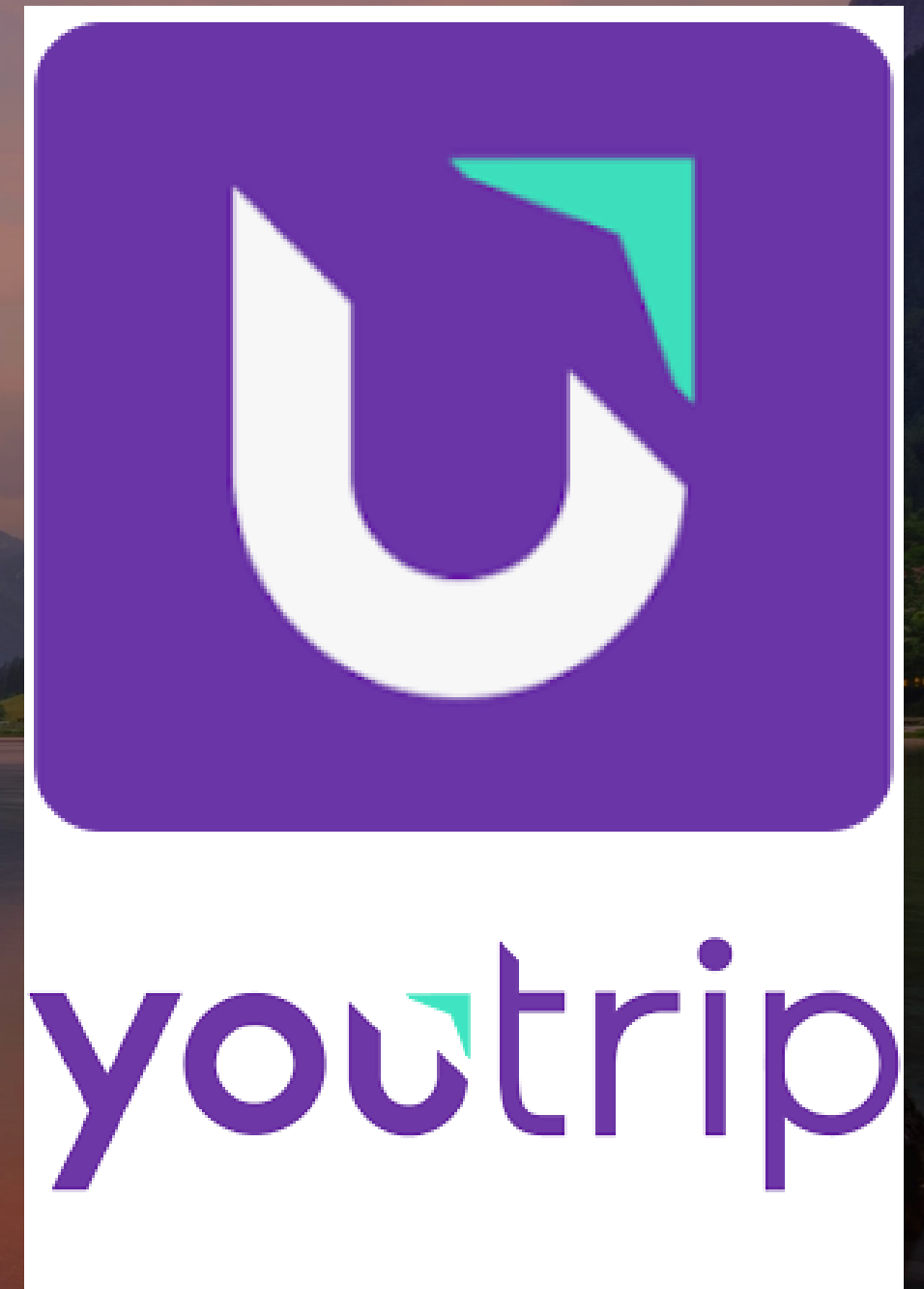


Nur Aisyah Abdul Nasser

# CAPSTONE PROJECT

3rd Sept- 24th Sept

*Vertical Institute*





# Customer Persona



**Agaila  
Park**

---

**Age:** 35

**Location:** Singapore

**Gender:** Female

**Education:** Degree Holder

**Profession:** Banker/ Freelance  
Blogger

**Location:** Singapore/ Korea

**Lifestyle:** Loves to travel,  
Loves to eat, Loves  
affordable luxury travel

## Technology/Social Media

- Instagram
- Tik Tok
- Facebook
- LinkedIn
- What'sapp
- Blog
- Email
- Loves watching youtube

## Goals/Motivation

- Travel for leisure
- Travel for business
- To be able to travel all of SEA countries by end 2030
- Visit family in Korea

## Personality Traits

- Adventurous
- Quiet personality
- Food connoisseur
- Love nature
- Love books
- Thrifty
- Enjoys budgeting
- Efficient
- Tech Savvy

## Challenges

- Time constraints because of busy work schedule
- Immediate family members are overseas

# Customer Journey



Customer Journey:	Awareness Stage	Consideration Stage	Decision Stage
<p>What is <u>Ms Pak</u> thinking or feeling?</p> <ul style="list-style-type: none"> <li>How can I afford to travel to my preferred destinations?</li> <li>What is a good app with good exchange rate?</li> <li>What card/ app is fast to sign-up and convenient to use?</li> </ul>	Thinking about cards/apps that are useful for travelling, Convenience	Creating a feeling of ease by Instagram/ <u>facebook</u> posts or reels, Hash tag	Free download of the app and ease of delivery of the card, Welcome promo/ free discount/ voucher on your first trip using the card
<p>What is the action that <u>Ms Pak</u> would take?</p> <ul style="list-style-type: none"> <li>To get or not to get a card?</li> <li>To wait for better deals that come with the card?</li> <li>To compare travel cards?</li> </ul>	Not aware of <u>youtrip</u>	Have a booth near her office, send an e-mail, Instagram adds, <u>facebook</u> ads, <u>youtube</u> adds, tik <u>tok</u> videos	Have a "learn more" link, click now for your free cashback when you sign-up
<p>What or where is the buyer researching?</p> <ul style="list-style-type: none"> <li>What apps/ cards are good for travelling?</li> <li>Which one has most benefits, discounts, cashback, mileage?</li> <li>Use google/ Instagram/ Tik Tok to compare</li> </ul>	Researching on useful apps and cards for travelling	SEO, using key words in the <u>youtrip</u> blog posts, spam emails, and other social media ads like tik <u>tok</u>	Don't think just click, it's that easy to use
<p>How will we move the buyer along his or her journey with us in mind?</p> <p>Spam their email, Instagram, <u>what'sapp</u>, <u>Linkedin</u> with <u>Youtirp's</u> benefits, <u>youtube</u> and <u>facebook</u>/ Tik Tok and Instagram ads</p>	Creating awareness of <u>youtrip</u>	Appeal to her goals of affordable luxury travels and travel goals of SEA	Click now for more access to wonderful discounts and cashback when you purchase your tickets to your <u>favourite</u> destinations, Hassle Free, a click away





# SMART GOALS

Long Term Goal 1	Digital Marketing Campaign would garner 10,000 followers for each platforms: Instagram, Tik Tok and Facebook by March 2025 (6mths).
Long Term Goal 2	There will be 10% of the 10, 000 followers from each platform: Instagram, Tik Tok and Facebook would sign-up as <u>youtrip</u> users (1000 sign-ups for <u>youtrip</u> for each platform) by end Sept 2025 (12 <u>mths</u> ).
Short Term Goal 1	Every month, about 1700 increment of followers for each platform: Instagram, Tik Tok and Facebook.
Short Term Goal 2	Every month, about 84 sign-ups from each platform: Instagram, Tik Tok and Facebook





**Nur Aisyah Abdul Nasser**

# Social Media Growth Strategy

See Next Slide





# Growth Strategy

Growth Tactic	Platform	Expected Outcome / Part of AIDA Framework
Organic marketing using Facebook	Create <u>facebook</u> posts about good deals you can get with <u>youtrip</u> / the list of benefits you can get from using <u>youtrip</u> .  These posts will be posted on Facebook with links to Tik Tok, <u>Youtube</u> and <u>Instagram</u> .	Creating Awareness and Interest
Followed by posts and reels on Instagram, Tik Tok and <u>Youtube</u> as well paid ads on the previously mentioned platform	FB, TIK TOK, <u>youtube</u> ,	Creating Awareness, Interest, Desire
Once some amount of customer data has been collated from the lead generation form from the various platforms, e-mail marketing, telemarketing using what's app, telegram and also via LinkedIn	LinkedIn, <u>What'sapp</u> , Telegram	Creating Awareness, Interest, Desire and Action
Partner with tour agencies/ airlines/ travel apps like <u>agoda</u> , booking.com, Traveloka, for discounts on ticket prices, hotel bookings, food places, and cashbacks	Travel fair events, roadshows at major shopping centres such as Suntec, Waterway point	Creating awareness, Interest, Desire, Action
Create referral links for further discount/ cashback or referral bonus to <u>youtrip</u> account like <u>Googlepay</u> , (surprise gift for successful referral)	Instagram, Tik Tok, E-mails, Telegram, <u>What'sapp</u> , Facebook	Referral recommendations





# Social Media Post Designs

See Next Slide



# Social Media Post Design 1







# Social Media Post Design 1



## Caption

**This is the season to fly to Vietnam  
either as your loving self or with a loved  
one. Enjoy a \$100 discount if you book  
now with *youtrip* your trusted travel card.  
Good exchange rate and cashback. Don't  
wait, sign up for youtrip to make your  
wish come true.**

**Song chosen for the post:**

**Journey- Don't stop believing**



# Social Media Post Design 1



## Hashtags and No. of posts

**#budgettravel (907K posts)**

**#flysolo(26.3K posts)**

**#youtrip (1000+ posts)**

**#vietnam (28.4 million posts)**

**#easytravel (75.5K posts)**

**#familytrip (8.2 million posts)**

**#discounttrip (100+ posts)**





# Goal/ Part of A.I.D.A Framework

- Add a video of an influencer who educates viewers on how to use the *youtrip* card while she is on a trip to Vietnam.
- Add a link in the Facebook/ Instagram post on how to book tickets to Vietnam with the *youtrip* card.
- Finally, have Sign-up link with discount code for first-time sign-ups.
- Awareness/Interest/Desire and Call-To-Action covered in the above.



# Social Media Post Design 2





# Social Media Post Design 2



## Caption



It is the Holiday season. It is time to rest, relax and enjoy the world. Why not make a trip to the beautiful islands of Indonesia with *youtrip*. Where you can have a mix of serenity with a tinge of adventure.

Book now for for 40% of your flight and hotel bookings.

If you make a purchase of 2 tickets by today, you'll get 1 ticket for the price of 1.

Click on the link below to make your dreams come true J

Song to be played:

Island in the sun-by Wheezer or Beach sony by Audrey Kemlo



# Social Media Post Design 2



## Hashtags and No. of posts

#beachholiday (568K posts)

#indonesia (134 million posts)

#islands (3.2 million posts)

#familyholidays (611K posts)

#balivillas (264K posts)

#outlook traveller (350K posts)

#budgettravelling (5000+ posts)





# Goal/ Part of A.I.D.A Framework

- Add a reel of the different picturesque islands of bali while having step by step instructions on how to use the *youtrip* card
- Add a link in the Facebook/ Instagram/ Tik Tok post on the fantastic deals that come with vacationing in Bali *youtrip*.
- Finally, have limited time offer of \$100 cashback when they sign-up before end October.
- Awareness/Interest/Desire and Call-To-Action covered in the above..



# Facebook Ad Campaign

See Next Slide





# Facebook Ad Campaign



New Awareness Campaign

New Awareness Ad Set

New Awareness Ad

New Awareness Campaign

1 Ad set

1 Ad

In draft

Edit

Review

Campaign name

New Awareness Campaign

Create template

Special Ad Categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring Special Ad Categories

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Campaign details

Buying type

Campaign Opportunities

Keep checking back for new opportunities to maintain your campaign

# Facebook Ad Campaign



Campaign details

Buying type

Auction

Campaign objective ⓘ

Awareness

Traffic

Engagement

Leads

App promotion

Sales

☆

Campaign Opportunities

Keep checking back for new opportunities to maintain your campaign



# Facebook Ad Campaign



Knowing Youtrip Campaign

New Awareness Ad Set

New Awareness Ad

Knowing Youtrip Campaign

New Awareness Ad Set

1 Ad

In draft

Edit

Review

Ad set name

New Awareness Ad Set

Create template

Awareness

Performance goal

Maximize reach of ads

To help us improve delivery, we may survey a small section of your audience.

Facebook Page

youtrip

+

Cost per result goal · Optional

\$X.XX

SGD

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Campaign Opportunities

Keep checking back for new opportunities to maintain your campaign

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 2,900,000 - 3,500,000

Your criteria is currently set to allow Advantage detailed targeting.

Potential reach is now estimated audience size

Estimated audience size is an estimate of the range of people who match your targeting criteria. You can use this estimate to better understand how your targeting selections can limit or expand your audience size. This estimate is based on the audience size of the people who match your targeting criteria.

# Facebook Ad Campaign



Knowing Youtrip Campaign

New Awareness Ad Set

New Awareness Ad

Knowing Youtrip Campaign > New Awareness Ad Set > 1 Ad

Edit Review

In draft

Run ads all the time

Audience controls

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

You can set audience controls for this ad account to apply to all campaigns.

[See audience controls in Advertising settings](#)

Use saved audience

\* Locations

Location:

- Singapore

Ads reaching people in Singapore

From July 22, 2024, you'll need to verify your identity to run ads to audiences in Singapore. Verify now so your ads continue delivering after July 22, 2024.

[About verifying your identity](#)

Verify identity

Campaign Opportunities

Keep checking back for new opportunities to maintain your campaign

Audience definition

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Your criteria is currently set to allow Advantage detailed targeting.

