BALANDIN/AGENCY

Travel marketing

Proposal from Balandin Agency

Bookings instead of “how much does it cost” questions. A travel product takes a long time to buy: people compare, consult, postpone. We work not with leads, but with the cycle — warming up, removing objections before contact and taking people all the way to a booking

492%

ROMI: $24,159 budget → $143,125 revenue from bookings

2,604

leads at $9.28 for a chain of stations for remote workers

$20

per lead for a product with a “whole world” geo — a digital nomad audience

Where travel loses money

Months pass between the lead and the payment

We work with the cycle length: content warm-up, time-limited offers, retargeting by stage — the deal compresses.

They ask the price and disappear

That means the price surfaces in the wrong place. We bring it forward and filter out those for whom the product is over budget.

The season ended — traffic stopped

We plan the budget along the demand curve and warm up the audience in advance for the next window.

No geo — no targeting

For products not tied to a place we assemble the audience by interests and behavior, not by radius.

What we do so leads make it to a booking

A landing page for traffic, not website pages

A dedicated landing page presents a complex product more fully: for the chain of stations for remote workers this shortened the deal cycle from three months to one.

We work with the deal cycle

Content warm-up, retargeting by stage, limited date and price windows — what moves a traveler from “I’ll think about it” to payment while they compare options.

We count by bookings

We optimize for paid bookings, not leads: 2,604 leads turned into 229 customers at $105.54 — the economics are visible down to the money, not the form.

A “whole world” geo is not a verdict

For products not tied to a place we assemble the audience by language and lifestyle: leads at $20 from English-speaking nomads via Instagram and Reddit.

Client results

Promoting premium hotels in the Maldives

Qualified leads for a $23,000 holiday — at $91 from cold Instagram traffic

$7,207	4
Ad spend	Bookings
$92,600	1185%
Revenue	ROMI

TikTok Ads for helicopter tours in Bali

$22K in TikTok brought ~$155K in helicopter tour bookings

$22,281	11,721
Ad spend	Leads
$154,800	595%
Revenue	ROMI

Surf camp in Bali

Split search by geo — ROMI went from 183% to 546%

$11,841	111
Ad spend	Bookings
$76,538	546%
Revenue	ROMI

Client results

Smena Station (travel)

Cut the sales cycle from 3 months to 1 — 492% ROMI

$24,159
Ad spend

2,604
Leads

$143,125
Revenue

492%
ROMI

Caravansary (travel)

A product with no geo and no targeting — collected nomad leads at $20

$3,200
Ad spend

160
Leads

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies