



Red
online marketing
for travel & leisure



Wander
Journeys

Donderdag 8 januari 2025

10:30 Reis Trends voor 2026 – Roy Platje, CEO, Red Online Marketing

11:30 Slimmer e-mailen in de reisbranche – Elise Menkveld,
Teamlead Wander Journeys onderdeel van Red Online

12:30 SEA in een veranderend zoeklandschap, – Tijmen Pars, Head
of Google Ads, Red Online Marketing

13:30 Inzet AI in online marketing organisatie, Roy Platje, CEO Red
Online Marketing.

14:30 SEO of GEO, veranderend zoekgedrag in 2026, Joyce Dijkstra,
Head of SEO, Red Online Marketing



Red
online marketing
for travel & leisure

13:30
**AI inzet en
Product
innovatie MKB**



Meet us





Een beetje context

Specialistisch marketing bureau sinds 2006



Bestemming



Travel



Dagattractie



Verblijf



Een beetje context

Trots samenwerken met o.a.





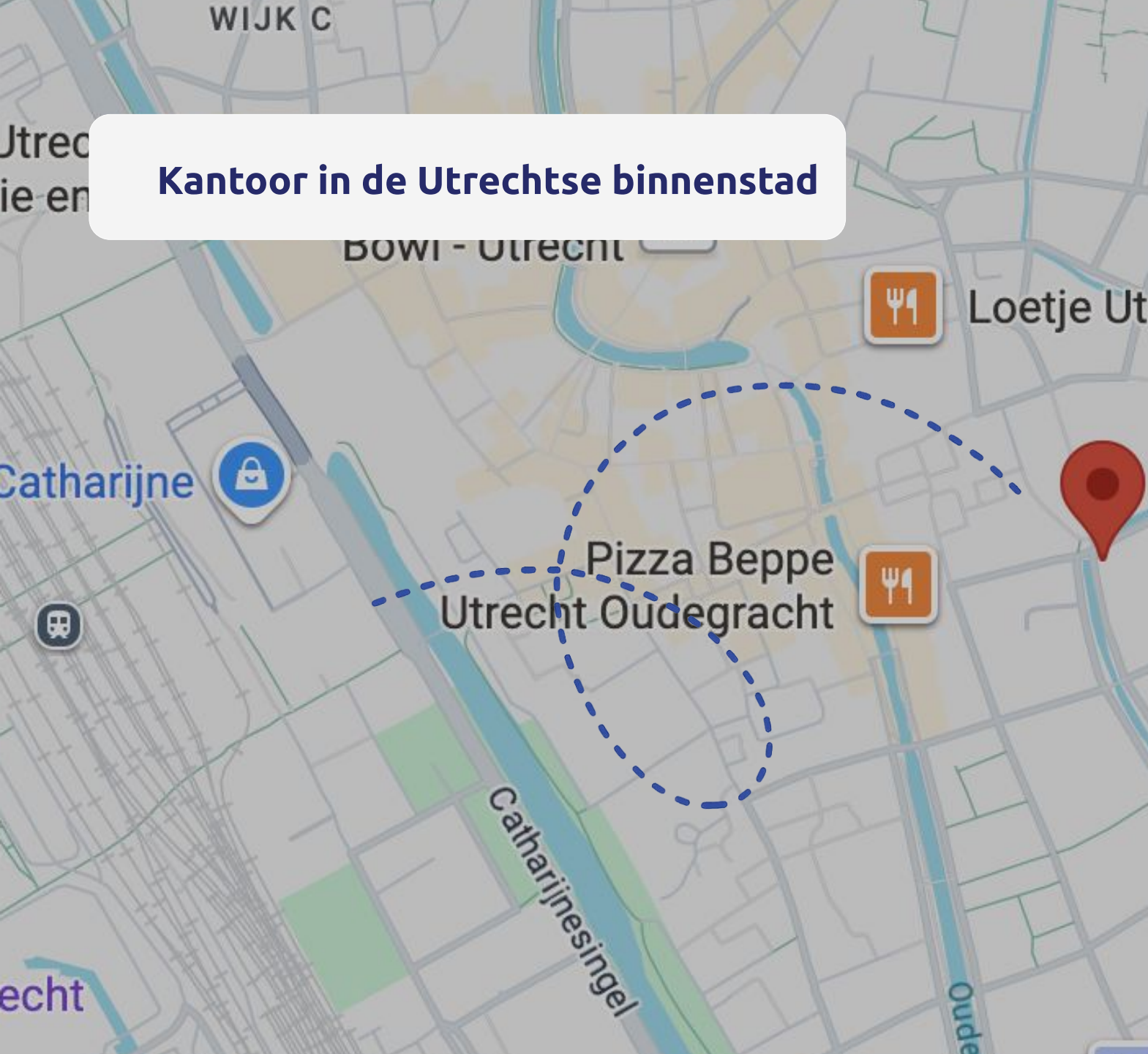
 Utrecht



 Keulen

 Lille

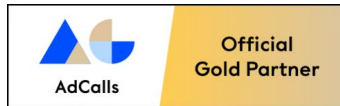
Kantoor in de Utrechtse binnenstad





Een beetje context

Onze partners





Strategie

Vindbaarheid

Content

Advertising

UX optimalisatie

E-mail Marketing





Managing Board Red Journeys – Roy and Lotte

Divergent Roles

Vertical Evangelists

- Day attractions Joyce
- Destinations: Jaimy
- Accommodations: Marieke
- Travel: Jessica

Project Leads

Main for clients and help them achieve their results. You are leading the project team and feeling the responsibility of this all. [Overview](#)

Partner Leads

You are the linking pin between Red Journeys and our partners. This could be suppliers or service providers [Overview](#)

Account manager

Operating more behind the scenes compared to the project lead, is responsible for building and sustaining the client's trust while aligning the company's offerings with client objectives. [Overview](#)

