



SANDRA MCLEMORE PRESENTS

# ARE YOU DATA BLIND IN YOUR OWN BUSINESS?





Today, we are going to take a deep dive into a part of your business that you may not know much about.



But first.... let me tell you a story...



At the start of 2023, I realized I was  
running on empty.

Fumes.

I was struggling with my mental  
health, my body felt sluggish and I  
just didn't feel "myself".

Something was wrong.



I needed answers. I needed help.



I went to my physician who told me to go on a diet, exercise, and reduce the stress in my life.

I asked for a full lab workup



and a full body scan



and then I sat and waited for the  
results to come back....





First came the body scan results.

A 54-page report with numbers, videos, charts, and images.

17-09-11-2 GA=11w4d

11.8cm / 1.9 / 25Hz Tib 0.5

11.09.2017

EB

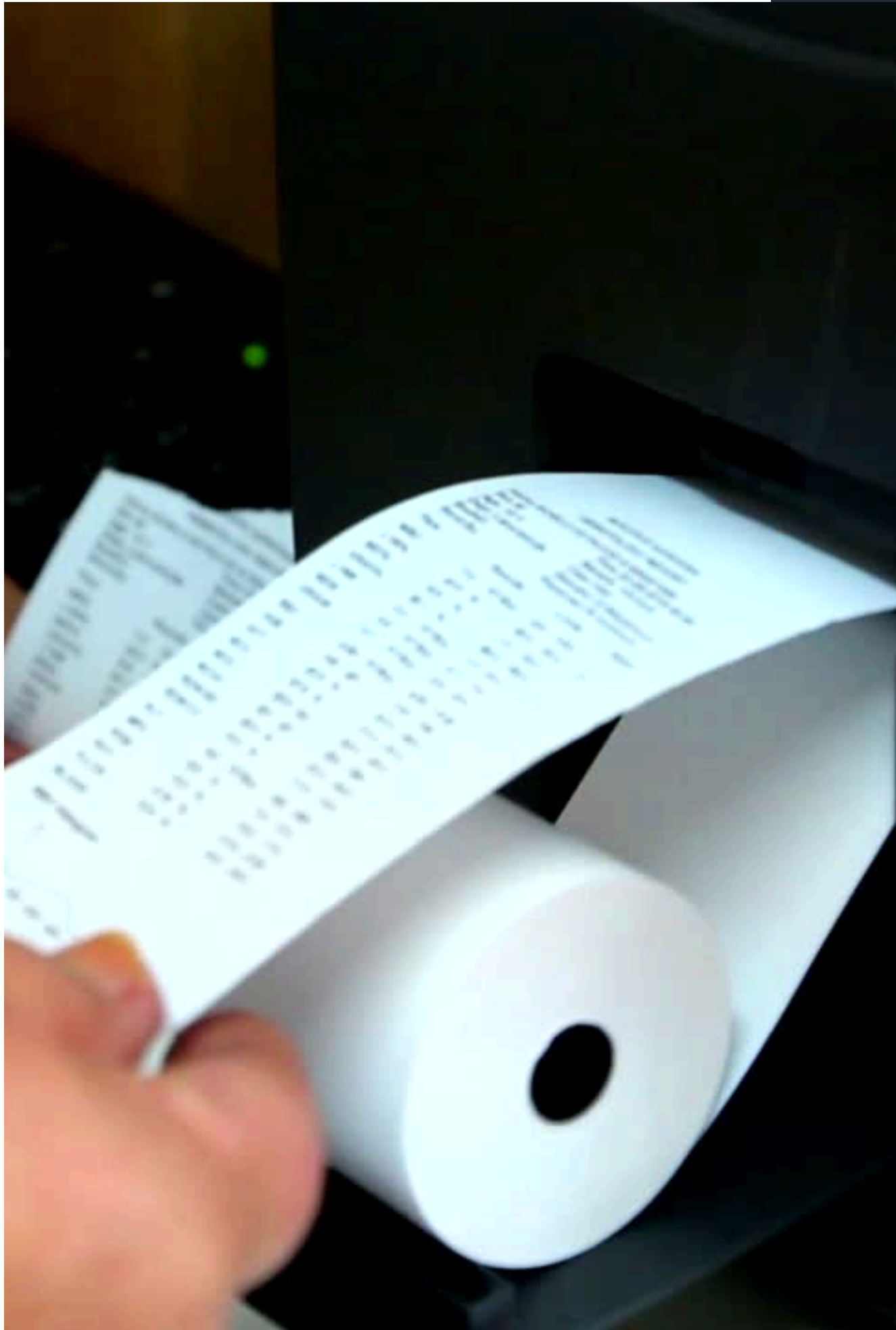




I quickly scanned to make sure there was nothing that looked like this... 😬



But under my skin, there actually was a lot was going on.



the blood work was like reading  
Greek with more paper than a CVS  
receipt!

Immediate overwhelm kicked in.

What did all these numbers and  
charts mean?

# THE FINDINGS

Both my body scan and my blood work results gave me a set of data points.

With this data, medical experts found 5 problems.

