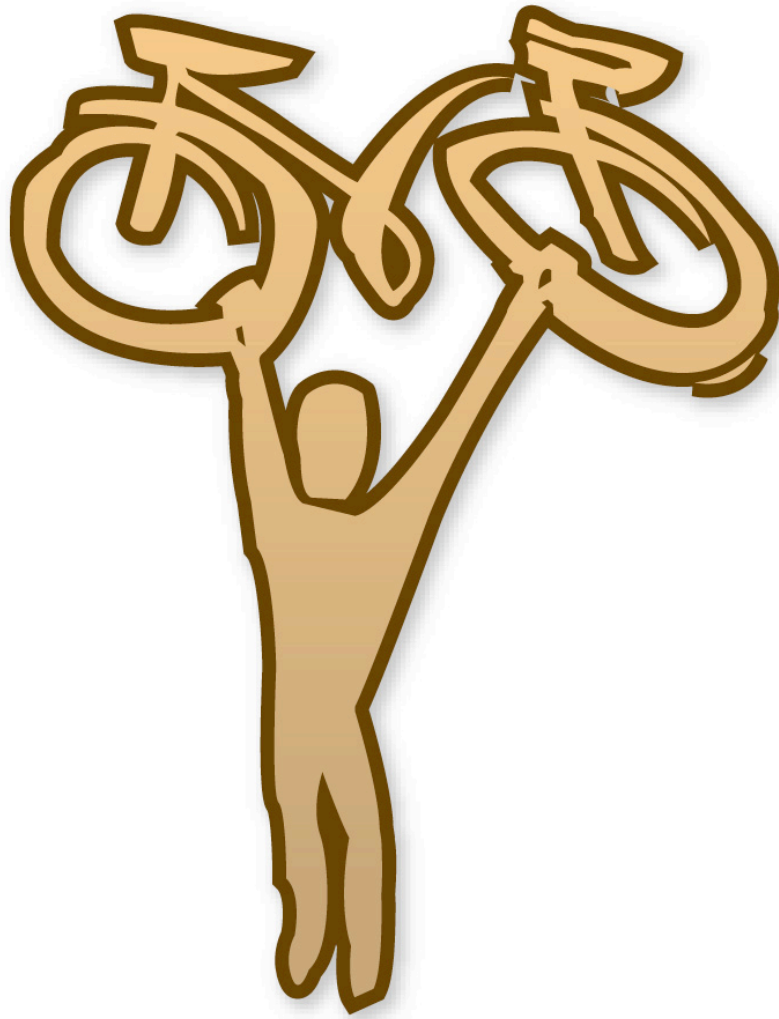


DreamTours marketing guide



Tour d'Afrique Ltd.

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Part 1: Introduction

Your DreamTours Marketing Plan

DreamTours is new

DreamTours is new - and you're part of the evolution. In this document we've put together our best ideas for stepping out with your plan. Take these suggestions for a spin - picking and choosing those you like best. Then email us with feedback - and suggestions of your own! Good luck - and enjoy the ride! There's quite the pay-off waiting at the end.

Show off your hard work - and win stuff

Once you get started marketing your DreamTour, we're sure you'll have crazy ideas we never even imagined. Send us photos (or a video!) of your best marketing endeavour or stunt and we'll reward worthy efforts with great prizes and Tour d'Afrique swag.

Your marketing plan

Unlike other events in your life - this isn't a contest. And, yes, it's meant to be fun.

How much time will you spend on this?

As amazing as your DreamTour will be - we don't want it to take over your life (your family would miss you!). Take any one of the following suggestions and aim to do **just one thing per week**. Whether that's talking to a friend at the gym, tacking up a flyer at your local bike shop or trying out the intrigues of social media - it's meant to be fun and we're here to help you make it happen. Let's go!

Make your DreamTours page shine

Get your kit together

Outline the plan

As you begin marketing your trip, you could find yourself composing the same DreamTours details over and over. Take a few minutes to prepare a "grab file" of background info, key points and a few photos. Save it somewhere handy, like your desktop, and it will always be easy to copy and paste.

In a blank Word document, describe your trip in a few sentences. Make it inclusive. Make it inspiring! Why would a participant want to come? The fact that this is *your* dream doesn't mean it will be an easy sale to others – ensure that it's going to turn them on!

List your details

Write a brief list of key details about your tour:

- proposed dates
- country or countries it travels through
- total distance
- start and end cities
- the basic route
- accommodation details

Add links

Copy and paste any relevant links into the document:

- Your [Flickr photo album](#)¹
- Your **Facebook profile**
- Your **DreamTour's web page and/or blog**

Now all your details are at your fingertips - all the time. Save the document to your desktop.