Product Leads

SEO – Joyce

SEA – Tijmen

Social Ads – Jennifer

Social Org. – Anja

CRO – Matties

GA/GTM – André

Microsoft Ads – Brandon

Project management
– Marit

Team Wander

with Elise as Business Owner

Team with e-mail specialists and consultants

- Elise (Team Lead)
- Karien (Productlead)
- Manon
- Lisa

Team Netherlands

with Lotte as Business Owner

Team Content

- Renske (Team Lead)
- Jaimy
- Jessica
- Joyce
- Matties
- Stan
- [Vacancy](#) SEO

Team Advertising

- Brandon
- Jennifer
- Marit
- Tijmen
- Vladyslav
- [Vacancy](#) Teamlead

Jessica, Joyce

Brandon, Jenn Marit, Rens, Tijmen

Jennifer

Joyce

Jaimy, Matties

Jaimy

Jaimy

Marit

Team France

with Roy as Business Owner

Country Team with advertising-, and content marketing specialists and consultants

- Rémi (Team Lead)
- René (external)
- Elena
- [Vacancy](#) Sales
- Daniëlle (external)

Rémi, Elena

Rémi, René, Elena

Rémi, Elena

Rémi, Philippine

Team Germany

with Lotte as Business Owner

Country Team with advertising-, and content marketing specialists and consultants

- André (external)
- Christian
- Kathrin
- Andrea
- Anja

Kathrin

Christian, André

Christian

Marko

Red Journeys Staff

with Roy as Lead

Marketing

Jaimy + Marko + Rémi

Sales

Marieke + Roy + Rémi + Andrea

HR & Recruitment

Lotte

Finance

Nanda

Party Committee

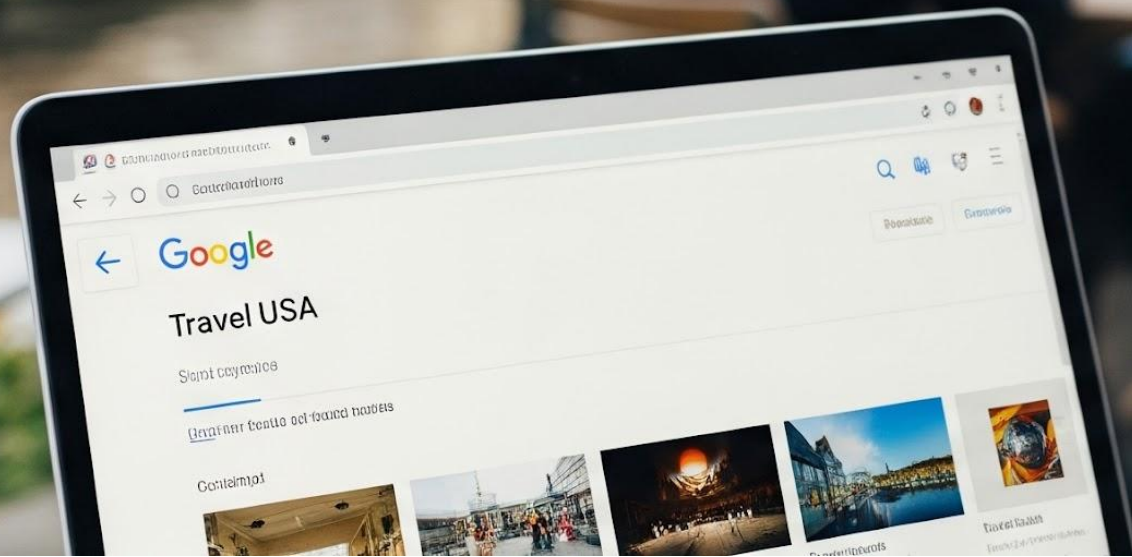
Marit, Roy

A scenic photograph of a white lighthouse with a red lantern room, situated on a rocky cliff overlooking the ocean. The sky is filled with large, white clouds, and the sun is visible on the left, creating a bright glow. The ocean waves are crashing against the rocks in the foreground. A white house with a red roof is visible next to the lighthouse.

