



ZIM
CREATOR

DISCOVER THE ^{WORLD} OF BRANDING

YOUR GUIDE TO BUILD A SYSTEM OF YOUR BUSINESS AS A BRAND

www.zimcreator.com

Introduction

Transforming travel businesses with powerful branding, modern marketing, and digital experiences that inspire people to pack their bags.

From travel agencies to tour operators and holiday planners — we help your brand stand out, attract quality travelers, and convert inquiries into bookings.





Index

1. Branding

Building a strong identity and foundation for your travel business.

2. Content Creation

Creating visuals, videos, and written content that attract, inform, and excite travelers.

3. Marketing

Promoting your brand, reaching travelers, and converting inquiries into bookings.

4. SOP Formation & System Setup

Organizing your workflows so your business runs smoothly, professionally, and without errors.

5. Pricing

Helping your brand overcome the Branding and Marketing stepping stones, in your own pocket friendly way.



Branding

SIMPLE EXPLANATION

Branding helps travelers recognize, trust, and choose your business. A strong brand creates a memorable image, sets you apart from competitors, and builds confidence in your packages and services.

Mockups

- Travel website layout/design previews
- Mobile app interface mockups (booking, itineraries)
- Package brochure/flyer prototypes
- Social media post/ad mockups for destinations/offers
- Luggage tags, tickets, and merchandise branding previews

Posters and Flyers

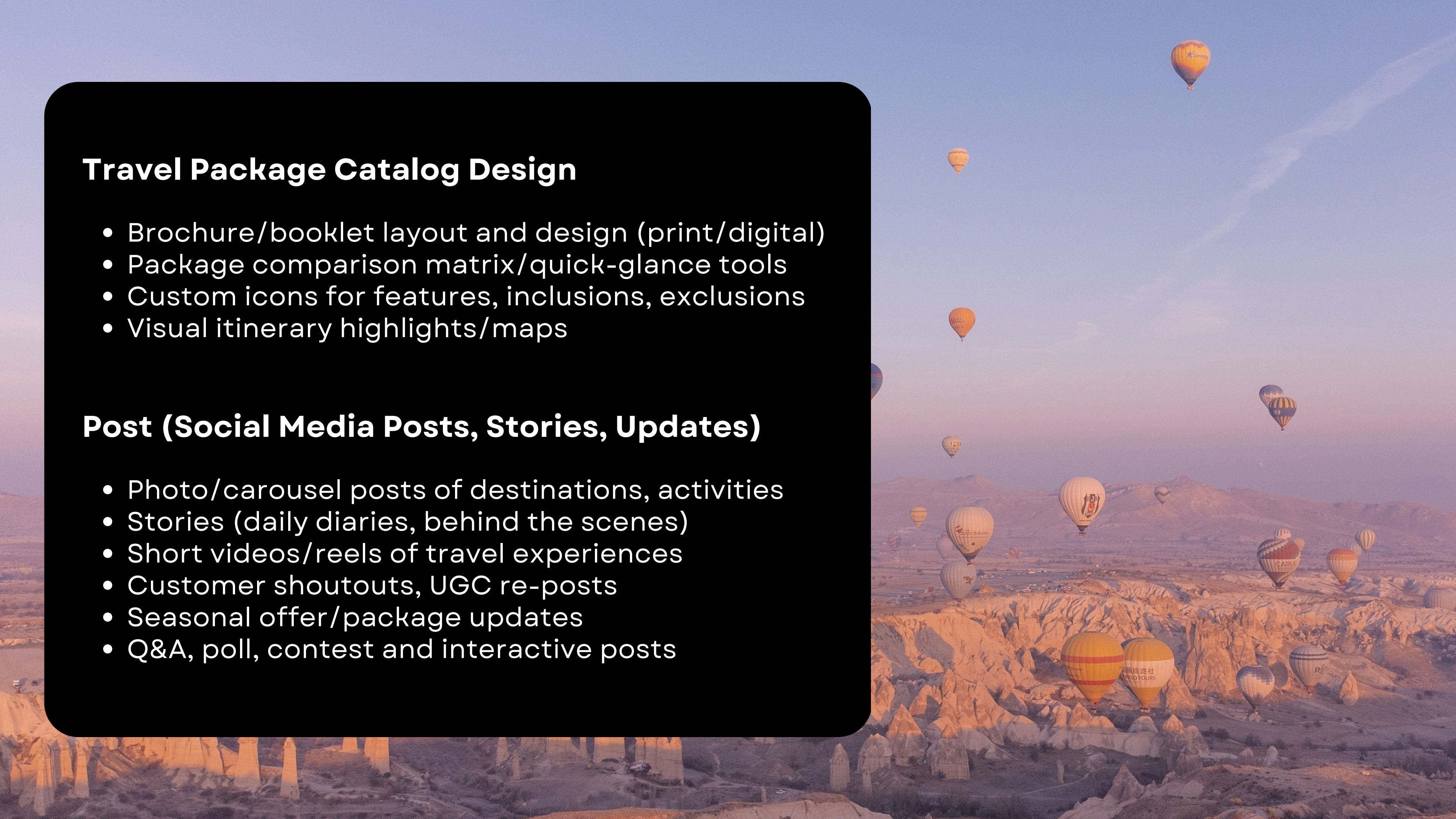
- Tour/package launch posters
 - Special offer flyers (digital/print)
 - Event, expo/travel fair invitation posters
 - Festival and seasonal travel campaign designs
 - Travel tips, COVID advisory posters
 - Location/sightseeing highlight posters
- 

