

THE GATE

C O N S U L T I N G

On planifie. Vous voyagez.

ONE-MONTH MARKETING STRATEGY

Evergreen Framework | Start Anytime | Repeat Monthly | Use Forever

Who We Are & What We Do

THE GATE CONSULTING is a Tunisian travel consultancy. We connect Tunisian travellers to Asia through fully digital, personalized consulting.

01

5 Destinations

Vietnam, Malaysia, Indonesia, Thailand, and the Philippines — our core expertise markets with deep local knowledge.

02

No Fixed Prices

The traveller owns their budget. We plan the best possible trip within whatever they decide to spend — low, mid, or high.

03

No Fixed Duration

We never impose trip length. Content reflects flexibility — same destination works for 5 days or 3 weeks.

Digital First

Fully Remote Service

We serve travelers from all over Tunisia through digital channels. No physical office needed — consultation happens via WhatsApp, email, and video calls.

Consulting Model

Not a Travel Agency

We don't book or sell trips. We provide expert planning, itineraries, and guidance. Clients book themselves or we assist — but we're advisors, not sellers.

5 Content Focus Areas

These are the areas you must cover in the strategy. Each one feeds directly into our content and sales approach.

FOCUS 01

Daily Cost of Living Per Destination

Break down the real daily cost of living in each of our 5 countries. Break it into 3 traveler profiles: Budget (hostels, street food, local transport), Mid-Range (3-star hotels, mix of restaurants), and Comfort (4-5 star, private tours).

FOCUS 02

Accommodation Pricing Per Country

Map out accommodation options across all price ranges in each destination. Show Tunisian travelers what they get for their money at every level — guesthouses, boutique hotels, resorts. Include specific examples where possible. For example: a private bungalow in Langkawi for 20 USD/night is a story.

FOCUS 03

Storytelling: Hidden & Unknown Places

Creating content about destinations that Tunisian travelers have never heard of. These are affordable, beautiful, and off the radar. The goal is to trigger wanderlust first, then show the price.

FOCUS 04

No Fixed Trip Duration Messaging

We never impose a trip length. Content must reflect this. Show how the same destination works for 5 days or 3 weeks. Modular, flexible, client-owned timelines.

FOCUS 05

Budget Transparency as a Brand Pillar

Build sample itineraries at different budget levels for the same destination. For example: 5 days in Bali at 300 USD vs 5 days in Bali at 900 USD. This proves we work for everyone and builds trust.

Content Inspiration & Examples

Follow these accounts for inspiration and see real examples of each focus area in action.





Travel + Leisure
@traveltodo



Trip.com
@trip



Airbnb
@airbnb



Booking.com
@bookingcom



Expedia
@expedia



FOCUS 01

Daily Cost of Living Per Destination

Breakdown of daily expenses across different budget levels. Shows what travelers get at each price point.

[View Example →](#)

FOCUS 02

Accommodation Pricing Per Country

Room tours and price comparisons across different accommodation types. Real examples with specific prices.

[View Example →](#)

FOCUS 03

Storytelling: Hidden & Unknown Places

Off-the-radar destinations that trigger wanderlust. Beautiful, affordable, and unique locations.

[Example 1 →](#)

[Example 2 →](#)

FOCUS 04

No Fixed Trip Duration Messaging

Flexible itinerary examples showing same destination for different trip lengths. 5 days vs 3 weeks.

[View Example →](#)

FOCUS 05

Budget Transparency as a Brand Pillar

Sample itineraries at different budget levels for the same destination. Builds trust by showing you work for everyone.

[View Example →](#)

Our 5 Core Markets

Each destination gets dedicated content coverage across all 5 focus areas. Rotate featured destination throughout the month.

VN

Vietnam

From 2,000 TND/pers

Hanoi, Ha Long Bay, Hoi An. Best cuisine in Asia. Cruises included.

MY

Malaysia

From 1,800 TND/pers

Kuala Lumpur, Langkawi, Penang. Halal-friendly. Best value in Asia.

TH

Thailand

From 2,200 TND/pers

Bangkok, Phuket, Chiang Mai. Temples, islands, street food.

ID

Indonesia

From 2,000 TND/pers

Bali, Ubud, Seminyak. Private pool villas. Most Instagrammable.

