



THE OFFICIAL PLAYBOOK

The Blinkoo ROI Playbook

A step-by-step daily guide for travel brands to turn authentic UGC into followers, app installs, and bookings.

- Built for OTAs & Travel Brands
- Daily Workflow Included
- 90-Day Ramp Plan

EDITION
2026 · v1.0

FOR BLINKOO CLIENTS
blinkoo.com

START HERE

Who this **playbook** is for.

This playbook is built for OTAs, tour operators, DMCs, hotel groups, and any travel brand with a Blinkoo Unlimited Download subscription. If your team is trying to post consistently on TikTok and Instagram Reels but keeps hitting the same wall — *"we don't have enough authentic footage"* — this guide solves that, and shows you exactly what to do every day to turn Blinkoo's library into followers, app installs, and bookings.

By the end, you'll have

- A clear daily and weekly content workflow
- A repeatable content engine built around Blinkoo footage
- A posting cadence that the algorithms reward
- A way to measure whether it's actually working

Why this works

TikTok and Instagram Reels reward two things above all else: **authenticity** and **consistency**. Stock footage looks like stock footage, audiences scroll past it, and the algorithm punishes low watch time. Producing your own UGC at scale is expensive, slow, and hard to sustain.

Blinkoo's library exists exactly in that gap. You get thousands of real travelers' videos — the kind of footage that performs like organic content because **it is organic content** — without sending a single crew on the road. Your unlimited subscription means the marginal cost of one more post is effectively zero. That changes the entire economics of running a travel social channel.

THE WINNING FORMULA

Volume + Authenticity + Repeatable Formats. Blinkoo handles authenticity. This playbook handles volume and formats. Run all three together and the algorithm does the rest.

8–12

POSTS PER DAY

3–4h

DAILY WORKLOAD

90

DAYS TO ROI SIGNAL

THE ENGINE

Pick formats. Repeat them.

Don't reinvent every post. Pick 3–5 repeatable formats and rotate them. Each can be filled with Blinkoo footage in under 30 minutes. That's your engine.

FORMAT	WHY IT WORKS	EXAMPLE
POV destination	Native to TikTok, high completion rate	"POV: you just landed in Lisbon"
Listicle / top picks	High save rate, evergreen	"5 underrated beaches in Sicily"
Hidden gems	Drives shares ("send to a friend")	"This village in Andalucía has no tourists"
Versus / comparison	Sparks comments — algorithm loves debate	"Bali vs. Phuket — where would you go?"
Price-anchored deal	Direct conversion driver	"3 nights in Crete from €189"
Seasonal / timely	Rides search trends	"Where to escape European winter"
Mistake / warning	Hook-heavy, strong watch time	"Don't book Santorini in August unless..."

Posting cadence

For most travel brands the sweet spot is roughly **8–12 pieces of content per day**, of which 4–6 are new short-form videos. Sounds like a lot — with a Blinkoo subscription and the workflow on the next page, a team of 2–3 people can sustain it.

SURFACE	DAILY TARGET	NOTES
TikTok	3–4 posts	Highest priority — algorithm favors high cadence
Instagram Reels	2–3 posts	Repurpose 1–2 from TikTok with tweaks
Instagram Feed	1 post	Carousel or still pulled from a Blinkoo video
Stories	3–5 posts	BTS, polls, deals, reposts

If you're just starting, halve everything for the first month. Hit consistency first, then ramp.

3–4 HOURS, EVERY DAY

The **daily** workflow.

This is what one person on your social team should do every working day. Five blocks, roughly 3–4 hours total if you're efficient.

1

Search & Source

30–45 minutes

Goal: pull tomorrow's raw footage from Blinkoo.

1. Open Blinkoo and check your content calendar for tomorrow's destinations and themes. Always work one day ahead.
2. Search the library with **specific** queries — not "Italy" but "Cinque Terre sunset," not "beach" but "Maldives overwater bungalow."
3. Download **3–5 clips per planned post** so you have options in editing. With unlimited downloads, over-source — it's free.
4. Save into a structured folder system by date and post.

```
/content
  /2026-04-09
    /post-1-cinque-terre
    /post-2-bali-temples
    /post-3-lisbon-deal
    /post-4-greek-islands-listicle
```

Pro tip: Once a week, do a "stock-up" session and pull 30–50 clips for the whole week.

2

Edit

90–120 minutes

Goal: produce 4–6 ready-to-post videos.

1. Open **CapCut** (free, vertical-native, industry default for short-form).
2. Apply the **3-second rule**: hook + striking visual + claim or question that makes scrolling impossible.
3. Use your template library. Future edits become drag-and-drop.
4. Standard 15–25s structure: **0–3s** hook · **3–10s** payoff · **10–20s** detail/list · **20–25s** CTA.
5. Always add captions — 80% of viewers watch muted.
6. Use a trending sound (TikTok Creative Center) or Meta-licensed music for Reels.
7. Export 1080×1920, MP4, under 30 seconds.

Repurposing trick: Edit the TikTok version first. For Reels, change the first frame, swap the sound, re-export. Two posts, one session.

3

Schedule & Publish

30 minutes

Goal: queue tomorrow's content, publish today's batch.

1. Open your scheduling tool — Metricool, Later, Sprout Social, Loomly, or Meta Business Suite.
2. Upload tomorrow's videos with captions, hashtags, and posting times.
3. **Optimal posting windows** (adjust to your main market): morning 7–9 AM · lunch 12–2 PM · evening 6–8 PM · late night 9–11 PM ("dreaming about my next trip" — gold for travel).
4. Captions: 1–2 lines, front-load the hook, end with a question to drive comments.
5. Hashtags: 3–5 specific beats 30 generic. Mix one big (#travel), one medium (#italytravel), 2–3 niche (#cinqueterreitaly).

