



The Unfathomables

Social Media Marketing Campaign

December 1, 2015

fathom™
IMPACT + TRAVEL

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Meet the Team

Unfathomables: Content you won't believe and a team that won't quit.



Katie Pulscher
Senior, Public Relations Major



Katie Nichols
Junior, Public Relations Major



Macey Davis
Junior, Advertising Major



Chandler Neal
Junior, Professional Writing Major



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Senior, Advertising Major



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Junior, Public Relations Major

Executive Summary

Fathom Travel is a cruise line specializing in what they call “impact travel.” Passengers travel to the Dominican Republic, and instead of simply relaxing on a beach or sleeping the day away, individuals have the opportunity to make a positive impact on the community with activities like building water filters, teaching children or working in a cacao nursery to make chocolate.

One of the first things we noticed was Fathom’s proximity to “voluntourism.” After researching the term (and from our own experience), we realized the word, and consequently the idea, has earned a negative reputation. Some argue that it can be detrimental to have Americans assist a community for a short time, then leave the local people sort of “wondering” how to make it on their own. Another argument against “voluntourism” is that it’s unwise to send untrained people to do things like build houses or teach a language.

The difference in Fathom travel, however, is that Fathom trains its passengers for the work they’ll do in the Dominican Republic before they even reach the shore. Travelers with Fathom also volunteer in activities that provide a lasting impact to the citizens of the Dominican Republic. They teach children English, a skill that lasts a lifetime; they build water filters that the people can use for years. And because Fathom returns to the same area on multiple trips, the passengers have the opportunity to create an ongoing impact that someone going on a one-week mission trip can’t.

Executive Summary Cont.

Our goal for Fathom's social media campaign is to separate its brand from those associated with voluntourism, and to raise awareness about Fathom travel in general. We created a marketing plan designed to increase brand awareness by developing a greater web-presence and targeting a few new audiences. Before introducing various creative elements, we plan to increase Fathom's following on Twitter and Instagram by implementing a follow-for-follow incentive. This way, we can ensure the creative work reaches its full potential and audience. We also want to reach out to corporations looking for a meaningful company retreat, and college students looking for a volunteer opportunity and exciting spring break trip, along with the already-targeted families, thriving millennials, and retirees. We've also created a few new elements to increase brand-to-customer interaction, like Walter the Whale, our Twitter personality who answers questions and keeps the public updated on Fathom trips. Along with Walter, we want previous passengers of Fathom trips to have the opportunity to share their experience and track the progress they started in the Dominican Republic with a blog. Our blog idea will allow previous passengers to stay updated on the progress in the Dominican Republic, as well as give greater insight to prospective passengers curious about what Fathom does.

Brief Overview

Fathom Travel is pioneering social impact travel to provide opportunities to immerse yourself in another culture and make relevant, lasting contributions. Fathom provides an overlap between the cruise industry and the impact travel industry, which establishes their competitive advantage by creating their own industry entirely. The cruise industry is a heavily penetrating business, grossing over \$37.85 billion and reaching 20 million consumers annually.

A trip with Fathom will leave you feeling satisfied knowing you made a significant impact and give you the opportunity to relax and enjoy a vacation. Each week, a ship full of 700 volunteers will travel to the same sites in the Dominican Republic, allowing those areas of the community to continually grow and prosper. Fathom is more than just a company—its members truly want to make a difference and educate people around the world. Social media is a great way to interact with customers and create an open, two-way conversation. Social media also allows Fathom to reach audiences that traditional advertising might not. By expanding its social footprint, its audience will grow, ultimately producing greater brand awareness.

Social Media Presence

Platform	Sentiment	Reach	Company	Timeline	Feedback	Response
Facebook	User sentiment is positive. Users use the page to ask questions.	18,102 page likes	#TurnItAround gets the most likes and interaction. Posts are centered on the Fathom experience.	Post 1-2 times a day	15-50 average likes	Fathom does not respond to comments.
Twitter	User sentiment is positive. Lower user interaction with clientele on Twitter.	2,243 followers	Lack of interaction between Fathom and its customers. Current events are posted. Most posts are centered on the Fathom Experience.	2-4 posts a day	10 average likes 5 Retweets	Fathom does not respond to comments.
Instagram	User sentiment is positive. Lack of interaction from Fathom.	693 followers	Fathom uses a lot of hashtags and keep their posts centered around Fathom. They also use personal cruise photos.	4 times a week	40 Likes on average	Fathom does not respond to comments.
Blog	Sentiment is positive, though content is mostly Fathom-driven	Information not available.	A huge majority of the posts are by Fathom. It does explain "impact travel" and the Dominican Republic.	7 posts on June 1st, one in July, a few in October and November. Posts are very sporadic.	No option to leave direct comments on the blog post.	Fathom does not respond to comments.

