



the long tail

Start a global conversation across long tail markets.

The more you make available... the more you sell.

bigblueroad is the pioneer of a new travel trade conversation. We understand the importance of selling long tail products across long tail markets. We understand that customers are looking for more and more product across all markets around the world. We appreciate that yesterday's choice is today's abundance. And we know that the more you make available, the more you sell!

3 forces of the long tail

1. make it



2. get it out there



3. help me find it



bigblueroad ingredients for long tail success

- a market with demand
- rapid online technology
- long tail products & services
- localised application

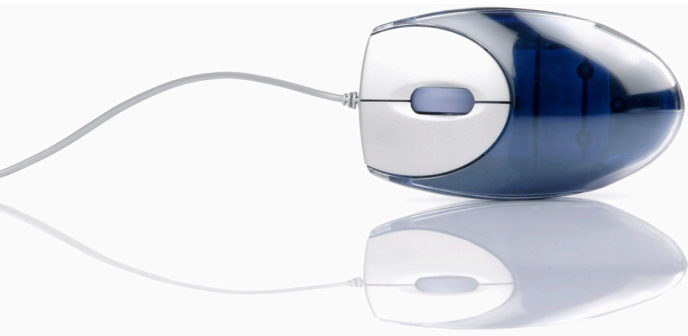
We combine traditional local sales and marketing support with online technology to reach out to the global travel trade community and initiate brand awareness, interest, trial and loyalty.

Our network of 55 Discover offices offers knowledge, expertise and experience to help our clients understand their new global customers. Our teams help build, implement and support local solutions that deliver.

- build engaging web strategies and start a global conversation
- place your brand online across our 55 market network – the long tail of emerging markets
- add local office sales and marketing support during the booking periods that matter
- utilise our technology product suite to maximise your ROI

clicks & bricks

(technology & people)



&



online marketing solutions (clicks)

- site design & builds
- online promotions
- email marketing
- surveys
- database collection
- reporting
- hosting
- translation

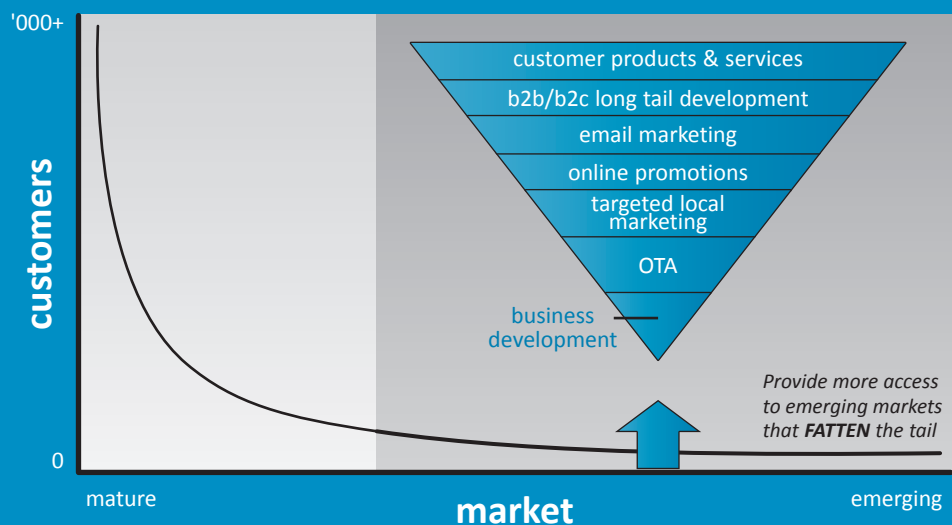
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(bricks) local e-marketing services

- sales calls
- sales blitzes
- telesales
- market research
- campaign marketing
- seminars
- distribution
- public relations

contact: info@bigblueroad.com

the long, long tail of success



contact us

bigblueroad works with some of the best technology partners in the industry to build successful online strategies that maximize ROI. Talk to us today and start your big blue journey down the fastest global highway in the travel industry.

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