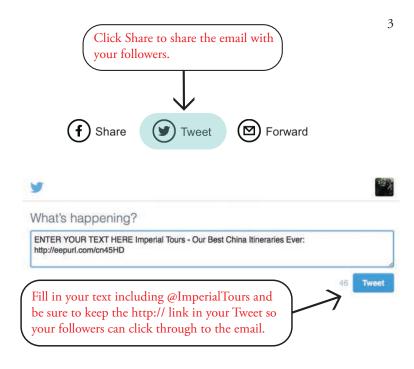
6. Sharing from Facebook

Sharing posts directly from our Imperial Tours Facebook page to your Facebook page is easy. You will be able to find our posts one of two ways. If you see our post in your news feed please feel free to share it to your followers. Alternatively, if you go to our Imperial Tours Facebook page, find the post you want to share, click the share button at the bottom of the post. A sample of the post will populate, if you manage a personal and company page simply choose which page you would like to share the post too. Write your text in the *Say something about this...* tab and ensure that there is a check mark next to *Include Original Post*. Then simply click Post!



7. Posting to Twitter

To post to Twitter follow the same first step as you did to post to Facebook. Simply click on the twitter icon within the email and you will be redirected to your Twitter account. Here you can write in whatever text you think your followers would respond best to, remember to tag us at @ImperialTours. You can also use



hashtags such as #ImperialTours, #China, #ChinaHoliday and #PeninsulaHotels. When posting to Twitter be sure to include the http:// link that populates in the Tweet.

8. Posting to Instagram

The easiest way to post to Instagram is to follow us on Instagram at @Imperial_Tours. Once you follow us you will be able to repost our posts to your followers. This is easiest to do on your mobile phone by taking a screen shot of our post and reposting it to your Instagram. Just remember to tag @Imperial_Tours in your post so we can like your photo back! For a detailed step by step process for reposting to Instagram click here.

Using hashtags such as #China #ImperialTours #TravelChina and #Beijing #Shanghai #HongKong can help your post reach a broader audience.

The easiest way to post to instagram is from your mobile phone. Follow us at @Imperial_Tours, take a screen shot, crop the photo and repost to your instagram. Click here for a step-by-step process.

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imperial_tours the wall looking as magnificent as

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