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Close

✓ All edits saved

Back

Next



# Facebook Ad Campaign



Knowing Youtrip Campaign

New Awareness Ad Set

New Awareness Ad

Knowing Youtrip Campaign

New Awareness Ad Set

1 Ad

In draft

Show more options

Advantage+ audience

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

Audience suggestion (optional)

Save audience

Switch to original audience options

Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

Show more options

Potential reach is now estimated audience size

Estimated audience size is an estimate of the range of people who match your targeting criteria. You can use this estimate to better understand how your targeting selections can limit or expand your audience size. This estimate may vary over time based on available data. You may see improved performance with a broader audience definition.

Learn more

Estimated daily results

Reach

1.6K - 4.7K

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Close

✓ All edits saved

Back

Next

# Facebook Ad Campaign



Knowing Yourtrip Campaign

New Awareness Ad Set

Youtrip the card for travel card...

Knowing Yourtrip Campaign

New Awareness Ad Set

1 Ad

In draft

Edit

Review

Budget ⓘ

Daily budget ▾

\$5.00

SGD

You'll spend an average of \$5 per day. Your maximum daily spend is **\$8.75** and your maximum weekly spend is **\$35**. [Learn more](#).

Schedule ⓘ

Start date

Oct 1, 2024

12:00 AM +08

End date

☒ Set an end date

Sep 30, 2025

11:59 PM +08

Hide options ▴

Budget scheduling ⓘ

☐ Increase your budget during specific time periods

View ▾

Ad scheduling ⓘ

Campaign Opportunities

Keep checking back for new opportunities to maintain your campaign

Audience definition ⓘ

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 2,900,000 - 3,500,000 ⓘ

Your criteria is currently set to allow Advantage detailed targeting. ⓘ

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach ⓘ

1.6K - 4.7K



# Facebook Ad Campaign



Knowing Youtrip Campaign

New Awareness Ad Set

Youtrip the card for travel card...

Knowing Youtrip Campaign

New Awareness Ad Set

1 Ad

In draft

Edit

Review

Schedule

Start date

Oct 1, 2024

12:00 AM +08

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☒ Set an end date

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Budget scheduling

☐ Increase your budget during specific time periods

View

Ad scheduling

Run ads all the time

☒ Audience controls

Campaign Opportunities

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Audience definition

Your audience selection is fairly broad.

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Estimated audience size: 2,900,000 - 3,500,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

1.6K - 4.7K

Close

✓

All edits saved

Back

Next

# Facebook Ad Campaign



Knowing Youtrip Campaign

New Awareness Ad Set

Youtrip the card for travel card...

Knowing Youtrip Campaign > New Awareness Ad Set > Youtrip the card for travel card for you

Edit

Review

In draft

Ad name

Youtrip the card for travel card for you

Create template

Partnership ad

Off

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. [Learn more](#)

Identity

\* Facebook Page

youtrip

Select a Page at the ad set level

For this ad, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.

Select Page

Instagram account

Campaign Opportunities

Keep checking back for new opportunities to maintain your campaign

Verifying your changes

Your ad is incomplete. Please check to make sure you've added all the required creative assets, completed the required fields and selected a Page to represent your business. (#1443048)

Ad preview

Advanced preview

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

✓ All edits saved














Back

Publish




# Facebook Ad Campaign






## Create post




**Post to**


 youtrip

**Media**

Share photos or a video. Instagram posts can't exceed 10 photos.

 1200 x 628



 Add photo

**Post details**

**Text**

Wondering what to do for the upcoming end of year break? Why not go for a scenic hike with youtrip 🥰 The world's best multi-crurrency wallet for your travels. Enjoy your trip without worrying about the exchange rate and FX fees. Youtrip not just ease your trip but also ease your mind 🌄

#multicurrency #budegettravel #hike #travel #holiday


☐ Boost

Cancel

Finish later

Schedule

## Facebook Feed preview

 youtrip  
Just now · 🌐


Wondering what to do for the upcoming end of year break? Why not go for a scenic hike with youtrip 🥰 The world's best multi-crurrency wallet for your travels. Enjoy your trip without worrying about the exchange rate and FX fees. Youtrip not just ease your trip but also ease your mind 🌄


#multicurrency #budegettravel #hike #travel #holiday


### Let's Travel the World with youtrip

Make your hiking fun and easy with the world's best multicurrency card, and get various discounts every month!

<https://www.you.co/sg/>

 Like

 Comment

 Share

# Facebook Ad Campaign



### Scheduling options

Set date and time ☒

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

**Facebook**

☒ Active times

### Privacy settings

Adjust your privacy settings to control who can see your post in News Feed, Watch, search results and on your profile.


☒ Public  
Anyone on or off Facebook will be able to see your post.

☐ Restricted  
Choose certain people on Facebook who can see your post.

☐ Boost

Cancel Finish later Schedule

Facebook Feed preview

 **youtrip**  
Just now · 🌐

Wondering what to do for the upcoming end of year break? Why not go for a scenic hike with youtrip 😊 The world's best multi-currency wallet for your travels. Enjoy your trip without worrying about the exchange rate and FX fees. Youtrip not just ease your trip but also ease your mind 🧠

#multicurrency #budegettravel #hike #travel #holiday

## Let's Travel the World with youtrip

Make your hiking fun and easy with the world's best multicurrency card, and get various discounts every month!

<https://www.you.co/sg/>

**Sign Up Now**



# Facebook Ad Campaign




✓ Your post is scheduled

**Reach a wider audience by boosting**  
See your potential advertising results by adjusting the total budget and duration sliders.

✖ We found an error

The minimum budget is \$1.30 per day, so your budget needs to be at least \$128.70.



Travel and Outdoors

Wondering what you could do f...  
Sep 29, 2024, 4:56 AM

**Total budget**

\$15.00

\$2.00 ————— \$500.00

**Duration**

99 days

**Estimated daily results**  
From boosting this post

Accounts Center accounts reached ⓘ  
**24 - 69**

Post Engagement ⓘ  
**1 - 7**

Maybe later

**Boost**



# Facebook Ad Campaign

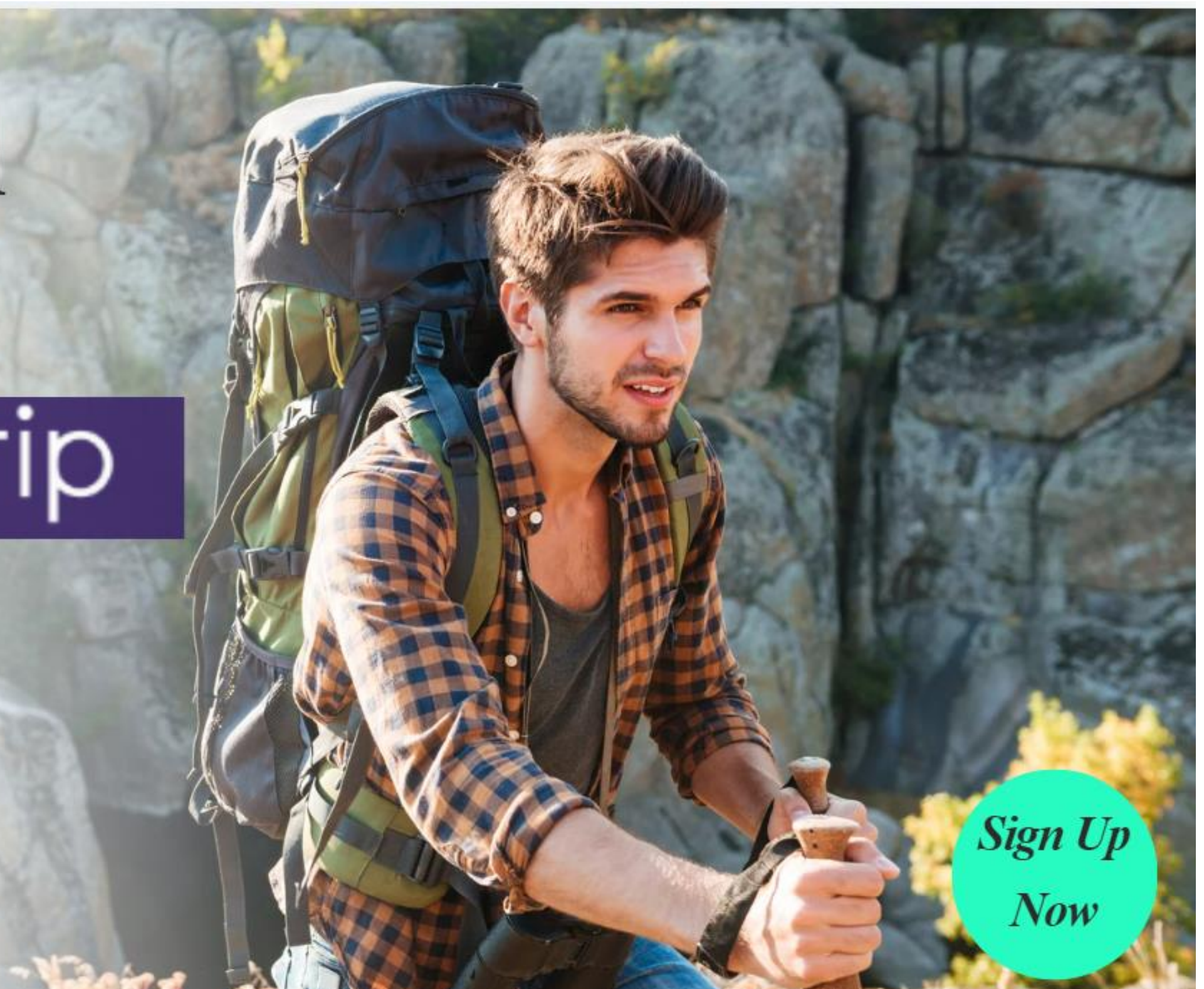


## Let's Travel the World with **youtrip**

Make your hiking fun and easy  
with the world's best  
multicurrency card, and get  
various discounts every month!

<https://www.you.co/sg/>

*Sign Up  
Now*





# Facebook Ad Campaign

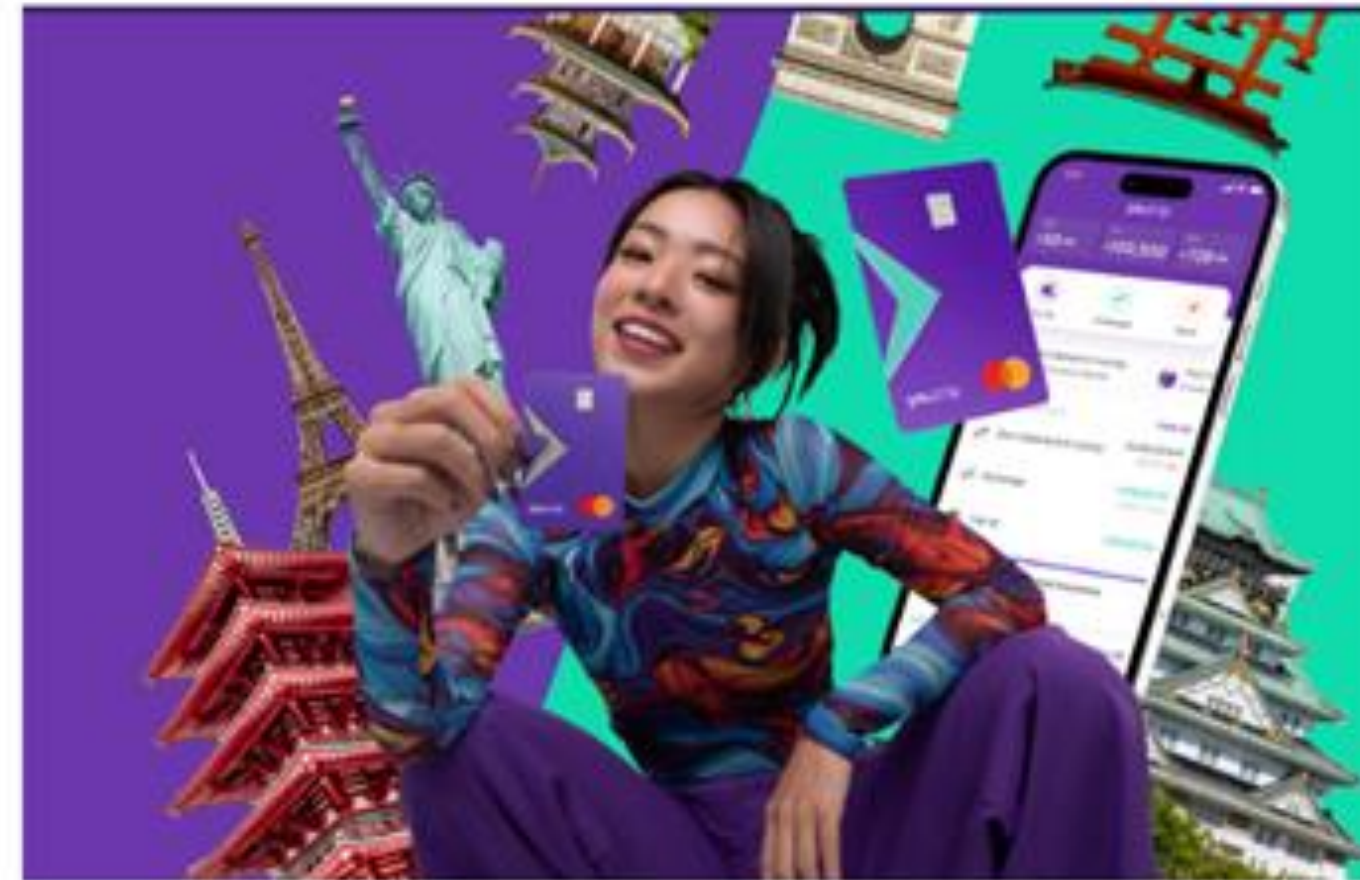


youtrip

Learn More



<https://www.you.co/sg/>





# Calculating ROAS

Nur Aisyah Abdul Nasser

Advertisement Targeting Settings	What is your Return on Advertising Spend (ROAS)?
<ul style="list-style-type: none"><li>I. Gender: Male and Female</li><li>II. Age Group: 20-40</li><li>III. Interests, based on Facebook / Instagram targeting options: Travel</li><li>IV. Location: Singapore</li><li>V. Audience Size: 10,000</li><li>VI. Daily Budget: \$15</li><li>VII. Duration of Advertisement: 6 months- 12mths (1 year)</li></ul>	<ul style="list-style-type: none"><li>I. Advertising Goal: To have 1000 sign-up every month</li><li>II. Cost of your product / service: \$10.00</li><li>III. ROAS Calculation: <math>(1000 \times 10 \times 12) / 5475 = 21.97</math></li></ul>





# SEO Keywords and Related Content

See Next Slide

# SEO 1



Keyword	Search Volume	Blog Title Idea	Why did you select this keyword?
Best travel agencies in Singapore	1000	Discovering the Top Travel Agencies in Singapore: Ultimate Guide for a Seamless Vacation Experience	Customers who loves to travel but do not like to plan their own journey. They may search for the best travel agencies in Singapore for this. <u>Youtrip</u> can partner with these agencies to sell their product.