Travel Package Catalog Design

- Brochure/booklet layout and design (print/digital)
- Package comparison matrix/quick-glance tools
- Custom icons for features, inclusions, exclusions
- Visual itinerary highlights/maps

Post (Social Media Posts, Stories, Updates)

- Photo/carousel posts of destinations, activities
- Stories (daily diaries, behind the scenes)
- Short videos/reels of travel experiences
- Customer shoutouts, UGC re-posts
- Seasonal offer/package updates
- Q&A, poll, contest and interactive posts



CONTENT CREATION

Content is how customers experience your brand before they travel.

Good photos, videos, posts, and descriptions help travelers imagine the trip, increasing interest and trust in your agency.

- *Travel guides for destinations*
- *“How to” articles/tips for travelers*
- *Package, itinerary descriptions*
- *Customer stories, testimonials, Q&As*
- *SEO-focused destination pages*
- *Photo/video blog content*
- *Festive/special event coverage posts*





Video Shoot

Video Edit AI

- Destination showcase videos
 - Tour experience, group event coverage
 - Guide/staff interviews/testimonials
 - Adventure, cultural, leisure activity shoots
 - Drone footage of scenic locations
 - Event coverage (festivals, launches)
- Promotional/trailer video creation
 - Story cutdowns and highlights
 - Subtitles, branding graphics overlays
 - Social media ad/reel/short edits
 - Customer review/testimonial edit montages
 - Montage of destinations/itineraries

MARKETING

Marketing helps your business reach the right audience at the right time.

With proper marketing, your agency gets more visibility, more inquiries, more trust — and ultimately, more bookings.

