



grassroots  
young entrepreneurs in eco-health tourism

## Marketing Campaign Eco-tourism

Includes Digital Tools!



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# Eco-tourism Marketing Campaign

Experience Nature, Preserve Culture – Travel Sustainably with Eco-discover



By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travellers while promoting sustainability and cultural preservation!



## Step 1 Set Campaign Objectives and Message

| Tasks                 | Set Campaign Objectives and Message  |
|-----------------------|--|
| <b>Introduction</b>   | By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travellers while promoting sustainability and cultural preservation!  |
| <b>Business Name</b>  | Eco-Discover   |
| <b>Objective</b>      | Inspire travellers to explore your eco-tourism venture by showcasing local heritage, sustainability, and conservation efforts, while promoting the protection of nature and cultures.  |
| <b>Message</b>        | <b>“Experience nature, preserve culture – travel sustainably with Eco-Discover.”</b>   |
| <b>Content Needed</b> | <ul style="list-style-type: none"><li>• <b>Eye-catching visuals</b> that highlight nature, workshops, and cultural landmarks.</li><li>• <b>Short videos</b> tailored for Instagram Reels and YouTube, showcasing eco-tourism benefits.</li><li>• <b>Authentic testimonials</b> and behind-the-scenes stories from locals.</li><li>• <b>Informative posts</b> like “5 Tips for Sustainable Travel” to educate and engage.</li></ul> |

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## Step 2 Create Engaging Content

| Tasks                 | Set Campaign Objectives and Message  |
|-----------------------|--|
| <b>What to Create</b> | <ul style="list-style-type: none"><li>• <b>High-Quality Images:</b> Capture stunning landscapes, cultural landmarks, and workshops.</li><li>• <b>Short Videos:</b> Create 30-60 second clips for Instagram Reels, highlighting experiences like conservation efforts or eco-friendly activities.</li><li>• <b>Testimonials:</b> Feature travelers, guides, or locals sharing their personal eco-tourism stories.</li><li>• <b>Informative Posts:</b> Design easy-to-read posts offering tips or highlighting eco-tourism benefits.</li></ul> |



## Tools Needed

|                                  |   |
|----------------------------------|---|
| <b>Canva</b>                     | For designing infographics, posters, and Instagram visuals.<br><b>Canva</b> <a href="https://www.canva.com/">https://www.canva.com/</a>   |
| <b>CapCut or InShot</b>          | To edit videos for Reels and YouTube.<br><b>CapCut</b> <a href="https://www.capcut.com/">https://www.capcut.com/</a><br><b>InShot</b> <a href="https://inshot.com/">https://inshot.com/</a> |
| <b>DSLR or Smartphone Camera</b> | For capturing professional-quality images and videos.   |

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## Step 3 Share and Promote



### Tools Needed

|                           |   |
|---------------------------|---|
| <b>Airbnb Experiences</b> | Host unique, eco-friendly activities and connect with a global audience.<br><b>Airbnb Experiences</b> <a href="http://www.airbnb.ie">www.airbnb.ie</a>  |
| <b>Instagram Business</b> | Engage your audience with creative, short-form videos and behind-the-scenes content.<br><b>Business Instagram</b> <a href="https://business.instagram.com/">https://business.instagram.com/</a> |
| <b>YouTube</b>            | Share impactful videos to educate, inspire, and connect with a global audience.<br><b>YouTube</b> <a href="https://www.youtube.com">https://www.youtube.com</a>                                 |
| <b>Mailchimp</b>          | Simplify email marketing and build strong customer relationships.<br><b>MailChimp</b> <a href="https://mailchimp.com">https://mailchimp.com</a>   |

| Tasks                     | Share and Promote   |
|---------------------------|---|
| <b>Airbnb Experiences</b> | <p>Connect directly with travellers seeking unique, eco-friendly activities</p> <ul style="list-style-type: none"> <li>• <b>List Activities:</b> Add guided hikes, yoga retreats, or cultural workshops.</li> <li>• <b>Highlight Unique Features:</b> Emphasize sustainability, local learning opportunities, and conservation efforts (e.g., “Learn pottery from local artisans using eco-friendly techniques”).</li> <li>• <b>Content Format:</b> Include detailed descriptions, eye-catching images, and clear booking links.</li> </ul> |

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| Tasks                     | Share and Promote   |
|---------------------------|---|
| <b>Instagram Campaign</b> | <p>Showcase your eco-tourism venture visually to a global audience.</p> <ul style="list-style-type: none"><li>• <b>Post Photos &amp; Reels:</b> Share captivating content of nature walks, cultural events, and workshops.</li><li>• <b>Stories:</b> Use Stories for behind-the-scenes moments, eco-travel tips, and conservation projects.</li><li>• <b>Hashtags &amp; Geotags:</b> Use tags like #EcoDiscover and geotag activity locations to boost discoverability.</li><li>• <b>Collaborate</b> Partner with eco-influencers or travel bloggers to amplify reach.</li><li>• <b>Run Ads:</b> Target eco-conscious travellers based on their interests and demographics.</li></ul> |
| <b>YouTube Campaign</b>   | <p>Tell deeper, more inspiring stories about your eco-tourism initiative.</p> <ul style="list-style-type: none"><li>• <b>Create Mini-Documentaries:</b> Show how eco-tourism benefits nature and communities.</li><li>• <b>Post Tutorials:</b> Share practical tips like “Packing for an Eco-Adventure.”</li><li>• <b>Feature Local Voices:</b> Highlight guides, artisans, or community members involved in your project.</li><li>• <b>Cross-Promote:</b> Share YouTube videos via Instagram bios, posts, and Stories.</li></ul>   |
| <b>Mailchimp</b>          | <p>Keep travelers informed and engaged through email marketing.</p> <ul style="list-style-type: none"><li>• <b>Automated Emails:</b> Send booking confirmations and personalised recommendations.</li><li>• <b>Highlight Experiences:</b> Include exciting updates, direct booking links, and eco-tourism insights.</li></ul>   |

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## Step 4 Check Performance & Manage Engagement

| Tasks             | Check Performance & Manage Engagement  |
|-------------------|--|
| Check Performance | <ul style="list-style-type: none"><li>• <b>Instagram Analytics:</b> Monitor reach, engagement, and follower growth.</li><li>• <b>YouTube Insights:</b> Track watch times, viewer demographics, and content performance.</li><li>• <b>Airbnb Stats:</b> Analyze bookings and guest feedback.</li></ul>  |
| Manage Engagement | <ul style="list-style-type: none"><li>• <b>Engage on Social Media:</b> Reply to comments and DMs promptly to build trust.</li><li>• <b>Use Interactive Features:</b> Polls, quizzes, and Q&amp;As keep your audience active.</li><li>• <b>Monitor Reviews:</b> Respond to Airbnb reviews and encourage positive feedback to build credibility.</li></ul> |



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## Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our Share and Promote Tools [here](#)

Don't Forget to Connect with Us...



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