

INFLUENCER

ACTIVATION



Journey Cambodia



INFLUENCER MARKETING STRATEGY



Introduction

Journey Cambodia is a leading travel agency offering culturally immersive experiences. Our goal is to connect travelers with Cambodia's rich heritage and stunning landscapes through impactful tours.

This presentation outlines an influencer strategy that aligns with our brand values, leveraging authentic storytelling to raise awareness, drive engagement, and inspire global travelers to choose Journey Cambodia for their next adventure.

Mission Statement

- ✳ **Mission:** To promote culturally rich, sustainable travel experiences.
- ✳ **Goal:** To establish Journey Cambodia as the go-to travel agency for immersive tours in Cambodia.
- ✳ **Approach:** Utilize the influence of content creators and social media platforms to expand our reach and engage with our target audience.
- ✳ **Objective:** To create brand awareness around Journey Cambodia while creating an urge amongst the audiences to plan their next trip with the brand.





Market Overview

The global travel industry is undergoing significant shifts, with experiential travel becoming one of the fastest-growing segments. Today's travelers seek deeper, more meaningful experiences that go beyond traditional sightseeing, looking for authentic connections with the places they visit. Cambodia, with its rich historical sites, such as Angkor Wat, and its vibrant cultural experiences, is perfectly positioned to tap into this trend.

* Key Trends

- **Rise of Experiential Travel:** Travelers are increasingly seeking experiences that allow them to immerse themselves in local cultures, customs, and traditions.
- **Influencers in Travel Decisions:** Social media influencers, especially on platforms like Instagram and YouTube, have become pivotal in shaping travel decisions. Influencers provide aspirational content that inspires followers to explore new destinations.
- **Cambodia's Appeal:** With its blend of history, culture, and natural beauty, Cambodia is becoming a top destination for travelers seeking adventure and cultural exploration.

UNDERSTANDING IS ARE

Our Audience

* Demographics

Age Range: Primarily 25-45 years old, with a secondary focus on younger travelers (18-25) who are digital nomads or adventure seekers.

Socio-Economic Section: A, B, C1, and C2

* Traveller's Profile

- **Cultural Enthusiasts:** These travelers are drawn to Cambodia's historical sites, such as Angkor Wat, and want to engage with local culture.
- **Eco-Conscious Travelers:** A growing segment of travelers who prioritize sustainable tourism and seek eco-friendly travel options.
- **Digital Nomads:** Young professionals who blend work and travel, seeking destinations that offer both cultural richness and adventure.

OMG!
OMG!



Our Strategy

**Influencer
Shortlisting
and Selection**



**Experiential
Content
Creation for
Users**



**Amplification
and Distribution
of the Content**



**Measurement
and
Optimization**



SOCIAL MEDIA PLATFORMS WE WILL LEVERAGE

Platform Strategy



Instagram

For visually-driven content, Instagram influencers can capture stunning photos and short videos of Cambodia's landscapes and cultural highlights.

YouTube

Long-form video content will allow influencers to share in-depth travel experiences, itineraries, and personal stories from their Cambodian journey, ideal for adventure and cultural content.

LinkedIn

Business travelers and professionals looking for enriching travel experiences can be targeted through credible influencers who emphasize cultural and meaningful travel in a professional context.

GENRE SELECTION

Influencer Strategy



* Instagram

Travel & Adventure Influencers

For visually captivating content that showcases Cambodia's beauty and adventure experiences.

Lifestyle Influencers

They can highlight unique local experiences, from food to culture, making Cambodia appealing to aspirational travelers.

* YouTube

Travel and Daily Vloggers

Ideal for long-form content, they can share detailed itineraries and personal experiences from their time in Cambodia.

* LinkedIn

Business and Professional Travelers

Influencers who target corporate or professional audiences, promoting Cambodia as a destination for business retreats or work-leisure travel.

Thought Leaders in Cultural Awareness

Professionals who discuss meaningful travel, cultural appreciation, and global connections, linking travel with professional growth.

Experiential Content



* Content Pillars

Immersive Storytelling: Craft compelling narratives to immerse audiences in Cambodian culture and landscapes, while showcasing the perfect curation done by Journey Cambodia.

