



AVENUE TWO®
TRAVEL

PARTNER MARKETING OPPORTUNITIES

WE JUMP AT THE CHANCE TO TALK ABOUT THE PARTNERS WE LOVE.

Avenue Two Travel's co-op marketing program highlights our top supplier partners through tailored marketing campaigns. Working closely with each partner, we design a custom plan to meet their unique goals with curated, evergreen content that lasts beyond the campaign timeline.

Each campaign element is not only an opportunity to promote the partners we love, but also to inspire and engage our audience with content that feels less like a sales pitch and more like a feature in your favorite magazine.

Let's work together to educate, inspire, and grow.



WORD TRAVELS FAST...

Our reach goes beyond just the Avenue Two Travel audience. We share each campaign element as grab-and-go content for our advisors to use on their own websites, social media, and email marketing.

EMAIL MARKETING

Audience of 12,000+
5,000+ sends per campaign

SOCIAL MEDIA

Instagram following of 9,500+
Facebook following of 4,000+

WEBSITE TRAFFIC

\$2,500 monthly users

overview & pricing

SUPPLIER SPOTLIGHT

Dedicated page on website
featured on homepage during the month

Custom blog post

Client-facing e-blast

2 Instagram posts + 2 stories

2 Facebook posts + cover photo

Shareable social content distributed internally

Email signature featuring your product

30-minute webinar training for advisors

Spotlight in our weekly internal newsletter

\$4,000

SINGLE FEATURE

1 custom blog post

1 Instagram & Facebook post promoting blog

Shareable social content distributed internally for the team

Blog feature in monthly client newsletter

\$2,000

SOCIALITE

1 post on Facebook & Instagram

1 story on Facebook & Instagram

Shareable social content distributed internally for the team

\$500



SUPPLIER SPOTLIGHT

INCLUSIONS

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NATURE'S GREATEST HITS

Do you find yourself daydreaming as you stare blankly at the stunning, high-definition landscapes on your laptop's wallpaper? Us too.

It's time to put the "great" back into the Great Outdoors. Enter Lindblad Expeditions.

Traveling with Lindblad Expeditions is about embracing the wild, the remote, and sometimes, the chilly. With over half a century of experience in expedition cruising, Lindblad knows a thing or two because they've seen a thing or two.

So, pack your binoculars and your sense of adventure, and let's embark on a journey that goes beyond any route on Google Maps.

CUSTOM BLOG

March Supplier Spotlight: Lindblad Expeditions

Savannah Burton <savannah.burton@avenuetwotravel.com> Friday, March 1, 2024 at 11:49 AM



Cc: Avenue Two Travel Marketing Team; Bcc: Avenue Two Travel Staff

March Supplier Spotlight: Lindblad Expeditions

We are thrilled to feature Lindblad Expeditions as our March supplier spotlight! See below for signature line verbiage and upcoming webinar details:

- Webinar: Monday, March 25, 12:00pm CST. Marine Mammal Monday hosted by Lea Bain! [Click here to register.](#)
- Signature line:

Explore the four corners of the world with those who pioneered expedition cruising and know it best, Lindblad Expeditions.

INTERNAL WEBINAR

LINDBLAD EXPEDITIONS

Journey to the four corners of the earth with those who know it best aboard Lindblad Expeditions, with over half a century of experience in expeditions, Lindblad is a pioneer among expedition cruise lines.

Then passion for exploration and showcasing the world's most hidden treasures is just as strong as their commitment to making a positive impact on our planet and local communities.

WENELE TWO'S FAVORITE LINDBLAD EXPEDITIONS ITINERARIES



PARTNER LANDING PAGE

EMBRACE the wild

Do you find yourself daydreaming as you stare blankly at the stunning, high-definition landscapes on your laptop's wallpaper? Us too.

It's time to put the "great" back into the Great Outdoors. Enter Lindblad Expeditions. Traveling with Lindblad Expeditions is about embracing the wild, the remote, and sometimes, the chilly.

CUSTOM CLIENT E-BLAST

Savannah Burton 4/23 10:09 AM

Shareable Social: Embrace the Wild

Caption inspo:

It's time to put the "great" back into the Great Outdoors. Enter @lindbladexp. Traveling with Lindblad Expeditions is about embracing the wild, the remote, and sometimes, the chilly. Here are a few of our favorite Lindblad adventures:

Baja California
Imagine Mardi Gras, but underwater. Baja California is essentially a marine life party that we're all invited to. With Lindblad Expeditions, you can snorkel with sea lion pups, watch gray whales breach while having your morning coffee, and explore hidden coves by kayak.

The Amazon Rainforest
The Amazon Rainforest, a place so lush and green, it makes your local botanical garden look like a sad pet store. With Lindblad, you get to explore the less-touched parts of the Amazon, where the only traffic jams are caused by capybaras crossing the waterways.

Antarctica
Let's address the big, chilly elephant in the room: Antarctica. While there are more options for traveling to Antarctica than ever before, many alternatives pale in comparison to Antarctica with Lindblad. With Lindblad, you're not just going to see Antarctica; you're going

SHAREABLE SOCIAL



SINGLE FEATURE

INCLUSIONS

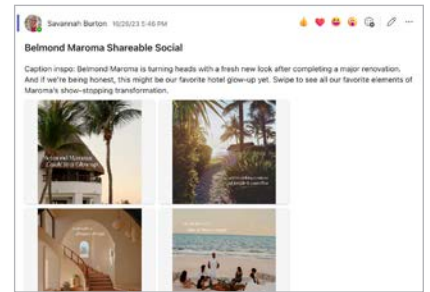
- 1 custom blog post
- 1 Instagram & Facebook post promoting blog
- Shareable social content distributed internally
- Blog feature in monthly client newsletter



CUSTOM BLOG



CLIENT NEWSLETTER FEATURE

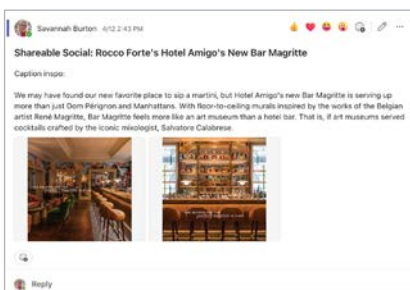


SHAREABLE SOCIAL

SOCIALITE

INCLUSIONS

- 1 post on Facebook & Instagram
- 1 story on Facebook & Instagram
- Shareable social content distributed internally



SHAREABLE SOCIAL