Add some photos

Put together some photos of you - having fun! (No suit and tie, please). A few bike photos - perhaps from your last trip? Make sure they're good quality but that the file size will upload quickly enough when and where you need it to. (Cover your bases with both high and low resolution versions)

Don't forget the elevator speech

While you're at it, consider your answer to the question, "Hey, [Name], what's new? What have you been up to?" Chances are you'll be asked it within the week - by someone you don't know very well. Are you going to mention your DreamTour? Definitely. But what will you say? How will you make it easy for them to remember your website when they tell their friends?

Your DreamTour's page

There are dozens of DreamTours. Though all are different - it's hard to distinguish between a long-list of delicious possibilities. What's yours all about? (*Besides* biking). What personal experiences and achievements will your participants return home with?

- Could you add any more photos? (Perhaps of your destination's food, festivals or famous sites?) - 10-20 photos are plenty!
- Is your description enticing and encouraging?
- If I've never been to [your destination here], why should it top my list? Add a few reasons!
- Did you plot your route on the map provided on your DreamTour page?

¹ <http://www.flickr.com>

Part 2: Online marketing

Building your online persona

Launch yourself at the internet

The masses have taken to the internet whether you like it or not. Whether you're an avid Tweeter or if online networking is new to you - let's take a better look at how you can put it all to work for your DreamTour.

Stay safe online

Many of the following suggestions include adding profiles and photos to various websites. Before launching - consider how you'll stay safe and what details you'll be careful to keep private. Will you use your full name and add a photo? Will you use a nickname? Will you disclose any details that would make your identity easy to discover? Keep this in mind and, when signing up for new services, be sure to check out their privacy options and policies.

You might want to create a separate email account for just your DreamTours activities - particularly if you're a Gmail user and you plan to use different Google services for your marketing efforts.

Social media – why use it?

Why take your campaign online? Two reasons:

- **It's fun.** You can stay in touch with everyone you know – see their photos, enjoy banter and play games. Post interesting photos (with captions!), video clips or updates to show off your awesome cycling life. So enjoy the game and give us a peek. Feed a healthy curiosity into what an avid cyclist in your area sees, thinks and does - you might win a new participant.
- **People browse the internet when they're bored.** A long day at a desk? It's little surprise that most social media browsing is done during office hours. Will your content entertain others? If you pique their interest with a good story, insight or photo – it's likely they'll click straight through to your DreamTour's page or even forward it to friends – so don't forget your links! Help anyone interested to keep reading.

Social media – where to begin?

It's easy to stay both safe online *and* to have a genuine, likable online persona. A few places and spaces in which you might like to begin:

- First make a [Facebook](#)² profile and then your DreamTour's dedicated [Facebook page](#)³. This is most ubiquitous social networking tool of all. A quick search will help you to find pretty much everyone you've ever met (you can even easily import all friends from your email contacts). You can fill out a profile, add photos and then post updates, notes and share video clips or interesting links. Likewise, your friends' updates will appear on your Facebook "feed" – a real-time stream of what's going on in the lives of those you know. Encourage potential participants to add you (but make sure you've got your privacy settings in place first). Take a [tour](#)⁴ of Facebook's many features.
- [Twitter](#)⁵. Update the world on what you're doing/thinking/eating in 140 characters or less. You can share updates, unrelated thoughts, links, videos and photos in these rapid-fire blasts (called 'tweets'). All sorts of [big names](#)⁶ and a healthy supply of [has-beens](#)⁷ are tweeting nonstop. Will you join in? To quickly update your group of interested participants - this might be the quickest, easiest way. You can likewise 'subscribe' to the tweets of your friends, family and famous people (how about [this guy](#)⁸? Yes, even Lance Armstrong tweets). Learn all about [Twitter's basics](#)⁹. Don't forget to link to your DreamTour's web page!
- [Google profile](#)¹⁰. If someone Googles you – your Google profile will appear first in their search results. It's free – and you can link to your DreamTours page!

Let us know what works! Does Facebook take the cake for DreamTours promotion – or is Twitter the best way forward? Tell us what you think and what you suggest.

² www.facebook.com

³ <http://www.facebook.com/pages/create.php>

⁴ http://www.facebook.com/sitetour/homepage_tour.php

⁵ <http://twitter.com>

⁶ <http://twitter.com/BARACKOBAMA>

⁷ <http://twitter.com/MariahCarey>

⁸ <http://twitter.com/lancearmstrong>

⁹ <http://help.twitter.com/portal>

¹⁰ www.google.com/profiles

More social media to consider

A note on social media: There's a lot to choose from and signing up to dozens of sites is ill advised. Not only will your passwords be hard to remember – you'll spend more time clicking between them than actually enjoying them. So investigate your options, considering what you intend to use social media for.

For your kitchen sink option – Facebook is best. For rapid-fire communication with no time to spare – Twitter keeps it short and sweet. Yet many other options exist for niche interests.