SWOT Analysis

Strengths

- Existing social media accounts, especially Twitter and Facebook
- Fathom's voice is relevant to target markets on Facebook and Twitter
- Website is easy to navigate and makes it simple to book cruises
- Strong following on Facebook
- Posts consistently and produces relevant information

Opportunities

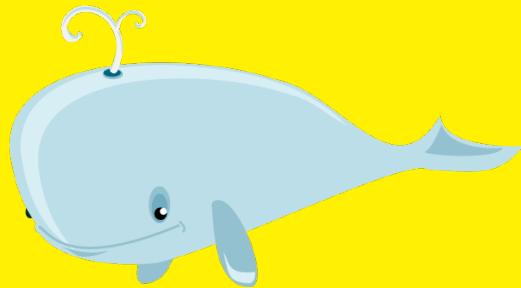
- Creation of new social media pages on Instagram, Twitter, SnapChat and a blog
- Target audience interaction on social media
- Creation of a unique character to be the voice of Fathom
- Using the character to answer FAQs and to respond to tweets
- Strong lasting engagement with the ability to track specific projects and kids' growth in the DR
- Reach out to groups like companies and sororities/fraternities

Weaknesses

- Social media accounts are overwhelming with the amount of information on them
- Content lacks a personality and tone
- Social media accounts are under the name Fathom Travel, and if not emphasized, this could harm SEO (search engine optimization)
- Not a lot of incentives to sign up early for a cruise
- Lack of information on how to book a cruise

Threats

- Other cruise lines like Carnival overshadow Fathom because of their reputation
- Negative connotations of the word "voluntourism"



Goals

- Raise the level of brand awareness for Fathom Travel
- Differentiate Fathom from the negative connotations of voluntourism

Objectives

- Increase social media presence and engagement by 75% within 6 months
- Increase brand-to-customer engagement (Q&A)
- Increase website traffic by 15% by January 2017



Strategies

-Increase social media...

- Improve presence on current social media platforms
- Expand to new social media platforms

-Increase brand to customer engagement...

- Create a two-way communication platform
- Transparency of activities on the cruise

-Increase web traffic....

- Provide easy accessibility to the website
- Utilize SEO



Tactics

- Track volunteer progress for various projects in Dominican Republic
 - Provide specific information, like how many filters have been made etc.

Expand and improve the “Turn it Around” movement.

- Geo-tag on the ship
- Explain “this is what we are doing” while on the ship
- Embrace/brand the movement
- “Track the Ship” feature (similar to track my pizza)
 - Post pictures and itinerary on website/blog
 - Share tweets, posts, etc. from people on the boat on website/blog
 - Visual images to show progress (cartoons) of projects in the Dominican Republic
(This would be long-term—so after one tour leaves, they could track progress from home on a project they started. The visual/cartoon would be on Fathom’s website as a representative of the project)
- Update the blog for the website where previous visitors can post about their experience and engage with people who have gone on trips previous or who plan to go.
 - Ex. “be sure to say hello to Billy for me!” “I met Susie and she. . .”



Target Market

Primary

1. Thriving Millennial

- People in their early 30's who haven't had kids yet, but are at a stage in their career where they have disposable income.

