### How to Market Peninsula Private Jet Tours



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#### 1. What to Expect

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. The Marketing Calendar below provides you with a schedule with the best times to pass along information to your client base.

On a regular basis we will post content to our Facebook, Twitter & Instagram accounts which you can repost for your clients. In addition, over the next three months we will be sending out eblasts containing information on our commissionable Peninsula Private Jet Itineraries, which you will be able to forward directly to your clients and post to Facebook & Twitter.



#### 2. How to Use 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 social media and emails 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.

Below is an index of what each icon in the calendar represents. We recommend printing out the Marketing Calendar so that you can easily refer to it on a daily basis.







## 3. Marketing Calendar

# November 2016

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21	22 Strategy Strategy Imperial Tours	23	24 American Thanksgiving	25 Imperial Tours Social Post	26
27	28	Culinary 29 Tour EBlast & Social Post	30			

## December 2016



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# January 2017

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Years Day	2	3	4 Imperial Tours Social Post	5	6	7 Imperial Tours Social Post
						0
8	9 Imperial Tours Social Post	10	11	12 Imperial Tours Social Post	13	14
	0					
15	16	Tour EBlast & Social Post	18	19	Imperial Tours Social Post	21





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#### 4. How to Share Our Facebook Posts on your Facebook Page

Sharing posts directly from our Imperial Tours Facebook page on your Facebook page is easy. You will be able to find our posts in one of two ways, either you will see our post in your Facebook Home Feed or if you go directly to Imperial Tours Facebook page you will see all of our posts. To share our post with your Facebook followers click the share button at the bottom of the post (Step 1). When you click this link you will be given the option to 'Share' or 'Share to a Page' (Step 2), note if you do not manage a Facebook page different from your personal page your pop up will look like Step 3. Choose 'Share to a Page' if your pop up looks like Step 2, and click the 'Share...' button if your pop up looks like Step 1. After you click 'Share', a new window will appear on your screen (step 4). If you manage a personal and company page simply choose which page you would like to share the post too. Next, 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'!

Imperial Tours Step 1: In partnership with The Peninsula Hotels we have created 3 themed Private Jet Tours through China - Culinary, Family and Culture & Heritage. Check out our blog to learn more about each amazing tour. Peninsula Private Jet Tours Through China | Imperial Tours Read about Peninsula Private Jet Tours Through China. Imperial Tours provide luxury travel to China. IMPERIALTOURS.NET 67 people reached Comn A Share dr Like Find our post about Peninsula Private Jet Tours and click share Step 2: Step 3: Share Now (Friends) A Share Share... Share... Send as Message Share to a Page Share on a friend's Timeline Share to a Page A Share Choose your page Step 4: A Share on a Page you manage 🔻 Imperial Tours -Posting as 📕 Imperial Tours 👻 Say something about this. Write your text & check Include Include Original Post Original Post **Imperial Tours** In partnership with The Peninsula Hotels we have created 3 themed Private Jet Tours through China - Culinary, Family and Culture & Heritage. Check out our blog to learn more about each amazing tour. Show All ↓ 12 0 0 Q -Cancel

**imperial tours**<sup>®</sup> traveling China...in style

2

Click Post

#### 5. How to Post Our Eblast to Facebook

Posting our Eblasts directly to Facebook is easy. Step 1, click on the Facebook icon within the eblast. This will redirect you to your Facebook page where you can write a message and share with your followers (Step 2). Remember to tag Imperial Tours in your post (Step 3). You can do this by typing @Imperial Tours in your post, this will bring up a link to our page.



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#### 6. How to Retweet Our Tweets on Twitter

Once you have started following us on Twitter you will be able to share all our tweets easily to your followers directly from our Twitter account.

Step 1, when you see our tweet in your Twitter feed, click on the icon with two arrows at the bottom of the tweet. Step 2, after clicking the 'Retweet' button a new window will pop up where you can add a new comment for your followers to see. Oh, and no need to be shy, you can click on the heart to show us you like what we're doing as well.

#### Step 1:

Imperial Tours @imperialtours · Nov 11

Looking for a new experience? Check out our blog featuring out #Peninsula #Private #Jet #Tours in #China ow.ly/jJ2y3064nmF



To Retweet our tweet click on the two arrows making a square at the bottom of the post. And don't forget to spread the love by clicking the heart too.

#### Step 2:



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#### 7. How to Post Our Eblast on Twitter

To post to Twitter follow the same first step as you did to post to Facebook. Step 1, simply click on the twitter icon within the eblast and you will be redirected to your Twitter account. Step 2, 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.



Step 2:





#### 8. What You Can Do On Instagram

Posting to Instagram can be a bit more difficult, as there is no easy method to repost a photo, nor is there a way to post to Instagram directly from our eblast. Therefore, 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. For a detailed explanation on how to repost to Instagram please click here.

Just remember to tag @Imperial\_Tours in your post so we can like your photo back! Additionally, 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 ever

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#### 9. How To Forward Our Eblasts (two methods)

This part can be confusing only because there is a choice of two ways to forward our eblast to your clients. Once you receive an eblast from us you will have two options. The first and easiest option is to simply click forward on your email program and send the email directly to your client (Figure 1). This will look different depending on your email software.

The second option is to click the Forward link within the eblast, Step 1. Once you click the link you will be redirected to MailChimp, our eblast provider, here you can follow the instructions outlined by MailChimp, Step 2.

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Step 1:

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