# THE PLAN

Using my data points, a team of medical professionals - each  
nicked in their own field,  
devised a plan of action to bring my body to optimal health.

# HOW THEY DID IT

The data points told them which parts of my body were functioning well, and which were not.

They were able to identify the cause of each of my findings.

Each cause required either a change of lifestyle or medication.

They documented the plan and I followed it...



6 MONTHS LATER...

3 of my findings no longer exist.

The plan worked.

How do we know?

The data points have changed.

2 of my findings are a work in progress.

One of my findings is 80% to the goal.

The other requires regular monitoring.

Always the entrepreneur, this experience got me wondering...

If I could get the right data points for my business,  
could I identify problems in my business?

Could I figure out the cause of those problems?

and then.... could I document a plan to improve the data points, bringing me closer to my business goals?

OF COURSE I COULD... AND I DID.

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The results were shocking, powerful, impactful, and insightful.





I gathered my data points from each of the platforms and tools that I used and began to connect the dots.

I figured out where the holes were in my marketing & sales funnels.

I STOPPED doing what was not working and did MORE of what was working.



- ✗ posting on social media
- ✗ stories and reels
- ✗ a few partnerships that we had
- ✓ our podcast - HUGE downloads
- ✓ posting on Pinterest - HUGE traffics





## My results...

- Less energy, time and money wasted on tactics that were not working
- 1100% email list growth (higher calibre leads too)
- January 2024 was our biggest January on record with 12X revenue



## NEXT STEP?

Find out the data points for your travel businesses, pull together a test group of advisors, and discover if data blindness is cured, could they have the same results?

# ESSENTIAL DATA INSIGHTS FOR YOUR TRAVEL BUSINESS

We pulled out 5 key areas of your marketing

Each of these areas is critical for driving high traffic and strong conversions.





Which specific data points should you keep an eye on, and where can you access this data?

There are 5 key sets of data for travel businesses.

# WEBSITE DATA POINTS

## SOURCE

### *Google Analytics*

- Number of visitors
- % New vs old visitors
- Where did your traffic come from?
- What were your most visited pages?
- Where was your highest bounce rate?
- Which pages are people not visiting?
- Relevant demographics: location, age



## EMAIL MARKETING DATA POINTS

### SOURCE

Your email marketing platform e.g. ConvertKit, Flodesk, Mailerlite, Constant Contact

- New subscribers (to your list or specific form)
- Email opens
- Email clicks
- Reply emails

# SOCIAL MEDIA DATA POINTS

## SOURCE

Go to each platform's analytics / insights page

- Clicks on any links to your website or scheduler or opt-in form

## VANITY METRICS

- ✗ Number of followers
- ✗ Number of likes or comments on a page
- ✗ Engagement
- ✗ Profile visits



# TRAVEL CONTENT DATA POINTS

## SOURCE

Go to each platform's analytics/insights page i.e. YouTube, Vimeo, your podcast host, blog host

## Blogs & articles

- Time on page
- Link clicks in or after the content

## Podcast & videos

- Number of seconds/minutes watched & listened to
- Link clicks in or after the content
- Subscribers

## OTHER EXCELLENT DATA POINTS

### SOURCE

*Go to each platform's analytics/insights page + manual tally*

- Number of proposal/quote requests
- Number of appointments scheduled in your calendar
- Number of phone calls and emails from potential clients
- Number of proposals/quotes issued
- Number of planning fees charged and paid
- Number of bookings
- Amount of revenue + commission
- Number of return clients + referrals





# GETTING STARTED

1. Write a list of the data points you want to track
2. Log into each platform to get your data points
3. Connect the dots
4. Look for holes
5. Work on improvements
6. Measure your data points weekly

# LET'S TAKE A LOOK AT A SET OF DATA POINTS FROM A REAL TRAVEL ADVISOR



# TRAVEL ADVISOR #1

## Likes and Followers

f Total Likes

**3,093**

f Growth

**-1**

f Followers

**3,857**

## Engagement

f Engagement Type



- Likes 1,219
- Comments 121
- Shares 60
- Others 38

f Engagement Rate

**2.90%**

f Engaged Users

**2,005**

## Reach

f Total Reach (page and posts)