Social Media Marketing (SMM)

- Platform setup, daily management (Instagram, Facebook, Twitter)
- Travel tip, destination highlight posts
- Campaigns for tour packages, seasonal offers
- Hashtag strategy and influencer outreach
- Engagement with travelers/community building
- Analytics and performance reporting
- Paid ad campaign management

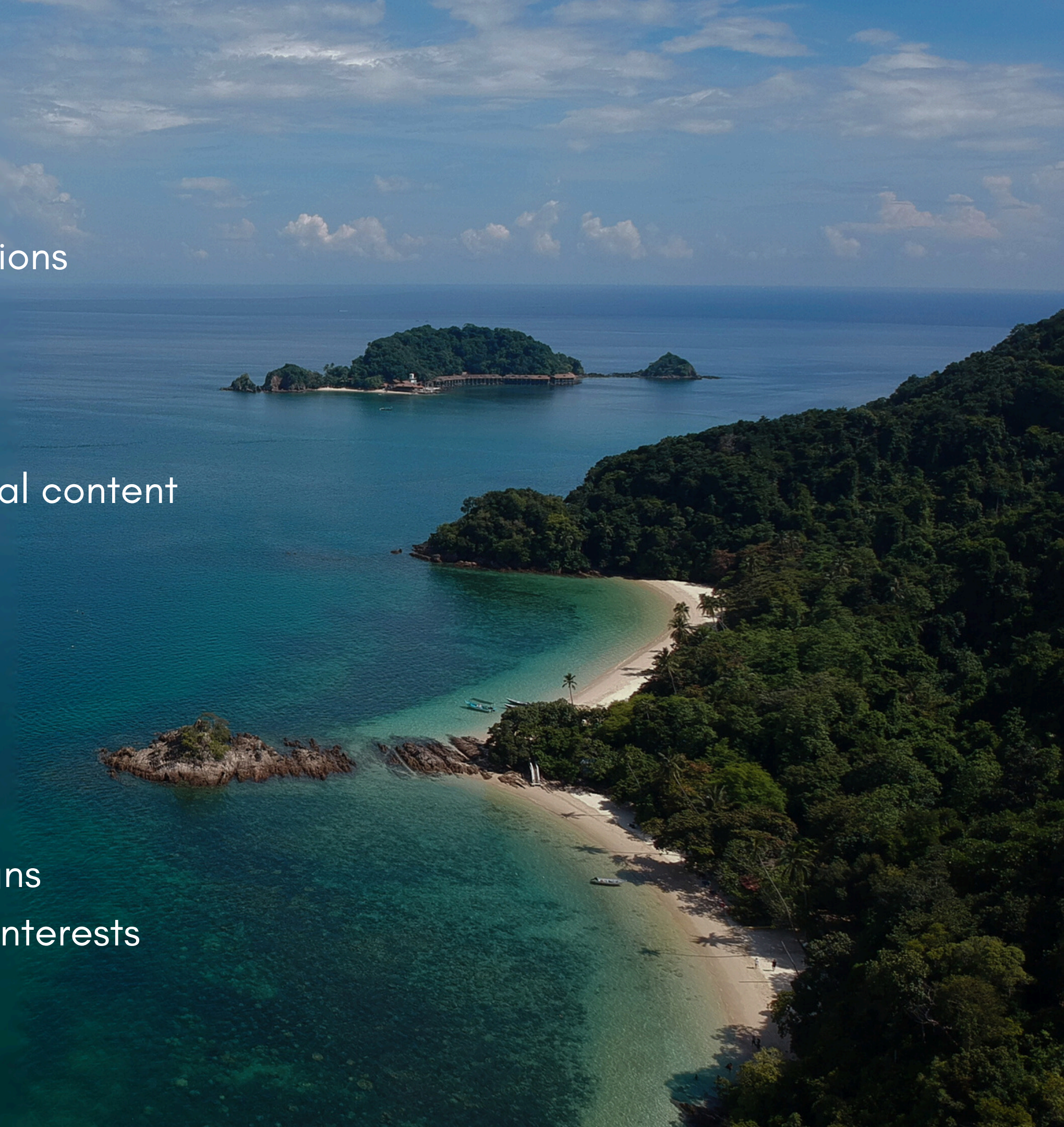


Event Marketing

- Travel expo/trade fair participation
- Launch events for new packages/destinations
- Online webinar/workshop promotions
- Partner/influencer meetup campaigns
- Event invite & RSVP management
- On-site branding, signage, and promotional content
- Live event coverage (stories, posts)

