

# 5 Ways in which you can use Facebook to Promote your Travel Agency

Deals

## Promote Events and Deals

Create engaging content for your Facebook page if you're attending a travel trade show or hosting a client appreciation party. You can also promote deals on specific products or destinations using special promo codes



## Run Contests

Facebook contests are an amazing way to create buzz, drive conversions & gain new followers that could become future clients



## Showcase Hot Vacation Spots & Activities

Posting about hot vacation destinations with enticing photos and descriptions can help you attract a large audience which has those places and experiences on their bucket list. It also helps you strengthen relationships with suppliers



## Share User Generated Content

Customer testimonials or client feedback are some of the most effective ways to gain the trust of your audience. Encourage clients to share their memorable travel photos/videos on your page to show that your customers happy with your services



## Create Your Own Facebook Groups

Invite your customers and prospects to join and share their experiences, bucket lists and queries. Share your expert tips and advice to engage your audience

