

MAPC 700: Professional Communication Capstone

PACT Travel

August 2021

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University of Tampa

Executive Summary

PACT is a start-up organization with a vision to create a safe way for women solo travelers to meet other female travelers to plan a trip with them or meet up with them in a city. The company is looking for an initial buy-in. The software product will be designed by our team of designers, coders, and devoted adventurers to meet the needs of solo women travelers. The software will be an interactive experience that is fun and easy to use. PACT was formed by founder Caroline Clements, who is a student with the University of Tampa's Master of Arts in Professional Communication Program.

The Market:

- Women: Our target audience includes the following groups of women:

Women Ages 18-24

- Expendable Income
- Minimum Wage
- High School/College Students trying to see the world while young and who still might be under their parents' dependency.

Women Ages 25-34

- Women with disposable income and come from at least a middle-class family.

Women Ages 55-64

- Older Women with adult children who have disposable income to travel and see the world before retirement.

Women Ages 65+

- Retired Women with disposable savings trying to travel and experience the world.

- Travelers: Given the purpose of the website, PACT wants to target women who enjoy traveling. Women who travel are more likely to be loyal users of the website/application.

The Product:

PACT is a website where solo women travelers can match with other solo female travelers across the world. They have the option to choose “Meet Me,” which is where women can choose travel destinations and find other women interested in traveling there and plan a trip together based on shared interests, desired destination, and budget. They could also use the “Meet Me There” feature, which allows for women to select a radius of how far they are willing to meet up with other women within that area.

Competitive Edge:

There are multiple competitors out there, but PACT is different for the extra safety features. PACT is a women-only website, due to the high volume of female solo travelers, and for safety. This is because females travelling alone have a higher risk of encountering danger. PACT also allows women to meet each other and chat through the website, so if anything were to happen, PACT has the ability to track the individual’s conversations within the app.

Management:

PACT was founded by Caroline Clements because she is an avid traveler but never had any women to go with. In college, many of her friends often did not have the money to spend on trips, so she wanted to be able to have a safe way to find a travel buddy and cut costs. PACT was formulated through the Master of Arts in Professional Communication program at the University of Tampa, where she had the opportunity to build the website.

Mission:

PACT aims to aid women with a platform to plan safe trips, spend less money, and to find a buddy to travel with. The ability to match with someone with similar interests allows users to

swipe right on women who do or don't want to spend the whole trip in museums, depending on what kind of activities each traveler wants to do on their trip. PACT also allows for women who are already within a city to go to the website and meet up with other women in the area.

Keys to Success:

- Allow users to match with other users based on interests. If they are not interested in the same trips, then there will be no reason for them to match.
- Have extensive safety measures and solid defenses against harmful users.
- Design a user interface that is very easy and functional, so no users are confused or lost.

Objectives:

- Fully design the website and run several tests to ensure quality
- Obtain 1,000 users signed up
- Create relationships with AirBnb, Hotels, etc.

Tech Spec Sheet

The “Meet Me” feature opens up the ability to set your budget openly, so women are able to know whether users plan to stay in a hostel together or in a 5-star hotel. Splitting the cost of an Airbnb or hotel room reduces the financial burden. PACT’s users are also able to share their interests on their profile, so they are able to match with other travelers with similar interests. This creates a trip where women are able to plan their itinerary with each other and experience everything the destination has to offer. Women traveling together reduces the risk of any danger. There is always safety in numbers, which also solves the issue of not wanting to travel alone due to lack of safety.

The “Meet Me There” feature offers women a platform to match with other solo female travelers within their desired radius. This allows women that enjoy traveling solo to do so and to be able to meet up to get drinks or go to a concert with another girl.

The website will include a “testimonials” section where users can post written experiences about places, travelers, and the entire trip. This feature is integrated for the community to speak out about anything. A feature PACT believes can bring light to problems, spotlight amazing trips, and allow for the community to grow.

Safety Features:

Background Checks

Safety is PACT’s top priority. In order to be a verified member, each user must pass a background check. PACT uses HireRight in order to verify each member. The purpose of the

background check is to confirm that the user identifies as a woman, the person has a safe background history, and for personal identification purposes in case any circumstances arise. There is a one-time payment to conduct a background check in order to verify your profile. Every profile must be verified to be able to chat with other members or to plan a trip.

Secure Pay Portal

To ensure the safety of our users, PACT only takes payment through Stripe, the secure pay portal.

GPS Tracking

In order to utilize GPS tracking, PACT will use Mapbox. GPS tracking offers the ability to search for other solo female travelers within your area. GPS is also used in PACT's safety features.

User Profiles

PACT's users will set up accounts and they will be stored in our database. Databases we are considering are MySQL Database, Oracle and AWS.