Email Marketing

- Newsletter creation and broadcast
- Promotional offer emails
- Tour/event invitation emails
- Automated journey and reminder campaigns
- Segmented email lists for targeted travel interests
- Feedback/review request emails



Advertisement (Digital & Print)

- Google/Facebook/Instagram travel ads
- Print ads in travel magazines, newspapers
- Video commercials for social/YT
- Retargeting campaigns, targeted deal ads
- Outdoor billboard/banner design
- Sponsored posts & partnership ads

SEO (Search Engine Optimization)

- Local and global keyword research
- Meta tags, schema setup
- Content and blog optimization
- Authority building (backlinks, guest posts)
- Google My Business, map optimization
- Page speed, mobile SEO audits

Influencer/Partner Collaboration Campaigns

- Partnered content/posts
- Blogger trip invitations/campaigns
- Affiliate program setup
- Joint giveaways and contests
- Brand ambassador program launches



SOP FORMATION & SYSTEM SETUP

SOPs and systems create order in your daily operations.

They reduce mistakes, save your team's time, and give customers a smooth, professional experience from inquiry to final booking.

Website Development

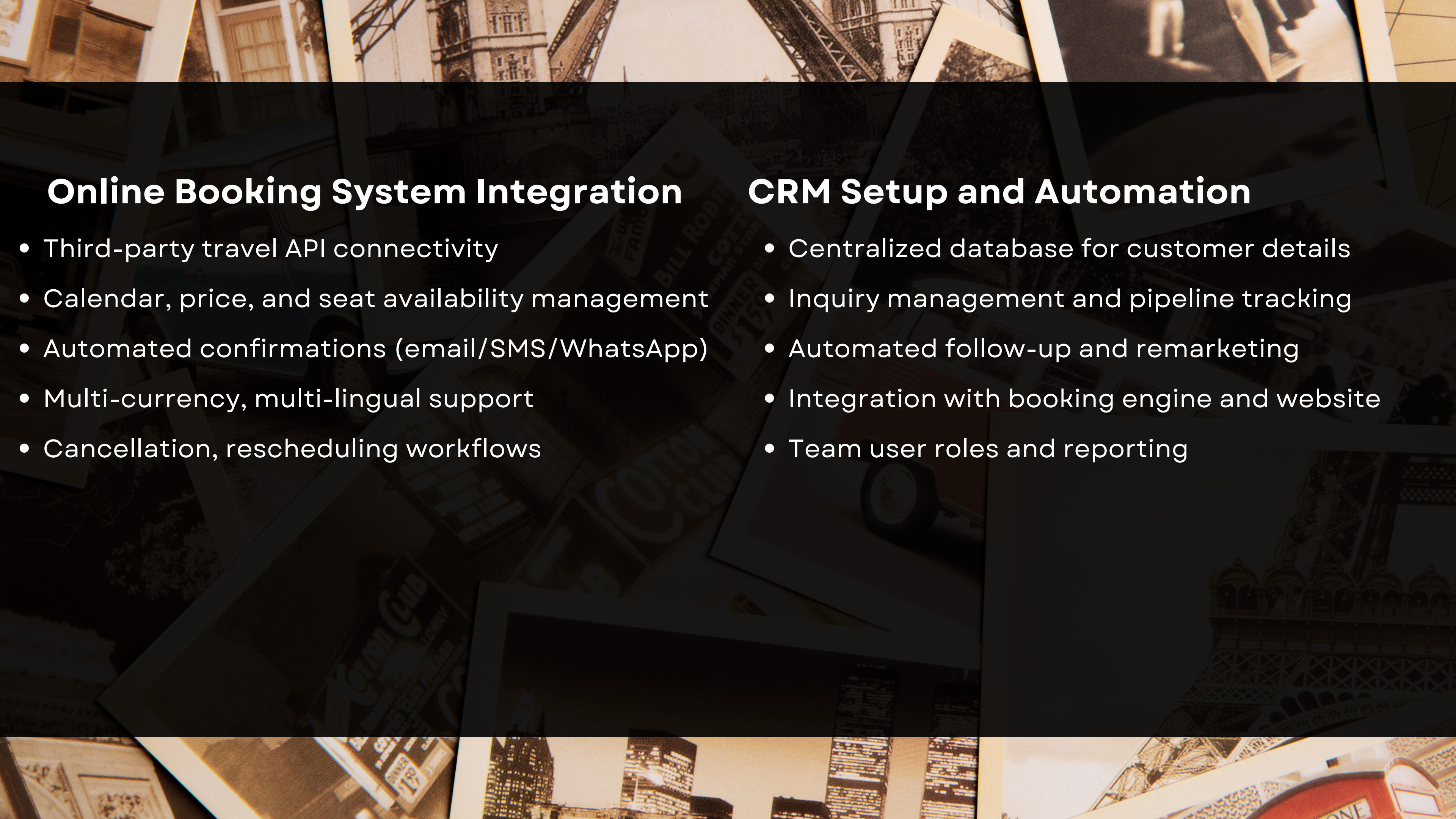
- Custom website design (UI/UX, responsive)
- Online booking engine integration
- Tour package showcase with visual galleries
- Destination info pages & itineraries
- Payment gateway, forms, live chat integration
- SEO optimization and technical maintenance
- Blog module for travel stories/tips

