

12 Things to Do Before You Go Live

YOUR TRIP PAGE

- Your bio includes who you are, your travel vibe, and a line that makes people want to travel with you
- Hero photo features real people with good lighting (not just a landscape)

SOCIAL MEDIA SETUP

- Instagram bio updated with trip mention and link to your TourHero trip page
- Instagram Highlights folder created for the trip (save Stories here)
- Trip reveal post is ready to go (Reel, carousel, or Story)
- TikTok bio updated with trip link
- At least 3–5 posts published in the last 2 weeks to warm up your audience
- Bio link points directly to your TourHero trip page (not a generic linktree)

POST-LAUNCH ACTIONS

- Send an email announcement to your mailing list about the trip
- Share in relevant Facebook Groups (travel, niche communities)
- DM your top 20 most engaged followers with a personal invite
- Respond to all comments and DMs within the first hour of posting