**Welcome to the most
challenging time**

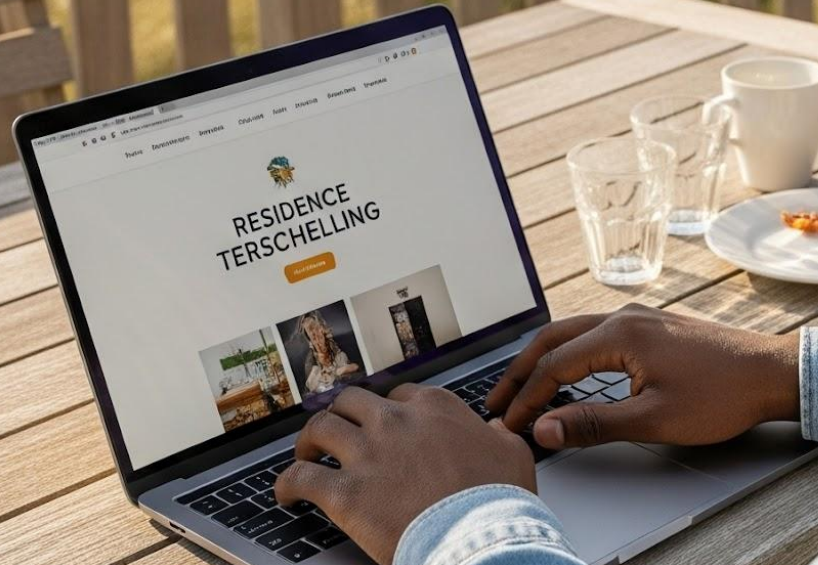


**If your work is focussed on
getting visitors from a Search Engine,
it will radically change**





**If your work is focussed on
getting conversions from a website,
it will radically change**





Change

What is the role of a website anymore?

In 2026:

- We will see a big drop in Google usage as we know it
- Consumers will shift to LLM's rapidly
- Websites might sometimes be passed
- Connectivity partners like [booking.com](https://www.booking.com) will become more dominant.



Change

And what is our role then?

We are:

- the European experts in our industry
- the ones who help our clients move from traditional website traffic to Gen AI traffic and bookings
- giving insights in shift of consumer behaviour
- assisting in moving to new advertising models
- able to serve great reporting and actionable insights.

A scenic photograph of a white lighthouse with a red lantern room, situated on a rocky cliff overlooking the ocean. The sky is filled with large, white clouds, and the sun is visible on the left side, creating a bright glow. The lighthouse is surrounded by a white fence, and there are some buildings nearby. The ocean is visible in the foreground, with waves crashing against the rocks.

**Welcome to the most
challenging time**



Economical uncertainty



Ronde Tafel

Amerika



Wat is er aan de hand? In Amerika

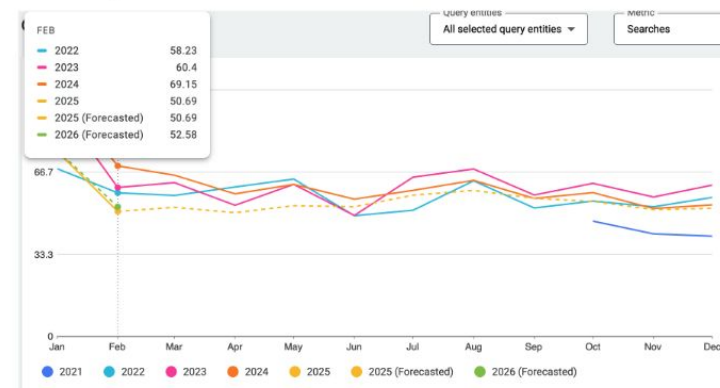
Van Red Online Marketing

Datum: 04-06-2025
Versie: 1



Marktdata & forecast

Zoekgedrag naar Amerika zoektermen





**Economische
onzekerheid**



**Changing
consumer behaviour**



**Internal
operation with AI**



Product development





Staying ahead

Approach at Red Online Marketing

- › 2025 Goal: become 50% more efficient by using AI
- › Focus on product development
- › Focus on reporting and market insights



Approach product development

- Bottom up motivation to do product development
- A uniform structure and approach
- Testing, trial and error



