

## **CruiseOne® Launches Innovative Marketing Programs That Support Franchisees**

*Lead-generating video content, paid search and display advertising among programs*

**FORT LAUDERDALE, Fla. (April 16, 2013)** – CruiseOne® kicked off 2013 by launching innovative marketing programs to support franchisees in growing their businesses and increasing their online visibility. These lead-generating opt-in programs are fully supported by the CruiseOne corporate marketing team and enable franchise owners to best advertise their business online at the local level.

“It is important to have a strong online presence because vacation seekers are researching their travel options online before consulting with a vacation specialist,” said Luis Zuniga, vice president of marketing and communications for CruiseOne. “Our new online marketing initiatives ensure that CruiseOne will be more visible in web searches, making us the go-to source for consumers’ vacation needs.”

### **Video Asset Sharing**

Video provides franchisees an entertaining and memorable way to educate potential clients about their brand and service. CruiseOne’s new video asset sharing program enables franchise owners to use videos professionally created by the CruiseOne corporate marketing team and an outside agency. Franchise owners can use this content, which contains their personal contact information, on their websites and social media pages, at special events and on television. Studies show that consumers are 64 percent more likely to make a purchase after watching a video (Comscore), while a website’s odds of appearing on the first page of Google increase by 53 percent (Forrester Research).

### **Local Agent Paid Search**

Nearly 100 franchisees have opted to participate in the local paid search program to increase their online presence and connect potential clients to a local vacation specialist, making it easier for prospective clients to find them when researching a vacation or looking for a travel agent. On behalf of participating agents, CruiseOne creates local paid search campaigns that include placing bids on franchisee business names, key travel agent terms and niche specialties.

### **Display Advertising**

With approximately 80 franchisees taking advantage of display advertising each month, this program tracks potential customers who have visited the CruiseOne website and posts targeted display advertisements on any future web page they visit to keep CruiseOne top of mind. The advertisements are based on their vacation interests they previously searched.

CruiseOne's online marketing platform is unique to the franchise travel industry and helps support both new and seasoned travel professionals. To start a career as a vacation specialist with CruiseOne, please visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com).

**About CruiseOne®**

A member of the International Franchise Association (IFA), CruiseOne® is the nation's leading home-based travel agent franchise and is consistently ranked as a franchise leader by *Entrepreneur* and *Forbes*. As part of World Travel Holdings, one of the nation's top travel retail networks, CruiseOne offers consumers the lowest possible pricing on cruise and land vacations through its relationships with every major cruise line and many tour operators. In operation since 1992, CruiseOne has received numerous awards and a top-ranking status by all the major cruise lines including Norwegian Cruise Line®, Royal Caribbean International®, Celebrity Cruises® and Carnival® Cruise Line. For more information, visit [www.CruiseOneFranchise.com](http://www.CruiseOneFranchise.com).

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