Branding & Marketing Research

CLIENT INFO

COMPANY OVERVIEW

What is the Name of the Company/Org? PACT

What does it do/sell? Both - B2B & B2C

PRODUCTS/SERVICES & BENEFITS

- **PRODUCTS & FEATURES:** What are the specific products/services the company offers? What are their features? In what ways are they unique from competition? (Nonprofit clients and PSA's answer the same Q's)

Pact offers women travelers the opportunity to meet other solo women travelers. The users of the app have the option to choose their companion and decide if they want to travel together or meet up at the chosen destination.

- **BENEFITS:** What benefits do these products/services offer audiences? What makes these benefits valuable?

Through this application, with the security measures that will be implemented solo women travelers will feel safer and feel more inclined to travel on their own.

Pact offers women the option to meet up with other solo women travelers at destinations across the globe to allow women to form meet people from around the globe, give each traveler the option to be matched with another woman traveler to explore the destination, and even the option to plan a trip with a woman who has similar interests to help split the expense of traveling.

- **PROBLEM-SOLVING:** What is your audience's main problem? How do your benefits solve it?

It is widely known that women feel very unsafe in most situations and traveling to unfamiliar places is no exception. Having the ability to meet up with other women helps to encourage women to feel comfortable traveling as well as provide them a companion to travel with. With this app there is strength and safety in numbers.

- **PRICE:** Where are the products/services/donation requests priced in comparison to their competition?

We are offering a 1-time payment of \$30, which covers the cost of consistent background checks and security measures needed to verify your account. Once your account is verified there will be no other payments or added fees. Our competitor Turlina requires a 3-, 6-, or 12-month subscription ranging from \$13.99 to \$26.99. They do offer a free trial with limited capabilities.

- **LOCATION:** In what geographic locations are products/services available, and how is location significant?

Based in the United States, start off in the top traveler destinations and then progress into other countries as the app grows.

CORE VALUES

User safety, international accessibility, women empowerment, LGBTQ friendly, cultural acceptance - no hatred will be tolerated, positive platform, passion for traveling

MISSION / PURPOSE

The Pact app matches solo female travelers in safe, fun, budget-friendly adventures across the globe.

BACKGROUND / HISTORY

Pact was founded by Caroline Clements in Tampa, Florida during 2021 where it became one of the first solo female travel matching applications.

VISION

Pact aims to bring women the opportunity to travel together internationally.

BRAND ANALYSIS

AUDIENCE PERCEPTIONS

Since pact is in the early stages of development, research comes from our current competitor Tournalina. Most of the reviews on Tournalina say that the app was poorly marketed, so very few people are aware of it, resulting in few users. Most reviews also indicate they had several issues actually matching with other women to travel with as a result of the poor marketing.

YOUR OWN EXPERIENCES / IMPRESSIONS

As women ourselves we have personally had first-hand experience feeling as though you wouldn't be able to travel alone to foreign cities or countries.

IMAGE COLLECTION: "LOOK & FEEL"

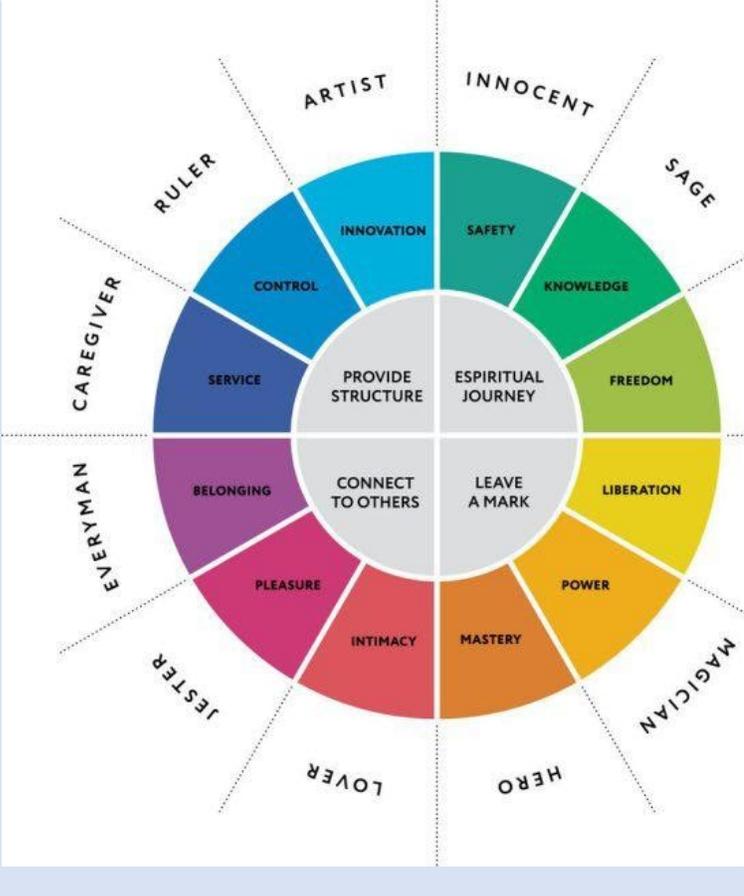
LINK: <https://drive.google.com/drive/folders/1OLCR-vpwrVnVqNQShAofBfzCxDCAkob?usp=sharing>
Pact shares images that are bright, fun, touristy, including landmarks and women enjoying their trip.