Innovation product development

Alpha Wave – AI Maturity Assessment

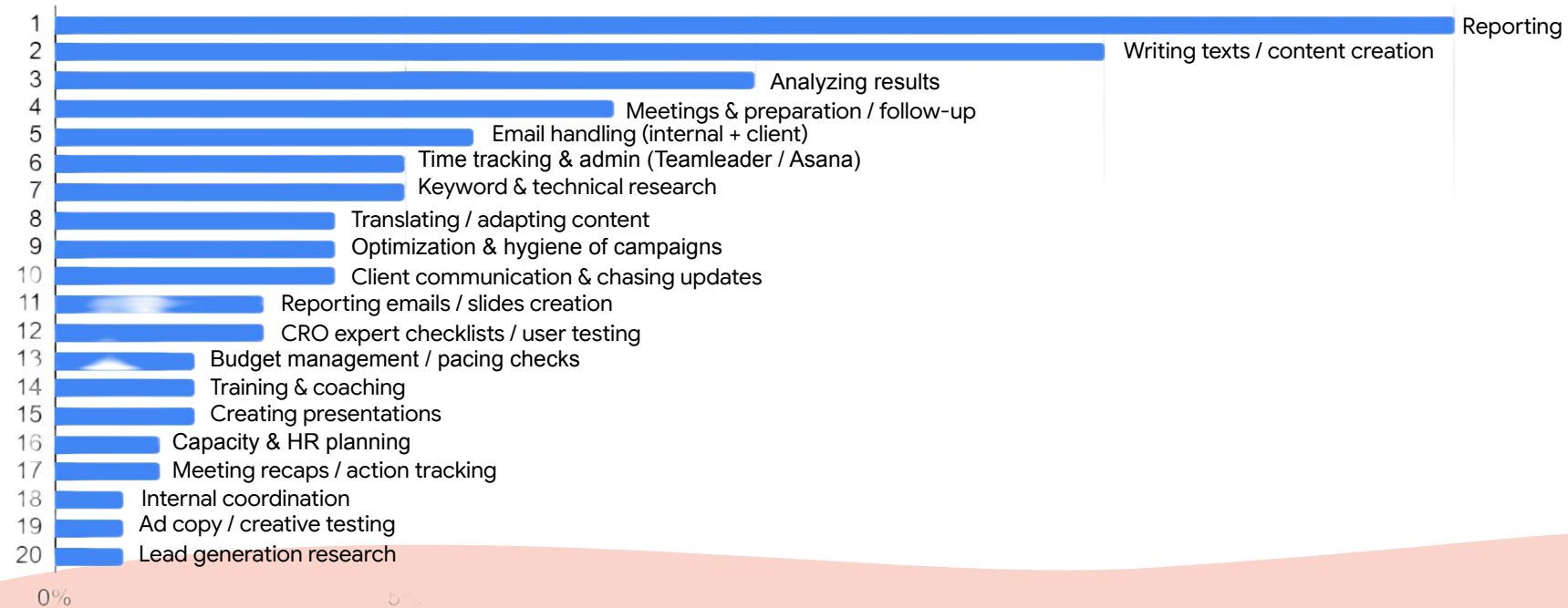
Red Journeys colleagues who use
AI frequently score
higher on **job satisfaction**



Innovation product development

Alpha Wave – AI Maturity Assessment

- Step 1 – Identify most time consuming tasks





Innovation product development

Alpha Wave – Next steps

1

Automate Reporting Workflows

~50 % of employees describe reporting as repetitive and low-value, often taking hours per client and rarely being read.

◆ Connect **Looker**, **GA4** and Ads dashboards to one AI-driven template that automatically summarizes data, highlights anomalies, and drafts client updates.

2

Streamline Meeting Notes & Coordination

35 % lose time taking or chasing meeting notes across Asana, Teamleader, and email.

◆ Use **Duet AI in Google Meet** to auto-generate action points, then push them to Asana through **AppSheet** or **Cloud Functions**.

3

Enhance Content & Translations

~40 % find writing and translations repetitive or inconsistent across languages.

◆ Deploy **Vertex AI PaLM text models** fine-tuned on each client's tone of voice (using approved copy samples).

4

Automate Campaign Audits & Optimization

25 % repeat manual hygiene checks across Ads, YouTube, and Display.

◆ Leverage **Google Ads Scripts with Vertex AI APIs** to automatically review placements, inactive assets, and pacing. Flag anomalies in **Looker Studio dashboards**, and let **Vertex AI Codey** suggest optimization steps or ad copy improvements.

5

Close the AI Knowledge Gap

30–40 % feel uncertain about applying AI effectively to daily work.

