

GETTING MILLENNIAL LEADS

“How can agents most effectively connect with and generate bookings from millennial travellers through social media?”



GEN Y OR GEN Z?

Learning how to sell to millennials is important. After all, they are the future. Gen Y are those born before 1994 and Gen Z, those born after 1995. Gen Y is typically more on Facebook and Twitter, while Gen Z is on Instagram and Snapchat – or whatever new social media platform is available.

TALK THE TALK

Social media is key! Both Gen Y and Z grew up with social media. Even if you're not the most socially inclined, it's important to build your social media following and 'talk the talk' – it's all about authenticity, because young travellers can smell a sales message from a mile away.



#NOREGRET

Always use #hashtags! They allow you to see conversations with a particular topic to engage. For example: #travel #traveltuesday #ttot (travel talk on Twitter) are all great places to start. Emojis are always a great way to catch people's attention and every millennial uses them – you'll definitely be talking the talk 🤔.

IT'S ALL ABOUT THE VISUALS

When talking to young clients on any social media platform, make sure you're using beautiful and inspiring images such as epic shots of the Swiss Alps and YouTube videos. You can access ready-to-use Contiki images via ContikiU. #WeGotYou



PLAN ON THESE DAYS

Create a content calendar and plan ahead. Theme each day such as #TBT (Throwback Thursday) by sharing an old travel picture with a fun fact, or posting #traveldeals on a Monday.

FIND YOUR AUDIENCE

Invite friends and clients to your Facebook page and to follow you on Instagram and Twitter. Go ahead and like other people's pages or follow those with a significant following – they'll be more likely to share the love back to you. A surefire way to attract followers: host contests on your accounts with prizes. Prizing doesn't need to be extravagant – branded merchandise works just as well. You'd be surprised of how many people will clamor for free items!

GIFT WITH PURCHASE

Set yourself apart from the rest of the travel agents in the business and add a gift with purchase, or highlight why a client should book with you versus someone else. Talk about what you can offer and why a young traveller should trust you with their vacations over booking it themselves.