

FELIX TOURS CURAÇAO

Digital Launch & Growth Partnership

A premium digital presence built to help Felix Tours get discovered, trusted and booked.

PREPARED FOR

Felix Tours Curaçao

THE OPPORTUNITY

Turn a strong brand identity into a complete digital customer journey — from first discovery to booking and repeat visibility.

Explore. Ride. Create Memories.

Prepared by John · Smartlance Designs

A strong brand deserves a strong digital presence

Felix Tours already has a memorable identity. The opportunity is to carry that standard into every digital touchpoint.

THE POSITIONING

Premium. Modern. Adventure. Experience. Trust.

FROM A GREAT BRAND TO A COMPLETE DIGITAL EXPERIENCE

- Create a website that immediately communicates quality and personality.
- Make it easy for visitors to understand the experience and take action.
- Create a consistent visual and messaging system across digital channels.
- Build the foundation for long-term discovery, reviews and repeat visibility.

DIGITAL ECOSYSTEM

One brand. Multiple channels. One connected experience.

Website	Experience and conversion
Google Business	Discovery and trust
Social Media	Attention and desire
Booking	Action and convenience
Reviews	Proof and confidence

Every touchpoint should feel unmistakably Felix Tours

A premium front-end experience supported by the channels guests actually use.

05 · WEBSITE

A website built to turn visitors into customers.

Premium presentation, mobile-first design and a frictionless path to enquire or book.

- Premium responsive website
- Clear tour and experience presentation
- Strong calls to action
- Mobile-first booking journey

06 · SOCIAL MEDIA

Turn the brand into a social experience.

Consistent visuals, stories, reels and messaging that feel unmistakably Felix Tours.

07 · GOOGLE BUSINESS

Make Felix Tours easy to find.

A complete Google Business presence with services, photos, reviews, links and a local SEO foundation.

08–09 · CUSTOMER JOURNEY

From discovery to booking

The path from first impression to reserved ride should feel simple, premium and intentional.

01	DISCOVER	Google · Social · Search
02	EXPLORE	Website · Photos · Tours
03	TRUST	Reviews · Brand · Proof
04	BOOK	WhatsApp · Reservation

09 · LONG-TERM DISCOVERY

Be easier to find. For longer.

Felix Tours should not depend only on social media or word of mouth. We'll build a digital foundation that helps people discover Felix Tours when they are actively looking for things to do in Curaçao.

Google	Search visibility
Maps	Local discovery
Reviews	Social proof
Content	Demand creation
Website	Conversion

Don't just sell the ride. Sell the experience.

People book the adventure, the destination, the lifestyle and the memories they will take home.

10 · CONTENT THAT SELLS THE EXPERIENCE

Adventure	The thrill of the ride.
Curaçao	The destination itself.
Lifestyle	The feeling of being there.
People	The memories guests create.
Offers	Reasons to book now.

11 · MORE THAN A WEBSITE

One brand. One digital ecosystem.

The website is only the beginning. The goal is one clear digital direction — not a collection of disconnected tools.

- Website
- Content
- Social Media
- Booking
- Google Business
- Reviews

From launch to momentum.

A clear, focused plan to take Felix Tours from a great brand to a thriving digital business.

01	FOUNDATION	Brand applied across digital Website build Social setup
02	LAUNCH	Website live Booking enabled Core content
03	VISIBILITY	SEO and local growth Google Business Content cadence
04	GROWTH	Campaigns Optimization New pages and offers

Launch is the beginning — not the finish line.

The system can evolve as Felix Tours grows.

13 · INVESTMENT

An investment in the next version of Felix Tours.

Two simple layers: build the foundation, then keep the digital presence moving.

ONE-TIME PROJECT

Digital Foundation

\$2,500

Build the core digital presence.

- Premium website design and development
- Booking / reservation setup
- Google Business setup and local SEO foundation
- Social setup and branded digital assets
- Basic content strategy
- Analytics and tracking

ONGOING PARTNERSHIP

Digital Partnership

\$100 / month

Ongoing growth and support.

- Website management
- Campaigns and promotions
- Google Business management
- Performance reporting
- Content creation
- Seasonal updates
- SEO and optimization
- Technical support

Final scope and recurring fee are confirmed before work begins.

Let's build Felix Tours Curaçao.

Explore. Ride. Create Memories.

A stronger brand presence starts here.

Let's turn the identity into something guests notice, trust and book.

WHAT THIS PARTNERSHIP COVERS

- Website
- Booking
- Social Media
- Content
- Google Business
- Growth

CONTACT

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Ready when you are.