BRAND STORY

Pact was created by college student Caroline Clements in 2021. Caroline grew up in Atlanta Georgia and always wanted to travel to Italy, but none of her friends could go. So, her dream was to create an app that would match women’s destinations and interests. "Pact Travel for women" was born. An easy “swipe right” would allow women to connect, form friendships and plan adventures. Members would pass thorough background checks. Then, these “Pact Pals” form a network around the globe, explore together, and help guide others in safe, budget-friendly travel. Caroline launched this exciting business to share her dream with others--and even set out to design her own app, website, and videos. And yes, she made it to Italy! Now what's *your* dream?

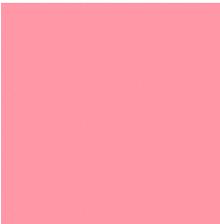
BRAND ARCHETYPE

Explorer
 “Freedom is the top priority for an explorer. Where other brands might try to help you build a home, these brands want to get you out of it.”
 (taken from: Colorado Biz)

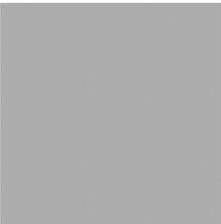



SIMPLE STYLE GUIDE

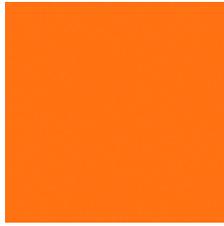
Organization Name: Pact
Domain Name: pacttravel.com
Email Address: PactTravel@outlook.com



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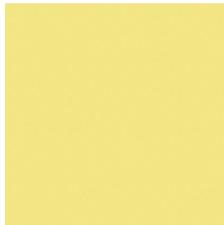
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Color 3: # ff7212



Color 4: # 000000



Color 5: # ffffff



Color 6: # dd8596



Color 7: # f3e585

Color 8: # 93cec7

FONTS

Font Name	Example of Font	Used How?
Source Serif Variable- Roman	PACT	Logo
Montserrat	Pact	Headlines
Avenir	PACT	Body Copy

ICONS

Instagram highlight stories

18 handdrawn travel illustrations





tone: Fun, Uplifting, Positive, Safety-Oriented, Targeted towards women

visual style:



SITUATION ANALYSIS

5C Analysis	
Company	<p>Strengths and Weaknesses</p> <p><u>Strengths:</u></p> <ul style="list-style-type: none"> • Trained in advertising, communication, and public relations = Good foundation for design, marketing, and customer service • Safety is our top priority <ul style="list-style-type: none"> ○ Security Screenings ○ Background Checks. • Multiple ways to match <ul style="list-style-type: none"> ○ “Match me” and “Meet me there” • We plan to conduct research and to create this application based on that. <p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> • Needs lots of help to get off the ground. • We need investors, developers, designers, etc. <p>Goals and Objectives – To market this app and find investors.</p> <p>Culture – Travel Culture</p> <p>Resources – App and website</p>
Customers	<p>Market size – According to Condor Ferries, 72% of American Women enjoy traveling solo. Also, according to Condor Ferries, “32 million single American women went traveling at least once over the past year and 1 in 3 travelled 5 times or more”.</p> <p>Purchasing Habits –</p> <ul style="list-style-type: none"> • Half of solo female travelers enjoy shopping abroad - Women spend an average of \$295 annually per individual on apparel for and when traveling. • 24% spend more than 1500 for one week excluding airfare. (gutsytraveler.com) <p>Customer Satisfaction – PACT provides background checks and safety measures.</p> <p>Value –</p> <ul style="list-style-type: none"> • Traveling companionship • Sharing memories • Safety • Budget-friendly
Competitors	<p>Current and prospective – Currently Tourlina is the only known service like this on the market</p> <p>Strength and Weaknesses – They have different tiers of service, so you aren’t locked into one specific choice, but we have only one. They have to continue to purchase the subscription every couple of months based on the tier, but ours is a one-time fee. They have very poor marketing and brand awareness.</p> <p>Opportunities and Threats – If they get the right kind of marketing, they could take off and surpass us.</p> <p>Products – app and website to promote the app</p>
Collaborators	<p>Suppliers – We are looking for investors.</p> <p>Distributors – Apple App Store and Google Play Store</p> <p>Partners – A potential partner would be Bumble and Airbnb.</p>
Climate (Environment)	<p>Social & Behavioral Trends –</p> <ul style="list-style-type: none"> • Solo female travelers