Interactive Experiences: Engage through 360-degree videos, virtual tours, and live streaming for a firsthand look at Cambodia's attractions.

Local Collaborations: Partner with artists, and chefs for authentic Cambodian content.

Multi-Sensory Experiences: Appeal to senses with music, aromas, and textures for memorable content.

Educational Content: Offer insights into Cambodian history, and traditions, enriching audience understanding.

How will we integrate Journey Cambodia?

We will position Journey Cambodia as the perfect trip curator that gives you not only the satisfaction of going to Cambodia for a trip, but also a holistic and immersive experience of the place, culture, culinary, and historical relevance of the place in the best possible price, hence create a sense of urge amongst the travelers to book their trips with the brand.

Cambodia's Ramayana - A Cultural and Emotional Bridge



Cambodia's own version of the Ramayana, known as the Reamker, is a deeply ingrained part of Cambodian culture, art, and history. This epic is a powerful narrative and resonates with Indian travelers due to its shared cultural and religious heritage.

Why This Theme?

- **Emotional & Cultural Connection:** The Reamker connects India and Cambodia through a shared heritage. Featuring it will appeal to Indian audiences, tapping into their cultural pride and curiosity.
- **Showcasing Cambodian Heritage:** Influencers can highlight temples, frescos, and performances depicting the Reamker, offering immersive storytelling opportunities that blend history and spirituality.
- **Enhancing Experiential Travel:** This theme enhances the authenticity and cultural depth of influencer content, encouraging travelers to engage with the spiritual and artistic legacy of Cambodia.



Theme Integration

* Influencer-led Content Ideas

- **Instagram:** Influencers capture visual stories through temple tours featuring Reamker murals and participate in traditional dance performances reenacting scenes from the epic.
- **YouTube:** Long-form videos exploring the history of the Reamker, its influence on Cambodian culture, and interviews with local experts or artists.
- **LinkedIn:** Posts highlighting the significance of cross-cultural heritage, promoting Cambodia as a destination where Indian travelers can reconnect with familiar stories in a new setting.

* Integration with Journey Cambodia

Journey Cambodia will be positioned as the ultimate curator of these rich experiences, offering exclusive tours focused on the Reamker trail—temple visits, local workshops, and interactive sessions with Cambodian artists.





**BEST
BEST
BEST**

Campaign Details

CAMPAIGN EXECUTION SPECIFICS

- * **Campaign Duration: 4 Months**
- * **Influencer Type: Half Barter & Half Paid**
- * **Influencer Categories: Celeb | Mega | Macro | Micro**
- * **Number of Influencers/month:**
 - 6 Instagram Influencers
 - 4 YouTube Influencers
 - 2 LinkedIn Influencers
- * **Influencer Deliverables:**
 - Instagram:** 2 IG Reels + 4 IG Stories/Influencer
 - YouTube:** 1 Dedicated Video/Vlog
 - LinkedIn:** 1 Static Post with a Compelling Narrative
 - Usage Rights:** 30 Days for Instagram & YouTube Influencers

List of Deliverables from the brand

- * **Travelers** - Influencer/Celebrity
- * **Stay** - Influencer/Celebrity (Single room)
- * **Visa applications** (if required) for the creators, we will provide their passports and documents to process their visas before travel.
- * **Travel, stay, sightseeing, and food** costs as per the itinerary for the Influencer/ Celebrity will be taken care of by the brand, however, any other/personal expenditure will not be covered.
- * **Travel within Cambodia** will be via private vehicle and air where applicable as per the itinerary finalized by the brand.

CAMPAIGN KPIs

Measurement and Optimization

* Audience Engagement

Measuring Likes, Comments, Shares, and Saves on Influencer-led content pieces.

* Reach and Impressions

Tracking overall content visibility and exposure.