◆ Launch a **Google Cloud Learning Hub** (localized to NL) with short Duet AI tutorials, task-based Vertex AI labs, and an internal **Red Online AI workspace** for experimentation. Train “AI champions” who maintain shared prompts and templates in **Google Drive + Vertex AI Prompt Gallery**.



Innovation product development

The 6 Project Groups

1. Automating Reporting Workflows
2. Streamline Meeting Notes
3. Enhance Content & Translations
4. Automate Campaign Audits
5. Close the AI Knowledge Gap
6. Data Insights & Analytics



Innovation product development

Product development – Dashboarding

- **Dashboarding**

Move all our reporting data to BigQuery database, and use Looker for dashboarding

Investment choice needs to be made by the board



Innovation product development

Product development – Dashboarding

Collect & Transform

Activatie

Activatie

Data Sources

Modern Cloud Data Platform

Managed
Data Ingestion

Data Warehouse

BI / Dashboarding

AI / Self-service

Streaming data

Database

Generic data sources
(e.g. public data sets)

SaaS & API's

Native BQ

Dataflow

Dataprep

Cloud Run

Raw
Data

Data staging

Enrich-
ment

Curated

Data Transformation

Google
Big Query

Dataform

Prediction



Embedded Analytics



Data catalog, lineage and IAM

Cloud Landingzone Components

Observability

CI/CD

Identity
Management

Security

Project
Governance

Cost
Management

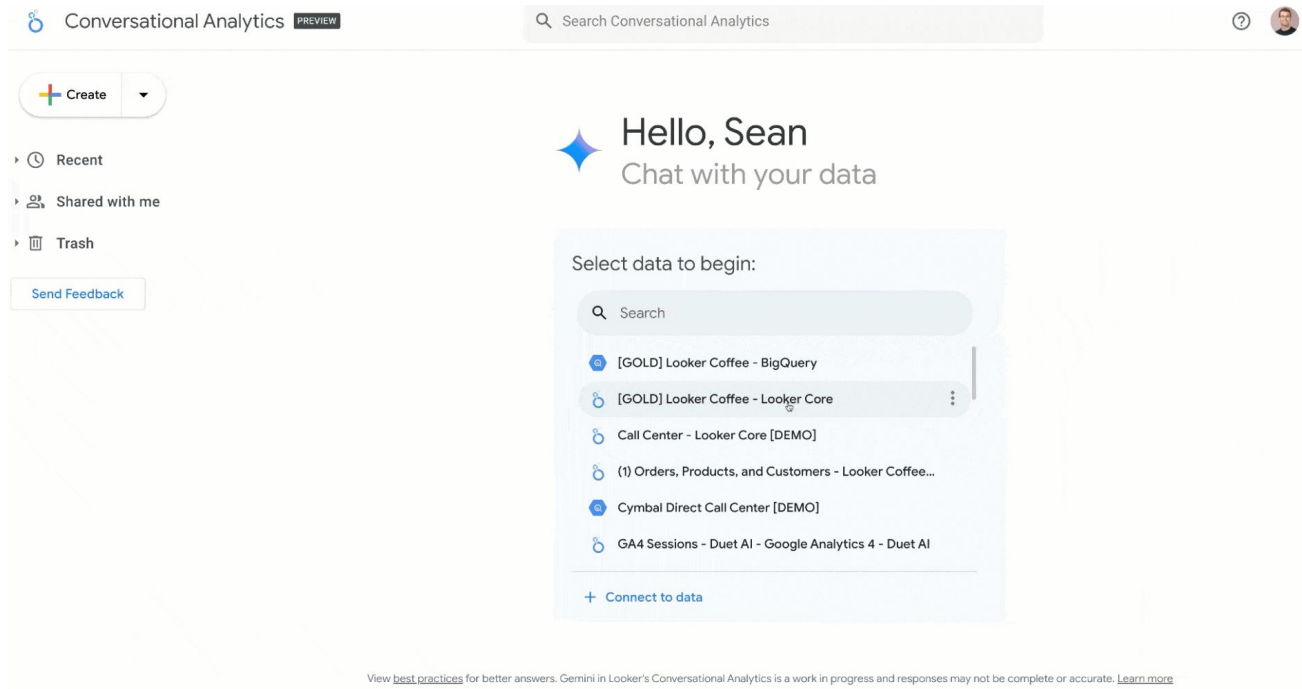
Cloud Platform

www.ecommemarketing.com



Innovation product development

Product development – Conversational Analytics



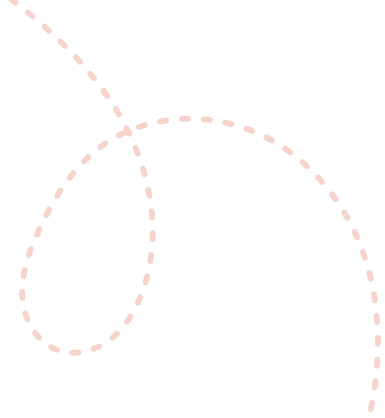
What is most popular hotel booked in September?