2. Mindful Families

- Families with kids about age 8

3. Active Retirees

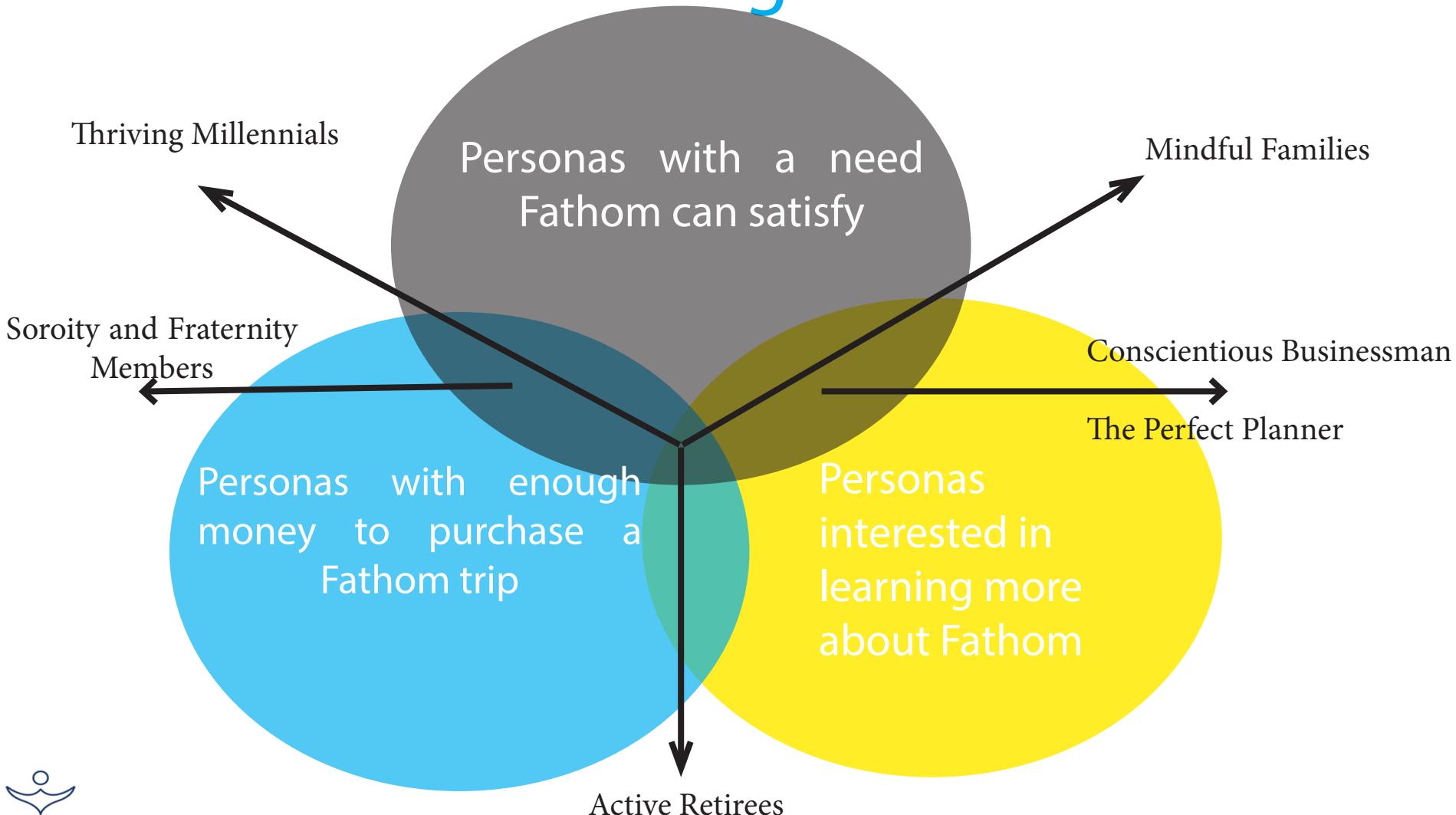
- People who are retired, or close to retirement, and are wanting to leave their mark on the world and give back.

Secondary:

1. Spring break sorority/fraternity students
2. Conscientious Businesses
3. Perfect Planner



Comparison of Target Market Venn Diagram



Primary Target

Thriving Millennial

Name: Millennial Melissa

Role: The grad student who cares

Motivations: Doing well in life, so wants to give back

Goals: To get masters degree and do well at work

Behaviors: Organized, disciplined, empathetic

Social Media Habits: Active on all social media, especially LinkedIn for professional reasons

Pain Points: Constantly busy with work, not enough hours in the day

“I've been in the workplace for a while and I finally have the money to spend on something good. I've always wanted to give back and this is my opportunity.”



Primary Target

Active Retirees

Name: Grandpa Art and Grandma Joan

Role: Progressive, Globally Minded Family

Motivations: Staying close with friends, going to church/bible study, watching kids and grandkids grow up.

"I don't like to feel old. I want to continue to see the world and do what good I can in it before I die. I have money saved up and want to spend it well, after all I can't take it with me!" or "You never see an armored car at a funeral"



Primary Target

Active Retirees

Goals: To feel needed, make the most of the time you have left, and living a healthy life.

