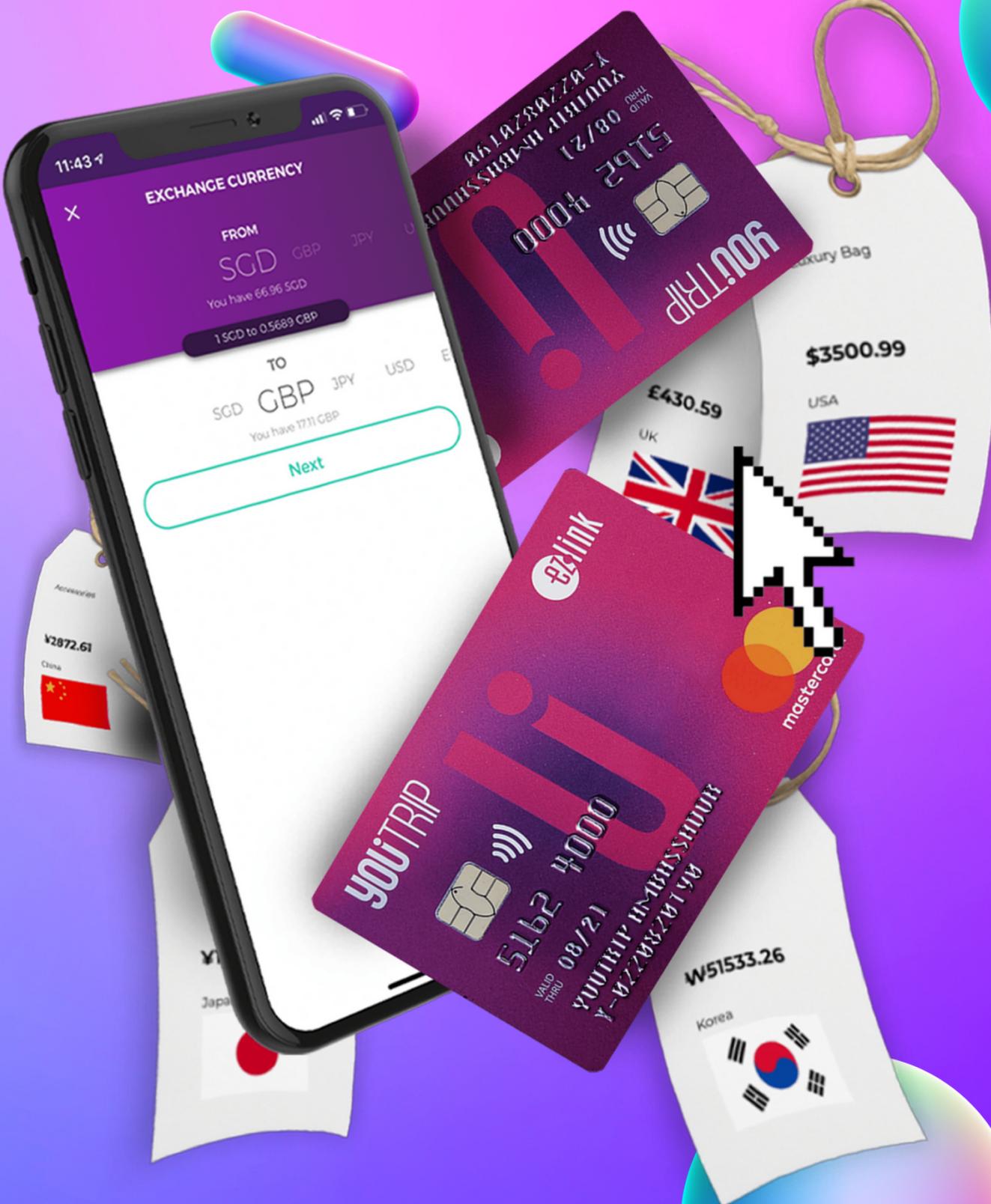


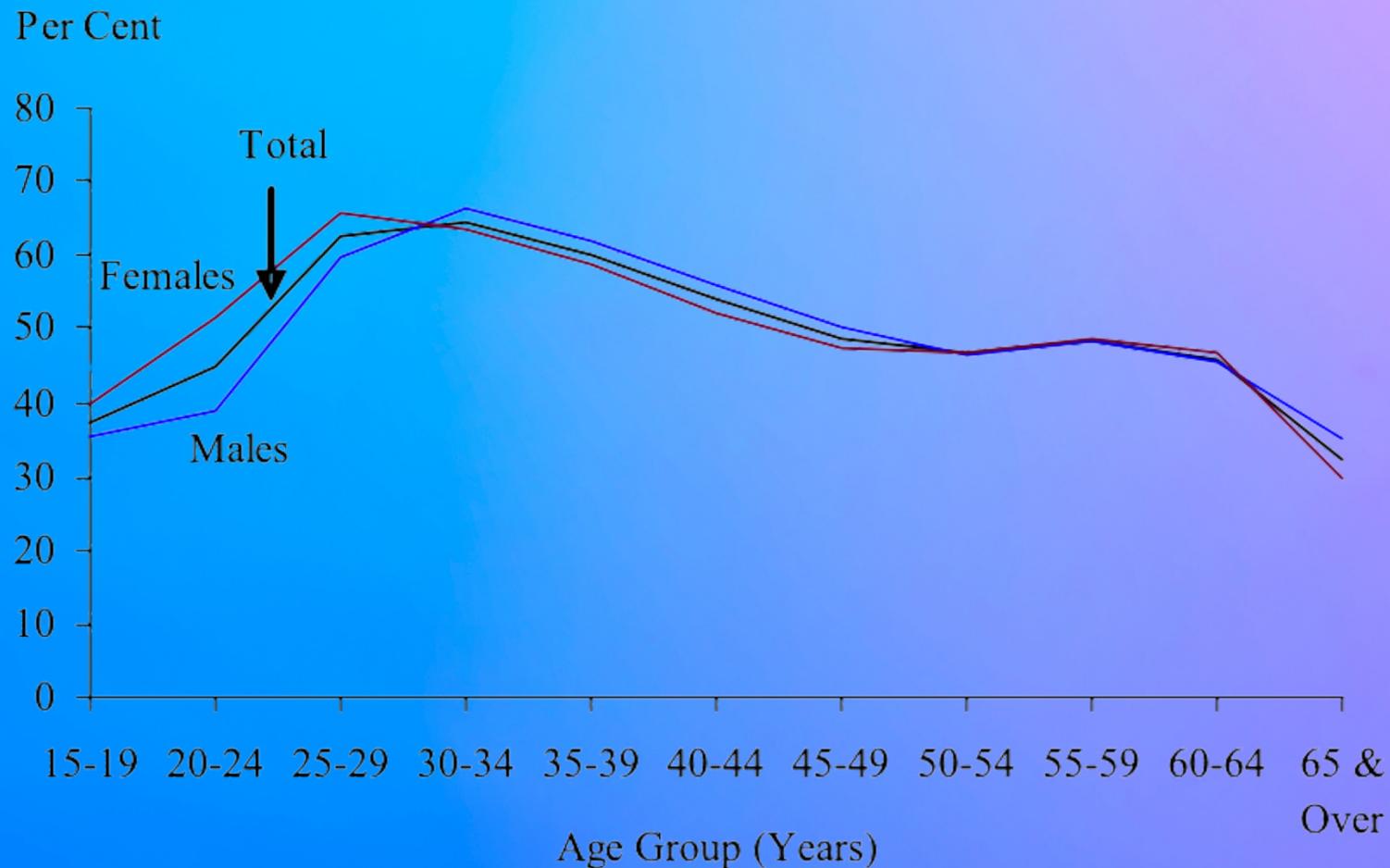
Digital Marketing Bootcamp
CAPSTONE PROJECT

youtrip

JILL LIM
VERTICAL INSTITUTE
6 JAN- 27 JAN 2024



Target Audience



Young adults in their late twenties and early thirties had the highest propensity to travel overseas. The proportion that travelled overseas declined with increasing age. There was a sharp drop in the proportion among elderly residents aged 65 years and over.

Singapore Department of Statistics

**Target Audience:
20-35**

your trip

Meet Julia

working adult, age 24

- travels often due to work demands, need to deal with different currencies across diverse locations becomes very inconvenient
- recognises the need for a ***more seamless and practical approach to manage her finances*** while on the go.
- as a young adult who just started her career, she is always looking for economical alternatives



youtrip

YouTrip's solution

Competitive exchange rates

**whenever
wherever
we got you >**

Pay with the best rates in 150+ countries and enjoy our in-app exchange with our 10 wallet currencies – all at your fingertips!