General social media

- [LinkedIn](#)¹¹. Corporations and small businesses alike use LinkedIn as a sort of “business person’s Facebook” - an online CV and networking tool, of sorts. If you’re happy to link your working and personal lives, consider spicing up your LinkedIn profile with some DreamTours detail. Add a photo of your last cycling trip and a mention of your DreamTour plans - with a link, of course!
- [Meetup.com](#)¹². This site lists worldwide get-togethers for specialist interests. "A little less face-to-screen and a little more face-to-face" is its tag-line. Search for "travel" within your hometown and see what shows up. Edinburgh, for example, has two groups for lovers of adventurous pursuits, including Scottish Intrepid Adventurers, which has organized over 300 meets and trips.
- [43 Things](#)¹³. List your goals, share your progress and cheer each other on. Show off the challenge you’re taking and list both your DreamTour’s marketing and training progress.

Travel social media

Each one of these sites aims to bring together wannabe travellers. Set up a profile with your DreamTour’s details and let a database do the hunting and gathering for you.

- [TravBuddy](#)¹⁴. Looking for a travel partner or travel buddy? Browse over 1.5 million profiles to find other travelers who are interested in going to the same places.
- [WAYN \(Where Are You Now?\)](#)¹⁵. A lifestyle and travel social network connecting you with like-minded people wherever you are and whatever you're up for doing.
- [Retired Backpackers](#)¹⁶. Find your perfect travel companions by selecting people who share similar interests, budgets, who want to travel to the same places during the same period of time.

¹¹ <http://www.linkedin.com>

¹² <http://www.meetup.com>

¹³ <http://www.43things.com>

¹⁴ <http://www.travbuddy.com>

¹⁵ <http://www.wayn.com/waynsplash.html>

¹⁶ <http://www.retiredbackpackers.com>

- [TwtTRIP](#)¹⁷. A travel organizer tool that helps you to share your travel plans, meet people and plan your next adventure on Twitter, Facebook or on any other social media site.
- [TravelersMeet](#)¹⁸. Connect with other like-minded travelers, and enrich your travel experience with the company of others.
- [Companions2Travel](#)¹⁹. A vibrant and ever growing community of people (20,456 at time of writing!) from all over the world, brought together by their shared interest in travel. Find travel companions and new places to travel to. (Free for partial site access or £5 for full membership).
- [Thelma and Louise](#)²⁰. *** **Women only**. An online community of women worldwide, which enables members to meet like-minded women, find travel companions and fulfill their aspirations.
- [Where I've Been](#)²¹. Show off where you've been, lived and where you want to go.

Cycling social media

Let your inner cycling dork collide with your inner computer geek - then find some new friends to join your DreamTour. Heaven is found.

- [World Commute](#)²². A not-for-profit, free social network website to encourage, promote and track the use of non-motorized transportation around the world.
- [Me and My Bicycle](#)²³. The social network for cyclists. It's free to join and you get to discuss all things cycling, plus share photos and videos of your cycling experiences.
- [VeloSpace](#)²⁴. Social networking, bikes, photos, collaboration and community.
- [MyByk](#)²⁵. A social network that connects bike riders with friends and other cyclists who live and ride around them. People use MyByk to keep up with friends, upload an unlimited number of photos, share links and video, and learn more about the cyclists they meet and their bikes.
- [Out for a Ride](#)²⁶. A brand new social networking website for bicycling enthusiasts and the casual biker.

¹⁷ <http://twttrip.com>

¹⁸ <http://www.travelersmeet.com>

¹⁹ <http://www.companions2travel.co.uk>

²⁰ <http://www.thelmandlouise.com>

²¹ <http://www.whereivebeen.com>

²² <http://www.worldcommute.com>

²³ <http://www.meandmybicycle.com>

²⁴ <http://velospace.org/node>

²⁵ <http://www.mybyk.com>

²⁶ <http://outforaride.com>

- [Cycle Social](#)²⁷. The new social network for cyclists in the UK. It's free to join and you get to blog, debate, share experiences, share photos and videos of your world in cycling, plus a forum, chat and more. The network is open to all, from the recreational rider through to the most enthusiastic.
- [Indian Cyclists Network](#)²⁸. India's first social network for cyclists!

Did we miss any? You'll quickly become the expert. Let us know which are the duds and which are the prize winners (we might just reward you for your trouble).

Making friends online

Forums, advice, conversations

Whether you've got questions or are the magnanimous type who wants to share your knowledge with others, these 4 websites are perfect places to start conversations and exchange insight. Some will allow you to "shamelessly self-promote" and, on others, you'll have to be a bit more discreet.