Behaviors: Reads magazines and newspaper, watches the news religiously, always looking to be charitable, plays games and reads books (Kindle app) on iPad. Enjoys college football and basketball to remain feeling young.

Social Media Habits: Uses facebook to keep up to date with grandchildren, family, and local and distant community friends. This persona does not post a lot.

Pain Points: Health issues, worry about using retirement funds wisely, feeling guilty about not taking the entire family on the trip too.

Primary Target

Mindful Families

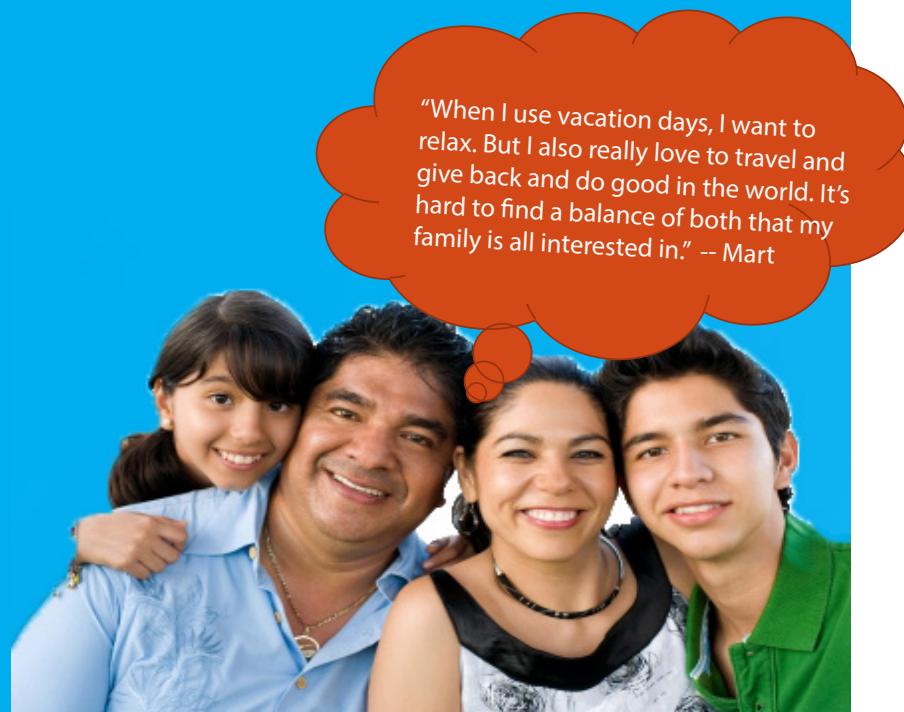
Name: Mindful Murphy's - Mart, Molly, Max(17), Meredith(14)

Type: Socially Connected

Role: Progressive, Globally Minded Family

Mart - Chief Breadwinner
Molly - Chief Multitasker
Max - Chief Scout
Meredith - Chief Bleeding Heart

"When I use vacation days, I want to relax. But I also really love to travel and give back and do good in the world. It's hard to find a balance of both that my family is all interested in." -- Mart



Primary Target

Motivations: Looking for fun vacations that are socially conscious, don't want to engage in voluntourism, Money conscious, but have some expendable income

Behaviors: Spend time as a family at least once a week, everyone is busy with their own activities but the family supports everyone

Goals: To save for retirement, to update Facebook and Instagram with big life events, to keep up with trends as they become popular, stay close as a family as everyone grows up, be active in the community and serve together

Social Media Habits: All on Facebook and share with each other including big life moments, kids and mom on Instagram

Secondary Target

Name: Sorority Sadie

Type: Trend-Setting Go-Getter

Role: Social Sorority Student

Motivations: Make the most of Spring Break, make the most of college experience, make the most of life. Frame things so Mom and Dad will support (and possibly fund)..

"I love helping others, but I also want to travel--do it while you're young, right? And anything that helps me get some volunteer hours is a mega bonus. We went to Mexico last Spring Break, but I'd really love the chance to do something more."



Secondary Target

Goals: Fulfill volunteer responsibilities, make friends and build connections, balance fun, work, school, and extracurriculars. Explore the world and gain experience to find my place in the world.

Behaviors: Enjoys networking in college and organizing events for the house.

