DINO MITE
EXPLOSIVE CREATIVITY, IMPACTFUL RESULTS

Elevating Travel Brands with Breakthrough Marketing

Navigating Travel Success with Innovative Campaigns and Strategic Growth

Does any of this sound familiar to you?

Evolving Customer Demands

Customer insights gap

Understand different customers' need from an end-to-end perspective, ahead of market trend.

Disconnect with Gen Y & Z

Gen Y & Z feel self-sufficient in trip planning. They also expect seamless digital experiences and eco-friendly options.

Content creative gap

Staying ahead of digital trends and personalization needs requires constant innovation.

Standing Out in a Crowded Market

Product differentiation

Agencies offer similar services, leading to price wars and reduced appeal to younger travelers.

Marketing strategy gap

Many travel brands struggle with low engagement rate and a poor return on ad spend, result in low quality leads & conversion.

Social bragging right

Modern travelers are expecting engaging, personalized & shareable experiences to show off on social media.

Maximizing ROI in Marketing

Best of both worlds

Balancing between campaigns that drive uplift in revenue and brand awareness building.

Industry insights gap

Traditional, generalized campaigns lack impact; targeted, measurable approaches require industry insights.

Lack pull factor

Overloading information can lead to customer disengagement, limiting curiosity and conversions.



What Makes Dinomite Different

1 Travel-Focused Expertise

Dinomite is the only **marketing agency** in Southeast Asia that **focuses exclusively** on the **travel industry**.

2 Creative Campaigns

Our **bold campaigns** get attention and make **brands stand out**, all while **focusing on results** and hyper localized.

3 Data-Driven Results

Dinomite combines **travel experience** and **digital marketing strategies** to deliver **deeper insights** and **more effective campaigns** for **travel agencies**.

4 Expand Your Reach

Grow your **brand's reach** - **vertically** with new offerings, **horizontally** into fresh **customer segments**.

Breakthrough Limits with Dinomite's Solutions



Engaging Younger Generations

We craft strategies that captivate Gen Y & Z through influencers, interactive social media, and tailored content.



Staying Trendy

Our trend analysis keeps your agency ahead of market shifts, ensuring constant relevance and competitiveness.



Product Differentiation

We design standout offerings that break tradition, creating unique, experience-driven travel options for both Millenials and younger generations.



Modern Marketing Expertise

We optimize the latest marketing channels, driving engagement, growth, and maximizing ROI.



