

# 5 Critical Mistakes to Avoid When Marketing to Corporate Travel Buyers

Connecting the people that connect the world™



# Overview

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GBTA delivers world-class education, events, research, advocacy and media to a growing global network.

With our commitment to provide information that helps with your career success, this content guide will help you to prevent making mistakes in the moving parts of your marketing plan focused to the Business Travel Industry.



# 1. Failing to Network

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- Develop and maintaining connections is critical to success.
- Nothing is more effective than in-person interactions.
- Opportunities at business travel industry events provide a platform to meet with clients and reach new prospects





## 2. Failing to Market Year-Round

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- All Travel Buyers' purchasing paths are different; hundreds of micro-moments take place daily as they gather information about a potential purchasing decision
- Only marketing during industry events or major product announcements ensures prospects do not have your brand top of mind
- Year round marketing messages keeps your product or service on the radar of potential buyers



# 3. Overreliance on One Form of Marketing

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- Knowing the touchpoints in your clients market will help you position your product
- Finding the perfect mix of marketing requires testing and learning
- Consider a mix of both traditional and digital marketing



# New path to purchase includes different touch-points





# 4. Failing to Innovate

- With emerging technologies and a more digitalized travel manager, innovation needs to be top priority for companies
- Rapid market changes require services and marketing evolve at the same rate or you risk market share
- Hearing from subject matter experts and thought leaders at events can drive new innovative ideas. Take these findings and share across your organization or team to remain on cutting edge.



# 5. Keep Promises

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- Reputation matters more than ever. Everyone has a voice and platform to share opinions (both good and bad) about your product or service.
- The Business Travel Buyer community is well connected – shared ideas, experiences with companies and news travels fast
- More important than ever that companies be aware of this connected community and strive for perfection in everything they do to earn and retain more business



# Bonus! Make the ask



Don't fail to ask for referrals.  
You're doing a great job and need to  
repeatedly ask for referrals.

Ask for:

Testimonials to establish credibility.  
With interviews build:

- Video content for your website
- A case study for proof of a job well done



Learn more about how GBTA help your organization to connect your brand with corporate travel buyers



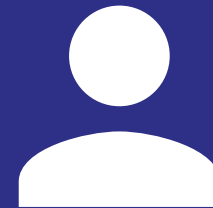
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# More About GBTA

The Global Business Travel Association (GBTA) is the world's largest professional association representing the \$1.4 trillion business travel industry. Our global membership includes 9,000-plus business travel professionals from every continent. Collectively, our members directly control more than \$345 billion of global business travel and meetings expenditures annually, and also represent every facet of the global travel industry marketplace.

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