

Marketing Cheat Sheet for Consultant Marketing

All travel-related websites and blogs need to be approved before they are live; this is to ensure we are following all copyright rules from all of our suppliers. Please send all marketing materials to marketing@cruisingco.com for approval.

Disney Marketing

Disney is very protective of their characters, parks and attractions. In recent months they have increased their online search presence and are pursuing legal action against those who use their imagery and content incorrectly. As a company, we have every marketing item approved by Disney before it is released, including images.

If you are looking for approved photography to use in your personal marketing, please email marketing@cruisingco.com with a description of what image you would like and we will download it through Disney Copyright for you (we are only allotted one log-in companywide).

Facebook: Disney has a special agreement with Facebook, so they maintain ownership of their photos and videos. Your safest bet is to share photos and videos through their Disney Professionals page.

Blogs, Advertising and other Print Marketing: Please only use information from Disney Travel Agent (DTA) as this is the only source that you can be sure has the correct legal information. For images, please contact marketing@cruisingco.com for an approved Disney image.

We are not allowed to use images you have taken that include a character or attraction for advertising.

Leisure Marketing

SigNet is a fantastic resource for cruise and land vacation flyers. You are able to customize these and send them directly to your clients with links that point back to you. This is a great resource if you are marketing specific vacations.

Most of our Leisure suppliers have a marketing area within their website. You are able to create flyers in these areas to send to your clients or print for flyers. Please keep in mind that you will not have our SigNet offers listed on these flyers unless you print them through SigNet.

Trade Shows or Other Large Events

If you know that you will be participating in a Trade Show or event and would like glossy marketing materials in large quantities, please contact marketing@cruisingco.com at least 6 weeks ahead of time. Please specify what suppliers, product and/or region and the quantity you would like and we will order it through our reps for you.

If you have any questions about Marketing, please email marketing@cruisingco.com