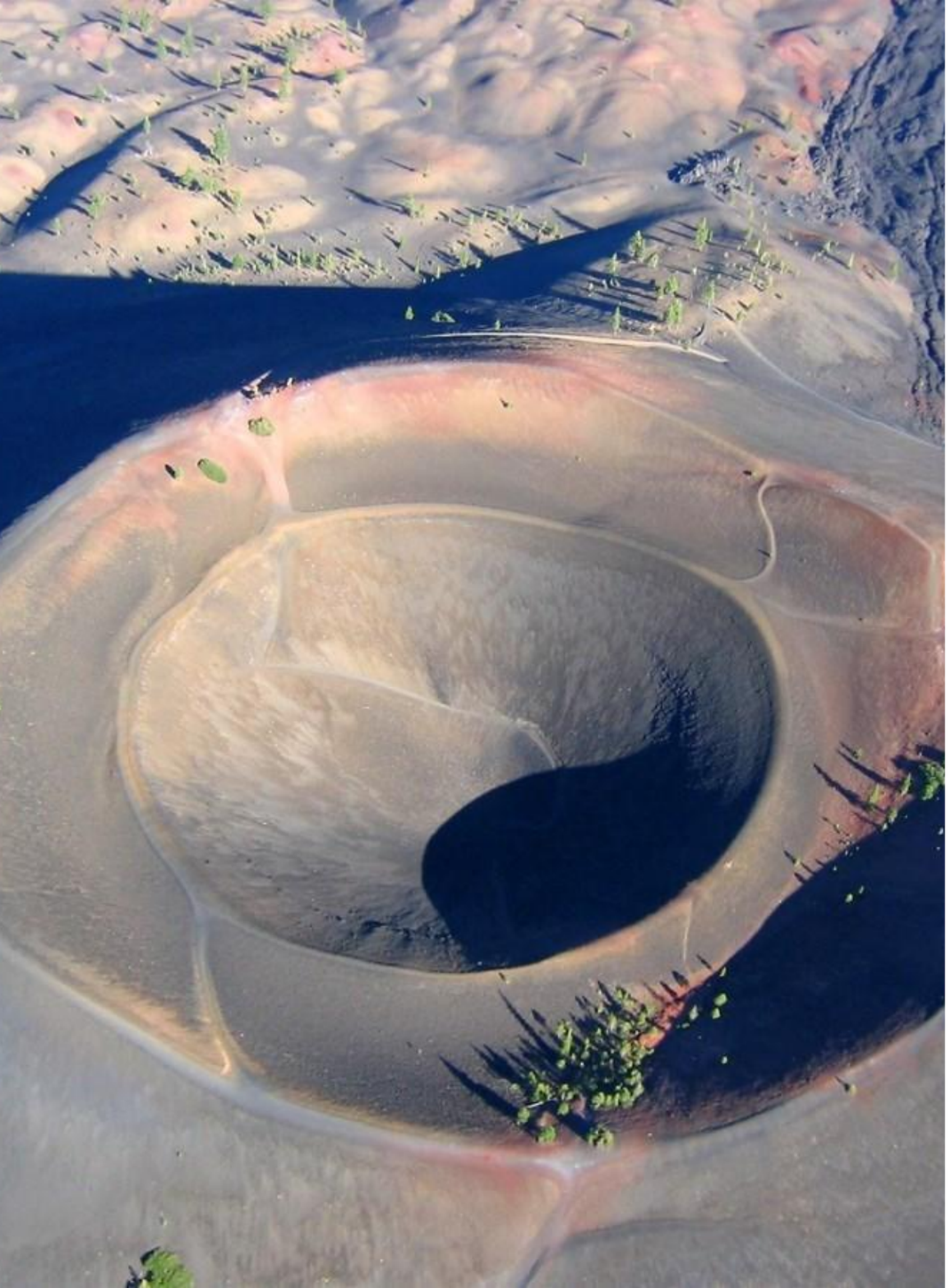
Pull Marketing Strategies

We create curiosity and intrigue, using story-led campaigns that naturally attract travelers.



Innovative Product Development

We collaborate with brands to develop fresh products that appeal to younger audiences, guided by in-depth research.



The Evolving Travel Landscape

1

Rapid Digital Transformation

Mobile optimization and **user-friendly interfaces** are critical for reaching **global audiences**.

2

Rise of Influencer Partnerships

Influencers bring **authenticity** and **expand brand reach**, building **trust** with potential travelers.

3

Strategic Data-Driven Campaigns

Emotional connections and **conversions** are driven by targeted, data-informed marketing strategies.

Complete Travel Marketing Services, Proven Impact

KOL Management

Ensure your brand's message resonates with the right influencers.

Social Media Management

Develop and execute engaging social media campaigns.

Content Creation & Optimization

Craft compelling stories that attract and engage your audience.

Digital Advertising

Reach your target market effectively with strategic advertising campaigns.

Email Marketing & Automation

Nurture relationships and drive conversions with targeted email campaigns.

Website & SEO

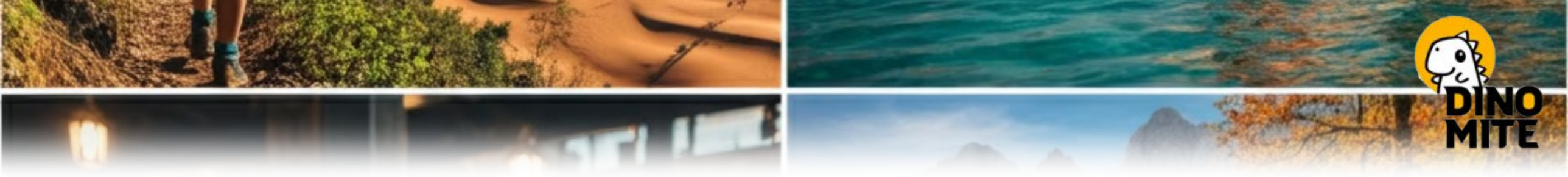
Optimize your website for search engines and user experience.