* Social Media Metrics

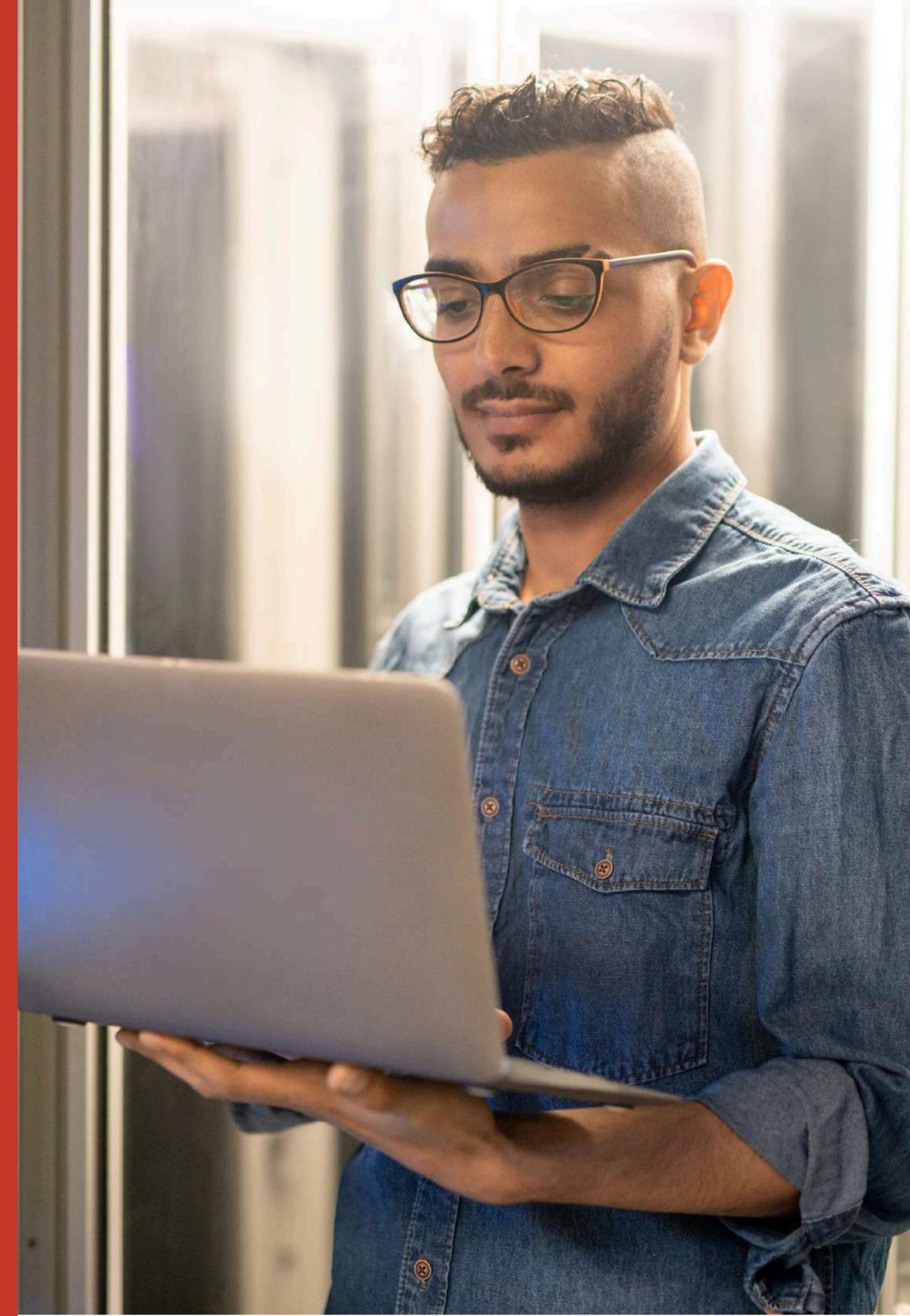
Evaluating follower growth, post reach, and hashtag performance.

* Content Performance

Assess engagement rate, video views, and click-through rates.

* Conversion Tracking

Measuring the ROI from the overall campaign.



Distribution Strategy

Multi-Channel Strategy

Robust distribution across social media, blogs, video sharing, and digital channels ensures wide visibility of influencer content.

Community Engagement

Engage audiences through interactive campaigns, contests, and user-generated challenges, fostering advocacy within social circles.