Economically friendly

**goodbye
hidden fees >**

Don't sweat the fees! Travel and shop freely with zero FX fees, no hidden charges and fee-less* ATM withdrawals.

Easy access

**Apple Pay
& Google Pay™
on the go >**

Seamless payments, now upgraded with Apple Pay and Google Pay, be it online or in-store.

**virtually
yours >**

Get a level up in convenience with seamless in-app and online payments via your very own virtual card – in just a few taps (or less!).



A.I.D.A FRAMEWORK



AWARENESS

Create highlights/posts about the economical and convenience of using YouTrip

Influencers using a YouTrip card throughout their vacation

Creating content top travel destinations + how one can use their YouTrip card to maximise their experience and time



INTEREST+ CONSIDERATION

Partner with retail stores/airline agencies for additional discounts and perks for YouTrip users

Referral programmes for existing users to earn rewards or cashback incentives for referring friends and family spread



DESIRE

Create a special referral code for new and existing followers/users to redeem \$10 upon signing up during the promotional period



ACTION

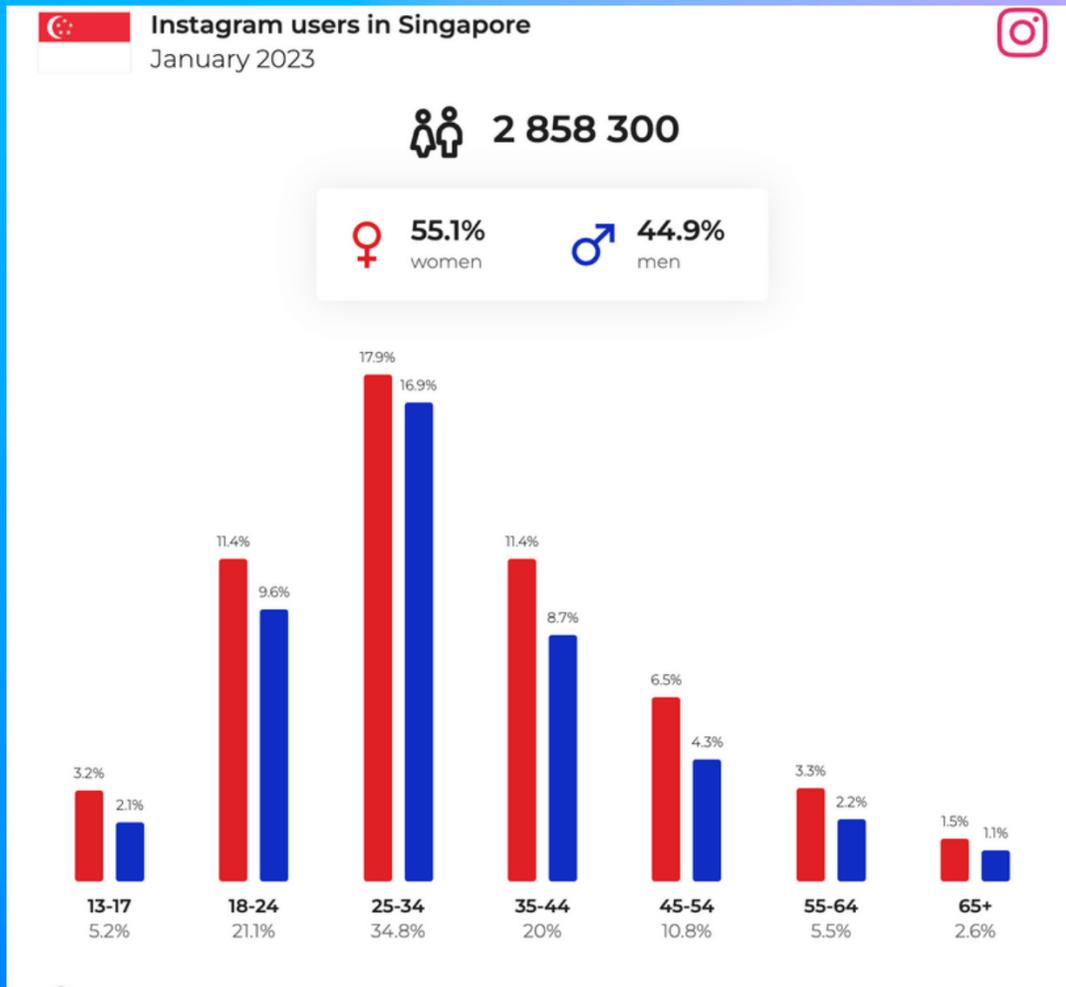
Available on ApplePay and GooglePay

Ease of download and registration online; Good customer service and recovery team available 24/7

