



## DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

# CASE STUDIES



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# PACK UP + GO'S TRUST-BUILDING CONTENT

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## Overview

Name: Pack Up + Go

Location: United States

Type: Surprise Travel Agency

Campaign: Educational and user-generated content (UGC) email strategy

## Introduction

**How do you market a product when the core of it is a complete surprise?** This was the unique challenge faced by Pack Up + Go, a travel agency that plans trips for its customers without revealing the destination until the day of departure. This case study explores how the company used email marketing not just for promotion, but as a crucial tool for education and trust-building, turning a potential customer hurdle into a key part of their brand story.

## Implementation

**What was the problem?** The primary challenge for Pack Up + Go was overcoming customer apprehension. While the idea of a surprise trip is exciting, potential travelers naturally have questions and concerns about giving up control. The marketing team needed to educate customers on how the process worked -reassuring them that it wasn't random- and build enough trust to convince them to make a booking.

**How was the skill adopted to solve the problem?** Pack Up + Go developed an email marketing strategy centered on transparency and social proof. Their emails were designed to answer questions before they were even asked and to showcase the joyful experiences of past travelers.

## Key tactics included:

- **Educational content:** Emails clearly explained the pre-trip survey where customers outline their interests, budget, and travel history. This educated the audience that while the destination is a surprise, the trip itself is carefully tailored to their preferences.



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- **User-generated content (UGC):** From its very first trip, the company encouraged customers to share their "reveal" moments. These joyful photos and testimonials became a cornerstone of their email and social media marketing, providing authentic social proof that the service was tested and loved.
- **Segmentation and automation:** The company uses Mailchimp to segment its lists and send targeted messages. For example, past travelers receive emails about different types of trips they could take (e.g., road trips vs. plane trips). They also use automation to send relevant post-booking information, such as an offer for travel insurance.

## Key Insights

**What makes this case study successful?** This campaign succeeds by prioritizing trust over a hard sell. By using email to educate and reassure, Pack Up + Go effectively addresses the main friction point in their customer journey. The strategic use of UGC is particularly brilliant, as it turns everyday travelers into brand influencers. Seeing genuine, happy customers provides powerful, credible validation that is more effective than any polished advertisement. This focus on building a trusted community has been key to their growth.

**What are the tangible results?** The success of this trust-focused strategy is evident in the company's high rates of repeat and referral business, which are strong indicators of customer satisfaction and loyalty:

- Repeat travelers: **18.23% of all trips booked are from returning customers.**
- Referrals: An additional **21.71% of trips are from customers who were referred by a friend or family member** who had previously used the service.
- Overall growth: The company has planned approximately **16,000 trips for 35,000 travelers to over 300 destinations.**



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## Recommendations

- **Use email for education:** If your product or service has a unique or complex value proposition, use a welcome email series to educate new subscribers. Explain how it works, answer common questions, and set clear expectations.
- **Embrace user-generated content:** Actively encourage your customers to share their experiences and feature this content prominently in your emails. UGC is a powerful form of social proof that builds authenticity and trust.
- **Create a referral program:** Leverage your happy customers by creating a referral program. Use email to promote the program to past customers, offering them incentives to share your brand with their network, as Pack Up + Go did with their "Cloud 9 Club".
- **Segment based on experience:** For repeat customers, use segmentation to introduce them to other products or services they haven't tried yet. A customer who enjoyed one type of trip may be the perfect audience for a different kind of adventure.

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