	<ul style="list-style-type: none"> • Travelers with girlfriends • Geotags • Hashtags <p>Economic Trends – 1.6 trillion economic outputs as of 2017. Set to increase during the summer of 2021. (SelectUSA.gov)</p> <p>Technologies – Current technologies are related to hotels, flights, and other accommodations. We plan to utilize:</p> <ul style="list-style-type: none"> • BeenVerified to run background checks at \$22.26/month • Adobe XD to help design the application • The Apple Developer Program to upload our application to the App Store <p>Legalities – Since Pact promotes safety features to our customers when using the app, we need legal counseling in case there are any incidents.</p> <p>While Pact promotes features to keep you safe, traveling the world comes with risks and technology cannot 100% ensure your protection, but can be used as a tool for safety.</p>
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SWOT ANALYSIS

STRENGTHS:

Pact's CEO was trained in advertising, communication, and public relations, meaning the company has a good foundation when it comes to design, marketing, and customer service.
Pact safety measures include implemented security screenings and background checks.
Offers more than one way to match with other women- the "match me" and "meet me there".

WEAKNESSES:

We would need:

- Developers
- Web designers
- Investors

OPPORTUNITIES:

Possible partnerships with other companies such as Bumble or Airbnb.

THREATS:

Threats would include there already being an app almost identical to it out there, however we plan to customize our app to the needs of the users and to market it as well as we can.

COMPETITOR ANALYSIS

COMPETITORS:

Competitor Name	Products/Services/Features	Benefits to Customer / Strengths & Weaknesses
TourLina	- Application that offers the exact same thing as Pact - Offers only monthly subscription after your 3rd match	- Strengths: Easy to use, Color scheme/design of app - Weaknesses: Poor marketing and brand awareness. Many users complain that there are so few users that they have trouble matching with those with similar interests.

COMPETITOR COLLECTIONS

<https://tourlina.com/>

<https://www.facebook.com/tourlina>

<https://www.instagram.com/tourlina/>

Image Gallery of Application:

<https://drive.google.com/drive/u/0/folders/1eTauX9P8jlcDUXRZV0AIvBVYrCGRLxeB>

MEDIA ANALYSIS

CLIENT'S CURRENT MEDIA:

PLATFORM/LINKS (Paid, Owned, Earned)	Impressions of Strengths	Needs for Improvement
Owned: - Current website is on Wix - Domain: PACTTravel.com (Dreamhost) - Logo - Social Medias	We will be developing a new fresh app compatible app and website with a developer	Has not been made yet

COMPETITORS' MEDIA:

Competitor Name	Media/Links	Strengths	Weaknesses
Tourlina	https://tourlina.com/	Engaging images	Needs to be redesigned following best practices. Menu is missing.
	https://www.facebook.com/tourlina	Strong images with short text 457 followers	Need videos Increase followers and reach Increase engagement
	https://www.instagram.com/tourlina/	Strong images, short text, good hashtag performance 300 followers	Need videos Increase followers and reach Increase engagement

COMPETITORS' EXAMPLES

Tourlina is known for having a lack of marketing, there are not any successful examples. Tourlina goes up to six months without posting on social media, and when they do so they post stock images of travel destinations.

VALUE PROPOSITION

Girl Friend, Travel Buddy, or Helping Hand – PACT has your back

AUDIENCE & POSITIONING

AUDIENCE SEGMENTATION & TARGETING

A. GEOGRAPHICS: Where do your consumers live? What research supports this? Would there need to be different campaigns for different locations?

We aim to target consumers worldwide.

According to World Atlas, the top three countries whose people travel the most are Finland, the United States, and Sweden. We aim to target consumers in these countries. There would be a different targeted campaign for the United States as many of our solo female travelers are based in the US and go to European countries. Finland and Sweden are very similar and are located next to each other, so the campaign for Finland and Sweden would be the same.

<https://www.worldatlas.com/articles/countries-whose-citizens-travel-the-most.html>

B. DEMOGRAPHICS: What are the main demographic groups of your customers (e.g., age, gender, income level, status, family, religion, “race,” nationality, language, etc.)? What research supports this? [Info on demographics](#)

Women Ages 18-24

- Expendable Income
- Minimum Wage
- High School/College Students trying to see the world while young and who still might be under their parents' dependency.

Women Ages 25-34

- Women with disposable income and come from at least a middle-class family.

Women Ages 55-64

- Older Women with adult children who have disposable income to travel and see the world before retirement.

Women Ages 65+

- Retired Women with disposable savings trying to travel and experience the world.

