

# Green Travel Media

## Green Global Travel



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## Londolozi Game Reserve, South Africa



## People Protect What They Love



People protect what they love.

— *Jacques Yves Cousteau* —

## Rosalie Sea Turtle Initiative: Dominica



## Ruahatu Lagoon Sanctuary: Bora Bora, Tahiti

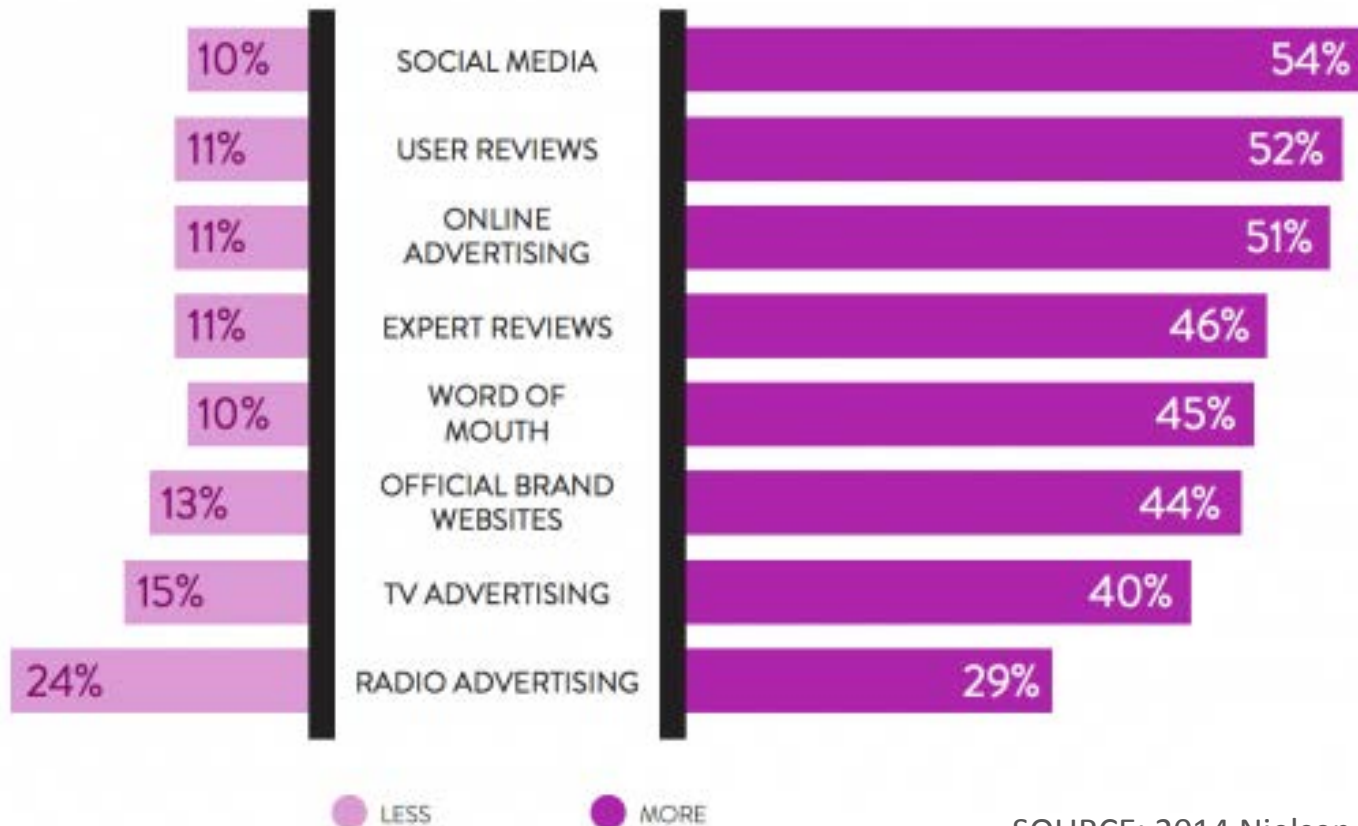


## Cancun Underwater Museum



“Reclamation,” a.k.a. The Phoenix photo courtesy of Jason DeCaires Taylor

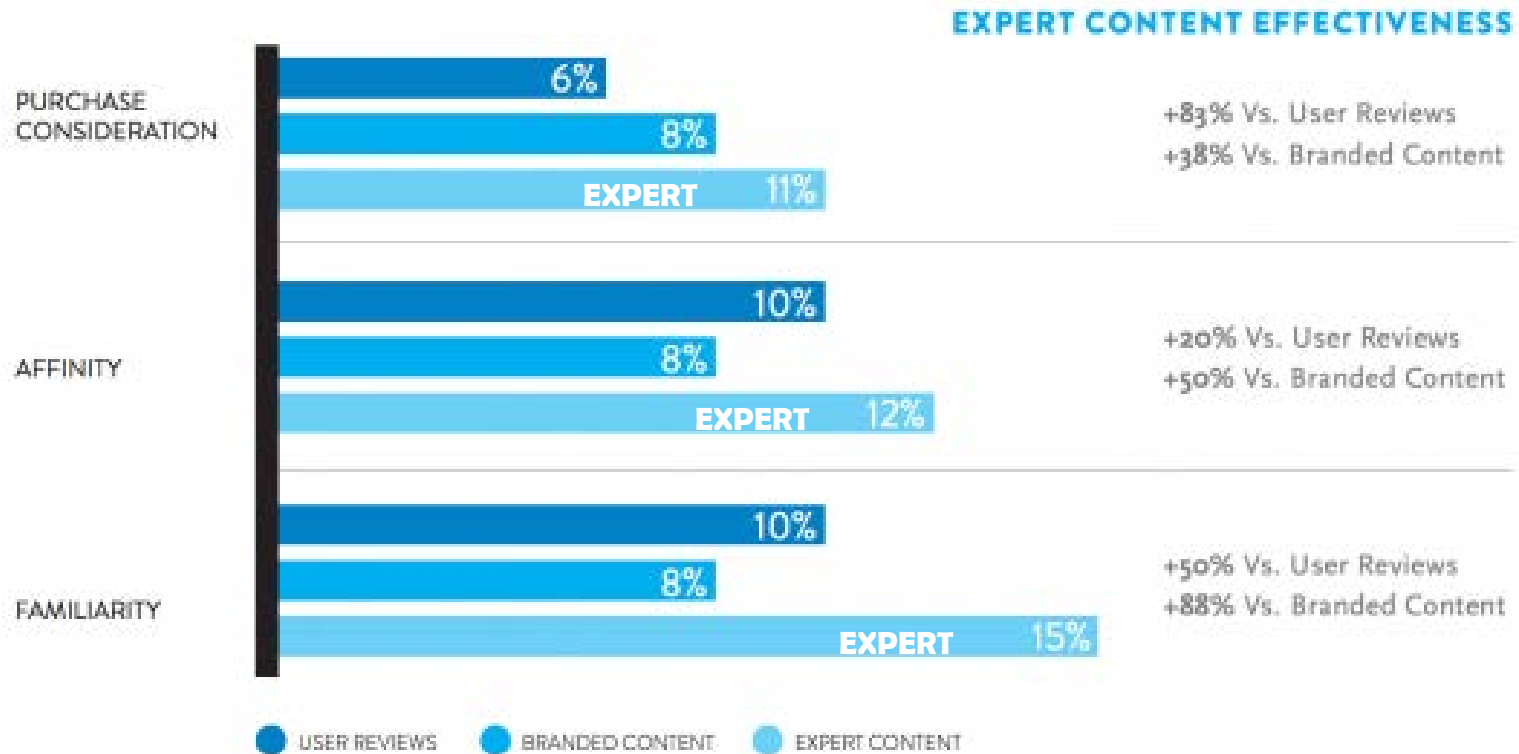
# Sources of Information Used During the Purchase Process



SOURCE: 2014 Nielsen Report

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# Expert Content Effectiveness



SOURCE: 2014 Nielsen Report



## Impact of Different Types of Content on Purchase Intent

	BRAND IMPACT: HIGH-PRICED ITEMS (INDEX)	EXPERT CONTENT	USER REVIEWS	BRANDED CONTENT
1	Familiarity Lift	122	33	144
2	Affinity Lift	153	47	127
3	Purchase Intent Lift	186	57	57

High Price Items (\$1000+): High-end HDTV, Dryer, New Car

SOURCE: 2014 Nielsen Report



Social Media

Expert Reviews

Branded Content  
(your site)

Branding

Sponsored Posts

SEO

**Your Story**

Green Travel Media.com

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## CASE STUDY



Our campaign for IETravel.com:

- Increased overall page views by **107%**
- Averaged 1000+ page views per story
  - Increased unique visitors by **120%**
- More than doubled search engine traffic

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