Social Media Habits: Instagrams multiple times daily with pictures of her day/personal life, Tweets daily about upcoming events and trends, uses Facebook when she wants to post lots of photos at a time.

Pain Points: Doesn't want to spend her whole vacation doing sober things, but also needs to convince her friends/sisters that not being intoxicated is not the most important part of college. Needs parents to help pay for part (or most) of her Spring Break trip, so they must approve.

Secondary Target

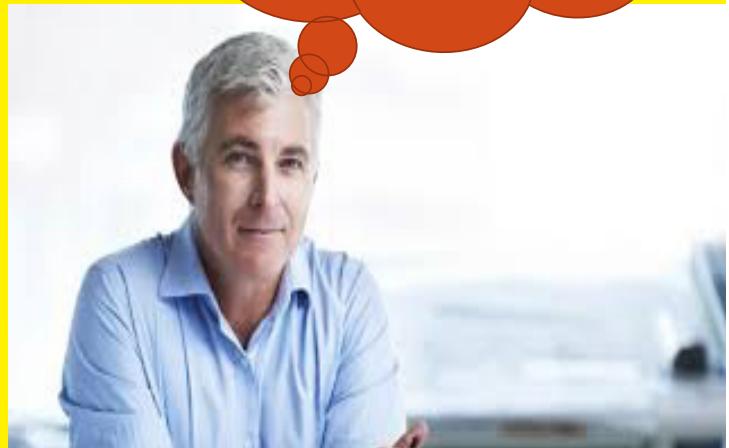
Name: Sam the Executive C Suite

Type: No Nonsense Consumer

Role: The conscientious c suite

Motivations: Give support to those who need it. My Company wants to position themselves as a charitable organization(maybe bring the family along). We want our employees to give back

"I have gotten to where I am in life because of the support of others, I want to give something back to those who need support as well."



Secondary Target

Name: Angie The Travel Agent

Type: Organized

Role: Initiator

Motivations: To have a solid career, to help people, to travel to exotic places



Secondary Target

Goals: Give clients the best possible service and unique opportunities, to have a solid career.

Social Media Habits: Doesn't use Twitter very much. Uses social media to promote business.

Behaviors: Works hard and plays hard. Always the life of the party. Compassionate, great friend. Reads international news and stays caught up with current events.

Pain Points: Lives away from family, travels for business semi-regularly, most business done online but prefers personal contact.

Platform Specific Tactics and Tools



Instagram

Tactics

- Inform people about the #turnitaround movement
- Encourage people to use the hashtags: #turnitaround, #Fathomtravel, #walterthewhale
- Have a Walter the Whale contest where people are encouraged to print out a picture of him from the website and use him in their #Turnitaround. The winner's photo will be featured on all major social media accounts and Fathom's website
- Feature pictures that show the impact fathom has and the progress that is happening with the projects they are doing
- Use pictures with fun captions to show a day in the life of a Fathom Cruise Line guest
- We will create a follow-for-follow movement, where, for every person who follows Fathom Travel, Fathom will follow them back

Implementation

- Post 4-5 times a week
- Content should be informational and fun
- The content should be more focused on the individual going on the trip
- Highlight Walter the Whale in pictures and info graphics

Twitter

Tactics

- Encourage people to use the hashtag #Fathom-travel and introduce @Walter_the_whale
- Have Walter answer questions and respond to tweets within 24 hours
- Further the #turnitaround movement
- Walter should tweet about the impact of Fathom
- Have Walter post whale jokes and other interesting facts about Fathom
- Have Walter live tweet what is happening on the cruise



Implementation

- Tweet 1-3 times a day
- Content should be fun and informal
- Content should be geared toward Thriving Millennials, Sorority and Fraternity Members, and Mindful Families
- We will create a follow-for-follow movement, where every person who follows Fathom Travel will be followed back

Twitter- Walter the Whale

The friendly whale aboard Fathom Travel, who provides interesting whale facts and Q&A about Fathom



The image shows a screenshot of a Twitter profile for 'Walter the Whale' (@Walter_TheWhale). The profile picture is a stylized blue whale head and tail. The background of the timeline is a sunset over the ocean with many birds in flight. The top navigation bar shows Home, Notifications, Moments, Messages, and a search bar. Below the timeline, it shows 1 tweet and 1 follower. The tweet is from Walter the Whale (@Walter_TheWhale) on Nov 18, 2016, reading: 'Come set sail with us in April 2016!' The Fathom logo is visible in the bottom left corner of the screenshot.