# SEO 1



The screenshot displays the Ubersuggest website interface. The top navigation bar includes the Ubersuggest logo, language and location selectors (EN, US), and links for SERVICES, PLANS & PRICING, and a user profile. A left sidebar lists various features: Rank Tracking, SEO Opportunities, My Workspace, Chrome Extension, Site Audit, Keyword Research (highlighted), Keyword Overview, Keyword Ideas, Keyword Visualization, Keywords by Traffic, Similar Websites, Content Ideas, Keyword Lists, Traffic Estimation, and Backlinks.

The main content area shows a search bar with the query "best travel agencies in singapore". Below the search bar, a notification states: "You're using a free version of Ubersuggest. | 2 out of 3 free daily searches available" with an "UPGRADE" button. The "Keyword Overview" section for the query "best travel agencies in singapore" displays the following metrics:

SEARCH VOLUME	SEO DIFFICULTY	PAID DIFFICULTY	COST PER CLICK (CPC)
1,000	33 <small>Last Updated: 6 Months</small>	36	\$1.24

Below the metrics, a tip box states: "The average web page that ranks in the top 10 has 42,824 backlinks and a domain authority of 33." A "Help" button is located in the bottom right corner.



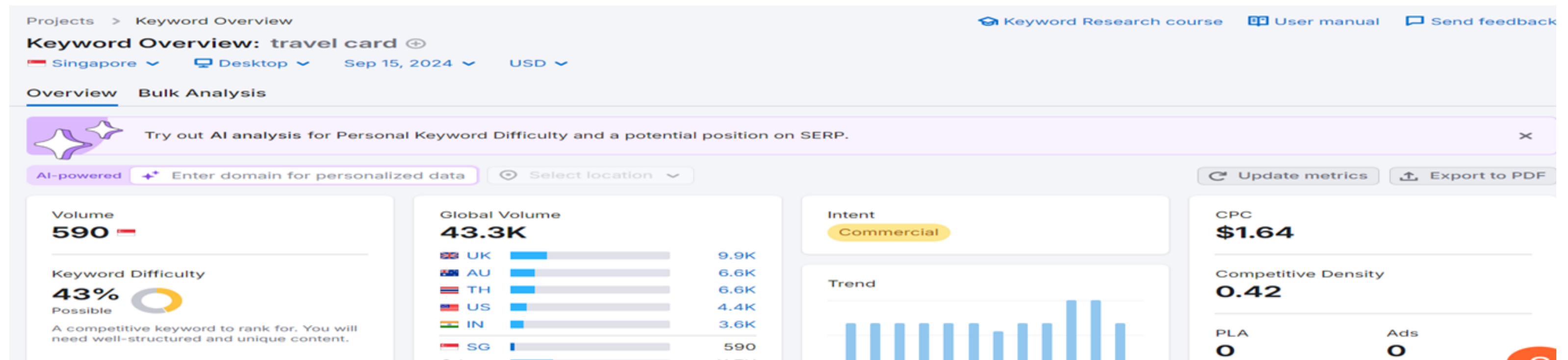
# SEO 2

Nur Aisyah Abdul Nasser

Keyword	Search Volume	Blog Title Idea	Why did you select this keyword?
Travel Card	590	Do you know there is a card that makes you travel with ease?	<u>Targetting</u> customers who are tech savvy and like good deals for their travels.



# SEO 2





# SEO 3

Nur Aisyah Abdul Nasser

Keyword	Search Volume	Blog Title Idea	Why did you select this keyword?
Best places to travel in December on a budget	210	10 Affordable and Enchanting Destinations to Visit in December	With the current inflation, many people are looking for affordable travel deals for their upcoming December break.



# SEO 3



EN

US Ubersuggest

1

SERVICES

PLANS & PRICING

You're using a free version of Ubersuggest.

1 out of 3 free daily searches available

UPGRADE

Rank Tracking

SEO Opportunities

My Workspace

Chrome Extension

Site Audit

Keyword Research

Keyword Overview

Keyword Ideas

Keyword Visualization

Keywords by Traffic

Similar Websites

Content Ideas

Keyword Lists

Keyword Ideas : best places to travel in december on a budget

Send Feedback

SUGGESTIONS (13)

RELATED (1)

QUESTIONS (10)

PREPOSITIONS (1)

COMPARISONS (3)

Volume

SEO Difficulty

CPC

Keyword Filters

BETA

ALL

PAGE 1 RANKING POTENTIAL

EXPORT TO CSV

COPY TO CLIPBOARD

UPDATE METRICS (0/10)

ADD TO LIST

0 of 13 Selected

	KEYWORDS		VOLUME	CPC	PD	SD	UPDATED
YOUR KEYWORDS							
<input type="checkbox"/>	best places to travel in december on a budget	<div>FAQ</div> <div>Generate Content With AI</div>	210	\$0.83	22	12	7 months
KEYWORD IDEAS							



# SEO 4

Nur Aisyah Abdul Nasser

Keyword	Search Volume	Blog Title Idea	Why did you select this keyword?
Island Holiday	30	Going for a short vacation, an island holiday is just for you	Assumed that a lot of customers would like to go on an island holiday





# SEO 4

Nur Aisyah Abdul Nasser

<input type="checkbox"/>	KEYWORDS ?			VOLUME ?	CPC ?	PD ?	SD ?	UPDATED ?
YOUR KEYWORDS								
<input type="checkbox"/>	island holiday	≡Q v	Generate Content With AI	30	\$1.04	23	25	3 months ↺
KEYWORD IDEAS								
<input type="checkbox"/>	island creamery holland v	≡Q v	Generate Content With AI	140	\$0.00	1	6	3 months ↺



# Keywords and Related Content (Part 2)

See Next Slide



# Keyword 1



Keyword	Content Idea	How can I make this into a Social Post?	Detailed Caption
Travel Asia	Focusing on the beautiful aspects of Asia.	<p>Why travel to Asia?</p> <p>With high inflation and the <u>gruelling</u> hectic lifestyle in Singapore, travelling to neighboring countries and exploring the hidden treasures in Asia for the holidays is a very pragmatic idea for most Singaporeans.</p> <p>They are constantly looking for cheap and good deals that resonates with the <u>kiasu</u> mentality that locals have.</p> <p><u>Youtrip</u> is the best multi-currency wallet for locals here to travel for their holidays.</p>	<p>The December Holidays are coming!!!</p> <p>Thinking of travelling but worried about the cost of travelling?</p> <p>Don't worry about it?</p> <p><u>Youtrip</u> has the solution just for you.</p> <p>Get 40% off for all flight tickets and hotel bookings when you plan your travels to any Asian countries.</p> <p>Limited offer for the first 100 sign-ups.</p> <p>If you sign-up before 31<sup>st</sup> of October, you will get \$50 cashback for all your purchases.</p> <p>Why wait and ponder over such an awesome deal???</p> <p><u>Youtrip</u> is the card for you ☺</p>

# Keyword 1



Answer The Public

by NP digital

English

Dashboard

Learn

Services

Pricing

Suggest a Feature

Account A

UPGRADE

Google

Bing

YouTube

TikTok

Amazon

travel asia

Singapore

English

SEARCH

Use 1-2 words for best results

You're using a free version of AnswerThePublic

0 out of 3 free searches available for today.

UPGRADE

travel asia

279 Results

Download CSV

Move to Project

Share

Search Volume

110

Low  
0 - 80

Medium  
81 - 180

Good  
181 - 590

Cost Per Click (CPC)

\$0.52

Cheap  
0 - \$0.75

Medium  
\$0.76 - \$1.68

Expensive  
\$1.69 - \$2.44

WHEELS

LIST

TABLES

QUESTIONS (37)

PREPOSITIONS (17)

COMPARISONS (3)

ALPHABETICALS (87)

NUMBERS (14)

RELATED (121)

Help

# Keyword (Canva Image)





# Keyword 2



Keyword	Content Idea	How can I make this into a Social Post?	Detailed Caption
December Holidays	Top 5 destinations for the December Holidays	Link good <u>youtrip</u> deals to the top 5 destinations for travels during the December holiday period.	<p>Wondering what to do for this upcoming December holidays?</p> <p>Below are the <b>Top Five Travel Destinations</b> that you should consider:</p> <p><b>1) Affable Azerbaijan</b> For those who are adventurous, why not explore the amazing culture of Azerbaijan. <u>Youtrip</u> is offering \$100 off when you buy 2 or more flight tickets to Azerbaijan.</p> <p><b>2) Shimmering Shanghai</b> When you use <u>youtrip</u> ✈️ purchase your hotels/ flight tickets/ <u>souvenirs</u>, you will get \$20 cashback for each purchase.</p> <p>But if you spend \$500 or more on your <u>Youtrip</u> card, you will get \$100 cashback.</p> <p><b>3) Beautiful Bangkok</b> Thinking of flying to the Land of Smiles, don't wait just book with <u>youtrip</u> to enjoy 20% off for all your purchases.</p> <p><b>4) Captivating Cambodia</b> Cambodia is a place filled with lots of history. If you are a historical buff, why not come pay visit to learn more about their rich culture. Using <u>youtrip</u>, will allow you to <u>savour</u> the learning journey without feeling a pinch in your pocket. Enjoy 50% off when you purchase with <u>youtrip</u>.</p> <p><b>5) Delightful Delhi</b> Dreaming of a picturesque place to capture memorable moments, fly to Delhi for such an enchanted experience. <u>Youtrip</u> offers 30% off all hotel bookings and flight tickets.</p> <p>Why wait?? Sign up with <u>youtrip</u> for exclusive offers. There is first-time offer for first sign-ups and get \$200 in your card when you refer a friend ☐</p>

# Keyword 2



Answer The Public
by NP digital

English
Dashboard
Learn
Services
Pricing
Suggest a Feature
Account A
UPGRADE

Google
Bing
YouTube
TikTok
Amazon

december holidays

Singapore
English
SEARCH

Use 1-2 words for best results

You're using a free version of AnswerThePublic
1 out of 3 free searches available for today.
UPGRADE

december holidays
324 Results

Download CSV
Move to Project
Share

Search Volume
390

Low 0 - 96
Medium 97 - 206
Good 207 - 390

Cost Per Click (CPC)
\$0.4

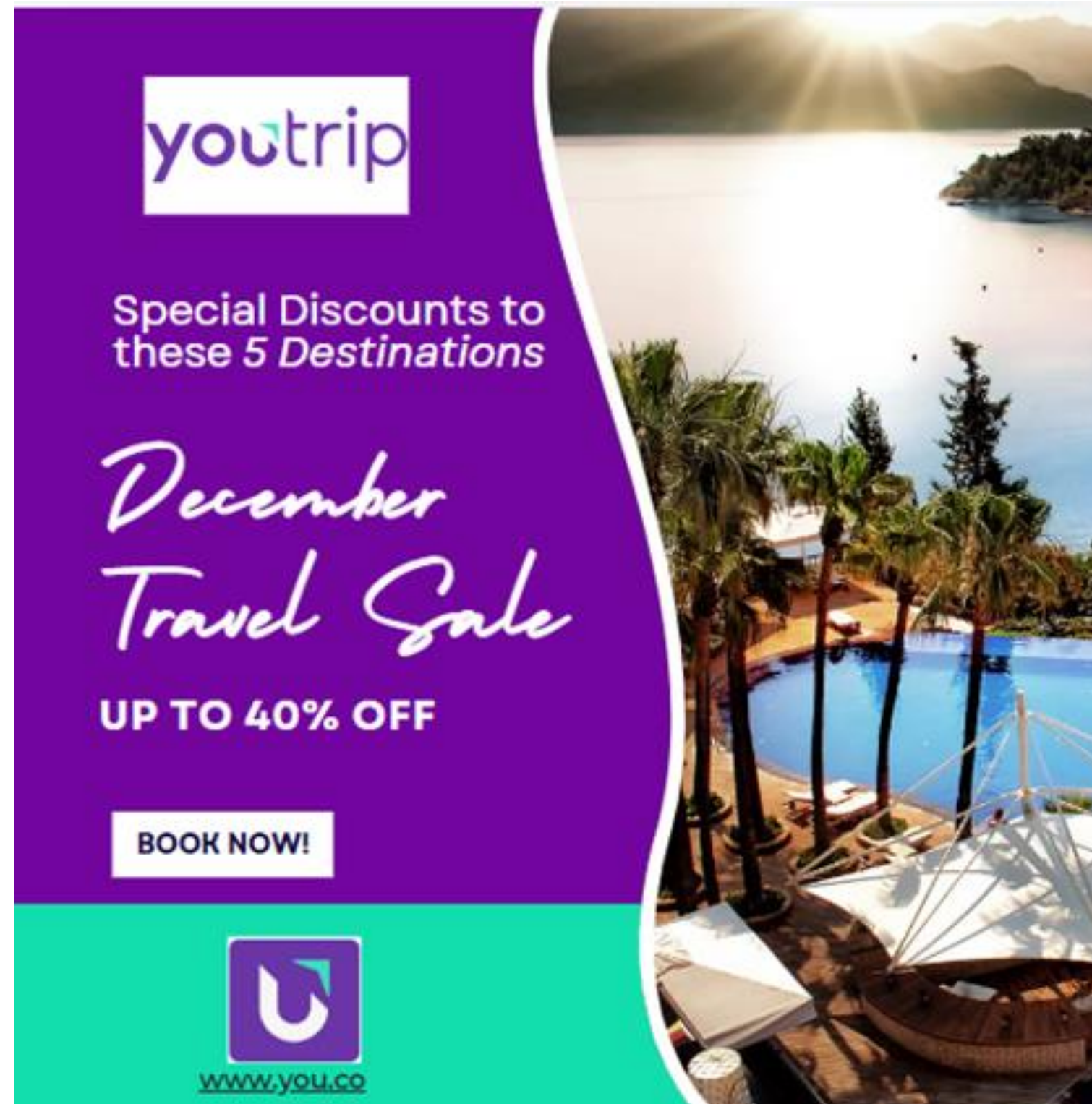
Cheap 0 - \$0.53
Medium \$0.54 - \$1.18
Expensive \$1.19 - \$1.38

