

# FERRCONN

BESPOKE STRATEGIES FOR TOURISM & HOSPITALITY

BDM FOR THE USA &  
MEX TERRITORIES

IT'S ABOUT CREATING  
SOMETHING BIGGER  
TOGETHER.

# SCOPE OF SERVICES

## COMMUNICATION

Organize discovery conversations with potential partners.

Nurture prospects and generate new business.

Engage in high-level discussions with senior executives in prospect accounts to build trust and brand awareness.

Utilize product placement strategies to accelerate growth.

## WEBINARS

Full year webinar planning.

Organize monthly educational site visits for travel agents, consortia, tour operators, or any other travel companies relevant to the business services.

## B2B MARKETING

Email distribution with promotional material relevant to the brand, including special offers.

Newsletter promoting destination offerings and activities relevant to the hotel.

Conduct market research to stay up-to-date on industry trends and competitors

## EVENTS & FAMS

Participate in events when required. Maintain a virtual ecosystem.

Create an innovative online B2B resource center.

Distribute event videos to generate engagement.

## DATABASE

Overtime BDM will develop a database to meet client needs.



# HOST AGENCIES

Cruise Planners  
Travel Nation  
Travel Leaders  
Vacations to Go

# MEMBERS

Consortias  
ASTA  
MAST  
Ensemble  
Travel Savers

# TRADE MEDIA

HISPANIC MEDIA

ANGLO MEDIA

Travel Weekly  
TA Connect  
VAX

Travel Pulse  
National Broadcast CBS

# B2B

Action Plans for B2B Segment

# MONTHLY ACTIVITIES

ACTIVITIES	DAILY	WEEKLY	MONTHLY	QUARTELY
Sales Communication				
Webinars				
Marketing				
Growing Database				
Trade Show / Events				
Market Analysis				
Virtual Ecosystem				
Fam Trip				





# COVERAGE

Presence across all  
territories in the USA

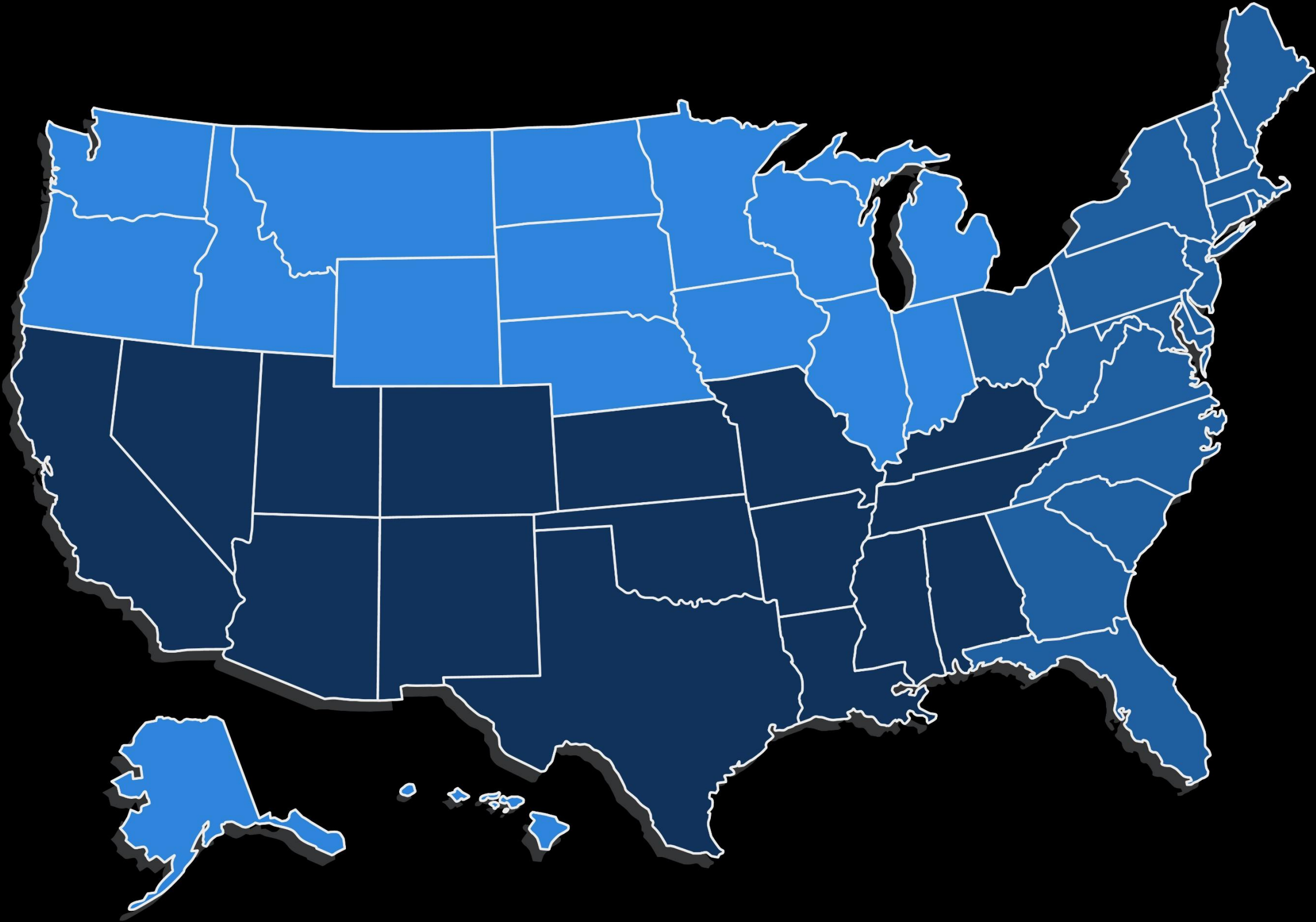
# SAMPLE

## SAMPLE MAP

- Trade Shows
- Events
- Webinars
- Agency visits

## TERRITORIES

- East Coast
- South & Southwest
- Midwest & Northwest



SOUTH &  
SOUTHWEST

EAST COAST

MIDWEST &  
NORTHWEST



# METRICS

## VIRTUAL ECOSYSTEM



### Backlinks

- We analyze brand reach through links provided by other websites.
- We get higher domain authority publications to provide more valuable link results.



### Conversions

- Understanding the conversion path of customers or route to purchase will lead to a higher reach.
- This method includes asking customers of how they reached the brand.



### Sentiment Analysis

- We analyze performing sentiment to differentiate between positive and negative brand feedback.
- We prepare the brand to control negative reviews and work on it.



### Website Traffic

- We analyze website traffic from B2B efforts to measure the effectiveness of strategy used.
- This includes finding visitor's referral source.



### Sales Reports

- Monthly production report analysis with Sales Team.

# DO YOU NEED REPRESENTATION?



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