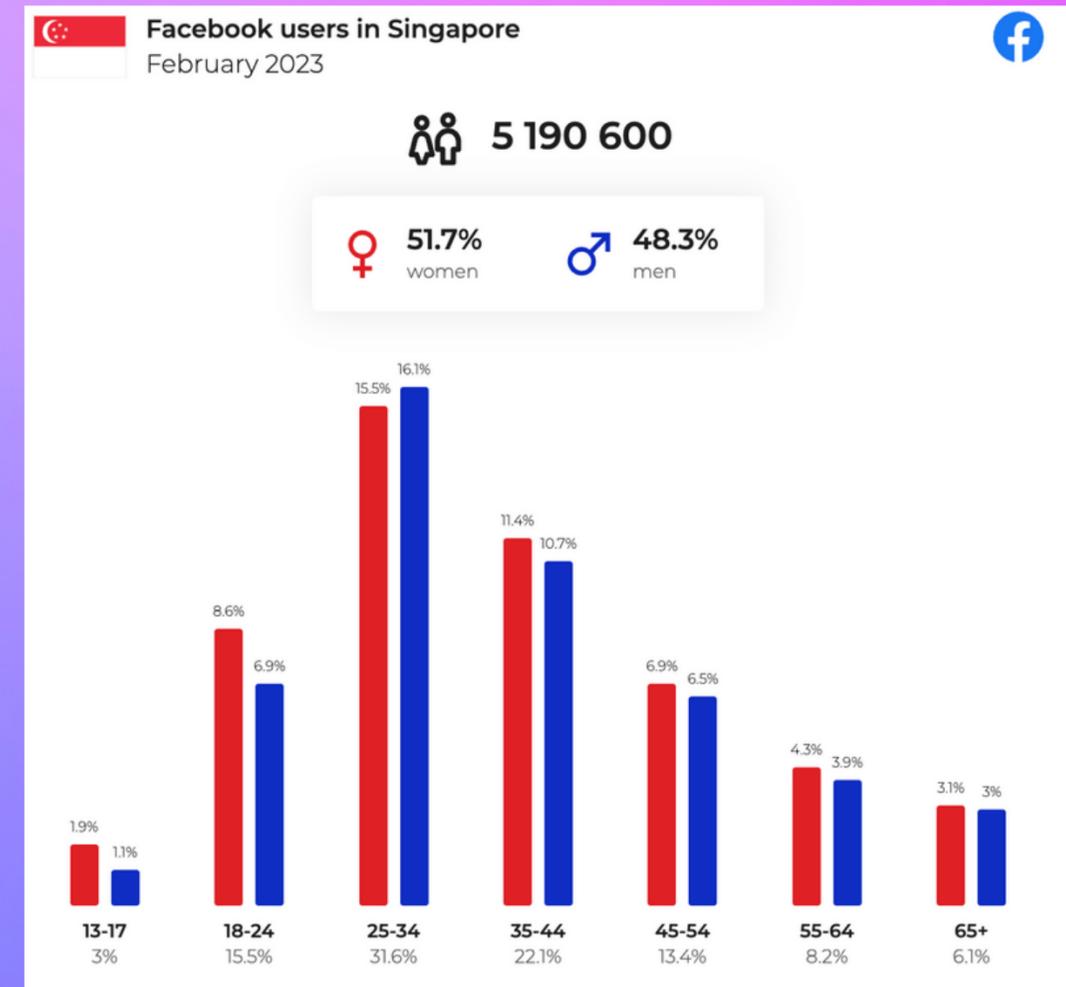
SOCIAL MEDIA ENGAGEMENT



INSTAGRAM



FACEBOOK



2 most used social media platforms by the target audience

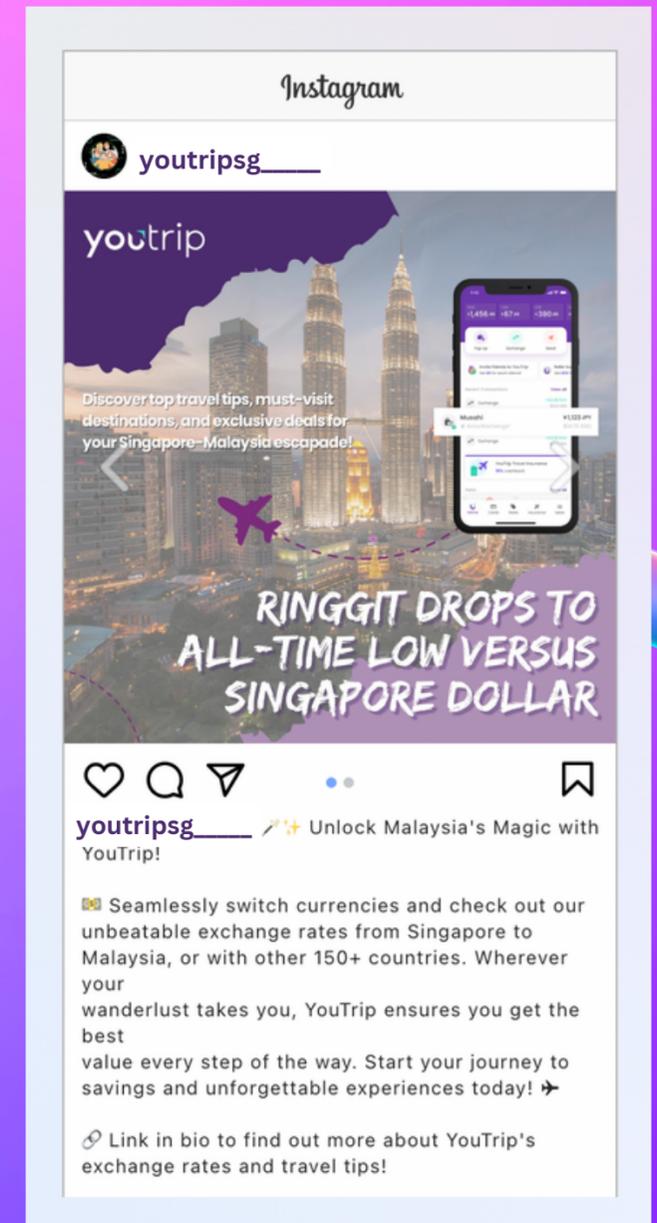
youtrip

INSTAGRAM/ FACEBOOK

WEEKLY POSTS ON CROWD-
FAVOURITE DESTINATIONS

- PROVIDING **MORE PRACTICAL TRAVEL NEWS** TO ATTRACT USERS WHO HAS NOT BEEN AFFILIATED WITH YOUTRIP
- ESTABLISH ITS PAGE AS A **RELIABLE SOURCE OF INFORMATION FOR TRAVELLERS**

*CREATED WITH CANVA



youtrip

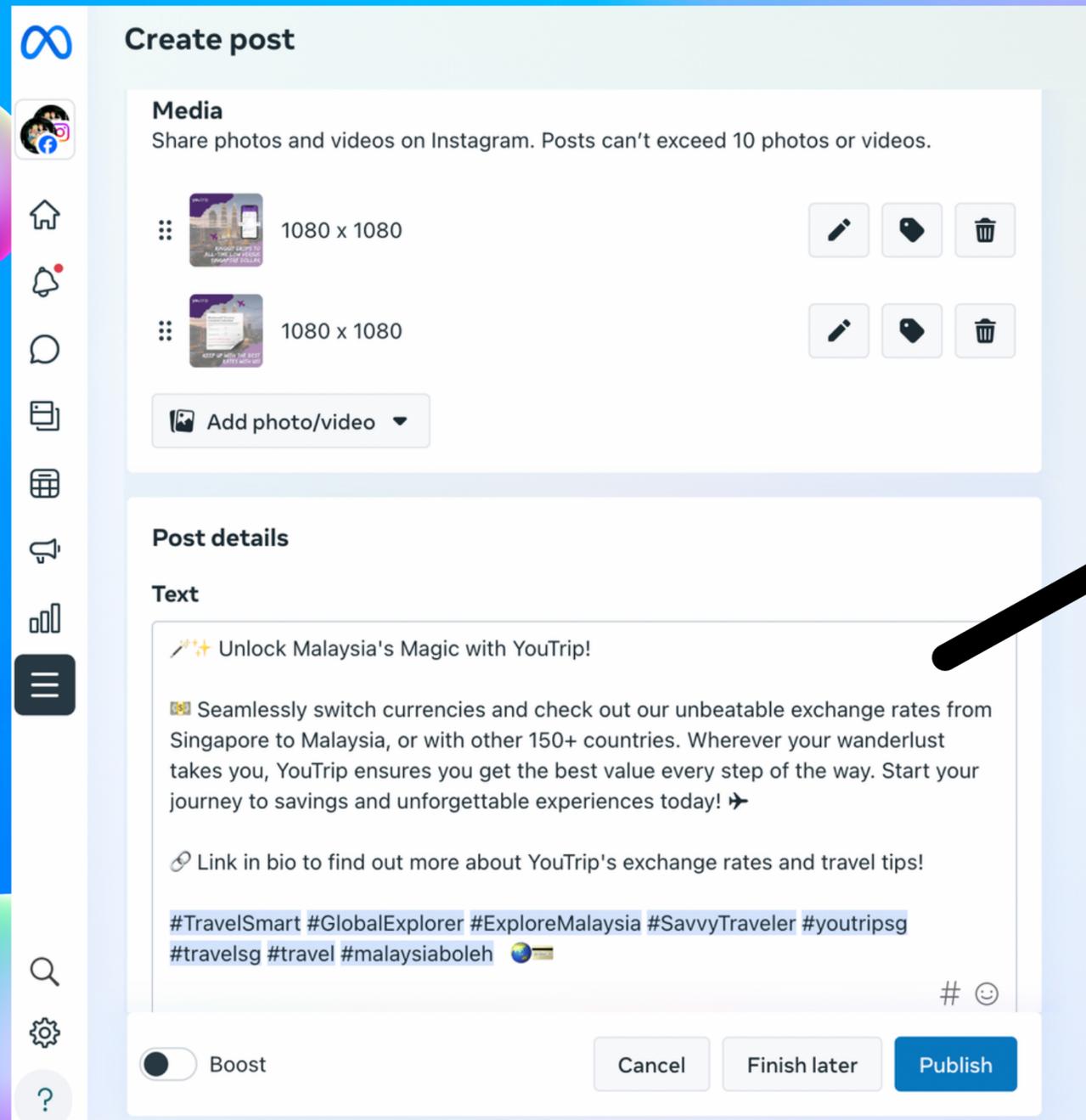
INSTAGRAM/ FACEBOOK

HIGHLIGHTING YOUTRIP'S
COMPETITIVE EXCHANGE RATES
WITH ITS VERY OWN CURRENCY
CONVERTER

*CREATED WITH CANVA

The screenshot shows the YouTrip Mastercard Currency Converter Calculator interface. The background features a cityscape at night with a purple airplane icon flying over it. The calculator is presented as a white card with rounded corners and a shadow effect. It includes the YouTrip logo in the top left corner. The main heading is "Mastercard® Currency Converter Calculator". Below this, there is a brief description of the tool's purpose. The interface has two rows of input fields: "From*" with a dropdown menu set to "SINGAPORE DOLLAR - SGD" and a text input field containing "1.00"; and "To*" with a dropdown menu set to "MALAYSIAN RINGGIT - MYR" and a text input field containing "0.00". Below the input fields, the conversion result is displayed: "1 Singapore Dollar = 3.5385995 Malaysian Ringgit" and "Your transaction amount of 1.00 SGD = 3.54 MYR in your card". At the bottom of the card, it states "The currency conversion rate and your card currency amount are as of now on [unclear] bank fee of 0%". A large, stylized text overlay at the bottom of the image reads "KEEP UP WITH THE BEST RATES WITH US!".

The screenshot shows an Instagram post from the account "youtripsg_". The post features the same Mastercard Currency Converter Calculator interface as seen in the previous image, overlaid on a cityscape background. The text "KEEP UP WITH THE BEST RATES WITH US!" is prominently displayed at the bottom of the image. Below the image, the Instagram interface shows the post's engagement icons (heart, comment, share, bookmark) and the caption. The caption reads: "Seamlessly switch currencies and check out our unbeatable exchange rates from Singapore to Malaysia, or with other 150+ countries. Wherever your wanderlust takes you, YouTrip ensures you get the best value every step of the way. Start your journey to savings and unforgettable experiences today! ➔". At the bottom of the caption, there is a link icon and the text "Link in bio to find out more about YouTrip's exchange rates and travel tips!".