We aim to target all races, religions, nationalities, and languages.

C. PSYCHOGRAPHICS: What are the attitudes, aspirations, beliefs, motivations, personalities, priorities, needs, hobbies, and lifestyles of your customers? Are there widely varying groups or are they fairly consistent? Describe. What research supports this?

Confident, Outgoing, Extroverted
 Prioritizes travel and experiencing other cultures
 Desires to visit as many countries or continents as they can
 Hobbies: Foodies, coffee lovers, readers, history enthusiasts, photographers

D. BEHAVIORAL: What behaviors do your customers demonstrate in relationship to your product/service/org? Are there various groups—for example, light, medium, and heavy users? Are there different ways people use this product or service? Different motivations? Different levels of brand loyalty? What research supports this?

Consumers can use PACT as often as they please. They are able to utilize it when they travel or plan trips, so depending on how often they travel yearly it could range anywhere from light to heavy use per consumer.

Users are able to choose whether they wish to find a travel companion, or whether they wish to still have the thrill of solo traveling but have friends to sightsee with at their destination. Users can choose whether to plan a trip with another female who is planning a trip to the same destination around the same time frame. Here they are able to plan trips, accommodations, and match based on what they want to do at the destination when they travel. The other option would be to travel alone and match with other female solo travelers at the destination when they get there.

E. BENEFIT SEGMENTATION: Are different audiences using products/services for different benefits? Identify.

Users are able to choose whether they want to plan a trip with a travel companion or whether they wish to travel alone and match with a solo female traveler to sightsee with at their destination.

F. DISTRIBUTION: Where do customers purchase the product/service or take the desired action? Can they go online? To a physical location? Is there a catalog? Are there different groups of people who access distribution one way vs. another, or is it a mix? Explain these audiences.

Consumers are able to download the application through the Apple App Store and the Google Play Store. They are also able to be directed to the app store through our website.

G. DECISION-MAKERS: Who tends to make the buying/donating decisions about your product/service? What research/data tells you this?

The user themselves.

■ SEGMENTATION

AGE As Defined By	Common Segmentations
YEARS	18-21, 22-34, 35-54, 55-64, 65+
LIFE CYCLE	Young Adults, Adults, Seniors
GENERATION	Baby Boomers (b. 1946-1964) Gen X (1965-1980), Millennials (b. 1981-1996), Gen Z (b. 1997-pres)

INCOME MODELS	Common Segmentations
	Anyone making over 30k

GENDER	Common Segmentations

VARIES	Female
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FAMILY	Common Segmentations
INDIVIDUAL STATUS	Single, Married, Engaged, Cohabiting, Divorced, Widowed, etc.
KIDS	N/A
FAMILY w/ KIDS CONFIGURATIONS	Single Parent, Mother & Father, Same-sex Parents, Blended Family, Extended Family (DINK) Dual Income No Kids Any of these people could be targeted, but we would target the ones who would leave their kid with someone and travel alone.

TARGET AUDIENCE(S)

Women Ages 18-24:

- Minimum Wage
- High School/College Students trying to see the world while young and who still might be under their parents' dependency.

Women Ages 25-34

- Women with disposable income and come from at least a middle-class family.

Women Ages 55-64

- Older Women with adult children who have disposable income to travel and see the world before retirement.

Women Ages 65+

- Retired Women with disposable savings trying to travel and experience the world.

POSITIONING

We will focus on safety features such as background checks, GPS Tracking, and PACT Pals. We will brand ourselves as the solo female travel app that prioritizes your safety.

PERSONAS

“PAINS & GAINS”

FRUSTRATIONS & FEARS	GOALS & GAINS
<p>What does a bad day look like for your customer? They want to plan a trip after not being able to travel for a year and they can't find anyone to go with. None of their friends are up to go and spend the money for a trip right now.</p> <p>What is this person afraid of?</p>	<p>What does this person want and aspire to? This person wants to travel to as many countries as possible and wishes they could travel full time.</p> <p>How does this person measure success? This person measures success as how many trips they can go on in a year. This person measures success as happiness, which they get from travel.</p>

<p>The possibility of going alone but something bad happens to them on the trip.</p> <p>What keeps this person up at night? Working out the logistics of taking a trip by themselves safely and costly</p> <p>What is this person responsible for? This person is responsible for herself and maybe her husband and or kid(s). She is responsible enough financially to support her family but still save enough to travel.</p> <p>What obstacles stand in this person’s way? Finding a travel buddy that they trust and being able to split costs with them.</p>	<p>How could this person benefit? The benefits of Pact include having a safety net everywhere you go with our GPS tracking and through our Pact Pal program. Another benefit of Pact is spending less if you choose to travel with a companion as you are splitting the costs of accommodations.</p> <p>What can we offer this person? The ability to take these trips and make the most out of their lives, without having to wait for certain friends and family to join them.</p>
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WRITING PERSONAS