WHEELS
LIST
TABLES

QUESTIONS (12)
PREPOSITIONS (22)
COMPARISONS (7)
ALPHABETICALS (196)
NUMBERS (16)
RELATED (71)

Help

# Keyword (Canva Image)







# Google Trends

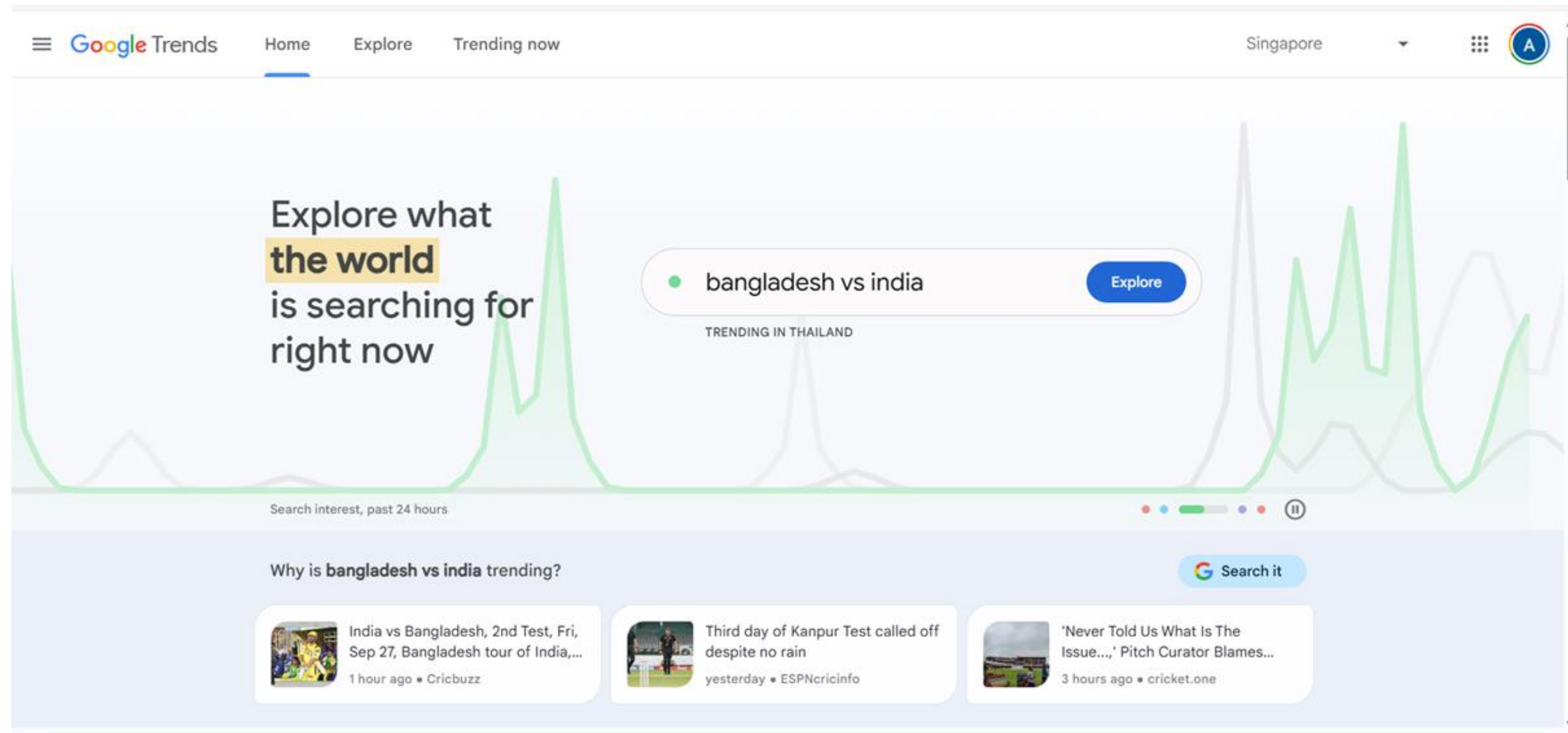


See Next Slide

# Google Trends

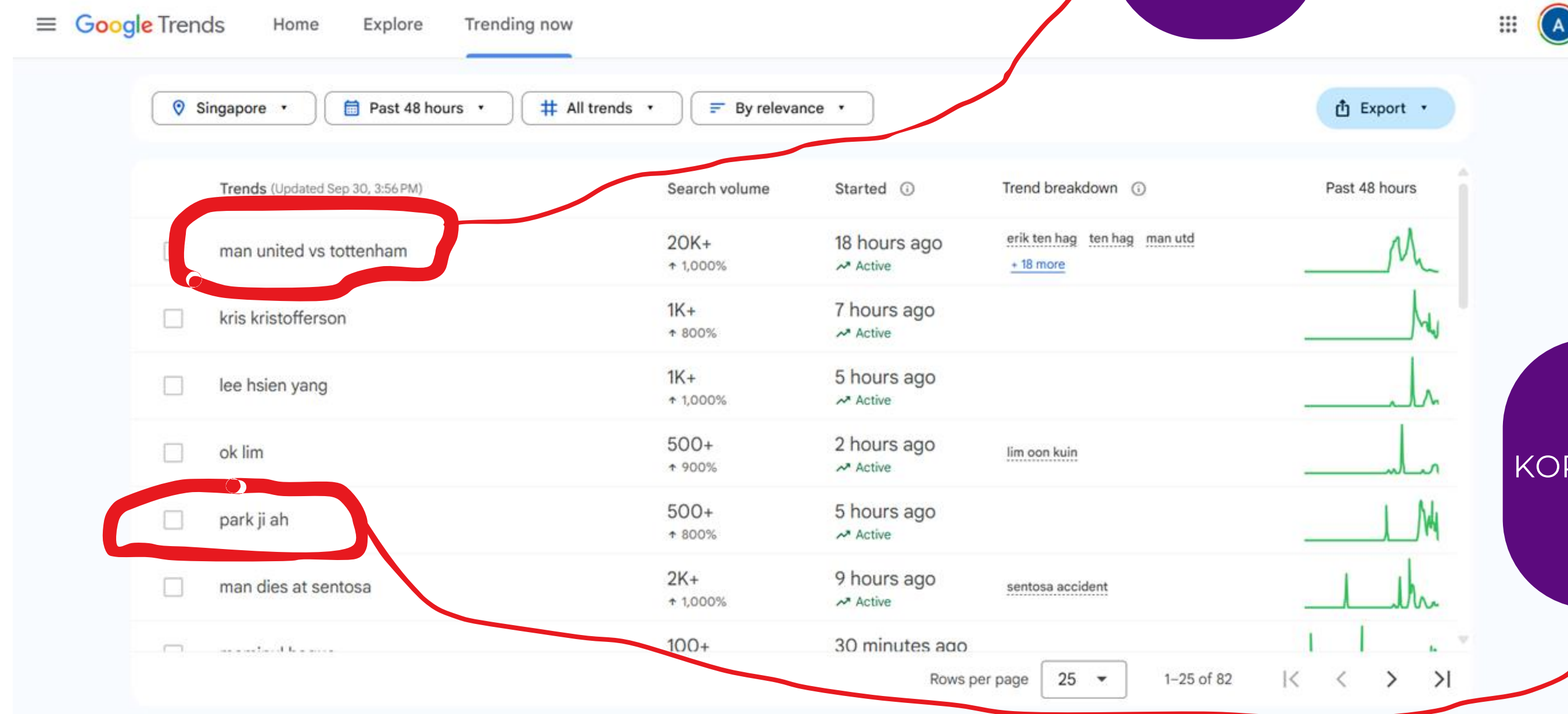


Nur Aisyah Abdul Nasser



# Google Trends

Nur Aisyah Abdul Nasser



SOCCER

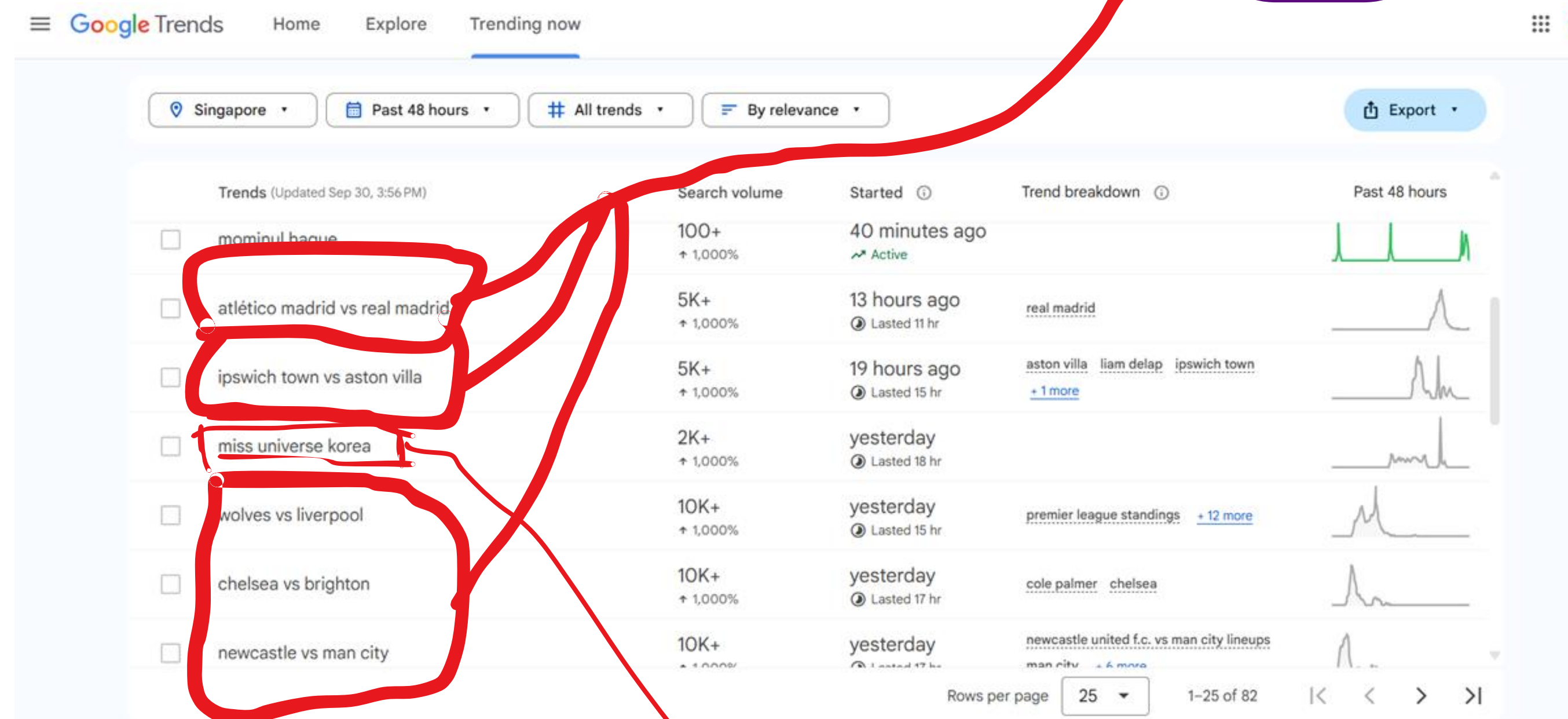
KOREAN STAR



# Google Trends



SOCCER



Korean Star

# Google Trends 1

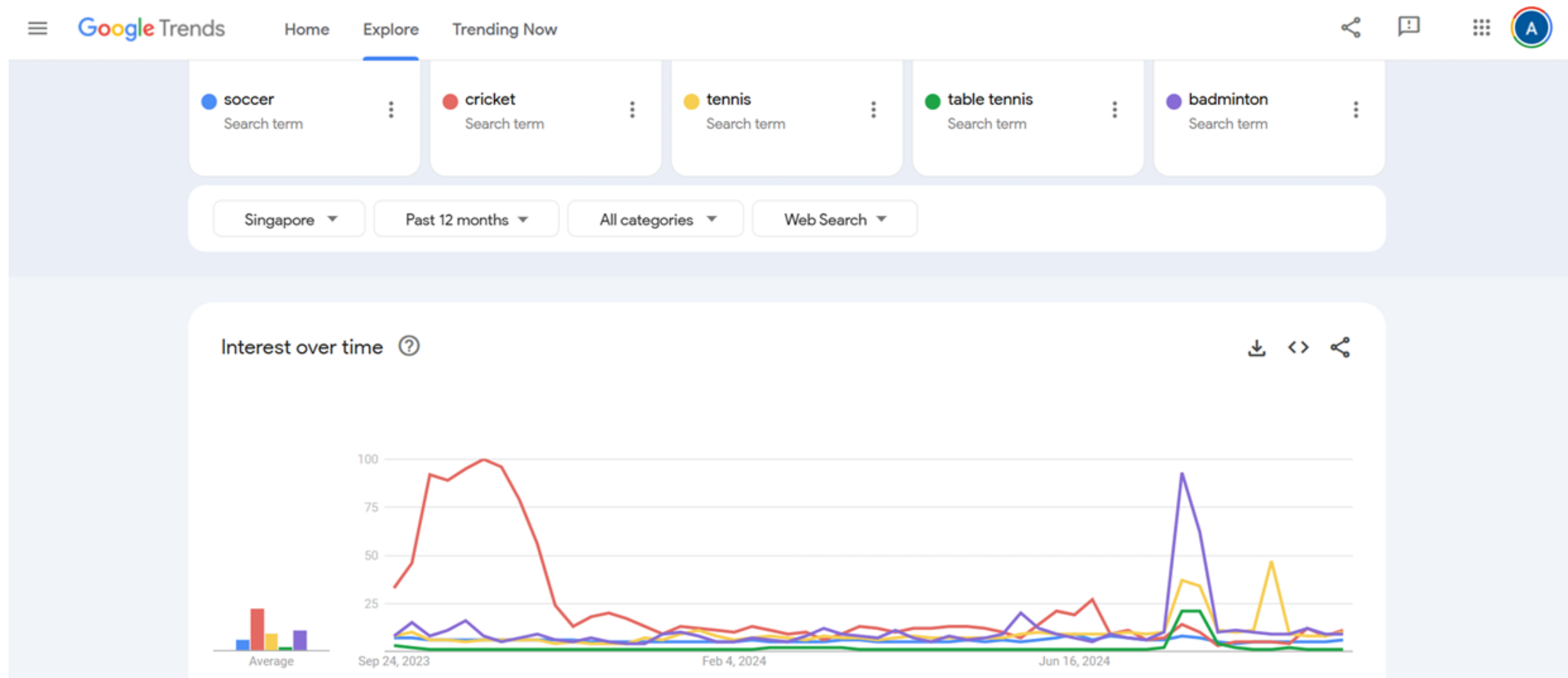


Google Trends	Reasoning & Recommendations
<p>Since Soccer was trending in google trends for the past 48 hours, I thought I compare the sports that people might be interested in Singapore</p>	<p>Badminton had the highest interest throughout the year.</p> <p><u>Youtrip</u> can collaborate with Badminton centres in Singapore to give their members traveller's discount when they use <u>Youtrip</u> for their travels to any destinations to watch the Badminton Championships around the world organised by the Badminton World Federations.</p>