App Development

- Mobile booking/reservation apps (iOS/Android)
- Customer login, personalized recommendations
- Itinerary management and reminders
- Push notifications for deals/events
- Review and feedback submission
- In-app maps, guides, and virtual tours
- Travel document upload/storage features

Lead Generation

- Landing pages for inquiries and bookings
- Email capture and newsletter sign-ups
- Lead magnet creation (guides, coupons)
- Website chatbots and contact forms
- CRM setup and follow-up automation



Online Booking System Integration

- Third-party travel API connectivity
- Calendar, price, and seat availability management
- Automated confirmations (email/SMS/WhatsApp)
- Multi-currency, multi-lingual support
- Cancellation, rescheduling workflows

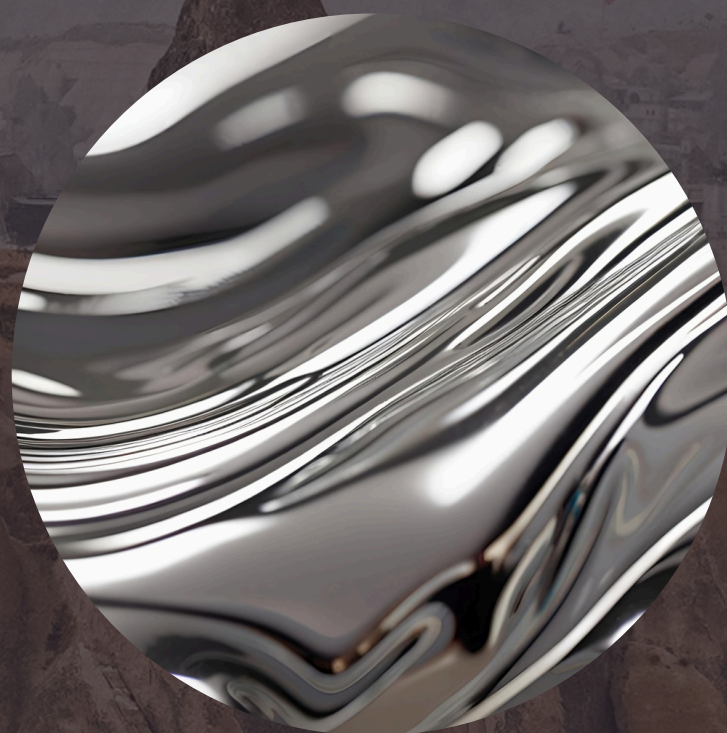
CRM Setup and Automation

- Centralized database for customer details
- Inquiry management and pipeline tracking
- Automated follow-up and remarketing
- Integration with booking engine and website
- Team user roles and reporting

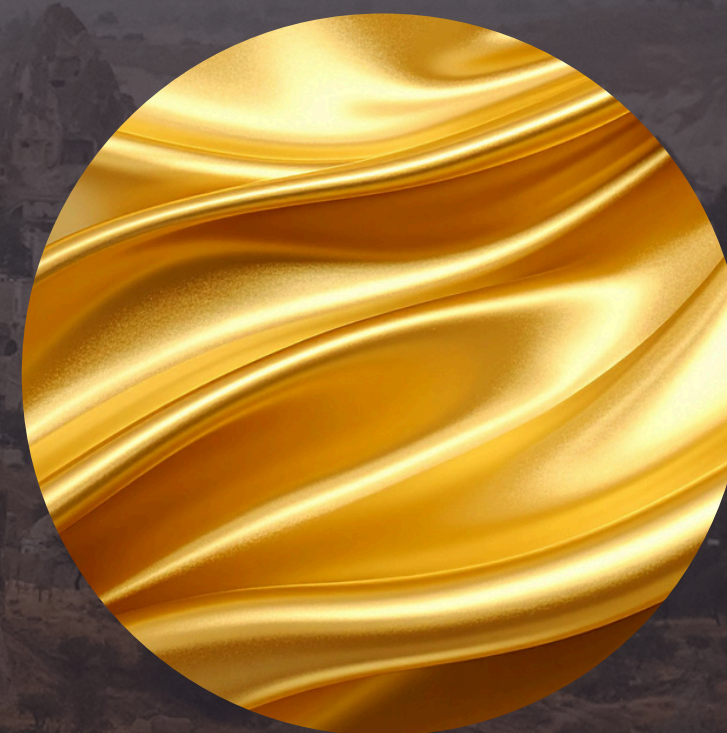
SERVICE PACKAGES



Bronze Package
(25,000 Dirhams)



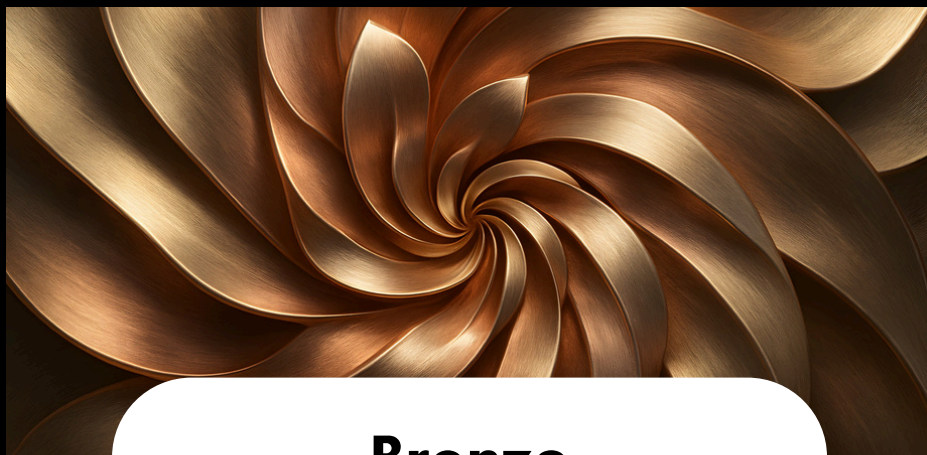
Silver Package
(30,000 Dirhams)



Golden Package
(35,000 Dirhams)