General travel forums

- [LonelyPlanet Thorntree](#)²⁹. Exchange travel information, advice, hints and tips. Get help, get connected, get inspired, have your say.
- [TravellersConnected](#)³⁰. Travelling? Thinking of Travelling? The ultimate website to get unbiased advice from other travellers on all travel related subjects.
- [Dopplr](#)³¹. Travel planning, advice and tips for the smart traveller.
- [TripAdvisor](#)³². You might know this site for hotel and accommodation details - but travellers come together here in all stages of planning their trips – with questions ranging from weather, to packing to local customs and more. Your profile can even include a link to your DreamTour page!

²⁷ <http://www.cyclesocial.co.uk>

²⁸ <http://www.cyclists.in>

²⁹ <http://www.lonelyplanet.com/thorntree/index.jspa>

³⁰ <http://www.travellersconnected.com>

³¹ <http://www.dopplr.com>

³² <http://www.tripadvisor.com>

Cycling forums

- [VeloNews](#)³³. Very active, free forum on the self-proclaimed journal of competitive cycling. Sign-up required.
- [Bike Forums](#)³⁴. Very active, free forum with specific category discussions - check out regional and touring threads. Sign-up required.
- [Cycling Forums](#)³⁵. A smaller community with very niche topics (e.g. cycling for riders over 90kg/200lbs). Free sign-up required.
- [CyclingNews](#)³⁶. A few hundred participants, though the most active topics are geared towards professional racing. Option to add a link to your blog or DreamTour page in your profile. Free sign-up required.
- [Cebu Cycling](#)³⁷. A forum with a sense of humour, where “trash talking is appreciated.” Free sign-up required.
- [BikeRadar](#)³⁸. 166,075 registered users, with over 800 online at the time of writing - a healthy audience indeed. Be sure to pad out your profile, there’s lots of room to describe what you’re up to.

Sharing and finding photos

Fab photos of your proposed DreamTour route will really make an impression on your potential participants. You can post them not just on your DreamTour’s web page, but also on social media sites and even your blog.

Sharing your photos

- [Flickr](#)³⁹. A hugely popular site for sharing photos. Tag and caption your photos well – as other users will find them during keyword searches. Popular photos pop up all over the place, so make sure to set up your Flickr profile to link directly to your DreamTour page and your blog as well.
- [Picasa](#)⁴⁰. Another photo site, this one from Google. While this one is easier to use, Flickr stands out as the more “social” of the two. Choose to share albums exclusively with friends and family, or make your albums public and share with the Picasa community.

Do you have a favourite photo site? Tell us what the cool kids are doing as DreamTours begins to grow.

³³ <http://forum.velonews.com>

³⁴ <http://www.bikeforums.net>

³⁵ <http://www.cyclingforums.com>

³⁶ <http://forum.cyclingnews.com>

³⁷ <http://www.cebucycling.com>

³⁸ <http://www.bikeradar.com/forums>

³⁹ <http://www.flickr.com>

⁴⁰ <http://picasa.google.com/mac/features.html>

Finding other people's photos

Haven't got any photos of your own? Generous and talented photographers allow you to use theirs under a "[Creative Commons](#)" [Licence](#)⁴¹. Depending on the type of licence, you can republish their photo, crop it and even Photoshop it (the previous link explains the differences in full). The common feature is that you must credit the photographer and link back to their work.

- [stock.xchng](#)⁴². The leading free stock photography site. Make a free account to access high-res photos of all sorts. Users stipulate their terms of use per photo - at most you'll have to notify the owner where you've used their photo.
- [Flickr: Creative Commons](#)⁴³. Check the specific license type for each photo. To save the photos, simply right click – making a digital note of the file's Flickr page link and the user's name.
- [Compfight](#)⁴⁴. Another way to search for Flickr Creative Commons photos - from a much cleaner, easier site. Set the box to the left of the search box to "text" and set the Creative Commons option to "Commerical" then type in your search and it shows all of Flickr's photos that are available for free use (you must credit photographer).

Geo-tagging your photos (and videos, too!)

Geo-tagging means plotting your uploaded photos (or videos) on an online map – using the GPS coordinates of where you stood when taking the photo. Let's say, for example's sake, that you summit Mount Kilimanjaro. (Congrats!) At the top, you take a photo of the view. Once home, you upload it with geo-tags to one of many enabled photo sharing sites (listed below). Web users who then search a site like Google Maps for this area will find your photo and know what it looks like at the top. See [what this search looks like](#)⁴⁵ on Google Maps. The same possibilities apply for anywhere on earth – your cubicle, your favourite bar...and your DreamTour's route.

It's a pretty cool piece of technology to use when showing off your DreamTour– or when planning any trip that covers a lot of ground. Take advantage of geo-tagged photos both to better research your trip – and to show it off upon completion. (More day-to-day uses have fans uploading their favourite local coffee shops and running or cycling routes – among other places).