PERSONA #1

<p>NAME: PACT Consumer PERSONA TYPE: Primary</p>	
<p>AGE: 21 OCCUPATION: Event Planner STATUS: Single LOCATION: Tampa, USA</p>	<p>EDUCATION: Bachelor of Design/ Bachelor of Architecture INCOME: \$30K MOTIVATORS: Travel, architecture, food, design</p>
	<p>GOALS: She wants to travel the world and be an influential architect. Travel gives her insight into different lifestyles and cultures that she enjoys learning about. She is very interested in European architecture and traveling is always the perfect opportunity for her to learn more about new designs.</p> <p>FRUSTRATIONS: Most of her friends cannot afford to travel or split travel costs and those that can do not have enough time on their schedules for architectural trips to Europe.</p> <p>BIO: As an event planner, she has the habit of traveling to look for potential meeting sites and venues for her clients. She enjoys doing this even in her free time and genuinely loves engaging in new experiences and meeting new people. She has an adventurous spirit and traveling helps her feed this spirit.</p>



PERSONA #2

NAME: PACT Consumer		PERSONA TYPE: Primary	
AGE: 25 OCCUPATION: Secretary STATUS: single LOCATION: Chicago		EDUCATION: Master's education INCOME: \$40k MOTIVATORS: Life, passion, culture	
		GOALS: To travel the world and become a well-traveled and cultured individual. FRUSTRATIONS: budget, travel buddies, time to travel BIO: Person 1 is a young woman who has recently started working, makes 40k a year working as a secretary/personal assistant for a CEO in downtown Chicago. She has always had a huge passion for traveling starting with making her way through Europe. She has been able to take a few trips with her family to Venice and Spain but as of lately she had the traveling itch and wants to get back out there, now that the pandemic is slowly fading. She would rather travel with people her age over family this time so she can have a different kind of fun, but none of her friends seem to be on the same page as she is- financially and time. She is willing to take time off and sacrifice to take a few trips and she needs to find someone who is.	

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MARKETING FUNNEL

MARKETING FUNNEL & ENGAGEMENT	What exists now?	What needs to be created or changed?
<p>AWARENESS & INTEREST How might a persona become aware of the company and interested? Word of mouth? FB ad? Google search? News? Personal stories? Blog article? Video? Emotional content? Website? eBook? A combination? Etc.).</p>	<p>What is available now to engage the prospect? Currently word of mouth would be the only active way someone will hear. Press release Video</p>	<p>What needs to be created or changed? Website Social Media</p>
<p>CONSIDERATION: What process of consideration is likely to happen? (Comparing competition? Reading reviews? Asking friends? Reading news? Searching Google? Watching videos? Reading a compelling story? Learning something new? Signing up for an email newsletter or texts?)</p>	<p>What information, stories, and inspiration will the person need to be able to make a decision? List what exists now. Connect with the love of travel and wanting to make the sacrifice and get out there and see the world.</p>	<p>What needs to be created or changed to help prospects make a decision? Video content and website</p>
<p>CONVERSION: How will the shopper convert to customer? What media will be most persuasive? What calls to action will be readily visible? What information or special offers might compel action?</p>	<p>What is available now to make conversion easy? The ability to simply download an app and match with a travel partner.</p>	<p>What needs to be created or changed to make conversion easy? There needs to be an apple app store link for easy downloads on all social medias. There needs to be an apple app store and google play store download button on the website.</p>

<p>LOYALTY: What experience will the consumer have after taking the desired action? Will the product and/or service exceed expectations? Is there a way to return a product easily? Receive special offers? Receive quick, accurate customer support? Increase donations? (Etc.) What might need to be created?</p>	<p>What exists now to encourage loyalty?</p> <p>There is engaging content (inspiring photos and fun videos). Having engaging content that inspires travelers to plan a trip would increase downloads and overall time on site.</p>	<p>What needs to be created to encourage repeat sales, donations, etc.?</p> <p>There needs to be a way to enter your credit card when signing in and allowing them to opt in for recurring payments when monthly fees are due.</p>
<p>ADVOCACY: How can customers endorse the company/org? Review products or service? Post user-generated content (e.g., in contests)? Repost news? Suggest a new member for a discount?</p>	<p>What opportunities exist now for happy customers to engage others?</p> <p>Users can review PACT in the app store, google play store, or they can post content from their travels.</p>	<p>What needs to be created or changed for customers to easily pass on good word about their experiences?</p> <p>We need to be active on social media to engage with customers. We need to establish a hashtag for customers to tag when traveling in order for us to see/repost their content.</p>

GOALS, OBJECTIVES & MEASUREMENTS

GOAL OF THIS CAMPAIGN

- Launching business
- Increasing brand awareness for the purpose of getting investors.