PH

Philippines

From 2,400 TND/pers

Palawan, Boracay, Cebu. Hidden beaches. Zero tourist crowds.

One-Month Content Cycle

This 35-day content cycle includes both Posts (carousels/static) and Reels (video). Start anytime, mix destinations daily, and use this framework forever.

DAY 1 1 POST Cost Breakdown Vietnam	DAY 2 2 REEL Accommodation Guide Bali	DAY 3 3 REEL Hidden Gem Malaysia	DAY 4 4 POST Budget Comparison Vietnam	DAY 5 5 POST Duration Flexibility Thailand	DAY 6 6 REEL Secret Spot Philippines	DAY 7 7 REEL Client Story Review
DAY 8 8 POST Cost Breakdown Thailand	DAY 9 9 POST Accommodation Guide Vietnam	DAY 10 10 REEL Hidden Gem Indonesia	DAY 11 11 POST Budget Comparison Malaysia	DAY 12 12 REEL Duration Flexibility Bali	DAY 13 13 REEL Secret Spot Vietnam	DAY 14 14 POST Client Story Review
DAY 15 15 POST Cost Breakdown Bali	DAY 16 16 REEL Accommodation Guide Thailand	DAY 17 17 REEL Hidden Gem Philippines	DAY 18 18 POST Budget Comparison Vietnam	DAY 19 19 POST Duration Flexibility Malaysia	DAY 20 20 REEL Secret Spot Thailand	DAY 21 21 POST Client Story Review
DAY 22 22 POST Cost Breakdown Malaysia	DAY 23 23 REEL Accommodation Guide Philippines	DAY 24 24 REEL Hidden Gem Vietnam	DAY 25 25 POST Budget Comparison Indonesia	DAY 26 26 POST Duration Flexibility Philippines	DAY 27 27 REEL Secret Spot Indonesia	DAY 28 28 POST Client Story Review
DAY 29 29 POST Cost Breakdown Philippines	DAY 30 30 REEL Accommodation Guide Thailand	DAY 31 31 REEL Hidden Gem Malaysia	DAY 32 32 POST Budget Comparison Bali	DAY 33 33 POST Duration Flexibility Vietnam	DAY 34 34 REEL Secret Spot Thailand	DAY 35 35 REEL Client Story Review

Post Carousel / Static (60%) Best for: Cost breakdowns, budget comparisons, accommodation guides, duration flexibility. Saves well, educational content. Post 21 days/month.	Reel Video / Reel (40%) Best for: Hidden gems, secret spots, client stories, accommodation tours. Higher reach, viral potential. Post 14 days/month.	Boost Paid Boosting (20%) Boost top-performing posts with highest engagement. Target Tunisian audience 18-55, interest in travel/Asia. 7 boosted posts/month.
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How to Use This One-Month Cycle

Start Anytime: Begin this cycle on any day. There's no fixed start date — Day 1 is whenever you start.

Post vs Reel: Posts (carousels/static) for educational content. Reels (video) for storytelling and reach. Mix keeps content fresh.

Mix Destinations Daily: Each day features a different destination. Vietnam, Bali, Malaysia, Thailand, Indonesia, Philippines — rotate throughout the

month.

Repeat Monthly: Complete the 35-day cycle, then restart from Day 1 with fresh content and new examples.

Use Forever: This is an evergreen framework. Use it for months or years. The content types stay the same, only the featured destination and specific examples change each month.

Start This Week

Five immediate actions to kickstart the strategy and build momentum from day one.

01

3 Budget Comparison Posts

One per destination (Vietnam, Malaysia, Bali). Show low/mid/comfort options side-by-side.

02

5 Hidden Gem Reels

One for each country. 30-60 seconds each. Hook, Story, Price Reveal.

03

Accommodation Carousel

Show 3 price levels with real photos in each destination.

04

2 Client Success Stories

Include exact budgets, trip duration, itinerary highlights, and testimonials.

05

"Secret Spot Saturday"

Weekly hidden gem series. Every Saturday, feature one unknown destination.

06

WhatsApp Business Setup

Create quick replies, catalog of services, automated greeting.

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This one-month evergreen strategy is designed to build brand awareness, establish trust through transparency, and drive qualified inquiries through consistent, value-driven content. Start anytime. Repeat monthly. Use forever.

THE GATE CONSULTING | ONE-MONTH MARKETING STRATEGY | 2025

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