



Nextra-V

983 Leads Acquired

The Challenge

Nextra-V, a Malaysian travel agency specializing in personalized travel experiences, faced the following challenges:

- 1. Limited Online Presence:** As a relatively new brand, they struggled to establish a strong digital footprint and connect with their target audience effectively.
- 2. Low Brand Awareness:** Competing against established travel agencies made it difficult to position themselves as a preferred choice for personalized and senior citizen tours.
- 3. Reaching Target Demographics:** Difficulty in identifying and engaging travelers interested in customized itineraries, senior citizen tours, and point-to-point transport services.

The Solutions

1. Social Media Optimization:

- Focused on platforms like Facebook and Instagram to showcase their services, such as VIP commuter experiences, senior-friendly travel, and custom travel plans.
- Created high-quality, engaging content, including videos, client testimonials, and destination highlights.

2. Targeted Advertising Campaigns:

- Developed ad campaigns aimed at specific demographics, such as families, retirees, and luxury travelers.
- Leveraged retargeting ads to reach users who interacted with Nextra-V's content but hadn't yet converted.

3. Promotional Campaigns:

- Ran limited-time offers and exclusive discounts to create urgency and boost bookings.
- Highlighted the unique value of Nextra-V's personalized services compared to competitors.

4. Community Engagement:

- Conducted Q&A sessions, live videos, and polls to interact with their audience and address travel-related queries.
- Shared customer success stories and positive reviews to build trust and credibility.

The Results



983

Leads

22.8%

Conversion
Rate

45%

Engagement
Rate