How is CRO on the Travel industry?



MT Innovation

Product Development



Phase	1. Ideation & Concept	2. Proposal to Board	3. Test-case and piloting	4. Teamleader & Website	5. Team Onboarding	6. Selling and Scaling-up
Who?	Product Lead (and colleagues)	Product Lead and Board	Product Lead and AM's	Product Lead, Marketing & Sales	Product Lead and PL's and AM's	Product Lead, Marketing & Sales
What?	Ideation of a (re)new(ed) service and designing the concept. <u>Use Docs Template:</u> <u>Via Docs - New - Via Template</u> Must-do: based on a minimum of 2 use cases	Propose the new concept to the board, including: • Concept based on template • Indication in hours we need to execute the new service If agreement is reached? Go the Step 3.	Set-up a pilot with a test client and give them 50% discount in return for 1. Be the first 2. Delivering feedback 3. Writing a case together	Action 1: (Re)write the new service in Teamleader and make descriptions for all languages. Action 2: Write an introduction text for the website, so Team Marketing can use this to publish on the website	Inform the team about the new service within a "15 minutes session" and ensure the team can sell the service to current clients.	Pitch the new concept to the Marketing- and Sales teams and organise a brainstorm for designing: • Sales Plan • Marketing Plan After this brainstorm, the execution will start.



Product Development



○ Set status



LK



Overview Board List +

+ Add task



Filter

Sort

Group

Product idea's 2

✓ How to: Product development



✓ Fast video production on location



2

+ Add task

Product definition 2

✓ SEO Page Template



✓ Benchmarking an AI reporting



+ Add task

Board feedback and ap... 3

✓ Fast video production with AI



✓ SEA/SEO: Approval and feedback needed



28 May

1

✓ Connecting WanderConnect - GoogleAds

Pilot project 1

✓ Wander: RDW-WanderConnect



+ Add task



AI Video display set creation

Team: Content / Advertising

Date: 13-6-2025

Version: 1

Made by: Roy Platje



Advantages

- Clarity of procedure, and status
- Reduce time to market with templates
- Increase quality of end product



Learnings AI video creation with VEO







AI video test project

Why do this, while we are not a creative agency?

Branding become more important for full funnel conversion strategy.

Pmax requires a broad set of different visuals.

Clients are not able to create a variety of video's



AI video test project

Approach: 3 day trial period

What we want to know:

1. Is the quality good enough?
2. What is needed to make good videos, prompt learning, etc.?
3. How much time does it take to produce one video and additional variations?
4. Could this be a product to add to our portfolio?
5. If so, what would be the working method?



Technology

Use of:

- Videographer with experience in cameras, editing and post-production

Use Google AI Workspace

- IMAGEN3 for images
- VEO2 and VEO3 (via FLOW) for video



AI video test project

2 test projects

- 1) Camping Oranjezon
Are we able to create a video from an image and add different target groups?
- 2) Sunny Cars
Can we create multiple location based videos?



AI video test project

Approach

1. Capture every step, prompt logging and download results
2. Optimize outcomes, use AI to improve prompts
3. 1 day for prompt development, 2 days for production



AI video test project

Testing

Prompt 1:

A couple is barbecuing in front of their beach house on a sunny afternoon.

Resultaat:

 download (5).mp4

Analyse:

- + Camerabeweging lijkt realistisch
- Geen BBQ te bekennen, 3 mensen ipv een koppel, een kruiwagen die rolt zonder geduwd te worden.









Finetuning and finetuning for the right recipe

Prompt 6

Prompt:

A wide shot from a young, cheerful couple is enthusiastically barbecuing in front of their beach house on a sunny late afternoon. Smoke curls from the sizzling grill. The man is only looking at the grill with burgers, not flipping. The woman is cutting tomatoes for the salad. On the table are also glasses with drinks, a pitcher with lemonade, and bowls with sides. They laugh and occasionally glance at each other. Golden hour light casts a soft glow on them, highlighting their warm interaction. Cinematic and realistic style, with a focus on natural, believable hand movements and the summer atmosphere.

Resultaten:

-  download (15).mp4
-  download (16).mp4
-  download (17).mp4

Analyse

- + Lijkt veel realistischer, geen hele gekke handelingen meer
- Tomaten snijden is ook niet 100% goed. Veel last van motion blur tijdens snijden tomaten, waardoor het duidelijk wordt dat het niet klopt.