Using emojis to engage the readers to read the captions

Link in bio to provide more information about YouTrip card (CTA)

Hashtags to **expand audience reach**

#YouTrip-3.7k

#currency-1.4M

#currencyexchange-171K

#exploretheworld-1.5M

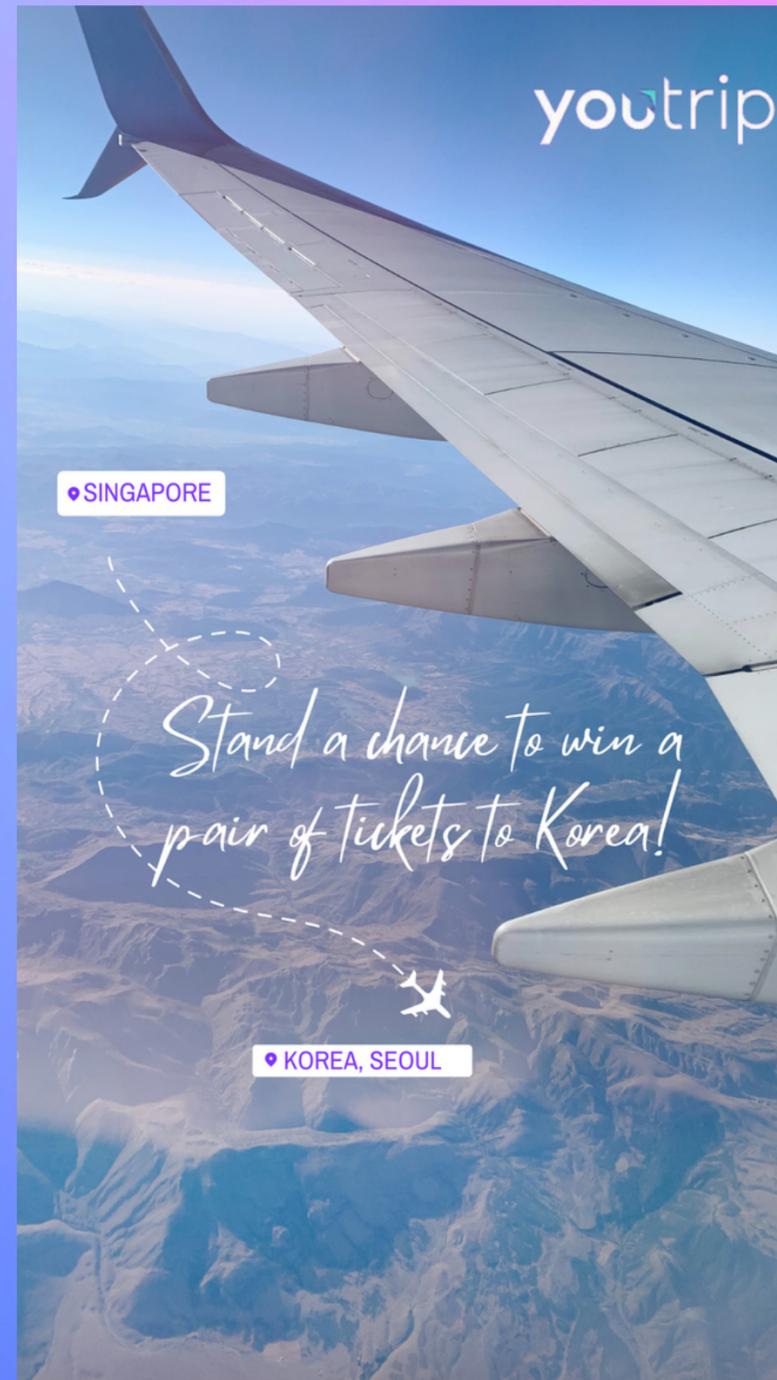
#travel-725M

#malysiaboleh-836K posts

youtrip

INSTAGRAM

UTILISING **GIVEAWAYS ON IG STORY** AS AN INCENTIVE TO ATTRACT MORE FOLLOWERS AND INTERESTS TOWARDS YOUTRIP'S PAGE



*CREATED WITH CANVA

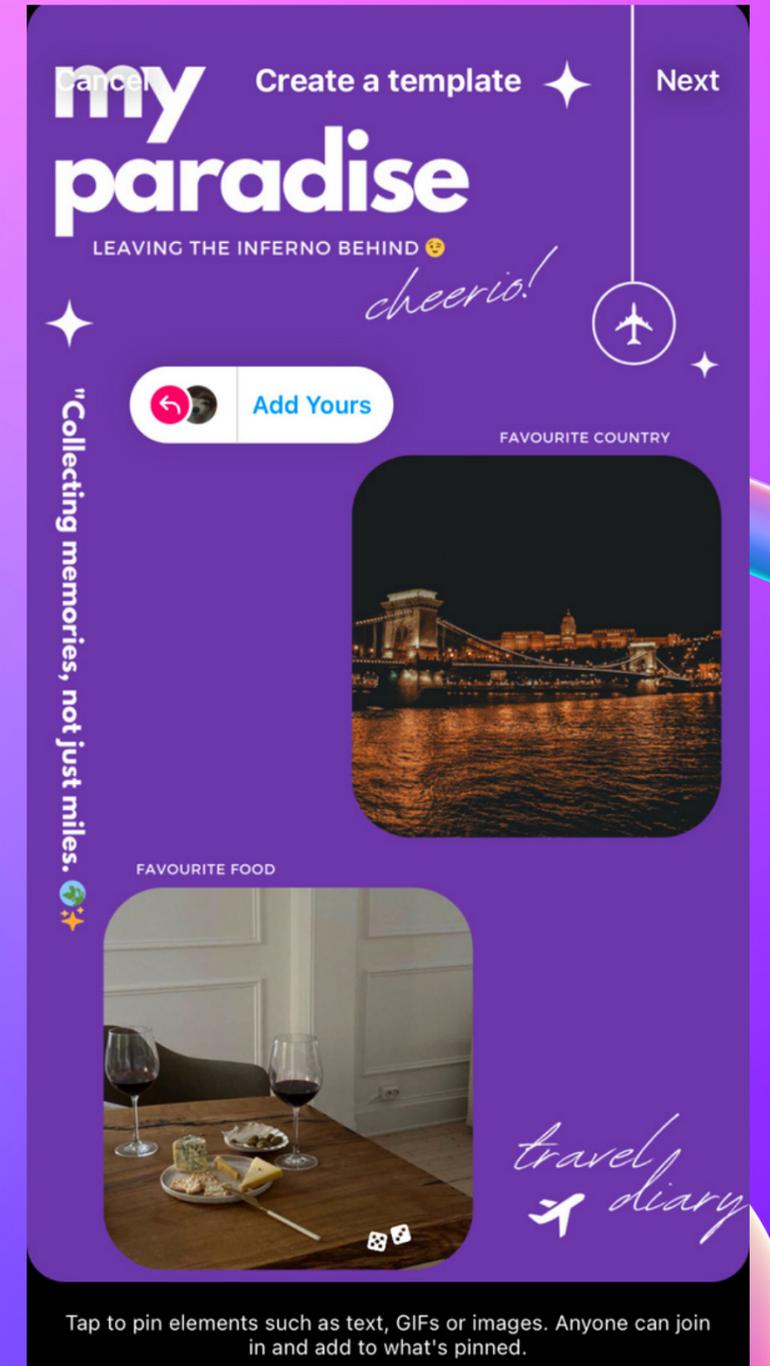
youtrip

INSTAGRAM

THE "ADD YOURS" STICKER
ALLOWS USERS TO INTERACT
WITH OUR TEMPLATE ON
INSTAGRAM BY WRITING OR
POSTING PICTURES WITH
#YTFAM