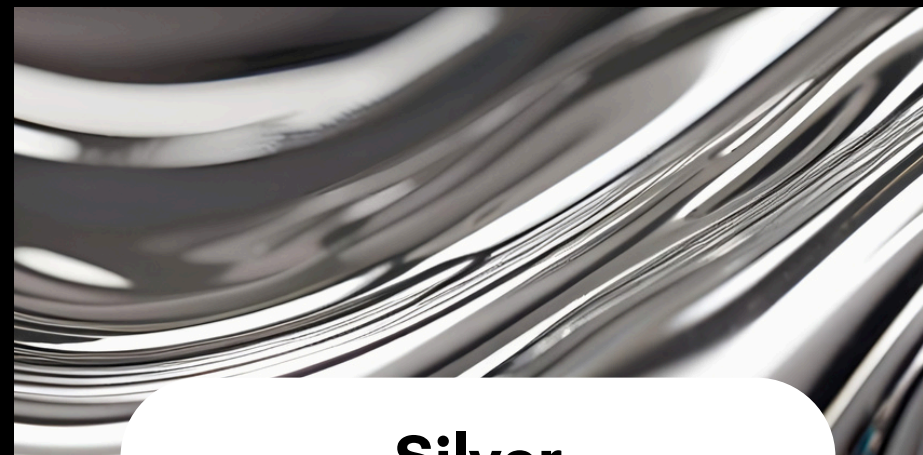
Package Tour

Please Feel Free To Contact Our Team For Further
Personalization/changes/preferences of a Different package



Bronze

Perfect for travel agencies that want
to establish their brand presence and
maintain consistent online activity.



Silver

Perfect for travel businesses ready to
upgrade their online presence with
professional visuals and a functional
website.



Golden

For established travel agencies aiming
for complete digital transformation
and aggressive growth.

Service	Bronze	Silver	Gold
Branding	✓	✓	✓
Social Media Management (SMM)	✓	✓	✓
Basic Social Media Content Editing	✓	✓	✓
Email Marketing	✓	✓	✓
Website Development	✗	✓	✓
Photo & Video Shoot	✗	✓	✓
Full Content Creation	✗	✗	✓
Full Marketing (Digital + Print + Ads)	✗	✗	✓

Service	Bronze	Silver	Gold
Lead Generation System	✕	✕	✓
SOP Formation & System Setup	✕	✕	✓
CRM Setup & Automation	✕	✕	✓
Virtual Tours / 360° Content	✕	✕	✓
Event Marketing Support	✕	✕	✓
Influencer/Partner Campaigns	✕	✕	✓

Terms & Conditions

- Quotation Validity: All quotations are valid for 30 days from the date of issue.
- Payment Terms: 50% advance payment is required to initiate the project. The remaining 50% must be paid upon final delivery.
- Revisions Included:
 1. Bronze Package: 2 rounds of revisions
 2. Silver Package: 5 rounds of revisions
 3. Gold Package: 6–7 rounds of revisions
- Additional Revisions/Requests: Any requirements beyond the defined scope or included revision rounds will be charged separately.
- Taxes: GST/VAT will be applied if applicable.
- Client Responsibilities: The client must provide all required media, materials, references, content, and timely approvals for smooth project execution.

- Project Timeline: Timelines may shift if the client delays in providing necessary inputs or approvals.
- Working Hours: All deliverables and communication will be handled within standard working hours/days unless otherwise agreed.
- Cancellation Policy: If a project is canceled after commencement, the advance payment is non-refundable. Additional completed work will be billed accordingly.
- Copyrights & Usage: Final deliverables are released upon full payment. Raw files are not included unless specified in the package.
- Portfolio Rights: Zim Creator Studios retains the right to showcase completed work in its portfolio unless the client requests otherwise in writing.
- Confidentiality: All client information and materials will be treated as confidential and will not be shared with third parties.
- Communication Mode: All official communication and approvals must be provided via WhatsApp, email, or any agreed platform for clarity and documentation.

Thank you



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Contact Us



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