

# Tips to Help Travel Firms Master

# Instagram Marketing

Inspire  
People to  
Travel

Share stunning  
destination images  
with your followers

Geo-tag  
Images

Adding geolocation to  
images makes it easier  
to find places

Run Photo  
Contests

These can help increase  
brand engagement  
among fans

Use  
Relevant  
Hashtags

Hashtags increase post  
reach and help in  
promoting destinations

Tap Travel  
Influencers

Influencers help  
amplify your post reach  
and build trust

Leverage  
User  
Content

Sharing tagged  
customer content can  
help create authenticity

Audience  
Targeting

Create highly targeted  
campaigns using  
'custom audiences'

Build Digital  
Brochures

Promote tours with  
striking images and  
detailed captions