AESTHETICS OF THE POST
DESIGN MAY INCENTIVISE USERS
TO INTERACT WITH OUR
TEMPLATE

*CREATED WITH CANVA

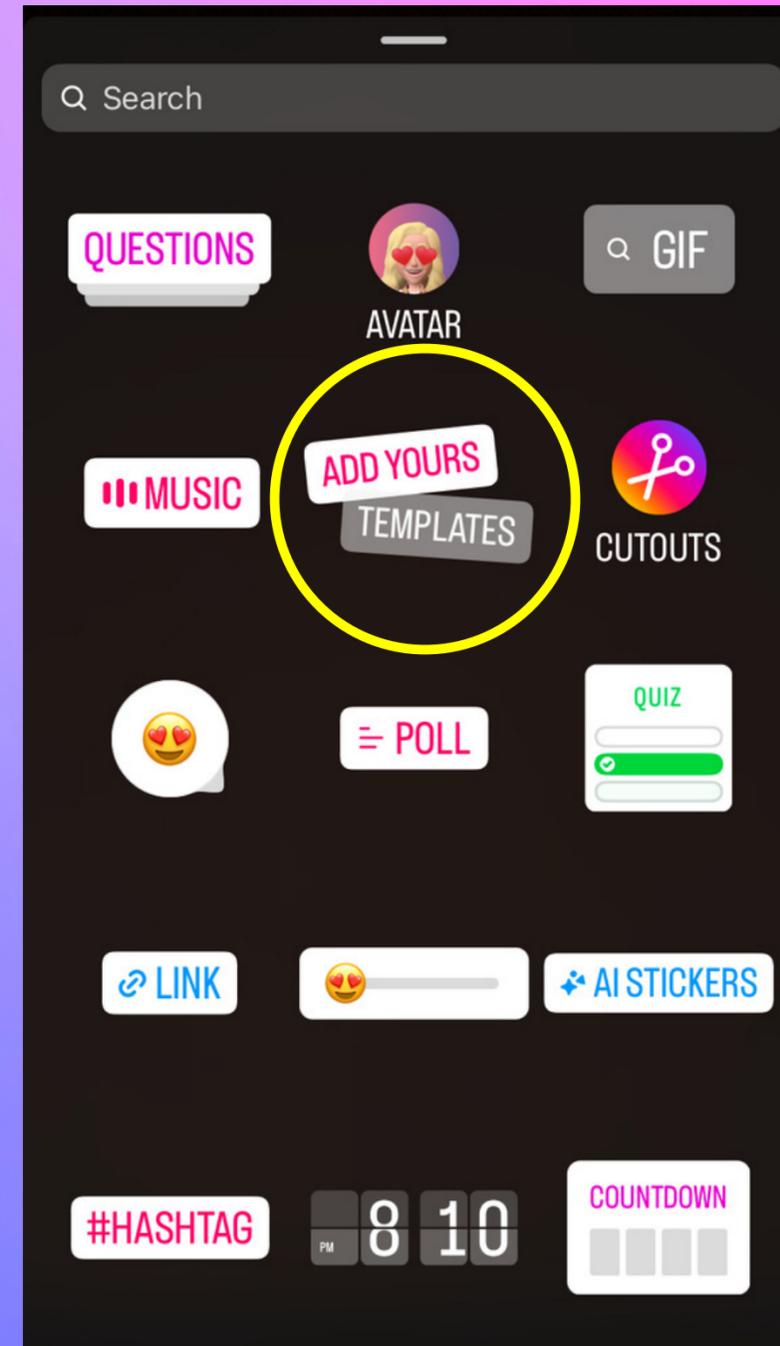


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INSTAGRAM

ALLOWS YOUTRIP TO BE ABLE TO **TARGET WHAT TRAVELLERS' FAVOURITE DESTINATIONS/ INTERESTS ARE**

FOCUS MORE ON TOPICS CORRESPONDENT TO THEIR **INTERESTS TO INCREASE ENGAGEMENT**



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Zoom Webinar

youtrip

Ultimate guide to **MAXIMISING** YOUR HOLIDAY

Join us as we explore practical tips, expert insights, and itinerary planning to budget-friendly hacks!

1 December 2023
At 10.00 AM

ZOOM WEBINAR

REGISTER IN THE LINK BELOW

Our customer support customer@you.co VISIT OUR WEBSITE youtrip.sg.com

SPEAKER:
@onericeplease
Travel blogger

ZOOM WEBINAR VIEWERS WILL HAVE THE OPPORTUNITY TO ENGAGE DIRECTLY WITH THEIR FAVOURITE INFLUENCERS AND GAIN GREATER INSIGHTS ON **HOW TO MAXIMISE THEIR SAVINGS USING YOUTRIP**

*CREATED WITH CANVA

Calculating ROAs

GOAL: LINK CLICKS (1000 CLICKS),

CPC: S\$1 PER CLICK = S\$1000 TO GET 1000 CLICKS

ESTIMATE: 2% OF LINK CLICKS WILL DOWNLOAD YOUTRIP AND REGISTER

= 20 NEW USERS

SOCIAL MEDIA AD DESIGNER: S\$200

TOTAL: S\$1000 + S\$200 = S\$1200

•ESTIMATED LIFETIME VALUE OF CUSTOMER: S\$30 PER YEAR

IF CUSTOMER STAYS WITH US FOR 1 YEAR:

ROAS= S\$600-S\$1200 = -(S\$600)

IF CUSTOMER STAYS WITH US FOR 2 YEARS:

ROAS=S\$1200-S\$1200 = S\$0

IF CUSTOMER STAYS WITH US FOR 3 YEARS:

ROAS=S\$1800-S\$1200 = S\$600

SEARCH ENGINE
OPTIMIZATION (SEO) AND
CONTENT MARKETING



Keyword	Volume	SEO difficulty	Paid difficulty	CPC	Types of content
Currency Exchange	33,100	59	2	\$0.83	<ul style="list-style-type: none">• Dos and Don'ts of Currency Exchange: A Comprehensive Guide• How to Navigate Currency Exchange Fees When Traveling Abroad
Travel	5,400	62	11	\$1.4	<ul style="list-style-type: none">• top 10 affordable accommodations and local eateries• Design sample itineraries for short getaways or extended vacations. Include detailed schedules, transportation options, and insider tips to help travelers maximise their time and experience the best of each destination
Savings	590	48	11	\$4.12	<ul style="list-style-type: none">• comparative reviews of different travel digital wallets, highlighting potential savings for travellers• zoom webinars to share insights on budgeting and maximising savings while travelling

Ubersuggest

<input type="checkbox"/>	KEYWORDS ?		VOLUME ?	CPC ?	PD ?	SD ?	UPDATED ?
<input type="checkbox"/>	travel	🔍 Q v Generate Content With AI	5,400	\$1.41	11	62	1 month ↻
<input type="checkbox"/>	savings	🔍 Q v Generate Content With AI	590	\$4.14	19	48	1 month ↻
<input type="checkbox"/>	currency exchange	🔍 Q v Generate Content With AI	33,100	\$0.83	2	59	1 month ↻
KEYWORD IDEAS							
<input type="checkbox"/>	travel insurance	🔍 Q v Generate Content With AI	40,500	\$5.36	66	40	1 month ↻
<input type="checkbox"/>	travel insurance singapore	🔍 Q v Generate Content With AI	40,500	\$4.87	66	39	1 month ↻
<input type="checkbox"/>	travel insurance fwd	🔍 Q v Generate Content With AI	33,100	\$3.45	46	36	1 month ↻
<input type="checkbox"/>	currency exchange rates sgd to myr	🔍 Q v Generate Content With AI	33,100	\$0.83	2	57	2 months ↻
<input type="checkbox"/>	travel insurance ntuc	🔍 Q v Generate Content With AI	27,100	\$2.70	50	48	3 weeks ↻

Ubersuggest

<input type="checkbox"/>	KEYWORDS ?		VOLUME ?	CPC ?	PD ?	SD ?	UPDATED ?
<input type="checkbox"/>	travel	EQ v Generate Content With AI	5,400	\$1.41	11	62	1 month ↻
<input type="checkbox"/>	savings	EQ v Generate Content With AI	590	\$4.14	19	48	1 month ↻
<input type="checkbox"/>	currency exchange	EQ v Generate Content With AI	33,100	\$0.83	2	59	1 month ↻
KEYWORD IDEAS							
<input type="checkbox"/>	travel insurance	EQ v Generate Content With AI	40,500	\$5.36	66	40	1 month ↻
<input type="checkbox"/>	travel insurance singapore	EQ v Generate Content With AI	40,500	\$4.87	66	39	1 month ↻
<input type="checkbox"/>	travel insurance fwd	EQ v Generate Content With AI	33,100	\$3.45	46	36	1 month ↻
<input type="checkbox"/>	currency exchange rates sgd to myr	EQ v Generate Content With AI	33,100	\$0.83	2	57	2 months ↻
<input type="checkbox"/>	travel insurance ntuc	EQ v Generate Content With AI	27,100	\$2.70	50	48	3 weeks ↻

Due to the high volume of searches for **travel insurance**, YouTrip can also partner up with insurance companies like Great Eastern Limited/Prudential to push out a **special travel insurance package**.