⁴¹ http://creativecommons.org/licenses/by/2.0/deed.en_CA

⁴² <http://www.sxc.hu/home>

⁴³ <http://www.flickr.com/creativecommons/by-2.0>

⁴⁴ <http://compfight.com>

⁴⁵ Try it yourself: go to <http://maps.google.com>, then enter "Mount Kilimanjaro". When the results appear, click "explore this area" on the left side of the window. Photos will appear & you can zoom to your heart's content. Clicking on the photos reveals larger versions.

Many new camera models (and iPhones) can be tweaked to store GPS coordinates of your location when you take a photo (see the info guides and free software, below). When you upload your photos, you can plot them on a searchable world map. For cameras without this capability, you can manually input photo locations using coordinates from Google Maps.

On sites such as Flickr, Panoramio or Google Maps, the curious armchair traveller (and potential DreamTour participant?) might find your photos and - using your profile's details - can then get in touch.

- [How to geo-tag your photos](#)⁴⁶
- [Geo-tagging](#)⁴⁷, defined.
- [MyGeoPosition](#)⁴⁸. Free geo-tagging software.
- [Panoramio](#)⁴⁹. Photo-sharing community. Discover the world through satellite photos. Another version of mapping your photos.

Once DreamTours really begins to grow, we can't wait to map where all your tours take you!

YouTube sensation

Got [YouTube](#)⁵⁰? If you're a charming, affable sort (you are? we knew it!), why not grab a friend and a video camera and upload a few YouTube videos? Make the world laugh! Dig out some old bike trip videos -- anything with '80s bike gear is YouTube gold. Then link, link, link in your profile and explain what you're up to.

(Check out the video a young man named Matt made to show off his travels and you'll see what we mean: [Where the Hell is Matt?](#)⁵¹. Yes that's *millions* of views well into the double digits!)

Video ideas for young and old - bike shorts mandatory

- Teach us how to change a bike tire.
- How to land when we fall off a bike.
- Make a quick video of a weekend ride and set it to fab music.
- Do a ridiculous dance in bike shorts (and please send it to us)

⁴⁶ <http://www.wired.com/gadgetlab/2008/05/how-to-geotag-y>

⁴⁷ <http://en.wikipedia.org/wiki/Geotagging>

⁴⁸ <http://www.mygeoposition.com>

⁴⁹ <http://www.panoramio.com>

⁵⁰ <http://www.youtube.com>

⁵¹ <http://www.youtube.com/watch?v=zlfKdbWwruY>

Blogging good ideas

Why you might consider it

While you're having all these great ideas, learning about your DreamTour route and getting to know your potential co-riders - you might want an easy place to keep everything together and share your growing excitement. A blog is this catch-all place. Publish anything that you'd like: how-to tips, updates, photos, videos - just about anything you find or think of while planning.

Of course, there are good blogs and bad blogs, so take a moment to consider:

- Do you have the time and inclination to keep it (reasonably) up-to-date?
- Will you enjoy the process - or would it feel like a chore?
- Do you like writing, learning and/or disseminating useful/helpful/hilarious pieces of info?

Still interested? Keep reading.

How to easily set up a free blog

If this is an addiction that takes hold of you, you can set your blogging sights on the horizon and sail until dawn. Blogs can be as fancy as you'd like - people (ok, *some* people) make millions just from blogging. For now? Let's start you off small. A free blogging account and easy templates allow you to copy and paste your text directly from Word - you don't need an ounce of computer knowledge to look like a real pro.

Try these 2 free blog providers:

- [Google's Blogger](http://www.blogger.com)⁵². The easiest off all and, better yet, it integrates with all your other Google tools.
- [WordPress](http://wordpress.com/)⁵³. This is the "industry standard" and is a better option if you think you'll one day want to give your blog a few more bells and whistles. Its known to be a bit trickier to learn, though, so is recommended for the geekier types.

What should your basic template include?

- A photo of yourself - refer back to your desktop's swipe file set up earlier
- All relevant details about you and your tour
- Links to your DreamTour web page and the social media you've set up (pick 3 at the most, don't overwhelm!)

⁵² <http://www.blogger.com>

⁵³ <http://wordpress.com/>

- An easy way for visitors to receive an [RSS feed](#)⁵⁴.

What will you blog?

It might be helpful to choose a theme or purpose for your blog - will it be about all your cycle adventures or to specifically promote your DreamTour?

Some ideas to get you started:

- Your training plan and how you're doing
- Reading lists about your destinations
- Book reviews of what you've already read
- Links to other useful blog posts and online articles specific to your DreamTour and its route
- Resources. Give me places to read up and do my homework on [your location].
- Travel prep - packing lists, weather patterns @ that time of year...
- Food/restaurant reviews of places with the cuisine of your destination
- Cultural tips (tipping? language?)
- Any resources you can find....