Walter the Whale
@Walter_TheWhale

Hi! My name is Walter and I am the resident whale aboard Fathom Cruise Line! Come sail with me or stay afloat and hear my whale of a tale.

fathom.org
Born on April 12, 2002

TWEETS FOLLOWERS

1 1

[Edit profile](#)

[Tweets](#) [Tweets & replies](#)

Walter the Whale @Walter_TheWhale · Nov 18
Come set sail with us in April 2016!

Facebook

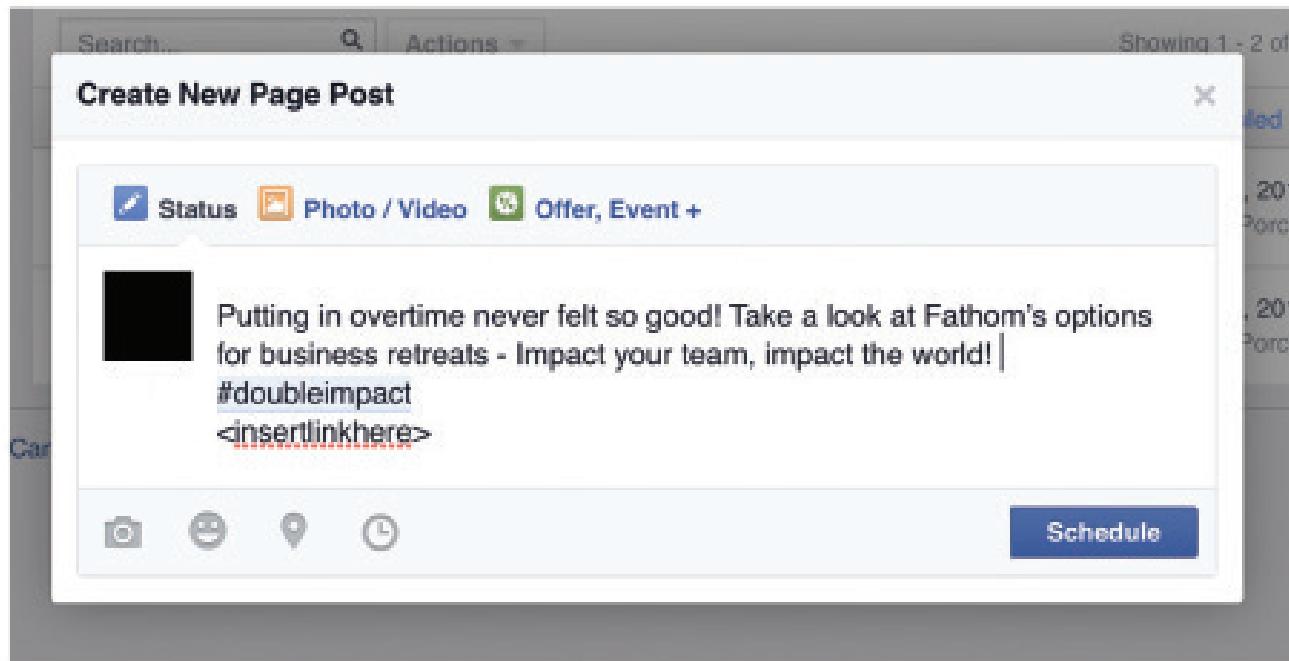
Tactics

- Advertise on FB for company retreats
- Introduce discounts for company retreats and group rates
- Respond to questions within 24 hours

Implementation

- Post at least three times a week
- Content should be geared toward groups, families and active retirees
- Content should be formal and informational

Facebook



The image shows a screenshot of a Facebook 'Create New Page Post' dialog box. The dialog box is titled 'Create New Page Post' and includes tabs for 'Status', 'Photo / Video', and 'Offer, Event +'. The 'Status' tab is selected. The post content area contains a black profile picture placeholder, followed by the text: 'Putting in overtime never felt so good! Take a look at Fathom's options for business retreats - Impact your team, impact the world! | #doubleimpact <insertlinkhere>'. Below the text are four small icons: a camera, a smiley face, a location pin, and a clock. To the right of these icons is a blue 'Schedule' button. The background of the dialog box is white, and the overall interface is consistent with the Facebook mobile or desktop app.