Paid Amplification

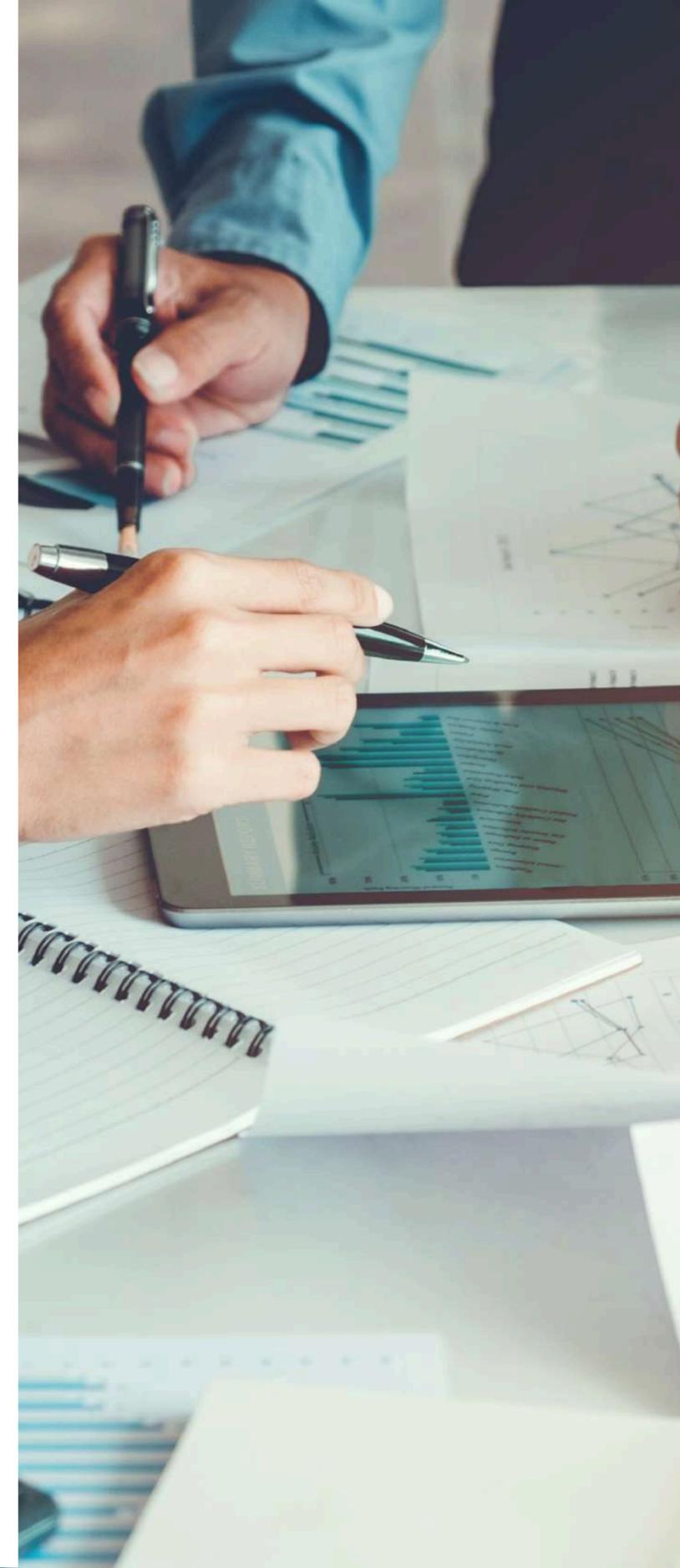
Use sponsored posts, boosted content, and precision advertising to expand influencer content reach to diverse audiences.

Localized Content Optimization

Tailor content distribution to resonate with specific regions, languages, and cultural nuances, optimizing relevance across markets.

Partner Collaborations

Forge partnerships with brands, media, and influencers to amplify reach through cross-promotion and co-branded initiatives.



Campaign Timelines

Milestone	Description	Timeline
Strategy Development	Define campaign objectives and content themes	2 Days
Influencer Research	Identify and select influencers	1-2 Days
Content Planning	Develop a content calendar and topics for each influencer post curating an influencer list	2-3 Days
Review and Approval	Review and approve of content and influencers by the client	1-2 Days
Influencer Outreach	Reach out to influencers and confirm partnerships for final selection by the client	2-3 Days
Content Creation	Produce photos, videos, blog posts, etc.	4-5 Days
Campaign Launch	Post approvals publish content across channels	On decided date
Monitoring and Optimization	Track performance and optimize the campaign	Ongoing activity post campaign is live

Campaign Budget



**BEST
BEST
BEST**



OK!