Going further...

- [101 Great Posting Ideas](#)⁵⁵
- [100 blog post ideas in under 5 minutes](#)⁵⁶.
- Prologger's [31 Days to Build a Better Blog](#)⁵⁷

Who will read your blog? Who will it help?

Sad but true - the masses won't magically find your blog overnight. You have to help them - and a bit of jumping up and down can help.

Commenting on other blogs

Your first step is to find blogs you like and start commenting on them. Find your favourites and get involved in their discussion, participating daily if possible. On most (but not all) blogs, you have the option to leave a link when commenting. Use your blog's URL. Other people can then read your comment's dead-on insight and certain wit, before clicking on your link to check out your blog. New traffic!

⁵⁴ <http://en.wikipedia.org/wiki/RSS>

⁵⁵ <http://www.ihelpyoublog.com/20070316-101-great-posting-ideas-that-will-make-your-blog-sizzle>

⁵⁶ <http://www.ballywick.com/resources/100-blog-post-ideas.pdf>

⁵⁷ <http://www.prologger.com/31days/tags.php?tag=31dbbb>

Where to find blogs that you like?

- Search the [Technorati](#)⁵⁸ blog directory
- Set up a [Google Alerts](#)⁵⁹ for your areas of interest. Under 'type' select 'blogs'. You can either receive the results in your email or your [Google Reader](#)⁶⁰.
- Check out our suggestions below.

Find a few blogs you like related to cycling, or travel to your DreamTour destinations and get in touch with the blogger - let them know about your plans and your efforts to get participants. Everyone likes good karma, they very well might blog about you! (Make a nice, friendly and *personable* approach - no off-putting sales pitches please! Be cool).

Adding your personality to your blog comments

- **Get a Gravatar**⁶¹. Putting names and faces together is always helpful – both for adding a bit of personality and for jogging the memory. As you visit other blogs you like and leave comments, you can easily have your photo appear next to your name. This little photo is called, curiously, a 'gravatar'. To get one of your own, visit the Gravatar website to upload your own tiny photo. It can be anything you like – though keep in mind that the resulting image will be the size of a nickel! When you next comment on a blog, inputting your registered email address into the comment box triggers the Gravatar image – it magically appears without needing to upload it. Clever!

How to be a blogging all-star

A few ground rules and you're off into orbit....

Posting frequency and length

- Post new content often! A few times a week is great.
- Don't make the posts too long – if possible, add more photos before adding more words
- Ensure the content is helpful to your readers

Spell check

Include photos in every post

Responding to comments and questions

- Want to be sensational? Whenever you receive a comment on your blog, email the person back and say thanks! It takes a second and they'll more likely keep reading.

⁵⁸ <http://technorati.com>

⁵⁹ <http://www.google.com/alerts>

⁶⁰ www.google.com/reader

⁶¹ <http://en.gravatar.com>

- Be sure, as well, to respond to their comment on the blog itself. This way, new readers will see that there's a live conversation happening and will be more likely to participate.

Great sample blogs

Travel and bike blogs:

- [Tour d'Afrique's blog](#)⁶²
- [Gadling](#)⁶³ (While you can leave comments here, they won't link back to your blog).
- [Gridskipper](#)⁶⁴ (You might find some great resources here but, in order to comment, you'll have to make an account or log in with your Facebook details. Kind of a pain).
- [Crazyguyonabike.com](#)⁶⁵. Half blog, half journal, this site details the hilarious misadventures of bicycle tourists worldwide. An ugly site with lots of opportunity to get involved and get inspired.
- [National Geographic Blog](#)⁶⁶
- [Eco Velo](#)⁶⁷
- [The Adventure Blog](#)⁶⁸
- [The Expeditioner](#)⁶⁹
- [Nomadic Matt](#)⁷⁰
- [London Cyclist](#)⁷¹
- [Bike Portland](#)⁷²
- [Bike Hugger](#)⁷³
- [Amsterdamize](#)⁷⁴
- [Copenhagenize](#)⁷⁵

⁶² <http://www.tourdafrique.com/company/news>

⁶³ <http://www.gadling.com>

⁶⁴ <http://gridskipper.com>

⁶⁵ <http://www.crazyguyonabike.com>

⁶⁶ <http://blogs.nationalgeographic.com>

⁶⁷ www.ecovelo.info

⁶⁸ <http://theadventureblog.blogspot.com>

⁶⁹ <http://www.theexpeditioner.com>

⁷⁰ <http://www.nomadicmatt.com/travel-blog>

⁷¹ <http://www.londoncyclist.co.uk>

⁷² <http://bikeportland.org>

⁷³ <http://bikehugger.com>

⁷⁴ <http://amsterdamize.com>

⁷⁵ <http://www.copenhagenize.com>

- [Bike Blog NYC](#)⁷⁶
- [Bike Snob NYC](#)⁷⁷
- [World Hum](#)⁷⁸
- [Commute By Bike](#)⁷⁹

Getting your kicks for free

Grab our attention

Fancy sitting back and letting us do all the work? No problem. Every month we'll be featuring a DreamTour that really stands out as our "Staff Pick" - and will be putting the full force of our company's marketing weight behind it. It gets featured on our website, in our e-newsletter - maybe even in a press release. How do thousands of web hits sound to you?