OBJECTIVES & MEASUREMENTS

Acquisition-Behavior-Conversion (ABC)

A	B	C
Acquisition KPIs	Behavior KPIs	Conversions KPIs
Visitors 	Bounce Rate 	Goal Conversion Rate 
Percentage of New Visitors 	Pages per Visit 	Goal Completions 
Number of New Visitors 	Average Visit Duration 	Goal Value 

YOUR OBJECTIVES	PERFORMANCE MEASUREMENT
Raise Brand Awareness	Increased likes, followers, mentions, retweets
Enhance Customer Relations	Increased engagement, reviews, positive reposts
Drive more Website Traffic	Increased # of visits, time on site, traffic from SM
Launch new customers	Increased # of new visitors
Improve Conversion Rates	Increased downloads. Increased traffic from SM sites,
Increase Loyalty	Increased visits, time on site, SM engagement

CAMPAIGN STRATEGIES & TACTICS

STRATEGIES

Key Performance Indicator	Your Strategies
Increased # of visits, time on site, traffic from SM	<ul style="list-style-type: none"> - Redesign website to appeal to young adults - Include engaging videos, click-worthy articles, inspiring photos - Add social proof / testimonials /reviews
Increased likes, followers, mentions, retweets	<ul style="list-style-type: none"> - Post engaging social media content regularly - Post videos/photos to engage with followers - Repost content of customers
Increased engagement, reviews, positive reposts	<ul style="list-style-type: none"> - Be active on social media - Reply to followers - Reply to reviews - Repost follower content

Increased # of new visitors	<ul style="list-style-type: none"> - Have engaging social medias - Have engaging website - Run social media campaign - Have hashtag for users to use when posting about travels - Repost content from users - Influencer Campaign
Increased downloads Increased traffic from SM sites	<ul style="list-style-type: none"> - Have an engaging header on website with a call to action to download our app - Run a social media campaign - Use influencer marketing
Increased visits, time on site, SM	<ul style="list-style-type: none"> - Post engaging social media content regularly
Engagement	<ul style="list-style-type: none"> - Post videos/photos to engage with followers - Repost content of customers

TACTICS

OWNED ASSETS

Website: Domain- PactTravel.com
 Video for Website- Introducing Pact, who we are, testimonials
 Email- PactTravel@outlook.com
 Social Media Accounts- Facebook, Instagram, Twitter, TikTok
 Email Marketing

PAID MEDIA

Social Media Advertising
 Influencer Marketing

EARNED MEDIA

Sharing of Content on Social Media
 Reviews
 Testimonials

EXPLORING MESSAGING

TOPICS OF FOCUS

PACT focuses on:

- 1) Safety
- 2) Solo Female Travelers
- 3) Finding a Travel Buddy
- 4) Adventure

Creative Collection

Link to my Google Drive Image Folder:

<https://drive.google.com/drive/folders/1OLCR-vpwrvnVqNQShAofBfzCxDCAkoKb?usp=sharing>

Example 1**Example 2**

Example 3



SBA Loan Research

How to Qualify for an SBA Loan according to Noelle Randall:

1. You must operate for a profit.
Cannot be a nonprofit organization and must have expenses sorted out to where your profit is greater than your expenses.
2. Make sure the business falls under the definition of small business by the SBA.
The business must meet profit standards and number of employees within the SBA's specified range to be qualified as a small business.
3. You must be engaged in business within the United States.
4. You, as the business owner, must have a reasonable investment that you have already made towards your own company before applying for a loan.
5. You must use alternative financial solutions prior to going to the SBA.
6. You must demonstrate a need for a loan.
7. It must be for sound business purposes.
8. You cannot be delinquent on any federal debt.

Based on the research I have conducted; I have constructed a plan to successfully apply and qualify for a Small Business Association loan. Developing a start-up can be very costly without investors or loans. Creating an application alone can cost tens of thousands of dollars. In order to apply to get an SBA loan, first I will have to either fundraise or find investors to put forth the amount needed to get development of PACT Travel started.

To gain interest of investors, I plan to perfect my pitch as well as network as much as I can to meet potential investors. I also plan to pitch my idea to my friends and family to gain their

interest in my project and possibly gain investors, if not leads to who they think may be interested in investing. Once I have contributed roughly \$5,000 towards my business, the next step will be to get my app developed and have it up and running to generate a profit. Once I have a functioning application that makes more profit than expenses, then I can start the process of applying for an SBA loan. With \$5,000 contributed, I will be able to apply to get an SBA loan of \$50,000. After applying for the loan, I plan to hire a skilled developer to help perfect the design and functionality of the app.