Analytics & Reporting

Track your progress and measure the impact of your marketing efforts.

CRM & Customer Service

Build strong customer relationships with personalized communication and support.



Elevate Your Brand's Voice by Powerful Campaigns

1. **Establish Expertise**
2. **Create Authentic Connections**
3. **Leverage Exclusivity**
4. **Immerse the Audience**

Sample of Past GTM Campaigns with Different Objectives



#WanderlustInFocus

Boost social **engagement**



Eco-Friendly Travel

Partner with eco-conscious **influencers**



#TravelSmartChallenge

Increase **interaction** and **brand visibility**



Bucket List Campaign

Share and stand a chance to **win**

Data-Driven Solutions: Unlocking Your **Brand's Travel Marketing Potential**

1

Deep Data Dive: Understanding Traveler Behavior

We go beyond basic analytics. We **explore your data** to **understand how travelers behave**, discovering **opportunities for your brand**.

2

Track & Optimize: Real-Time Performance Monitoring

We don't just launch campaigns and wait. We **monitor your campaigns** closely, providing **detailed analytics** so you can **see what works** and improve your strategies.

3

Predict the Future: Data-Driven Insights for Growth

With **advanced analytics**, we **predict future trends** and **understand evolving customer preferences**. This helps your brand **stay ahead** and **grow**.



Content → Convert

SEO-Driven Approach

We ensure your **content ranks high** in **search** results, driving **organic traffic**.

Engaging Storytelling

We craft **compelling narratives** that resonate with your **target audience**.

Visual Mastery

Our team produces **stunning visuals** that **capture** the **essence** of travel.

Multi-Platform Optimization

Content is **tailored** for **optimal** performance across **various** digital **channels**.

New Platforms, Real Growth for Travel



TikTok

Reach Gen Z

Influencer Power

Visual Fun



RED

Affluent Travelers

Exclusive Stories

Trusted Reviews



Lemon8

Visual Inspiration

User-Generated Content

Curated Beauty



LinkedIn

Verified Professionals

Humanize Travel

B2B Growth

Because your campaigns **deserve to stand out**! Our **data-driven strategies** deliver **real engagement** across every platform, transforming **curiosity** into **bookings**. With **measurable results** and **creative campaigns**, Dinomite fuels the growth your agency needs.

Don’t just market—Dinomite it!

Our Approach: A Proven Path to Success

1 2 3 4

Research Discovery

We **explore** your **brand, target market**, and **audience** to create a **tailored** approach.

Strategic Blueprint

We design a **customized plan** with **clear objectives** and **actionable steps** for success.

Effective Execution

We deploy your strategy **effectively** across **all key channels** for **optimal impact**.

Data-Driven Optimization

We continually a**nalyze data** to **fine-tune** strategies and **enhance** results.

> **Great experiences help you connect with your audience.** Use stunning content and personal touches to **build strong, emotional bonds** that keep people **engaged and loyal.**

Why Choose Dinomite?

Travel-Exclusive Focus
We understand the nuances of the travel industry better than anyone.

Full Suite of Services
Your all-in-one marketing partner with stories that inspire travelers.

Tailored Solutions
Every brand is unique, so every solution is custom. No templates.

Expert Team
Leverage 27+ years of travel and e-commerce expertise from our founders.



Meet the Masters behind the Magic



Xinyi Sia

Xinyi has 12+ years of experience leading teams at travel & e-commerce companies like Expedia, Klook, Agoda and Alibaba. She understands the travel industry's challenges, specializes in identifying root problems and crafting creative solutions.

Vision: Deliver tailored & data-driven marketing solutions for travel brands.



Ashleigh Ng

Ashleigh has 15 years of marketing leadership experience. She helps brands turn complex marketing challenges into effective strategies. Ashleigh focuses on creating data-driven campaigns that deliver results across all marketing channels.

Vision: Elevate travel brands through comprehensive, creative marketing strategies.



Exclusive Early Access: Act Now!

1

Limited Spots Available

Be among the first to experience our travel-exclusive marketing strategies.

2

Competitive Edge

Gain an advantage by partnering with Dinomite before your competitors do.

3

Customised solutions

Receive dedicated attention as an early adopter because every needs are unique.

Let's make your brand ROAR!

Click HERE to book a chat today!

DINO MITE™