Takeaways for first test

- Avoid complex structures
- Avoid too many movements around objects
- Let Gemini AI create your prompt
- Work with a story board



Test 2 Sunny Cars

- Car rental company
- Launch in France
- More than 90 key destinations
- Only 1 TV commercial available

Wish: An easy way to create 20+ location based remarketing video's with an investment of maximum € 5.000



First tests

“Make a drone shot of this car driving at the Arc de Triomphe in Paris.”





Let people get out of the car





Result after one day of testing

Approach:

- Create a storyboard
- Only 8-second videos
- Make videos with the client's logo in them
- Edit these into 1 video







Day 2 working towards the proof of concept

Briefing

Images & videos for dynamic remarketing campaigns

- Description of the scene: The target group with a car rental in that specific destination. We need to feel that they are having a stress free holiday.
Could we have visuals for the following destinations to start with:
 - Italy
 - Majorca
 - Portugal
 - Morocco
 - Tenerife
- Target group:
 1. Family of 4, 2 adults and 2 children
 2. Young couple
 3. Group of friends

|

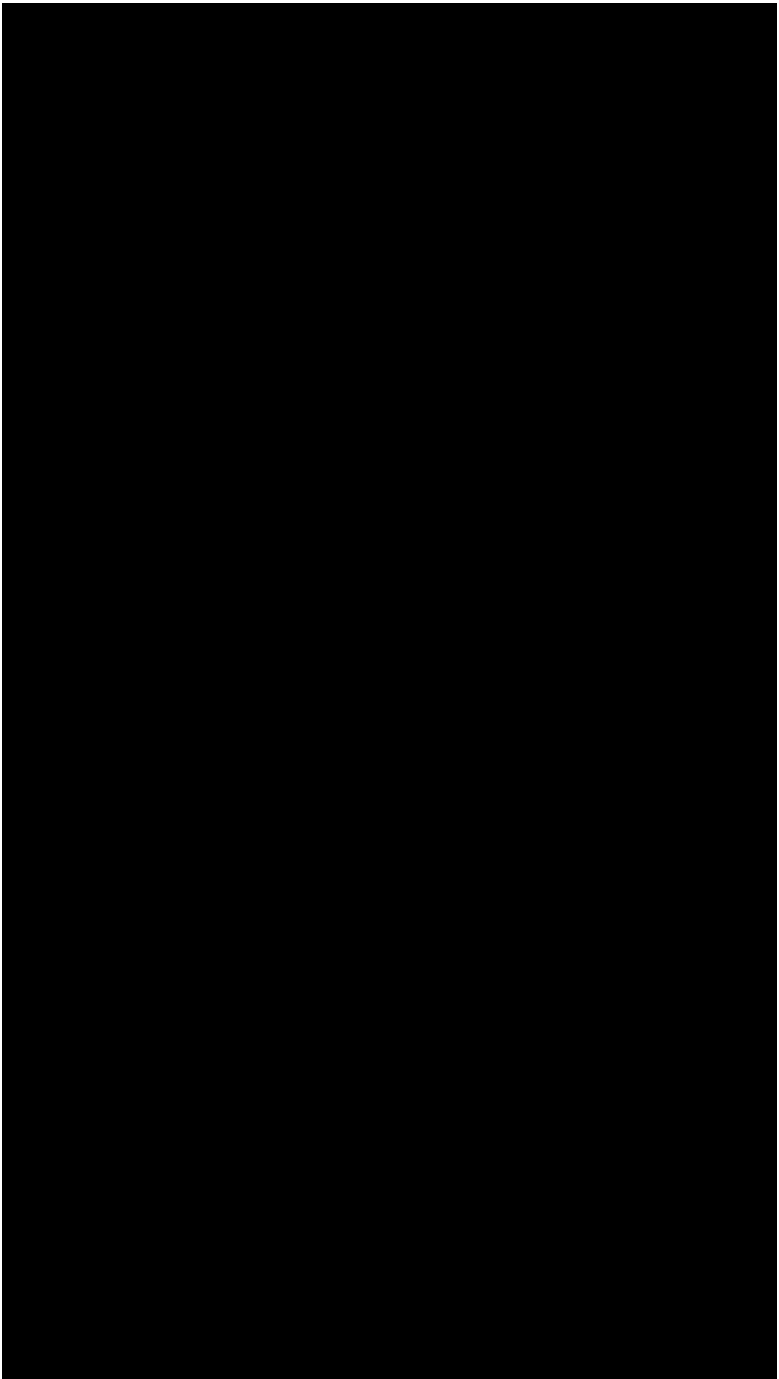
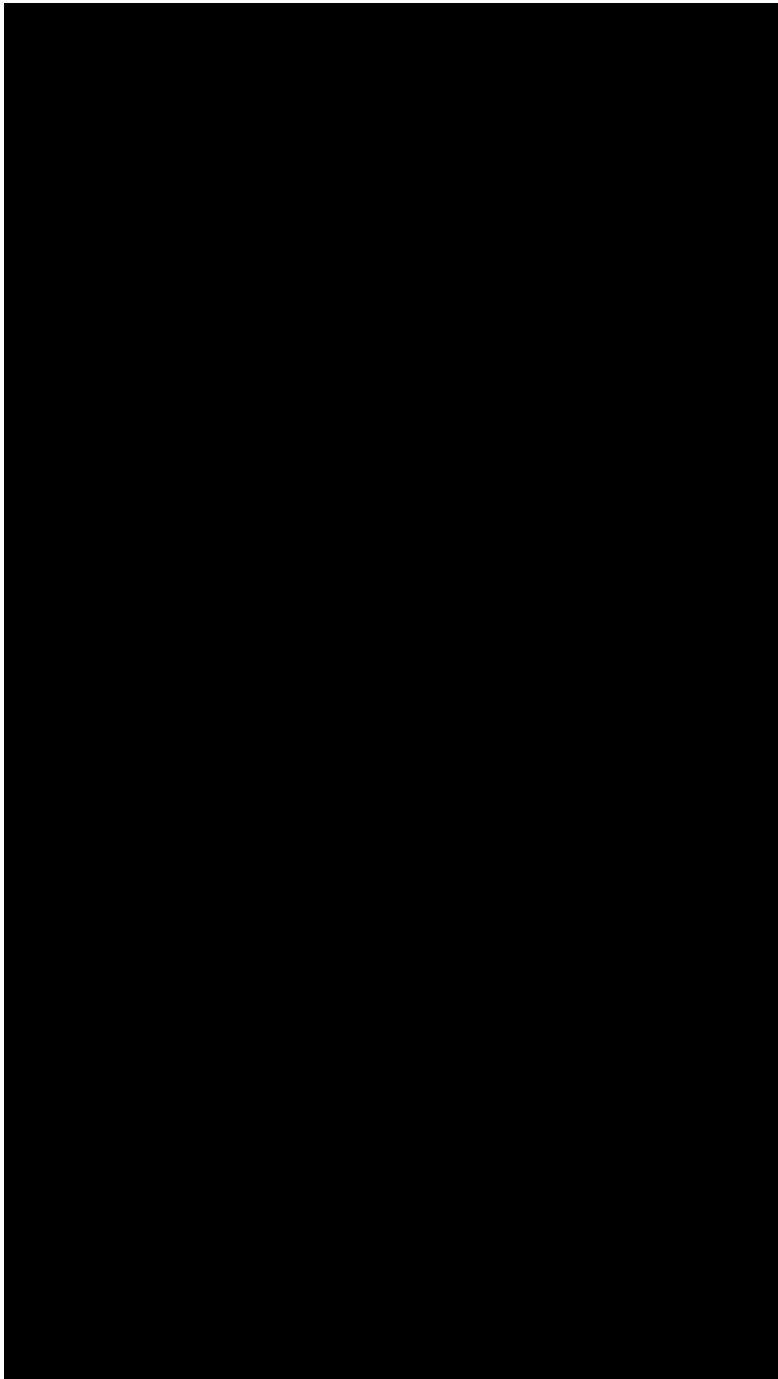
Main age group is 25-54 years old
- What needs to be visible in the image/videos: Key elements to recognize the destination very quickly (like an important sightseeing spot, an element of the culture, a flag)
 - For example, for Italy, it could be the colosseum or the Pisa tower.



SunnyCars

A close-up, slightly low-angle shot of a woman with long, wavy blonde hair driving a car. She is looking towards the camera with a gentle smile. The car's interior, including the headrest and window frame, is visible. Outside the window, a bright, sunny day is visible with a clear blue sky and some blurred greenery. In the top right corner, there is a yellow oval logo with the text "SunnyCars" in a black, sans-serif font.

SunnyCars





Palma de Majorque
vous attend



Investment

Things to remember about costs:

- VEO3 costs can be a bit unclear
- Ask the Google Cloud team for help and funding / vouchers
- Look for ways to test with a fixed fee, US Flow account for instance



Investment in this product development phase

Our investment

- 36 hours from an external videographer
- 12 internal hours
- € 3.200 Google cloud costs

So approximately € 9.000



Learnings

Our takeaways:

- Development is fun, enjoy the journey
- Handing over to the team can be challenging. Video an VEO production is a specialism, select one dedicated person.
- Select the way you sell it. Perception is AI creation is “free”, but in the end very time consuming.



Questions?



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