Once the PACT Travel application is fully up and running, I plan to maximize the profits made to pay back the loan. With the SBA loan, I hope to be able to have the funding to launch my start-up, and to be making a great enough profit to repay the lender.

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PACT MATCHES FEMALE TRAVELERS IN ADVENTURES ACROSS THE GLOBE.

[Download the App](#)

WHERE ARE YOU TRAVELING NEXT?

What is Pact?

Pact aims to aid women with a platform to plan safe trips, spend less money, and to find a buddy to travel with. The ability to match with someone with similar interests allows you to swipe right on women who do or don't want to spend the whole trip in museums, depending on your thing!

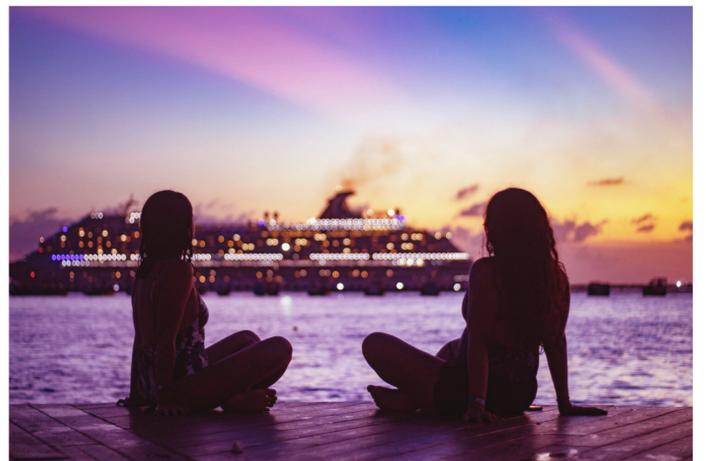


Match Me

The Match Me feature opens up the ability to set your budget openly, so women are able to know whether you plan to stay in a hostel together or in a 5-star hotel. Splitting the cost of an Airbnb or hotel room reduces the financial burden of solo travel that many run into. Our users are also able to share their interests on their profile, so they are able to match with other travelers with similar interests. This creates a trip where women are able to plan their itinerary with each other and experience all that the destination has to offer together. Women sticking together in housing situations, while exploring the city, or even while Ubering from place to place reduces the risk of anything bad happening. There is always safety in numbers, which also solves the issue of not wanting to travel alone due to lack of safety.

Meet Me There

The Meet Me There feature offers women a platform to match with other solo female travelers within their desired radius. The map will show everyone within your radius, as well as your current location. This allows women that enjoy traveling solo to do so while being able to meet up with another girl nearby, whether it be for drinks or to go to a concert.



Join The Pact!

Sign up to receive news and updates.

Get in touch.

Share your Pact travel stories, suggestions, ideas for improvement, or just say Bonjour!

PactTravel@outlook.com

Name *

First Name

Last Name

Email *

Message *



MEMBERSHIP

In order to maintain safety, we conduct background checks in order to verify your account. There is a required one-time membership and background fee of \$40. This ensures there are only women on here that are serious about travel, as well as ensures the safety of those who use PACT.

Safety Features



GPS Tracking

In order to utilize GPS tracking, we use Google Developer. GPS tracking offers the ability to search for other solo female travelers within your area. GPS is also used in our safety features.



Background Checks

Pact uses HireRight in order to verify each member. Safety is Pact's top priority. The purpose of the background check is there to confirm that the user identifies as a woman, the person has a safe background history, and for personal identification purposes in case any circumstances arise. There is a one-time payment to conduct a background check in order to verify your profile. Every profile must be verified to be able to chat with other members or to plan a trip.



Secure Pay Window

To ensure the safety of our users, we only take payment through Stripe, our secure pay portal. This will be used for the one-time background check payment.

History of Pact

Pact was created by college student Caroline Clements in 2021. Caroline grew up in Atlanta Georgia and always wanted to travel to Italy, but none of her friends could go. So, her dream was to create an app that would match women's destinations and interests. "Pact Travel for women" was born. An easy "swipe right" would allow women to connect, form friendships and plan adventures. Members would pass thorough background checks. Then, these "Pact Pals" form a network around the globe, explore together, and help guide others in safe, budget-friendly travel. Caroline launched this exciting business to share her dream with others--and even set out to design her own app, website, and videos. And yes, she made it to Italy! Now what's *your* dream?



Traveling – it leaves you speechless, then turns you into a storyteller.



Make a friend in every city with Pact!

Our Mission

The Pact app matches solo female travelers in safe, fun, budget-friendly adventures across the globe.

Pact is the best of both worlds! You can do everything you want, but not have to do it alone.



Share your Pact Experience

Hear what other women have to say about Pact!

Read first-hand stories from other Pact travelers who used our app to transform their solo travel experience. Submit your stories through our contact form to be featured!

