



grassroots
young entrepreneurs in eco-health tourism

Marketing Campaign Activities & Sports

Includes Digital Tools!



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Activities & Sports Marketing

Campaign Adventure responsibly – explore nature with Eco-Adventure!



By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting sustainability and active lifestyles!



Step 1 Set Campaign Objectives and Message

Tasks	Set Campaign Objectives and Message
Introduction	By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting sustainability and active lifestyles!
Business Name	(Eco-tourism) Eco-Adventure
Objective	Encourage travelers to participate in eco-friendly sports and activities by showcasing sustainable adventure tourism opportunities and nature-based recreation.
Message	"Adventure responsibly – explore nature with Eco-Adventure!"
Content Needed	<ul style="list-style-type: none">• High-energy visuals of outdoor activities, like kayaking or hiking.• Short action-packed videos showcasing eco-friendly sports.• Testimonials from eco-tourists and activity guides.• Informative posts like “Top 5 Eco-Friendly Sports for Your Next Vacation.”

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Step 2 Create Engaging Content

Tasks	Set Campaign Objectives and Message
What to Create	<ul style="list-style-type: none">• Dynamic Photos: Highlight eco-sports such as mountain biking or paddleboarding in natural settings.• Short Videos: Create engaging clips for Instagram Reels or TikTok, featuring activities like zip-lining through forests or practicing yoga in serene surroundings.• Testimonials: Share stories from participants about their enriching, sustainable adventures.• Informative Posts: Include tips for reducing environmental impact while engaging in sports.• Tools Needed: GoPro Quik App: For editing action videos with dynamic transitions.• Canva: Design informative graphics or promotional posters.• DALL-E: Create stunning visuals or digital art to represent unique eco-adventures.



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Step 3 Share and Promote



Tools Needed

Meetup	<p>Meetup is for hosting and organising in-person and virtual activities, gatherings, and events for people and communities of similar interests, hobbies, and professions. It allows event organisers to create a community around conservation activities, manage RSVPs, and build long-term connections with participants.</p> <p>Meetup https://www.meetup.com/</p>
Instagram	<p>Engage your audience with creative, short-form videos and behind-the-scenes content.</p> <p>Business Instagram https://business.instagram.com/</p>
YouTube	<p>Share impactful videos to educate, inspire, and connect with a global audience.</p> <p>YouTube https://www.youtube.com</p>
Eventbrite	<p>Easily create, promote, and manage registrations for nature walks and workshops. You can set up ticketing, track attendance, and share event details, with automated reminders to ensure high participation rates.</p> <p>Eventbrite www.eventbrite.ie</p>



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Tasks	Share and Promote
Meetup	<ul style="list-style-type: none">• Connect Communities: Host group hikes or eco-adventure events.• Event Listings: Include details on sustainable practices and difficulty levels.• Networking: Build connections with eco-sports enthusiasts for long-term engagement.
Instagram Campaign	<ul style="list-style-type: none">• Share Photos & Reels: Post action shots of eco-activities and behind-the-scenes glimpses of preparation.• Stories: Use polls or questions to engage followers about their favorite sports.• Hashtags: Incorporate #EcoAdventure and location tags to increase visibility.
YouTube Campaign	<ul style="list-style-type: none">• Mini-Adventures: Post short, visually stunning videos capturing the essence of eco-sports.• Tutorials: Show “How to Get Started with Eco-Friendly Outdoor Activities.”• Cross-Promotions: Embed YouTube content on your website or Instagram.
Eventbrite	<ul style="list-style-type: none">• Event Registration: Manage bookings for eco-adventure tours or sports workshops.• Highlight Sustainability: Showcase how activities protect nature and empower local communities.



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Step 4 Check Performance & Manage Engagement

Tasks	Check Performance & Manage Engagement
Check Performance	<ul style="list-style-type: none">• YouTube Insights: Track video views and audience retention.• Instagram Analytics: Monitor story views, post interactions, and follower growth.• Eventbrite Stats: Review attendance and participant feedback.
Manage Engagement	<ul style="list-style-type: none">• Engage on Social Media: Reply to questions and comments to build rapport.• Polls & Q&As: Keep your audience involved in campaign content planning.• Follow Up: Email participants about future eco-sports opportunities or share highlights from their experience.
Objective	Promote sustainable outdoor activities and sports that encourage exploration and fitness.
Message	“Reconnect with nature through eco-friendly adventures – hike, bike, and thrive with Eco-Discover!”



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Content Creation & Tools

GoPro Quik App	<ul style="list-style-type: none">• What to Create: Action-packed video clips of hiking, biking, or kayaking experiences.• Highlight: Thrilling moments in nature, emphasizing safety and sustainability.• Distribution: Share on social media platforms to inspire adventurous travelers.
Instagram Stories & Reels	<ul style="list-style-type: none">• What to Share: 30-second Reels of trail routes, outdoor sports, and eco-adventures.• Engagement: Use interactive polls like “What’s your favorite eco-sport?” to engage followers.
Calendly	<ul style="list-style-type: none">• Function: Set up booking links for group activities like guided hikes or outdoor yoga classes.• Ease of Use: Participants can book sessions directly, reducing back-and-forth communication.
SurveyMonkey	<ul style="list-style-type: none">• Purpose: Collect feedback from participants on their experiences and future activity preferences.• Benefit: Refine offerings based on customer insights.



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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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