This package will require people to register for YouTrip card to unlock greater discounts/coverage in travel insurance

Ubersuggest

Very high volume of searches regarding SGD and MYR

Shows users' high interest in travelling to Malaysia/investment in SGD

Discover new keywords Language / Location

you.co English / Singapore SEARCH

You're using a free version of Ubersuggest. | 1 out of 3 free daily searches available UPGRADE

Keyword Ideas : you.co

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 50 Selected

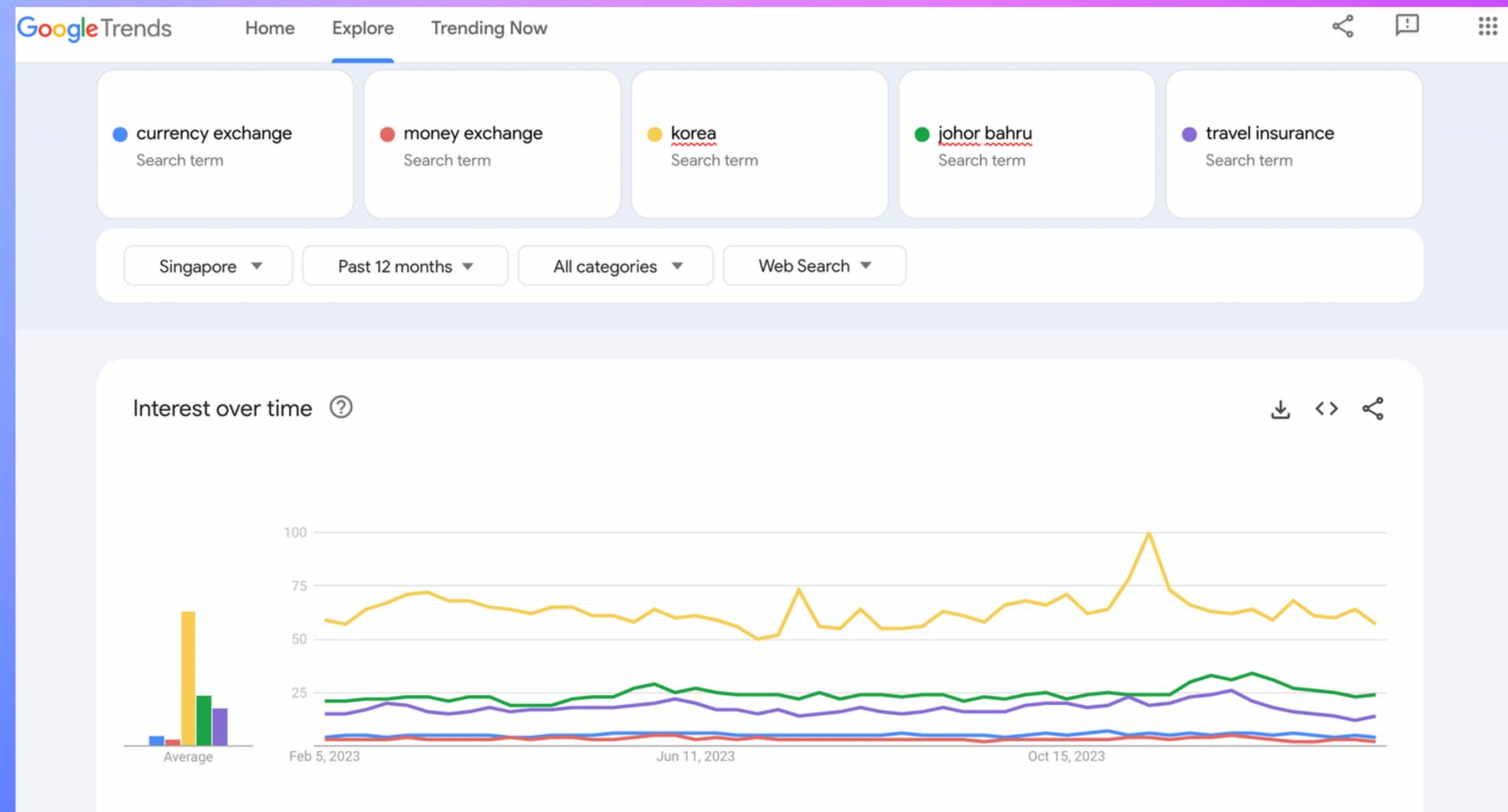
<input type="checkbox"/>	KEYWORDS		VOLUME	CPC	PD	SD	UPDATED
<input type="checkbox"/>	sgd myr exchange	Generate Content With AI	823,000	\$1.21	1	59	1 month ↻
<input type="checkbox"/>	sgd to myr	Generate Content With AI	823,000	\$1.42	1	65	1 month ↻
<input type="checkbox"/>	sgd malaysian ringgit	Generate Content With AI	823,000	\$1.21	1	64	2 months ↻
<input type="checkbox"/>	sgd malaysia ringgit	Generate Content With AI	823,000	\$1.21	1	68	2 months ↻
<input type="checkbox"/>	sgd to ringgit malaysia	Generate Content With AI	823,000	\$1.29	1	56	1 month ↻
<input type="checkbox"/>	sgd to rm malaysia	Generate Content With AI	823,000	\$1.42	1	57	3 weeks ↻
<input type="checkbox"/>	sgd rm	Generate Content With AI	823,000	\$1.42	1	59	1 month ↻
<input type="checkbox"/>	singapore dollar rm	Generate Content With AI	823,000	\$1.42	1	60	3 weeks ↻
<input type="checkbox"/>	sg dollar to rm	Generate Content With AI	823,000	\$1.21	1	59	2 months ↻
<input type="checkbox"/>	sg dollar to myr	Generate Content With AI	823,000	\$1.21	1	59	2 months ↻
<input type="checkbox"/>	singapore dollar to malaysia ringgit	Generate Content With AI	823,000	\$1.29	1	58	1 month ↻

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Google Trends

Korea has been a popular tourist destination for the past few years due to the k-wave. YouTrip can utilise this and **create more Korea-related content**, such as:

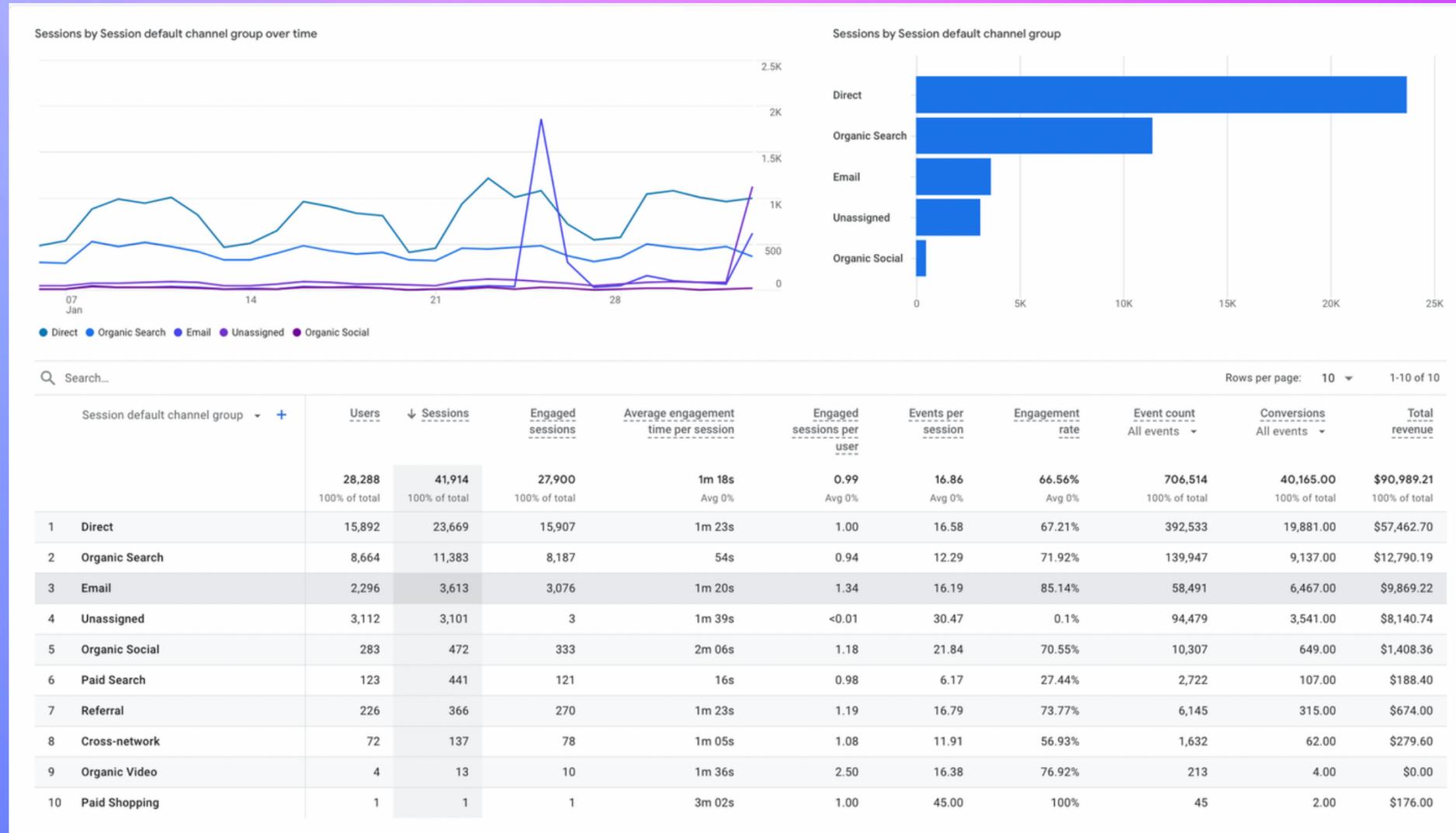
- Kdrama tourist destinations
- Top 10 local eateries in Seoul
- where to eat fresh seafood in Jeju



Google Analytics

Direct remains to engage the highest amount of users, with the highest conversion rates (approx 47.5%) indicating that direct traffic is one of the most (if not most) important website traffic.