# Google Trends 1



Nur Aisyah Abdul Nasser



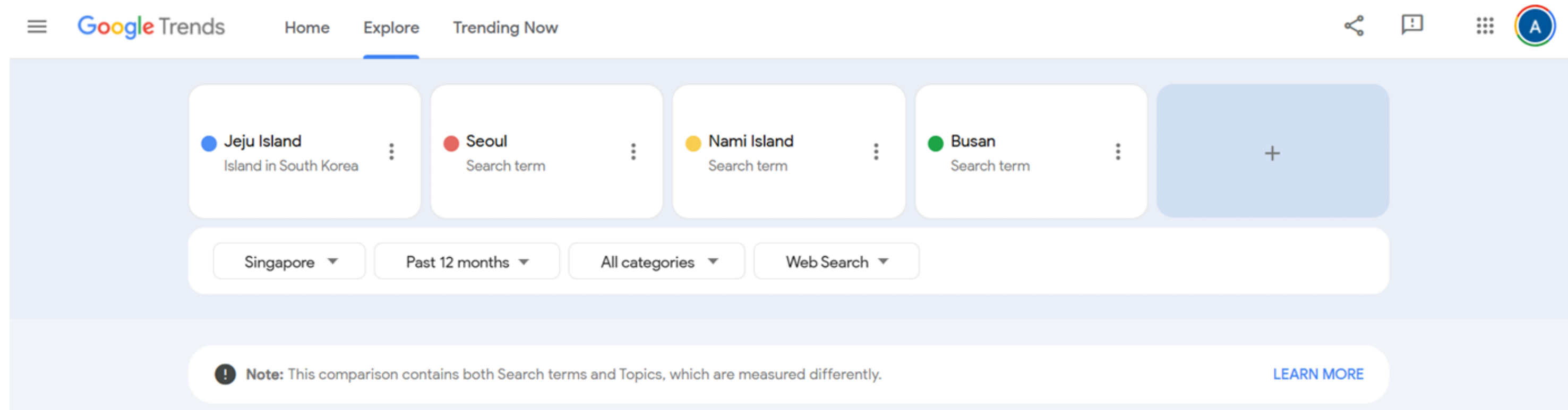


# Google Trends 2

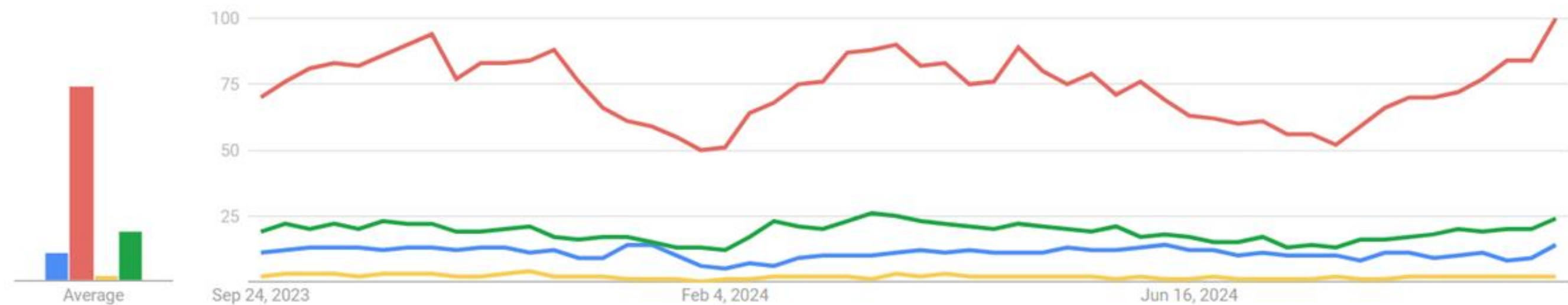


Google Trends	Reasoning & Recommendations
<p>Noted that there was interest in Korean stars</p>	<p>Perhaps there is a market to target customers who loves Korean culture.</p> <p>Youtrip can collaborate with Korean/ Singapore airlines to provide good deals for <u>youtrip</u> customers when they fly to Seoul. They can get 50% discount for their hotel bookings and \$40 cashback when they buy items using <u>youtrip</u> in Seoul.</p>

# Google Trends 2



Interest over time ?





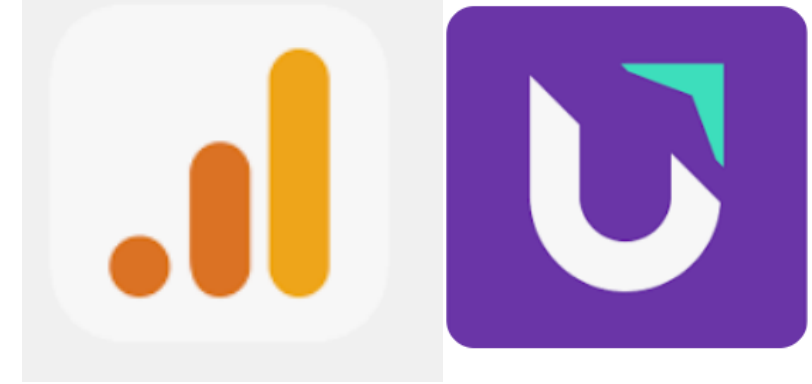
# Google Analytics

See Next Slide



# Google Analytics

## User Acquisition



Analytics | All accounts | Try searching "Users overview"

Home Reports Explore Advertising | User acquisition Traffic acquisition User acquisition cohorts Engagement Customization Attribution | Console | Admin

User acquisition: First user primary channel group (Default Channel Group) | Last 28 days Sep 2 - Sep 29, 2022

First user prim...Channel Group)		Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
<input checked="" type="checkbox"/>	Total	79,007 100% of total	66,661 100% of total	17,813 100% of total	1m 40s Avg 0%	0.85 Avg 0%	1,760,374 100% of total
<input checked="" type="checkbox"/>	1 Direct	55,034	45,005	12,761	1m 39s	0.78	1,204,687
<input checked="" type="checkbox"/>	2 Organic Search	13,565	12,899	2,556	1m 32s	1.01	290,961
<input checked="" type="checkbox"/>	3 Referral	4,731	4,176	896	1m 48s	0.87	112,734
<input checked="" type="checkbox"/>	4 Cross-network	2,426	2,272	551	2m 03s	1.01	67,503
<input type="checkbox"/>	5 Paid Search	1,184	1,175	55	7s	0.20	6,939
<input checked="" type="checkbox"/>	6 Email	993	153	802	5m 25s	1.45	55,834

# Google Analytics

Month of September 2024

User Acquisition for *Direct* vs *Email Search*

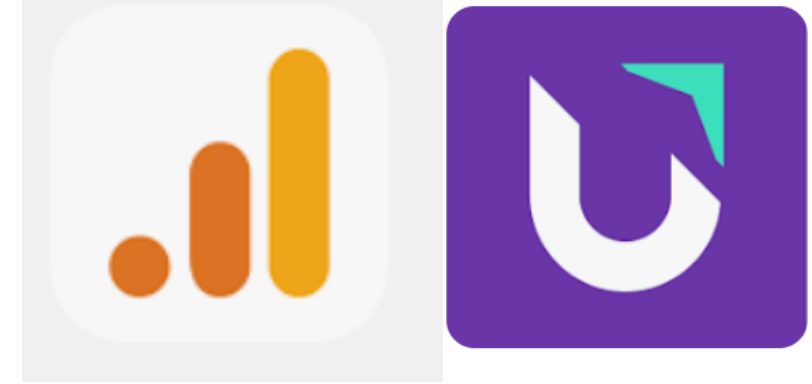
*Direct: 55, 034*

*E-mail: 993*

Average Engagement Time for Users

*Direct: 1min 40 sec*

*E-mail: 5mins 24 secs*

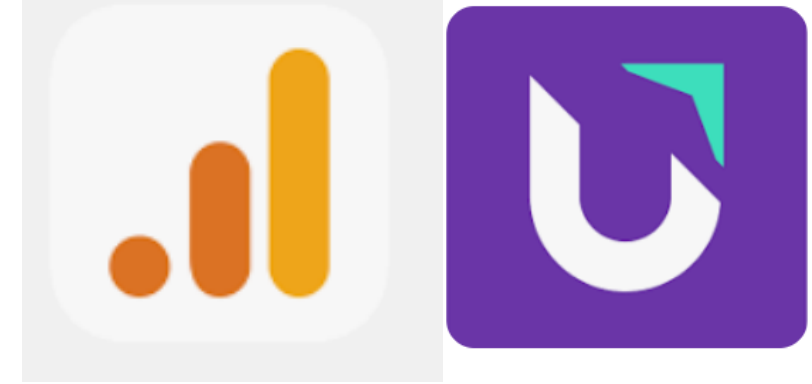


The screenshot displays the Google Analytics 'Users overview' report for the month of September 2024. The report is titled 'User acquisition: First user primary channel group (Default Channel Group)'. The table shows data for various channel groups, including Total, Direct, Organic Search, Referral, Cross-network, Paid Search, and Email. The columns include Total users, New users, Returning users, Average engagement time per active user, Engaged sessions per active user, and Event count. The data is filtered for the month of September 2024, with a date range of Sep 2 - Sep 29, 2024.

	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
Total	79,007	66,661	17,813	1m 40s	0.85	1,760,374
1 Direct	55,034	45,005	12,761	1m 39s	0.78	1,204,687
2 Organic Search	13,565	12,899	2,556	1m 32s	1.01	290,961
3 Referral	4,731	4,176	896	1m 48s	0.87	112,734
4 Cross-network	2,426	2,272	551	2m 03s	1.01	67,503
5 Paid Search	1,184	1,175	55	7s	0.20	6,935
6 Email	993	153	802	5m 25s	1.45	55,834

# Google Analytics

## Traffic Acquisition



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. [Dismiss](#) [Learn more about key events](#)

Analytics All accounts

Home Reports Explore Advertising

Traffic acquisition: Session primary channel group (Default Channel Group) Last 28 days Sep 2 - Sep 29, 202

	Session primary...Channel Group)	+ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event cou All events
<input checked="" type="checkbox"/>	Total	113,696 100% of total	63,573 100% of total	55.91% Avg 0%	1m 06s Avg 0%	15.48 Avg 0%	1,760 100% of
<input checked="" type="checkbox"/>	1 Direct	69,727	35,466	50.86%	59s	13.78	960
<input checked="" type="checkbox"/>	2 Organic Search	22,865	15,915	69.6%	1m 05s	14.87	340
<input checked="" type="checkbox"/>	3 Referral	7,230	4,945	68.4%	1m 32s	19.88	143
<input checked="" type="checkbox"/>	4 Unassigned	3,598	325	9.03%	1m 06s	30.06	108
<input checked="" type="checkbox"/>	5 Cross-network	3,316	2,421	73.01%	1m 33s	20.61	68
<input type="checkbox"/>	6 Email	2,955	2,300	77.83%	3m 00s	32.98	97

Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 12

Admin



# Google Analytics

Month of September 2024

Traffic Acquisition for **Direct** vs **Email Search**

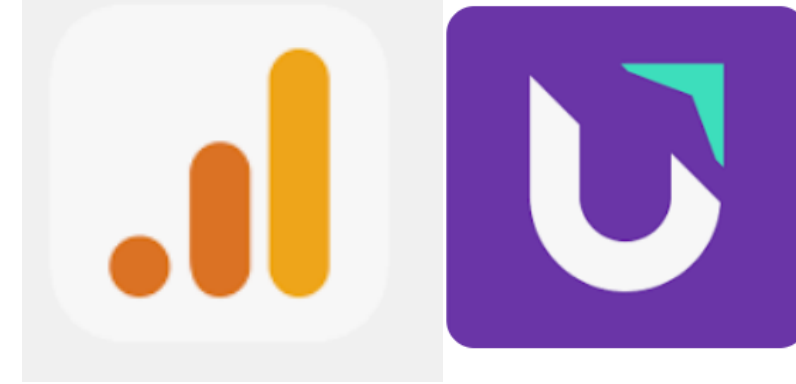
**Direct:** 60,727

**E-mail:** 2955

Average Engagement Time for Users

**Direct:** 59secs

**E-mail:** 3mins

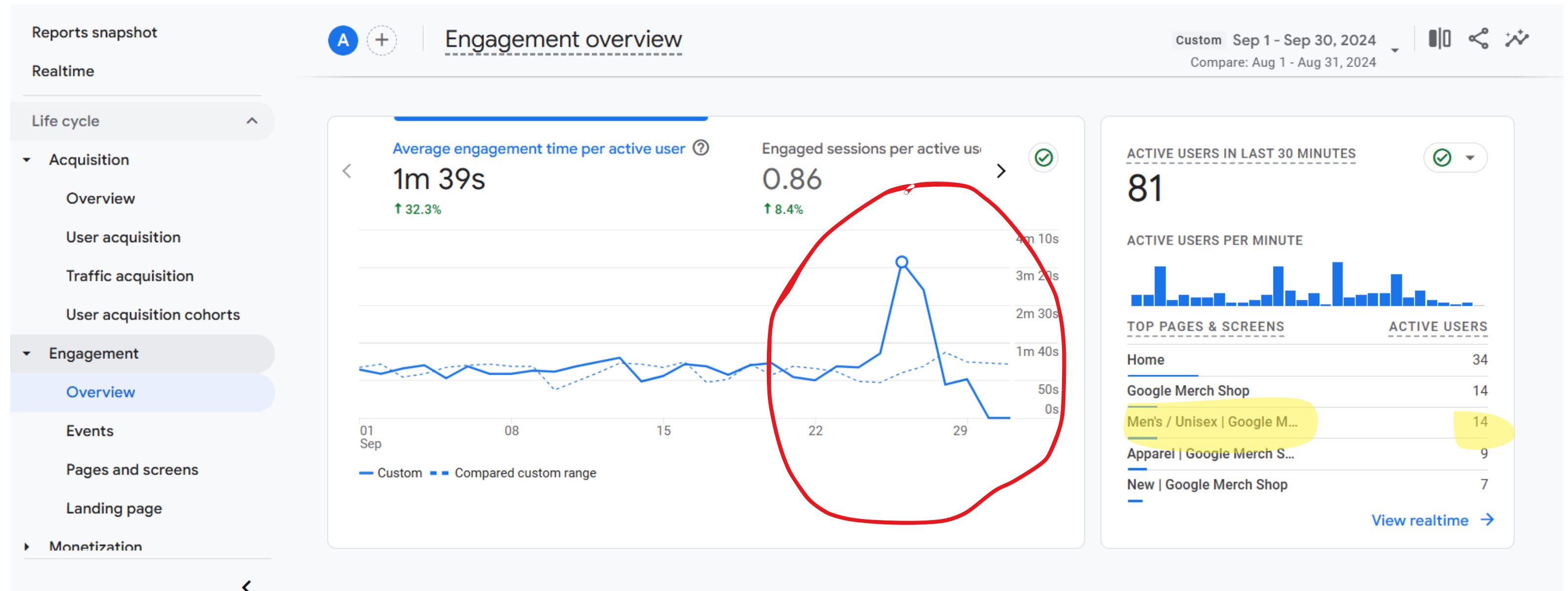
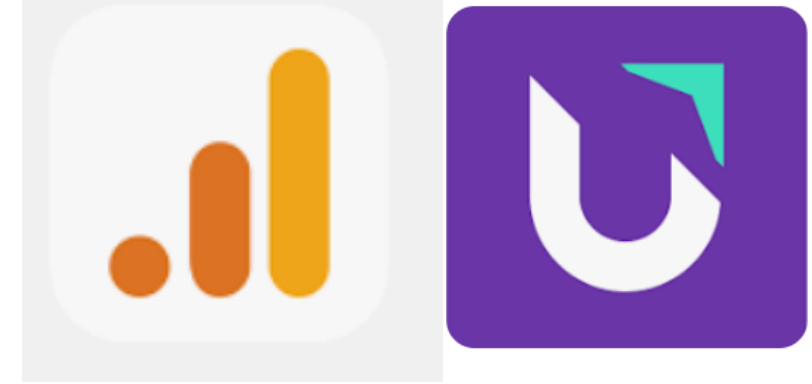


The screenshot shows the Google Analytics interface for the month of September 2024. The main report displayed is 'Traffic acquisition: Session primary channel group (Default Channel Group)'. The table below shows the data for various traffic sources.

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event conversion rate
Total	113,696	63,573	55.91%	1m 06s	15.48	1,760
1 Direct	69,727	35,466	50.86%	59s	13.78	960
2 Organic Search	22,865	15,915	69.6%	1m 05s	14.87	340
3 Referral	7,230	4,945	68.4%	1m 32s	19.88	143
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5 Cross-network	3,316	2,421	73.01%	1m 33s	20.61	68
6 Email	2,955	2,300	77.83%	3m 00s	32.98	97

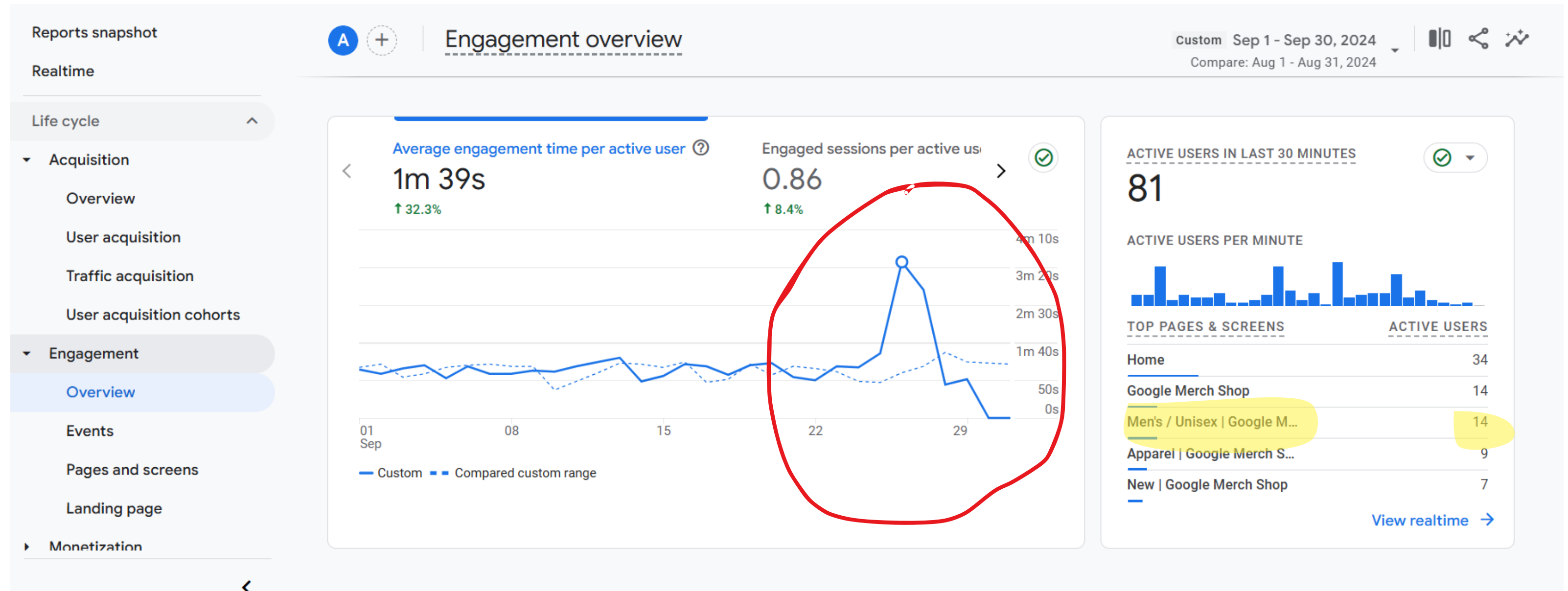
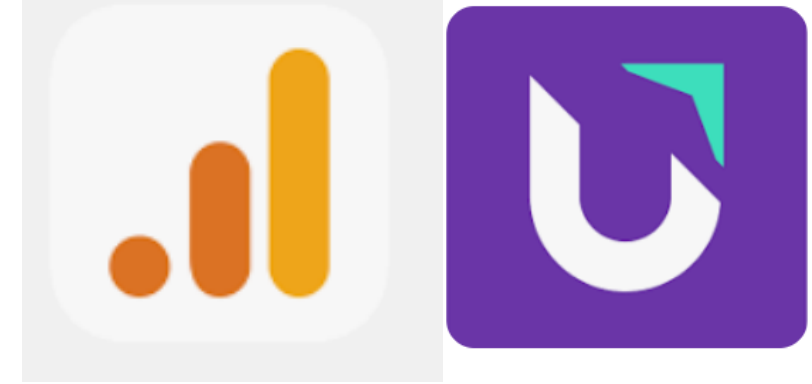
# Google Analytics

## Comparing August and September 2024 Engagement



# Google Analytics

## Comparing August and September 2024 Engagement



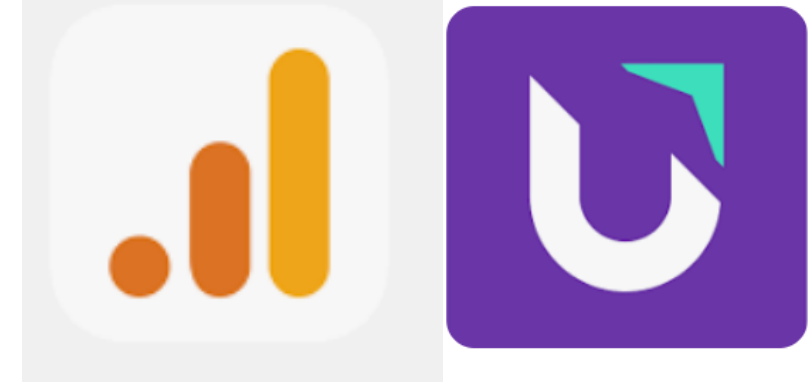


# Google Analytics

## Insights and Recommendations

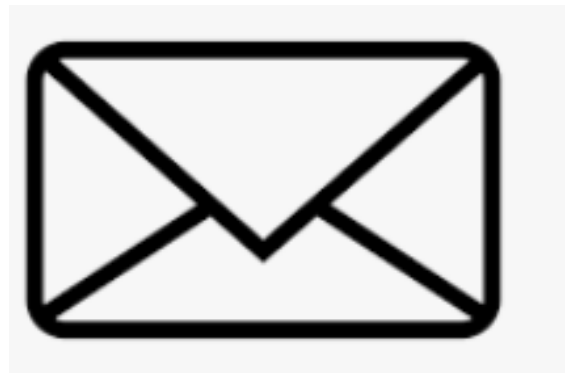
Based on the above data, to increase e-mail traffic, information that are related to men or unisex products would help to increase engagement.

To help increase engagement in the direct acquisition component, information with men or unisex products would hypothetically increase the duration of engagement.