Conversion Rate: 1 USD = INR 84.03

*** USD 30,000/Month**

For the following split of influencers:

1 Celeb/Mega | 1 Macro | 4 Micro - Instagram

1 Mega | 1 Macro | 2 Micro - YouTube

2 KOLs - LinkedIn

*** Additional Costs**

Influencer/Celebrity - Trip | Flights | Stay | Travel | Food |
Visas | Currency Exchange

OUR PREVIOUS WORK IN THE SAME DOMAIN

Azerbaijan

-A Tapestry of Culture, Nature, and Hospitality



The Azerbaijan Tourism Board campaign aimed to elevate the country's profile as a top travel destination, capturing its vibrant culture, natural beauty, and rich history. The campaign utilized a strategic mix of 10 influencer activations, visual storytelling, and social media outreach to connect with potential travelers globally. Content creation was tailored to showcase the unique experiences Azerbaijan offers, from its scenic landscapes to cultural landmarks, appealing to audiences seeking memorable and off-the-beaten-path travel adventures.

5M+
Reach

100k+
Interactions

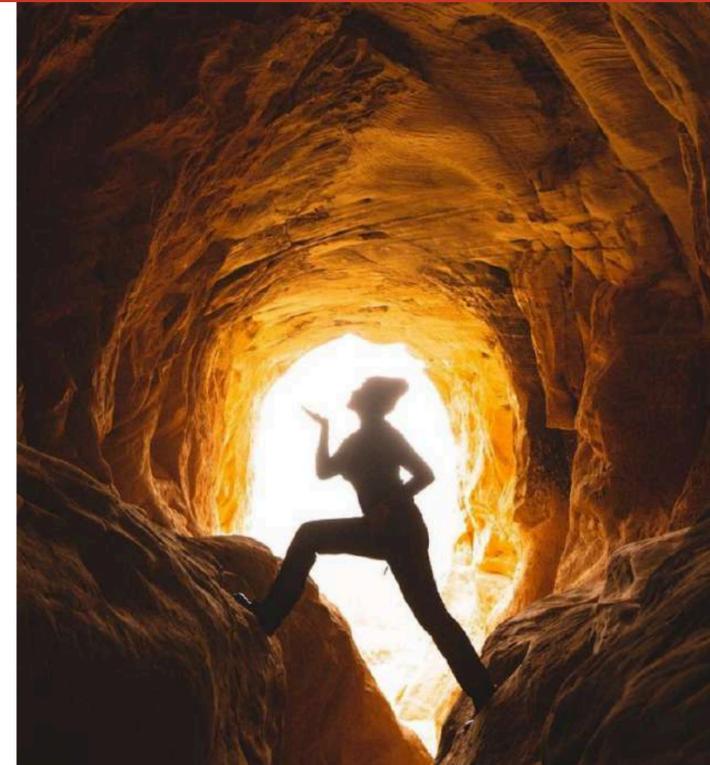
5%
Campaign Engagement



OUR PREVIOUS WORK IN THE SAME DOMAIN

Utah

The Land of Adventure, Scenic Splendor, and Experiences



The Utah Tourism campaign aimed to position Utah as a top holiday destination for Indian travelers. By collaborating with prominent Indian travel influencers, Aakash Malhotra and Larissa D'sa, the campaign showcased Utah's breathtaking landscapes and adventure experiences, including Zion National Park's Narrows, scenic byways, and snowboarding. Through visually appealing Instagram Reels, stories, image posts, and a detailed YouTube video, the influencers highlighted the diverse attractions Utah offers, aiming to inspire Indian travelers to consider Utah for their next vacation.

1.8M+
Views

2.1M+
Impressions

2M+
Reach



We look forward to working together on this campaign



**Thank You
So Much!**



FEEL FREE TO ASK ANY QUESTIONS