YouTrip can increase its direct site traffic by **building its brand/content credibility and increasing brand awareness**



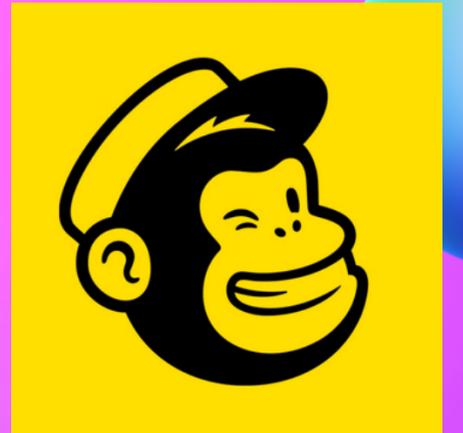
youtrip



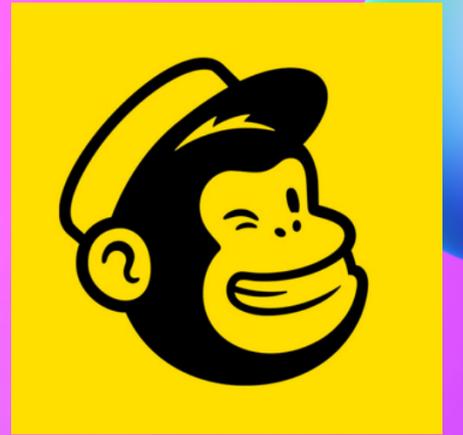
Email Marketing



Email set-up



<input checked="" type="checkbox"/> To All subscribed contacts in the audience YTFAM . 2 recipients	Edit Recipients
<input checked="" type="checkbox"/> From Youtrip customer@you.co To ensure delivery , we'll change your from address to jellylim135@send.mailchimpapp.com	Edit From
<input checked="" type="checkbox"/> Subject Maximise Your Holiday! Preview Text: 💰 Join us to explore expert insights and top-tier tips on budgeting	Edit Subject
<input checked="" type="checkbox"/> Send time Send now	Edit Send Time
<input checked="" type="checkbox"/> Content <p> We automatically add a required Referral badge to your email footer. To remove the badge, start your free trial.</p> <p> A plain-text version of this email will be included automatically. Edit</p> <p>Enable Social Cards</p>	Edit Design



[View this email in your browser](#)

Hey <<**First Name**>>!

A preview of an email newsletter. The header features the 'youtrip' logo and the title 'Ultimate guide to MAXIMISING YOUR HOLIDAY' in a mix of white and green fonts. Below the title, it says 'Join us as we explore practical tips, expert insights, and itinerary planning to budget-friendly hacks!'. The event details are '1 December 2023 At 10.00 AM' and 'ZOOM WEBINAR'. A prominent button says 'REGISTER IN THE LINK BELOW'. At the bottom, there are contact details: 'Our customer support customer@you.co' and 'VISIT OUR WEBSITE youtrip.sg.com'. A circular image shows two women with baskets of lemons. A 'BONUS' badge is present, along with the text 'STAND A CHANCE TO WIN A FULL-EXPENSE PAID TRIP TO KOREA!'.

STARTS THE EMAIL TO ADDRESS THE USER WITH THE MAIN MESSAGE; ZOOM WEBINAR

IMAGE OF THE ZOOM WEBINAR TO CAPTURE READERS' ATTENTION

 Ultimate Guide to

MAXIMISE *your holiday* ✈️

 Ultimate Guide to

MAXIMIZE *your holiday* ✈️

✨ ✨ ✨ Embarking on a holiday isn't just about the destination; it's about the journey of discovery and the memories you create along the way. ✨

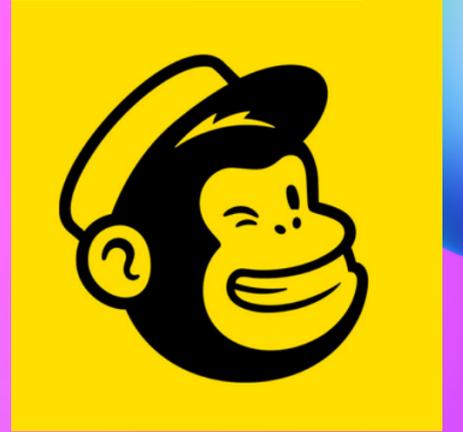
A holiday...IN THIS ECONOMY? 😱

You heard me right! Seek out hidden gems, local haunts, and off-the-beaten-path adventures that won't dent your wallet but will enrich your soul and your body. 🧘

💰 Why do the budgeting yourself when we can do it for you? Instead of worrying about your wallet, trust us to maximise not only your hard-earned dollar, but also your experience. 🏖️

💡 Join us in the zoom webinar to gain greater insight on how to get started now!

[register here](#)



A BRIEF INTRODUCTION WITH RELATABLE CONTENT/LANGUAGE ABOUT THE ZOOM WEBINAR THAT IS TAKING PLACE

“REGISTER HERE” CTA BUTTON FOR USERS SIGN UP FOR THE WEBINAR

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Mastercard® Currency Converter Calculator

Every day, everywhere, we use our technology and expertise to make payments safe, simple and smart. This currency converter tool provides foreign exchange rates by Mastercard to convert from the transaction currency to your card's currency for cross border purchases and ATM transactions.

From * Amount *

To * Bank Fee *

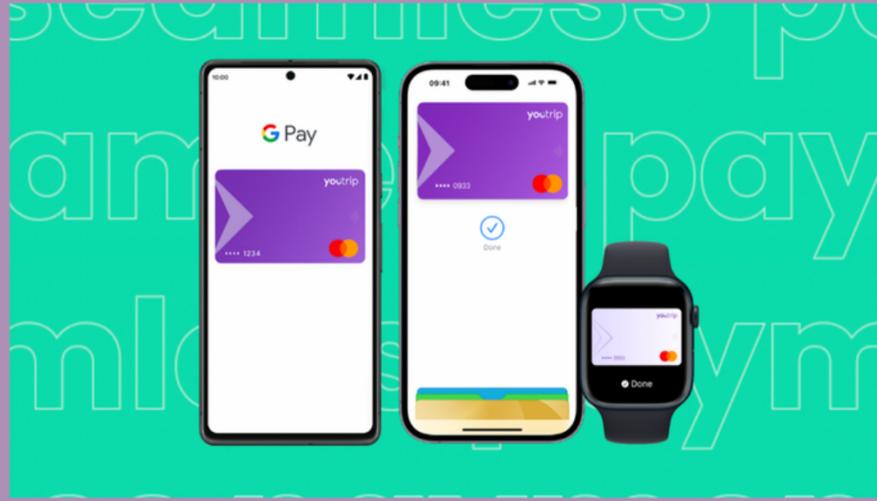
1 Singapore Dollar = 3.5385995 Malaysian Ringgit

Your transaction amount of 1.00 SGD = 3.54 MYR in your card

The currency conversion rate and your card currency amount are as of now with a bank fee of 0%

KEEP UP WITH THE BEST RATES WITH US!