Great! Then get going - any tour with lots of comment activity or a high rating stands a good chance of being selected as our Staff Pick.

⁷⁶ <http://www.bikeblognyc.com>

⁷⁷ <http://bikesnobnyc.blogspot.com>

⁷⁸ <http://www.Worldhum.com>

⁷⁹ <http://commutebybike.com>

Part 3: Marketing offline

Making friends offline

I hate computers! What do I do?

We hear you! Read this super-helpful list to get started the old-fashioned way....

Out and about - meeting people

Where are you headed in the next few weeks? Any networking functions? To your book club? The gym? Parents' night? A wedding? While we'd never advocate for the sleazy sales pitch - DreamTours happens to be a pretty cool thing worth mentioning. So don't be shy - when friends, family and colleagues ask "What's up?" - tell them!

Adding a glossy touch

If you're a creative sort or are a sucker for a good photo, consider getting some [Moo MiniCards](#)⁸⁰ printed. You can upload fantastic photos relating to your DreamTour and its route to the back of each card and type your email or blog address on the other side - so those who say they're interested won't forget once they get home. They're great for handing out to friends of friends next Friday night and are way cooler than your business card.

Host an info night or retro slideshow evening

Gather some friends – and some of their friends – for an info evening about your trip and all the cool things it entails. Show off photos (hook up your camera to your TV or project them on to a white wall) of a recent trip – maybe even cook up some snacks from your destination country/countries.

Throw a fundraiser

Ideas for fun and clever fundraising are all over the web – Google your heart out. It can even be as simple as a \$20 wine tasting night in your living room. Donate the proceeds to a charity you support that perhaps ties in with your DreamTours campaign, or even the Tour d'Afrique Foundation. (Which is pretty cool – [read about it here](#)⁸¹).

⁸⁰ <http://us.moo.com/en/products/minicards.php>

⁸¹ <http://www.tourdafrique.com/foundation>

Going local

Clubs and associations

Say your DreamTour involves going to France and eating yourself stupid. *Donc, marchez-vous* to your local Alliance Francaise and ask for a mention in their newsletter. Do the same with your local university's French club. Take things from there!

Craigslist?

[Craigslist](http://www.craigslist.org)⁸² is a free online marketplace, with a separate website for most major cities and even large suburban areas. Categories exist for everything you can imagine – and the ‘travel/vacation offered’ section is an ideal place to post your DreamTour. We can't promise what sort of results you'll get – Craigslist is renowned to produce [dodgy](#)⁸³ types one minute and magic solutions the next. See what you get!

Fancy advertising?

- Don't spend actual money - but a few basic flyers will barely touch your ink supplies.
- For cool designs with zero effort, Mac users can try iWork's Pages templates and - everyone else - rely on Microsoft Word templates.
- Where to put them? In no particular order, these places might be worth a try: Local bike shops, gyms, equipment outfitters, your office, sports medicine clinics, physio clinics, bookshops, luggage shops, grocery store, coffee shops, dentist office, travel medical clinic, etc.

Blasting the past

Your high school and university alumni news

Do these schools send email newsletters? Write in with a sound-bite (and a photo!) -

- “I'm going to bike 800 km along the Mekong next year. All abilities are welcome - email me for more details [address here]. Our soundtrack will be [insert ironic 1-hit wonder of your graduation year here]. Want to come?”
...will stand out ever so much more than:
- “We're delighted to announce the birth of blah-blah-blah-no-one-cares.”

Emailing everyone you know?

Sending mass email - of any sort - is ill advised these days. However, if you're in the habit of sending a welcome and personalized holiday letter to good friends and family - by all means chuck in a mention of your DreamTours plans.

⁸² <http://www.craigslist.org>

⁸³ <http://www.craigslist.org/about/best/all>

Resources in your destination

Local resources that might help

As you plan and research your trip, considering researching a few of these local resources.

- The Ministry of Tourism for each country might be keen to help you
- Local convention and visitor bureaus
- Hotel chains along the route of your DreamTour
- Bed and Breakfast Associations
- Local travel agents and tour operators might be interested in your project.