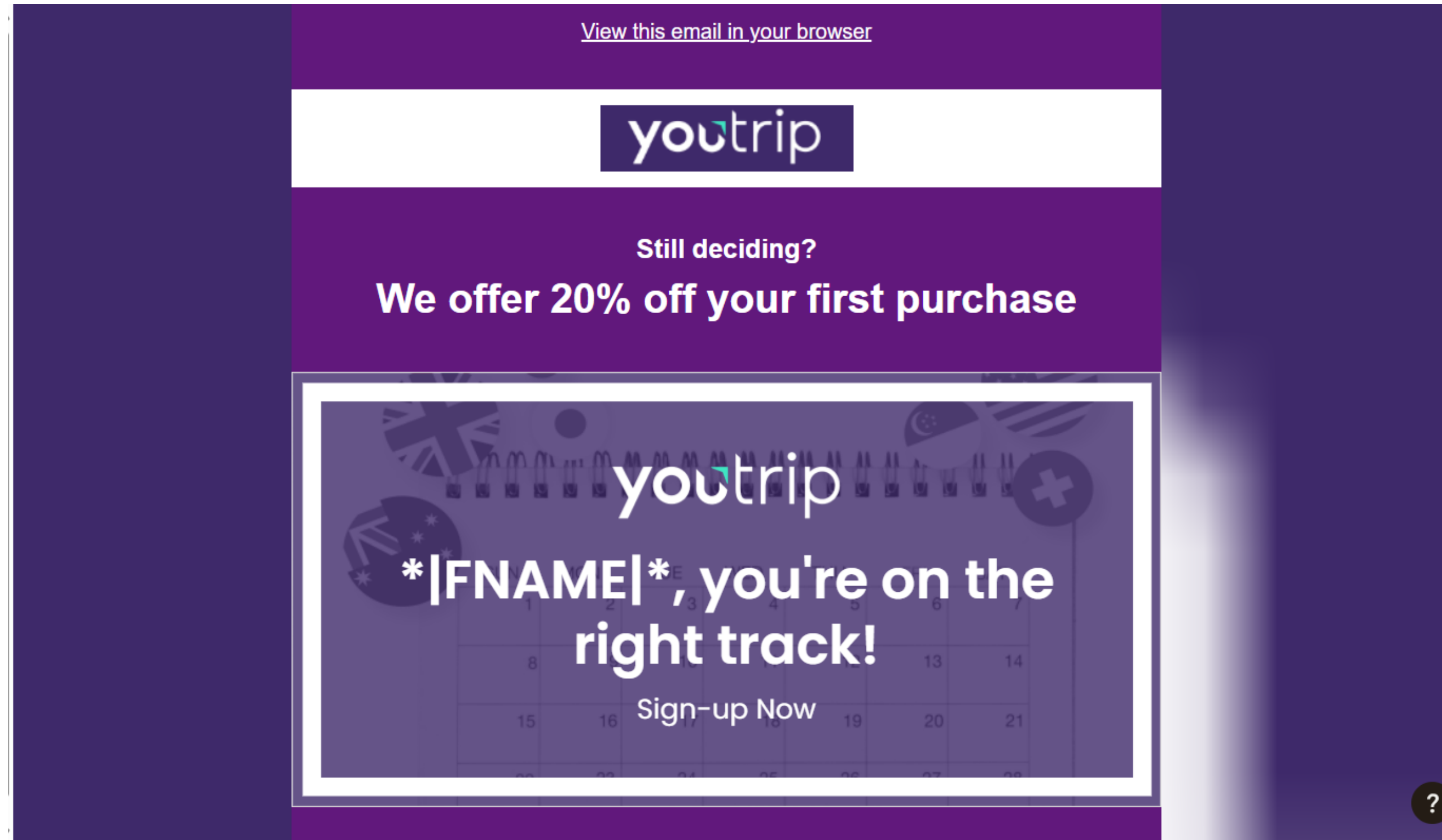


# E-mail Marketing



See Next Slide

# E-mail (Part 1)



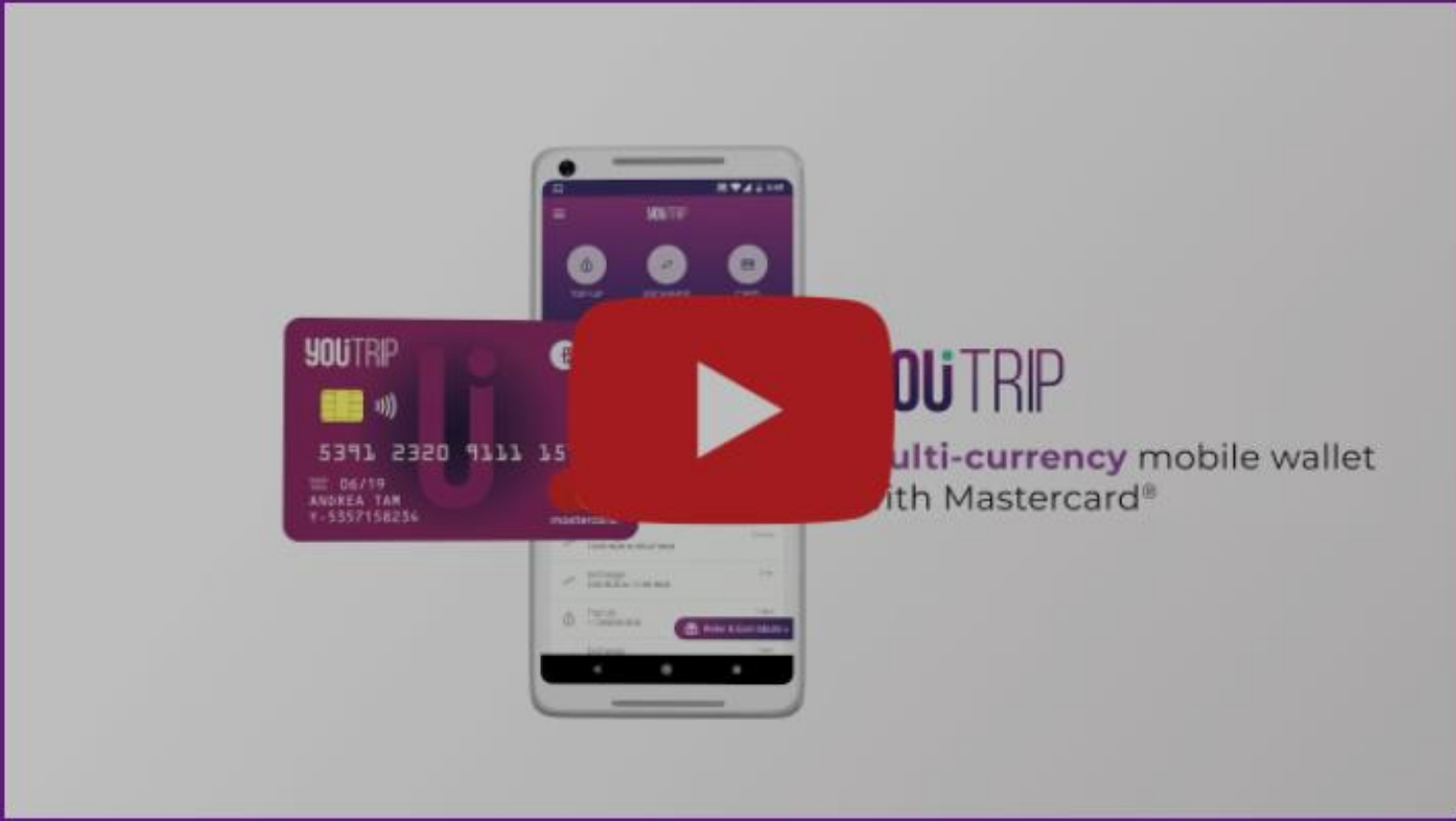


# E-mail (Part 2)



PROMO CODE: ONE-TIME-20-OFF

Shop now with 20% Off



Recommended for you

The advertisement features a smartphone displaying the YouTrip app interface. Overlaid on the phone is a red YouTrip multi-currency mobile wallet card. The card displays the YouTrip logo, a gold chip, the card number 5391 2320 9111 15, the name ANDREA TAN, and the phone number T-5557158236. The background of the advertisement is a light gray gradient.

# E-mail (Part 3)



## Recommended for you



### Wonderful Korea

Don't hesitate to sign up now for a relaxing trip to a land filled with lots of wonder

\$600 after 20% off

[Click here for more info](#)



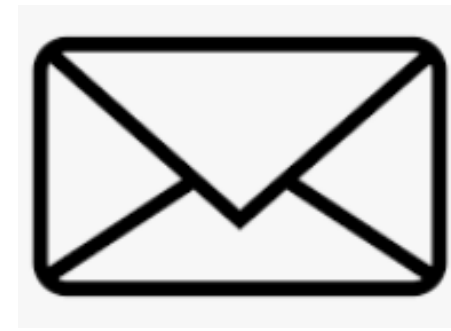
### Idyllic Italy

Planning a romantic getaway with your loved one. Fly to Italy to create memories that last a lifetime.


\$899 after 20% off

?

# E-mail (Part 4)



[Click here for more info](#)



**Gorgeous Greece**

Thinking of a picturesque wedding shoot. Come down to the beautiful islands of Greece that will leave both you and your beloved mesmerised.

**\$765 after 20% off**

[Click here for more info](#)

PROMO CODE: ONE-TIME-20-OFF

[Sign-up Now](#)

?



# E-mail (Part 5)



Click here for more info

PROMO CODE: ONE-TIME-20-OFF

Sign-up Now

Follow us



youtrip

Copyright (C) \*|CURRENT\_YEAR|\* \*|LIST:COMPANY|\* All rights reserved.

\*|IFNOT:ARCHIVE\_PAGE|\* \*|LIST:DESCRIPTION|\* \*|END:IF|\*

Our mailing address is:

\*|IFNOT:ARCHIVE\_PAGE|\* \*|HTML|\*|LIST:ADDRESS|\* \*|END:IF|\*

?

# E-mail (Part 6)



Sign-up Now

Follow us



youtrip

Copyright (C) \* | CURRENT\_YEAR | \* \* | LIST:COMPANY | \*. All rights reserved.

\* | IFNOT:ARCHIVE\_PAGE | \* \* | LIST:DESCRIPTION | \* \* | END:IF | \*

Our mailing address is:

\* | IFNOT:ARCHIVE\_PAGE | \* \* | HTML:LIST\_ADDRESS | \* \* | END:IF | \*

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)

\* | IF:REWARDS | \* \* | HTML:REWARDS | \* \* | END:IF | \*





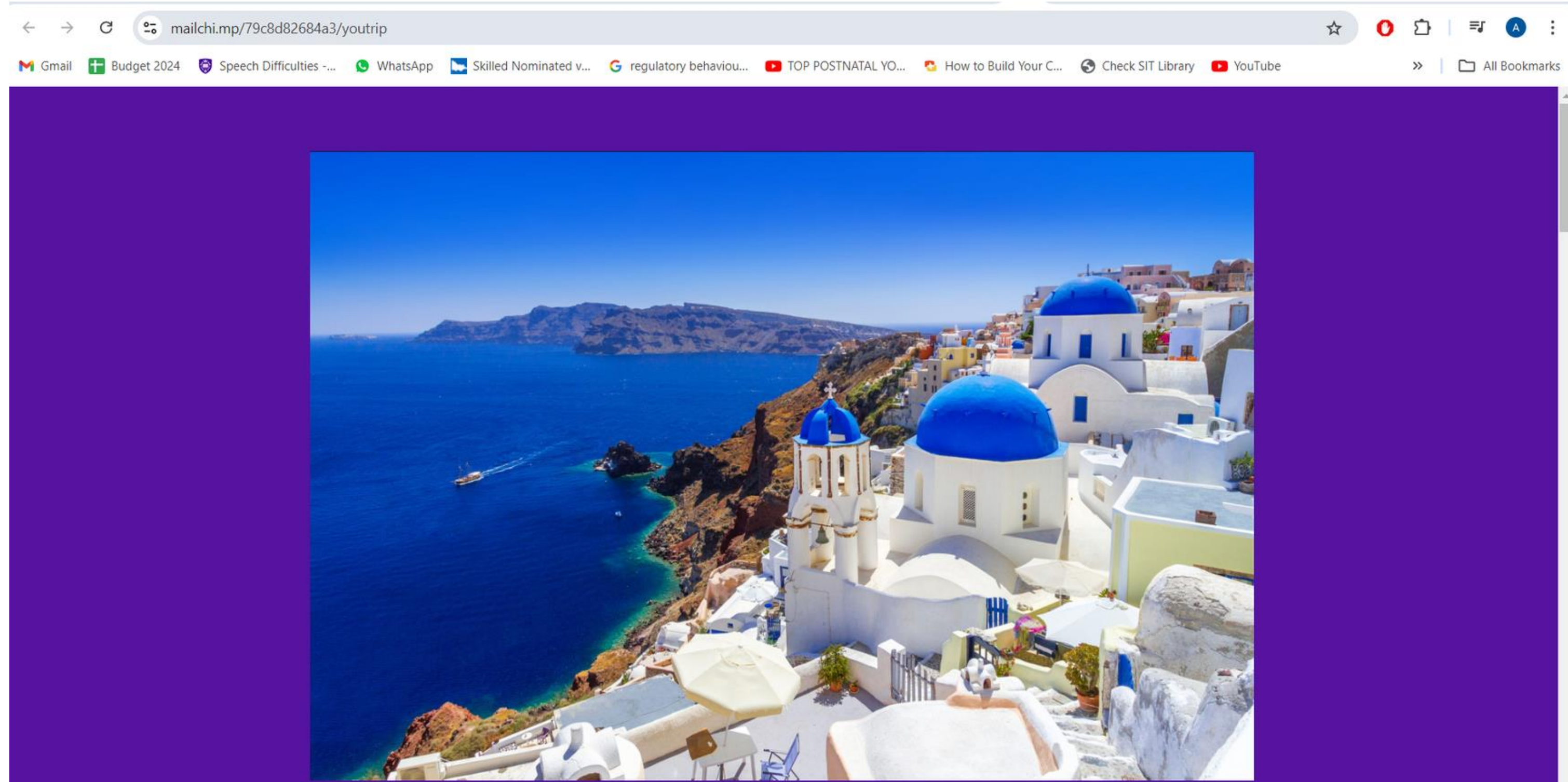
# Landing Page

See Next Slide

**<https://mailchi.mp/79c8d82684a3/youtrip>**



# Landing Page (Part 1)



# Landing Page (Part 2)



← → ↻ mailchi.mp/79c8d82684a3/youtrip ☆ ⓘ | 📄 A ⋮

Gmail + Budget 2024 🛡️ Speech Difficulties -... 📞 WhatsApp 📧 Skilled Nominated v... 🌐 regulatory behaviou... 📺 TOP POSTNATAL YO... 📁 How to Build Your C... 📁 Check SIT Library 📺 YouTube >> | 📁 All Bookmarks

YEAR-END-SALE  
with  
**youtrip**

Singapore's best multi-currency wallet for your trip overseas.

Travel to EUROPE or ASIA to enjoy your Christmas and New year celebrations.

Email Address

First Name

Phone Number

# Landing Page (Part 3)



← → ↺ mailchi.mp/79c8d82684a3/youtrip ☆ 🔒 📁 🎵 A ⋮

Gmail Budget 2024 Speech Difficulties -... WhatsApp Skilled Nominated v... regulatory behaviou... TOP POSTNATAL YO... How to Build Your C... Check SIT Library YouTube >> 📁 All Bookmarks

Travel to EUROPE or ASIA to enjoy your Christmas and New year celebrations.