4 Community & Reply

30–45 minutes

Goal: drive the comment-and-DM signals the algorithm rewards.

1. Reply to **every comment** from the last 48 hours, especially in the first hour after a post goes live.
2. Reply to DMs — prioritize anything that smells like booking intent.
3. Pin one strong comment per post to seed the conversation.
4. Spend 10 minutes engaging on bigger travel creators' posts. Free reach.
5. Save user comments that could become future content briefs.

5 Quick Analytics Check

15 minutes

Goal: know what's working so tomorrow's content is smarter.

1. Check yesterday's posts in TikTok Analytics and Instagram Insights.
2. Note the top performer and the worst performer. Ask: *what was different?* Hook? Destination? Sound? Format?
3. Write one line in a shared doc: "*Cinque Terre POV did 4× our average — try more coastal-Italy POVs this week.*"
4. Once a week, do a deeper review and adjust the calendar.

ZOOM OUT

Weekly rhythm & stack.

Your week at a glance

DAY	FOCUS
Monday	Plan the week. Lock destinations, themes, deals. Big Blinkoo sourcing session (30–50 clips).
Tue–Thu	Run the daily workflow. High-volume publishing.
Friday	Lighter publishing. Weekly analytics review. Identify the week's winner.
Sat–Sun	Pre-scheduled content only. One hour of community management across the weekend.

The minimum viable tool stack

LAYER	TOOL	COST
Footage source	Blinkoo Unlimited	Your subscription
Editing	CapCut	Free
Design	Canva or Figma	Free / low
Scheduling	Metricool, Later, Meta Business Suite	Free–€50/mo
Captions/scripts	ChatGPT or Claude	Free–€20/mo
Voiceover	ElevenLabs (optional)	Free–€22/mo
Trend spotting	TikTok Creative Center	Free
Analytics	Native + Google Sheet	Free

TOTAL COST BEYOND BLINKOO

Under **€100/month**. This is the cheapest content operation in travel marketing — full stop.

Team structure

- **Solo operator** (1 person, 4–5h/day): doable with discipline. Good for small OTAs and tour operators testing the channel.
- **Lean team** (2–3 people): one strategist/editor, one community manager, one part-time designer. The sweet spot for most mid-sized travel brands.
- **Full team** (5+): adds paid social, multi-market localization, dedicated analytics. Note: Blinkoo's library means you don't need a videographer or producer — **that's where most of the savings come from.**

WHAT ACTUALLY MATTERS

Measure the **right** things.

✓ Track these

- Watch time & completion rate
- Saves & shares (highest-weighted signals)
- Follower growth rate (week-over-week)
- Profile visits → link clicks → bookings
- CAC from social vs. CAC from paid search

✗ Ignore these

- Likes (vanity, weakest signal)
- Impressions without context
- Follower count as a goal in itself
- Day-by-day volatility
- Engagement on irrelevant audiences

Mistakes that kill ROI

1. **Cross-posting identical edits.** Each platform has its own native feel — at minimum, change the sound and the first frame.
2. **Inconsistent posting.** Two weeks of 4-a-day followed by a week of nothing trains the algorithm to deprioritize you.
3. **Generic captions.** "Beautiful Bali 🌴✨" is invisible. Specific beats pretty.
4. **Treating Blinkoo clips as filler.** Use the *best* clips, not the easiest. With unlimited downloads, you can afford to be picky.
5. **No CTA.** Every post should tell viewers what to do next: save, comment, follow, click.
6. **Ignoring comments.** The first hour of replies is when you tell the algorithm "this post is alive."
7. **Quitting before month 3.** Travel social ROI takes 8–16 weeks because of long booking consideration windows. Don't kill it at week 6.

THE HIDDEN ROI

The most profitable thing this playbook does isn't selling a trip today — it's lowering your customer acquisition cost over time. Every booking you drive through owned channels (social, app, direct) is dramatically more profitable than one sourced through paid search.

REALISTIC EXPECTATIONS

A 90-day ramp.

Travel social ROI is a slow-build, fast-compound game. Here's what to focus on in each phase, and what to expect.

Foundation

DAYS 1-30

- Set up workflow, tools, and templates
- Build a library of 100+ Blinkoo clips, organized by destination
- Post 2×/day on TikTok, 1×/day on Reels
- **Goal:** consistency, not virality

Scale

DAYS 31-60

- Ramp to 3–4×/day on TikTok, 2×/day on Reels
- Identify your 3 best-performing formats and double down
- Start measuring assisted conversions, not just last-click

Optimize

DAYS 61-90

- Cut the bottom 30% of formats
- Test new hooks, new destinations, paid amplification on top organic posts
- Begin tracking blended CAC vs. paid search

What day 90 typically looks like

3–5×

FOLLOWER GROWTH

+40%

ENGAGEMENT VS. INDUSTRY

↓ CAC

VS. PAID CHANNELS

Plus measurable lift in branded search, direct app installs, and the early signal of CAC reduction vs. paid channels. The teams that win aren't the ones with the biggest production budgets — they're the ones who treat content as an engine and stay patient through the first two months while the algorithm learns who they are.

THE BOTTOM LINE

Run the playbook. Trust the process. Measure what matters.

Blinkoo removes the single biggest bottleneck in travel social media:

authentic footage at scale. Combined with a disciplined daily workflow, repeatable formats, and consistent posting, it lets a small team operate at the output level of a brand with five times the budget.

The brands that win with this aren't the ones with the biggest production budgets. They're the ones who treat content as an engine — sourced, edited, shipped, and measured every single day.

Questions? Want help setting this up for your team?

Reach out to your Blinkoo account manager — we'll walk you through it.