Blog & Mini Site

Tactics

- Have a “Track my Ship” option for people to click and see pictures of what happens each day of the trip
- Create a feature to track projects in the DR, so people can check in on the children they helped
- Host videos and post new ones of different target audiences
- Introduce the #Turnitaround movement and Walter the Whale

Implementation

- The content should shift from basic informational details about Fathom to feature more passenger testimonies after the first cruise
- Content should be informational and fun
- Content should be geared toward mindful families, Active retirees and Conscientious businesses.
- Share people’s personal testimonies who have been on the trip to keep them engaged
- Have a form on the blog for an easy way to share testimonies
- Share a summary of testimonies on Facebook and Twitter with the hashtag #Fathomtravel

Track My Ship

[ABOUT](#)[CUBA](#)[DOMINICAN REPUBLIC](#)[BLOG](#)[CONTACT](#)[BOOK A TRIP](#)

1-855-9FATHOM

Day Three - Puerta Plata, Dominican Republic

On Schedule:
Today guests will experience their first day in the D.R. Options for activities include making water filters, planting local vegetation, relaxing on the beach and teaching English!



“The impulse to travel is one of the hopeful symptoms of life.” Agnes Repplier

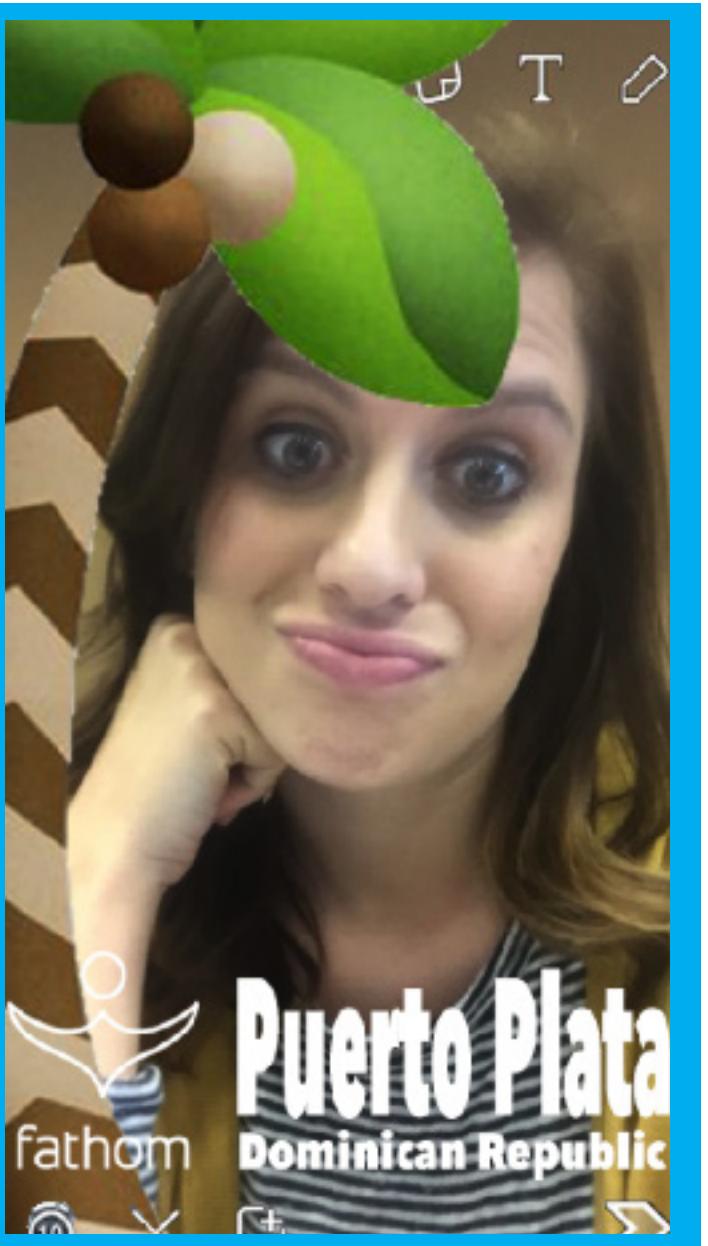
Snapchat

Tactics

- Encourage people to use the geofilter
- Emphasis on the #turnitaround movement
- Create a geotag for the ship