Email Address

First Name

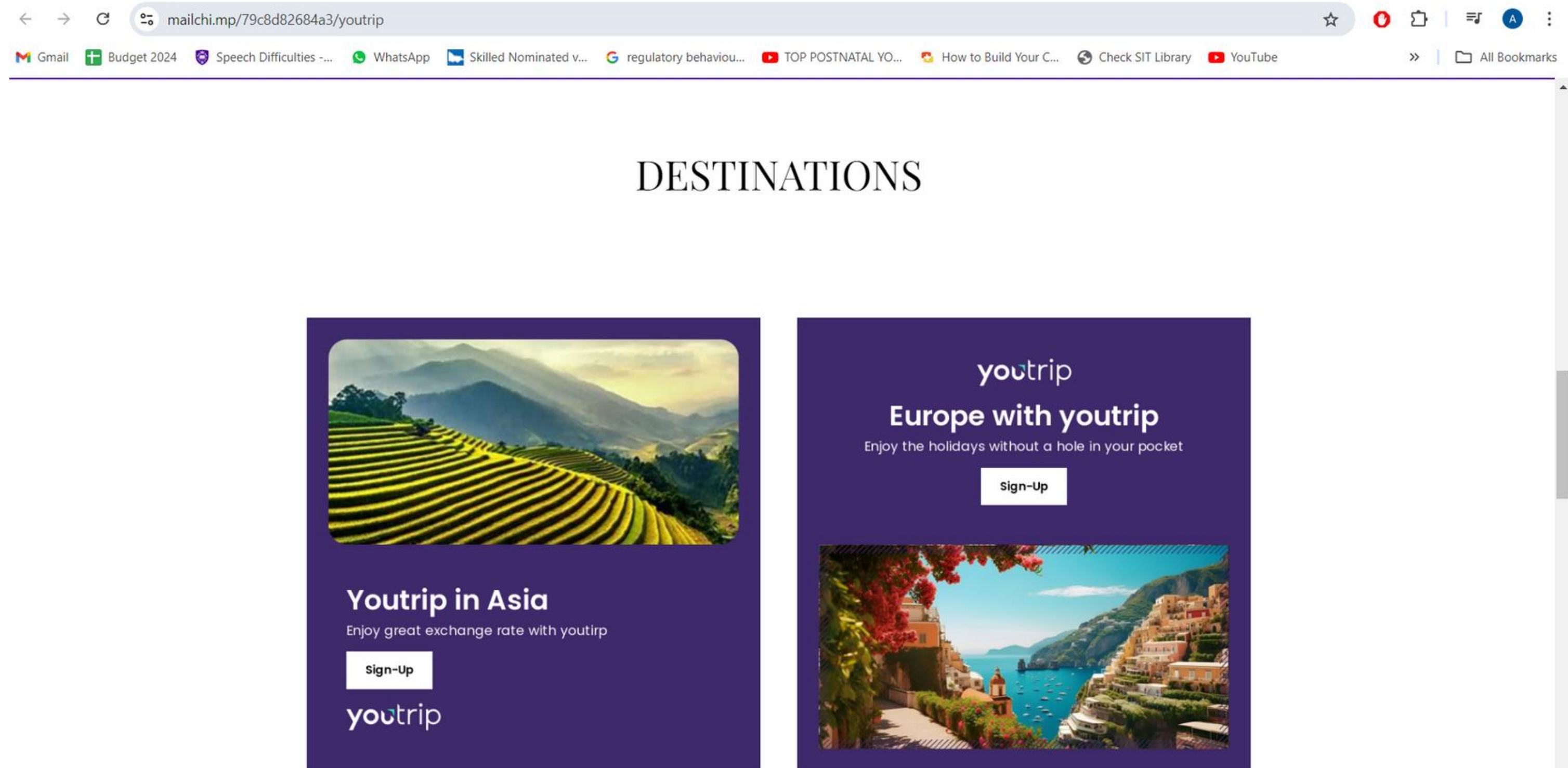
Phone Number

Sign-up

DESTINATIONS



# Landing Page (Part 4)



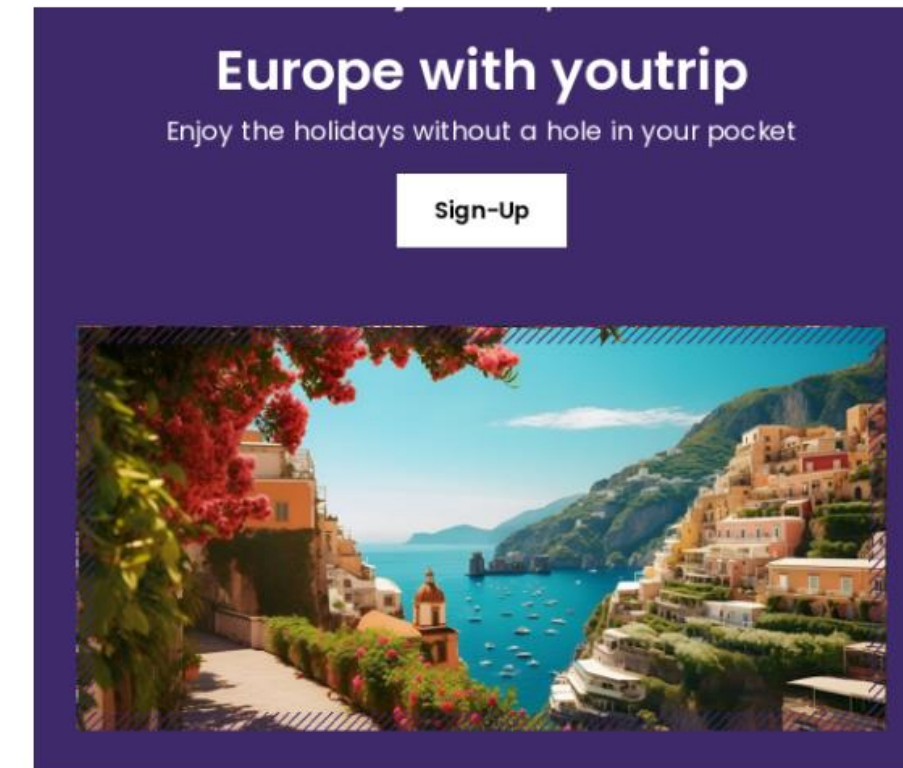


# Landing Page (Part 5)



## Amazing Asia

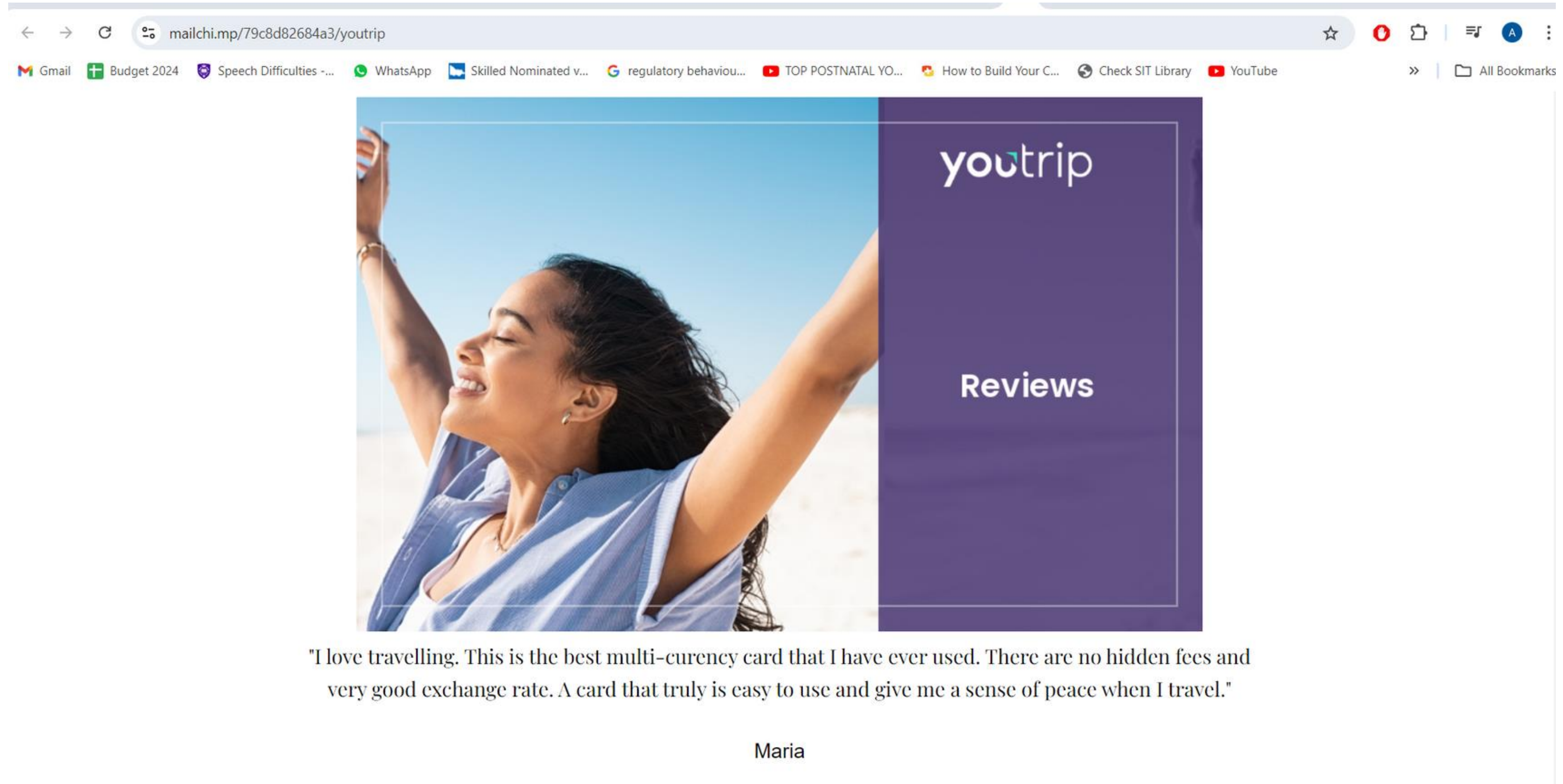
Thinking of a short family vacation with the family or friends. Why not enjoy this coming holiday in Asia with various cashbacks and discounts when you purchase your hotel bookings, flight tickets and/or souvenirs with youtrip?? With the best rates over 150+ countries and zero FX fees, youtrip is the card that will ease your mind while you discover the treasures of Asia.



## Enchanting Europe

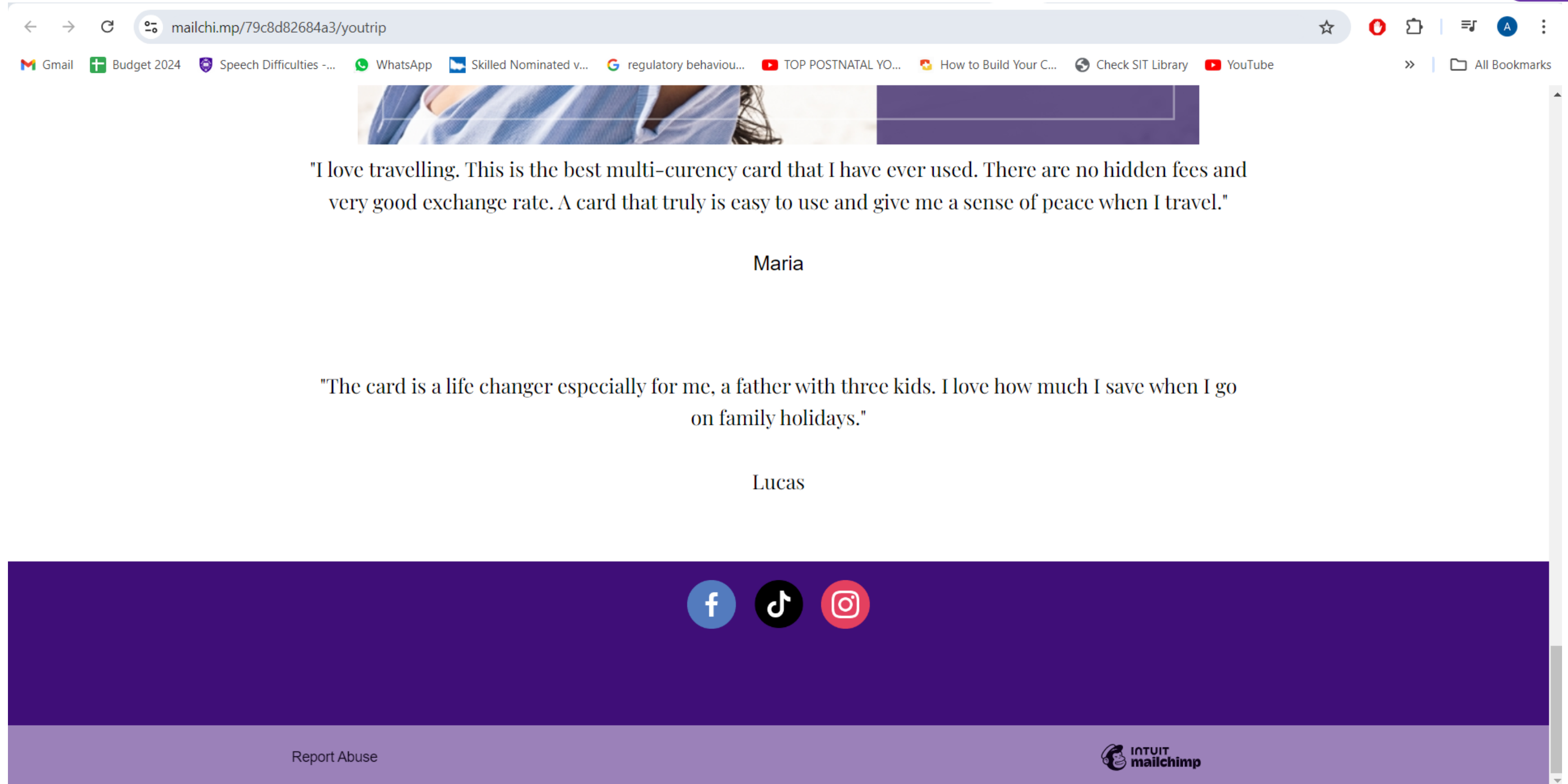
Travelling to Europe either on a solo trip or with family? Use youtrip to get \$50 cashback on all air tickets purchased with youtrip. You will not only get cashback but also 20% off your hotel bookings when you pay with youtrip. Why wait book with youtrip now !!

# Landing Page (Part 6)





# Landing Page (Part 7)





# PDPA



See Next Slide



# PDPA



Privacy Policy	How will you adopt this for your business?
Accuracy of Data	<input type="checkbox"/> To ensure that the data collected is accurate, they can log-in to their <u>Singpass</u> to share the relevant personal information required to the relevant organisation
Data protection measures	<input type="checkbox"/> Implement reasonable security measures such as encryption, secure servers, and regular audits to safeguard personal data from unauthorized access or breaches. <input type="checkbox"/> Collect only the data necessary for the intended purpose and avoid excessive or irrelevant data collection

# PDPA



Privacy Policy	How will you adopt this for your business?
Collection, use and disclosure of personal data	<ul style="list-style-type: none"> <li><input type="checkbox"/> Consent clause must be created for obtaining consent from an individual to collect, use and disclose his personal data for the purpose of sending him marketing material to respect their privacy of their personal data.</li> <li><input type="checkbox"/> A withdrawal clause should also be created to allow individuals the right to withdraw their personal information/ data for the purpose of sending him marketing material.</li> <li><input type="checkbox"/> You can e-mail us at <a href="mailto:youtrip@sg">youtrip@sg</a> if you wish to know more information or send "UNSUB" to the e-mail link previously shared. Alternatively, if you do not wish to receive any text messages from <a href="https://www.youtrip.sg">youtrip</a>, SMS "UNSUB" to 7777.</li> </ul>



# Thank You