Media spotlight

The press - is pressed for time

Two quick truths. Much of your local news is made up of filler lifestyle fluff. What you're doing? It's way more interesting. Consider the many ways in which you could present your DreamTour's quest - whether you're preparing to take on a huge personal challenge, are riding for charity or are going somewhere noteworthy. That you're doing it *at all* makes a story far more compelling than [article on local sports club's pancake breakfast].

So shout about it.

The humble press release

Great tips for press release writing exist all over the web and we recommend you start with a quick Google session if this avenue is of interest. Make sure, though, that your end product includes a great photo of yourself (and your bike!) as well. An image that supports your story and helps it to life increases your chances of publication.

Online distribution

These sites allow you to upload your press release for free - where all sorts of media outlets might find them.

- [PR Leap](http://www.prleap.com/)⁸⁴. Online Press Release Distribution
- [openPR.com](http://www.openpr.com/)⁸⁵. Worldwide Open Public Relations - Publish Press Releases Free of Charge

⁸⁴ <http://www.prleap.com/>

⁸⁵ <http://www.openpr.com/>

- [TravelWriters.com](http://www.travelwriters.com)⁸⁶
- [PRWeb](http://www.prweb.com)⁸⁷
- [ATMS Travel News](http://www.atmstravelnews.com)⁸⁸

Online editions

Online editions of major newspapers and news media are always looking for interesting content to fill out their 'online only' categories.

Try the [CBC](http://www.cbc.ca)⁸⁹, [BBC](http://www.bbc.co.uk)⁹⁰, [CNN](http://www.cnn.com)⁹¹, [Globe & Mail](http://www.theglobeandmail.com)⁹², [Guardian](http://www.guardian.co.uk)⁹³ and [NY Times](http://www.nytimes.com)⁹⁴, for ideas.

Becoming a source

This online service brings reporters right to your door - if and when they need a source with your expertise. Sign up first, then notifications are emailed to you daily.

- [Help a Reporter Out](http://www.helpareporter.com)⁹⁵

Your local media

Local press

Write a list of any local papers - whether the free dailies or city publications. Look up the editor for the lifestyle or travel section. Next, either email them your approach or pick up the phone. Do their job for them and your chance of success greatly increases.

Local TV and radio

Have insta-celebrity quality? Hit up the morning shows and let them cover your very grueling/very impressive training routine one morning.

⁸⁶ <http://www.travelwriters.com>

⁸⁷ <http://www.prweb.com>

⁸⁸ <http://www.atmstravelnews.com/default.asp>

⁸⁹ <http://www.cbc.ca/news>

⁹⁰ <http://news.bbc.co.uk>

⁹¹ <http://www.cnn.com>

⁹² <http://www.theglobeandmail.com>

⁹³ <http://www.guardian.co.uk>

⁹⁴ <http://www.nytimes.com>

⁹⁵ <http://www.helpareporter.com>

Keeping the momentum

This week? Do this!

If you took this guide to task - you'd never again leave the house. So take it easy - and take from it the tips that will work best for you: based on your lifestyle and personality. Skim through and jot down some notes. Flag a few things to do as weekly tasks - a 5-minute job here, 15 minutes there. Keep it fun and make some new friends - this is the DreamTours experience we want you to enjoy.

Your “Counted In” participants

As your DreamTour group starts to grow - celebrate your achievements and welcome each new participant. Get them involved, too! Ask them about their areas of expertise and maybe they'll want to help find more participants – it's in their interest of course, they want the trip to happen too.

Add me to Facebook and Twitter!

Make it easy for the casually interested to get to know your plan and a bit of your personality. Add your Facebook and Twitter profiles to your DreamTour's page, with the written invitation for them to add you.

Inspire your participants to take action

Forward them your flyer template and ask them to post it in some of *their* local haunts. Share your successes - and encourage them to spread the word.

Check your email often

How reliably do you check your email? One a day? Good. Once a week? Bad. Once a month? Oh dear....

If you live on a mountain and have to hike five miles backwards through the snow to power up your 14kps dial-up modem ... maybe provide a phone number instead.

Keep us updated!

Tell us how you're getting on - email us, call us, tweet to us. Let us know of your success and any marketing ideas you have yourself. We can't wait to hear how you're bringing your DreamTour to life.

[DreamTours home](#)⁹⁶

[DreamTours FAQ](#)⁹⁷

⁹⁶ www.tourdafrique.com/dreamtours

⁹⁷ www.tourdafrique.com/dreamtours/how-it-works/faq

Email the DreamTours team directly (we're Toronto-based, GMT -5)

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Thanks!

Thank you for reading and - even more so - for involving yourself in DreamTours. Getting through a 20-page guide is a big indication of great effort and extraordinary plans. No matter how you decide to take your DreamTour to the masses, we're already thrilled at your commitment. Insert your favourite adage about hard work and deserved pay-off, and we can't wait to see you at the start of your route.