- Organic 59,753
- Paid 0

## Impressions

f Page Impressions

**67,538**

f Post Impressions

**61,633**

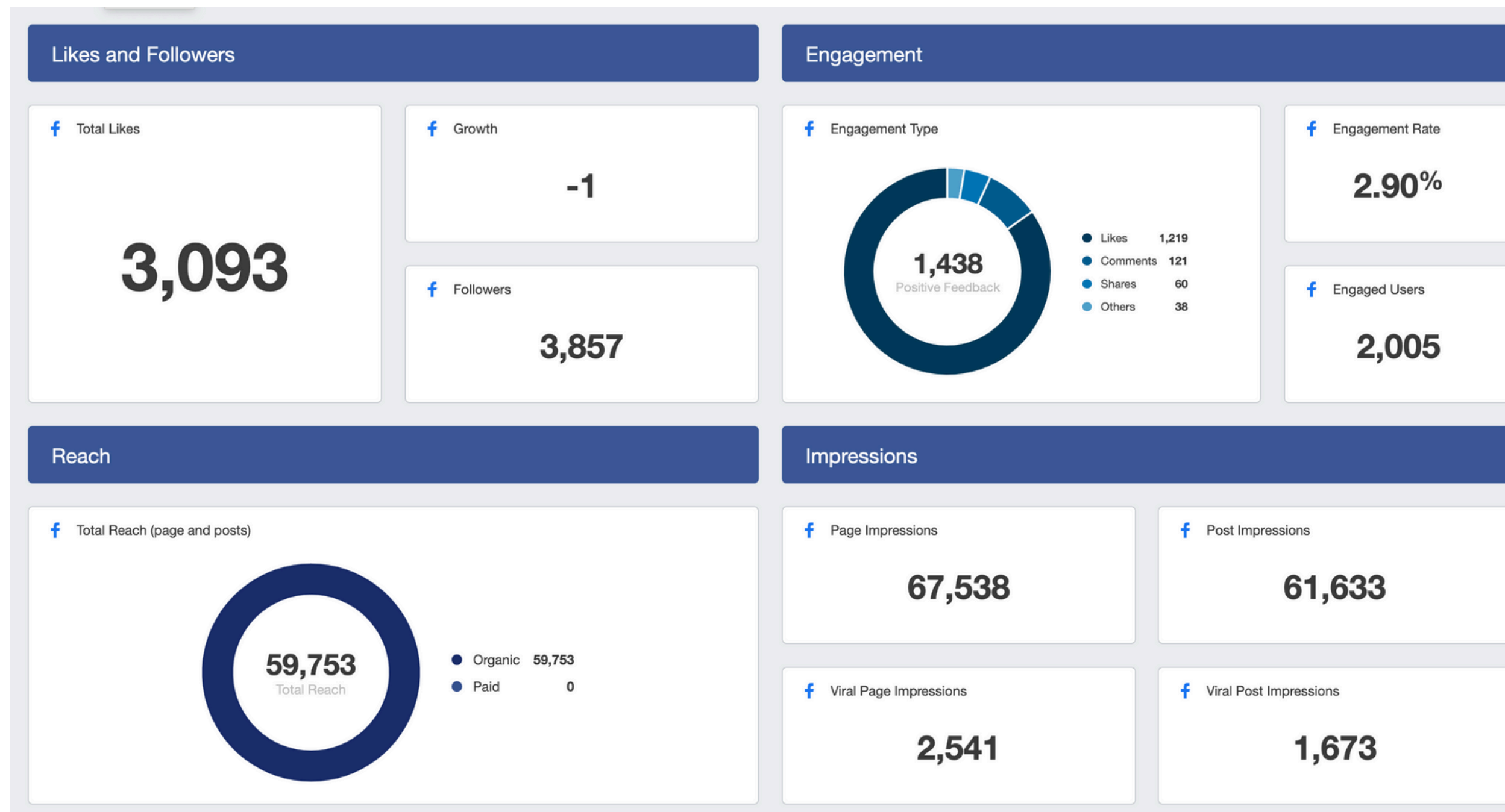
f Viral Page Impressions

**2,541**

f Viral Post Impressions

**1,673**





## What the data is telling us

- ✅ Impressions + reach = awesome
- ➡ 3% engaged ➡ 97% ignored
- ? Unknown web traffic or email subscribers

## What next?

- Goal is to convert these 1438 people to website visitors and/or email subscribers.
- The ONLY way to get these people back to her is to run paid ads retargeting them. They are now lost.

# TRAVEL ADVISOR #2

# Engagement

## f Engagement Type



- Likes 1,477
- Shares 33
- Comments 21
- Others 13

## f Engagement Rate

**22.43%**

## f Engaged Users

**1,543**

## Engagement

### f Engagement Type



Likes	1,477
Shares	33
Comments	21
Others	13

### f Engagement Rate

22.43%

### f Engaged Users

1,543

Overview Dashboard Activity Tasks Goals

Last 30 Days

Edit Dashboard Section

Facebook Page Instagram LinkedIn Pinterest ConvertKit

## Subscribers

Subscribers (All Time)

3

Average Click Rate (All Time)

0%

Average Open Rate (All Time)

0%

Average Recipients

0

Total Clicks (All Broadca...)

0

## What the data is telling us

- ✓ Engagement = awesome
- ✗ Only 3 of the 1544 people became email subscribers

## What next?

- Focus on converting her social media audience, not collecting them.
- Drive traffic to email opt-in forms and/or her website.
- Adjust content to make her audience want more - and put that over on her website.



# LET'S WRAP IT UP

If you are focusing your time, money or energy on the wrong things, you will get the wrong results.

You need to focus on the right tactics to get the right results.

Measure often and analyze more.



# KEEP IN TOUCH

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Be sure to check out the following services and tools on our website:

- Website in a Weekend
- Travel Marketing Revolution
- Travel Agency Analytics
- Travel Marketing & Media Podcast (FREE)
- Travel Business Blueprint (FREE)