

Travel Google / Meta Ads Plan

Travel & Tourism

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a paid-ads plan for a travel business — Google search vs Meta discovery, audience and keyword targeting, offer and creative, lead forms and budget, and cost-per-enquiry targets — so ad spend generates bookings, not just clicks. Use it to run paid ads. For organic use the Travel Social Media & Content Plan.

Purpose of this tool & output

Paid ads that generate real enquiries

How the output is used

Use it for paid ads that generate real enquiries — a travel Google and Meta ads plan across audience, creative and budget.

Important cautions

Set CPA targets from real booking margin; travel ad clicks are pricey — qualify leads and follow up fast.

Companion documents

- Travel Digital Marketing Plan
- Travel Social Media & Content Plan
- Travel Website & SEO Plan
- OTA Listing & Optimization
- Travel Influencer Collaboration
- WhatsApp & Broadcast Marketing

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.