[learn more here](#)



Apple Pay & Google Pay™

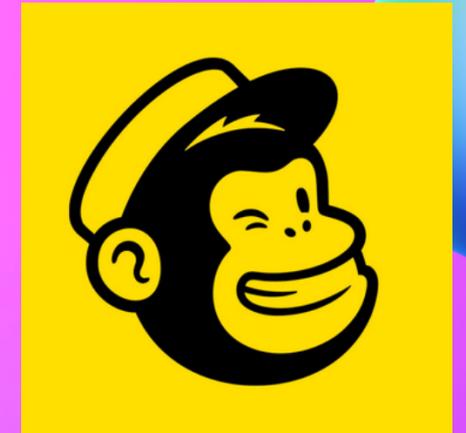
Seamless payments, now upgraded with Apple Pay and Google Pay, be it online or in-store.

YOU TRIP

[f](#) [@](#) [X](#)

[sign up now!](#)

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“LEARN MORE HERE” AND “SIGN UP NOW”
CTA BUTTON FOR USERS THAT ARE
INTERESTED IN LEARNING MORE ABOUT
THE BENEFITS OF YOUTRIP CARD

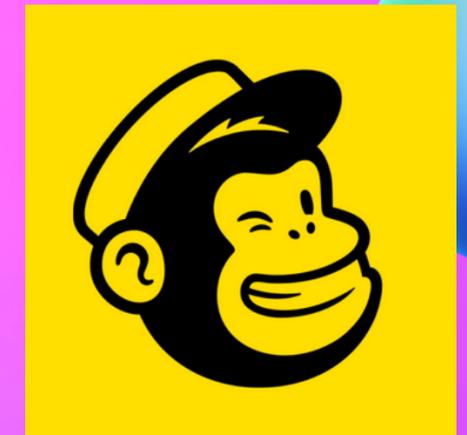
youtrip

Landing page



youtrip

<https://mailchi.mp/36d26094290c/you-trip>



Universal Wallet.
in *your* hands.



With its innovative multi-currency wallet and prepaid Mastercard functionality, we revolutionise the way you manage their finances abroad.

We offer competitive exchange rates with zero transaction fees, empowering you to stretch their budgets further and make the most of your journeys without worrying about hidden charges.

Moreover, YouTrip's intuitive mobile app provides real-time currency conversion updates and effortless budget tracking, ensuring that you stay informed and in control of their spending.

A screenshot of the YouTrip mobile application. It features a dark-themed interface with a top navigation bar containing 'TOP-UP', 'EXCHANGE', and 'CARD' options. The main screen displays a balance of \$52.80 and a list of transactions. A red play button icon is overlaid on the screen, indicating a video introduction. To the left of the phone is a physical YouTrip Mastercard with the name ANDREA TAM and card number 5391 2320 9111 1570. The text 'YOUiTRIP Multi-currency mobile wallet with Mastercard®' is positioned to the right of the phone. A 'Watch on YouTube' button is located at the bottom left of the screenshot.

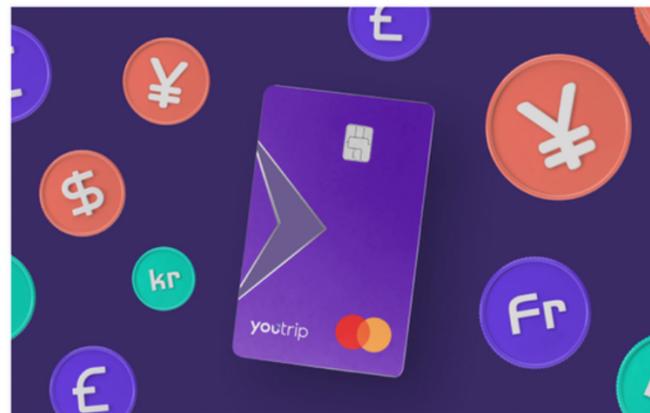
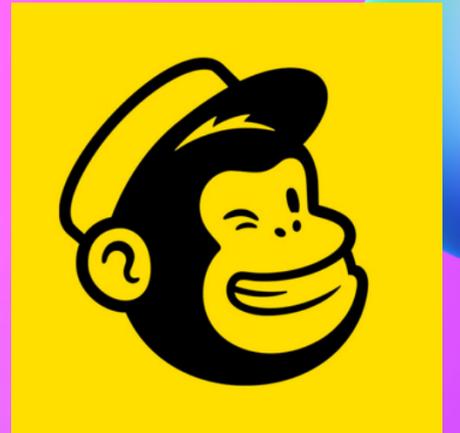
COMPANY LOGO

HOOK AND EMOJIS TO DRAW ATTENTION TO USERS

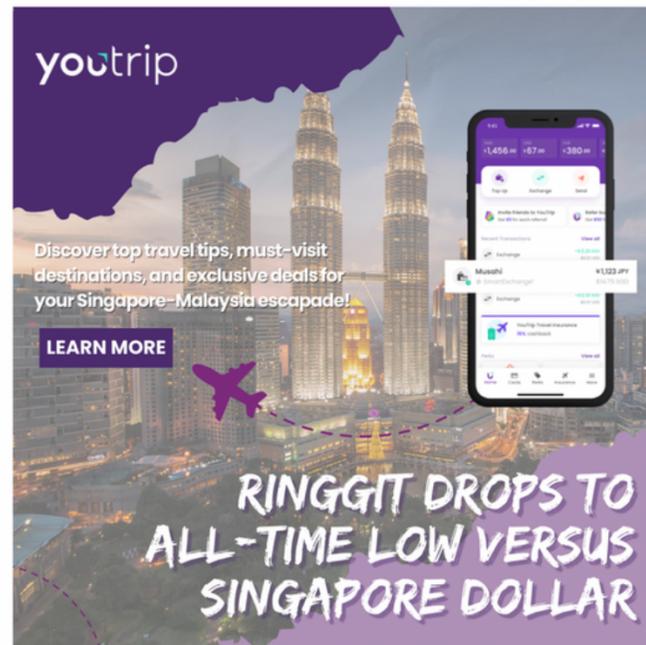
BRIEF INTRODUCTION AND VIDEO FOR USERS TO KNOW WHAT YOUTRIP IS ABOUT

youtrip

<https://mailchi.mp/36d26094290c/you-trip>



Pay with the best rates in 150+ countries and enjoy our in-app exchange with our 10 wallet currencies – all at your fingertips!



Discover top travel tips, must-visit destinations, and exclusive deals for your Singapore-Malaysia escapade!

LEARN MORE

RINGGIT DROPS TO ALL-TIME LOW VERSUS SINGAPORE DOLLAR

MORE INFORMATION/CONTENT USERS ARE INTERESTED IN, ON THE CTA BUTTON

BASIC PERSONAL INFORMATION REQUIRED, USERS MORE COMFORTABLE WITH SHARING CONTACT INFORMATION

Email Address

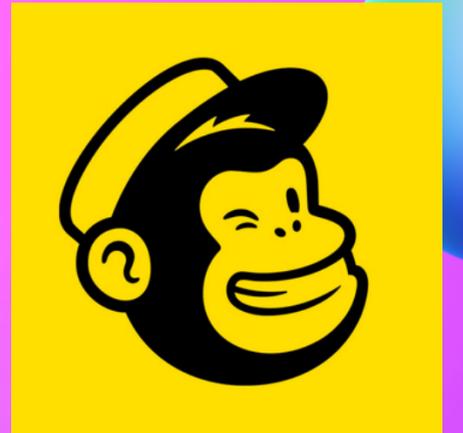
First Name

Last Name

Subscribe

youtrip

<https://mailchi.mp/36d26094290c/you-trip>



Email Address

First Name

Last Name

Subscribe

"0% transaction fee anywhere! It's really simple to use to the card and you just need to top up via the mobile app. Conversion rates are better than the money changers as well."

Tay Yu Xiang



Have any queries? No problem.

View our FAQ or contact us at customer@you.co

TESTIMONY TO INCREASE CREDIBILITY
FOR ITS UTILITY/BENEFIT

COMPANY SOCIALS AVAILABLE FOR
USERS INTERESTED IN MORE YOUTRIP
CONTENT/ OTHER WAYS OF CONTACT

CUSTOMER SERVICE CONTACT TO
PROVIDE SUPPORT FOR USERS WITH
TECHNICAL ISSUES

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Data Privacy Policy



DATA PRIVACY POLICY

Acknowledgment & Consent:

Ensure that there is a notification to inform users

"By providing your email, you agree to receive marketing communications regarding YouTrip. You will be informed of the terms and conditions, and your consent will be obtained."

Withdrawal of Consumer Consent:

As per PDPA requirements, users can opt to withdraw consent and request the deletion of the marketing information from YouTrip.

Retention of Data:

Users' account data will be retained for 7 years. Inactive accounts will receive an email notification before deletion the following year. To prevent deletion, users can choose to respond to the email.

Protection of Personal Data:

Credit card information is not shared with YouTrip. Consumer data is not shared with merchants or third parties.

your trip

THANK YOU