Implementation

- Introduce a new Snapchat filter every 3 months
- 24 hour feed when the cruise starts sailing (This is a button that every user on Snapchat can see for 24 hours. Fathom can arrange to have its own button and it will stream all the SnapChats from that area and it will let Fathom pick which photos are streamed)



Monitoring

-We will be using Hootsuite Pro to monitor all of the social media accounts. We chose this tool because:

- It allows you to schedule posts, as well as share interesting information with the public
- You can use geo-targeting to engage people nearby, which would be useful to target people on the ship
- It relates audience's responses to content
- Basic and enhanced analytic reports-
 - It can be separated by demographics, including gender
- Can be managed by multiple people on multiple devices



Tuning and Evaluation

- Analyze audience engagement twice a week for the first six months
- Keep up-to-date with the Turn It Around Movement
- After six months, determine frequency of monitoring
- Decrease the amount of posts based on customer engagement
- Watch social media mentions and the use of “Fathom Travel” or “Fathom” in hashtags
- Monitor the likes, shares and comments on posts, especially for questions
- Monitor “favorites” on posts to determine which posts are popular
- Monitor follows after implementation of social media program to determine success



Calendar

Fathom Social Media Calendar

Last edit was made yesterday at 8:30 PM by Taylor Dendrey

A B C D E F G H I

1 SAMPLE MONTH

2 (Week 1) 1 Facebook Twitter Instagram Blog Website Updates Make sure prices and schedules are up-to-date

3 2 Update with Whole

4 3 Post Corporate Plug post with #lumixaround

5 4

6 5

7 6 Update with Whole post Post progress blog; track my ship

8 7 Post Corporate Plug

9 (Week 2) 8

10 9 Update with Whole Post photo gallery of latest trip

11 10 Post Corporate Plug Post with #lumixaround

12 11

13 12

14 13 Update with Whole Post cruise DR post Progress blog; track my ship

15 14 Post Corporate Plug

16 (Week 3) 15

17 16 Update with Whole

18 17 Post Corporate Plug Post #lumixaround

19 18

20 19

21 20 Update with Whole Post cruise DR post Progress blog; track my ship

22 21 Post Corporate Plug

23 (Week 4) 22

24 23 Update with Whole

	A	B	C	D	E	F	G	H	I
1	SAMPLE MONTH	Facebook	Twitter	Instagram	Blog	Website Updates			
2	(Week 1)	1				Make sure prices and schedules are up-to-date			
3		2	Update with Whole						
4		3	Post Corporate Plug	post with #lumixaround					
5		4							
6		5							
7		6	Update with Whole post		Post progress blog; track my ship				
8		7	Post Corporate Plug						
9	(Week 2)	8				Post photo gallery of latest trip			
10		9	Update with Whole						
11		10	Post Corporate Plug	Post with #lumixaround					
12		11							
13		12							
14		13	Update with Whole	Post cruise DR post	Post progress blog; track my ship				
15		14	Post Corporate Plug						
16	(Week 3)	15							
17		16	Update with Whole						
18		17	Post Corporate Plug	Post #lumixaround					
19		18							
20		19							
21		20	Update with Whole	Post cruise DR post	Post progress blog; track my ship				
22		21	Post Corporate Plug						
23	(Week 4)	22				Photo gallery of latest trip			
24		23	Update with Whole						

Proxy ROI

- Increase social media mentions and engagement by 30-50%
- Increase website traffic by 35%
- Increase awareness about Fathom by 20-50%
- Increase customer feedback and satisfaction by 30-45%



Budget

Dollars (USD) Annually

Social Media platforms	Free
Contest Costs (promotional and Implementation)	\$1,000
Social Media Tracker – Hootsuite	\$120
Social Media Advertising	\$2,000
SnapChat Filter**	Price not released to public
Social Media Interns	Free

Approximate Total
\$3,120

*Budget does not include employee salary

** Budget does not include SnapChat filter



Future Recommendations

- 1) Hootsuite is fine for now, but in the future think about hiring a company to track and give you better information
- 2) Brand the Turn it Around movement for Fathom Travel
- 3) Encourage more user-generated content and interaction on the blog
- 4) Update SnapChat filters throughout the year and for special events



Sources

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- <http://www.statisticbrain.com/cruise-ship-industry-statistics/>
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- <https://www.fathom.org/what-is-impact-travel/>

The Unfathomables



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