THINGSTODOMARKETING.COM

Referral Tips & Helpful Insights

These tips were put together from referrers like you to help generate new operator referrals for Google Things to Do subscriptions.

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1. How to identify a successful referral

These details helped other referrers identify potential tour, activity, and experience operators for **thingstodomarketing.com**:

1. **Generic Email Domains:** Identify tour operators using generic webmail addresses (e.g., @gmail.com, @yahoo.com) instead of custom branded business domains.
2. **Independent Operators:** Recommend Google Things to Do (GTTD) to independent tour guides, activity providers, and attraction owners looking to scale direct sales.
3. **High OTA Reliance:** Seek companies heavily dependent on Online Travel Agencies (Viator, GetYourGuide, TripAdvisor) who are losing 20–30% in commission fees.
4. **Demonstrate Value:** Develop your own website or landing page to showcase the direct booking advantages powered by thingstodomarketing.com.
5. **Highlight Fee Savings:** Emphasize that GTTD eliminates high reseller middleman fees while placing "Official Site" badges directly on Google Search and Maps.
6. **Ease of Automation:** Mention the simplicity of our $25/month automated GTTD subscription, which keeps pricing, feeds, and availability synced seamlessly.
7. **Offset Marketing Costs:** Explain how GTTD unlocks lower-CPC Google Travel Campaigns right next to major OTAs, offsetting standard digital ad costs.
8. **Integrated Ecosystem:** Talk about problems solved by integrated tools, such as GTTD setup, Point of Interest (POI) mapping, and exposure on cheapfunthingstodo.com and Trip Witch AI.

2. Basic questions to start a recommendation

Asking the right questions is the key to uncovering operator pain points and generating quality referrals:

1. How do most travelers find and book your tours or activities online today?
2. What percentage of your monthly booking revenue goes to high-commission OTAs like Viator or GetYourGuide?
3. Have you considered how much profit you would save if those bookings went straight through your own website checkout?
4. Is your business currently showing up in the dedicated "Tickets" and "Activities" modules on Google Search and Maps?
5. Does your Google Maps listing currently carry the official blue "**Official Site**" badge?
6. Are third-party resellers dominating search results when travelers look up your business name or local landmarks?
7. Would you like to access high-intent travelers right when they search for local "things to do" without paying a 20–30% commission?
8. Is your current booking software (e.g., FareHarbor, Bókun) actively optimizing your Google Place IDs and Categories, or just sending a basic raw feed?
9. Would you like to run targeted Google Travel Campaigns with lower CPCs than generic search ads?
10. Are your employees or marketing team wasting time trying to navigate Google's complex technical feed requirements manually?
11. Could your tour business benefit from automated 24/7 AI itinerary building that drives travelers directly to your activities?
12. Do you have a simple tool to track feed errors, price mismatches, and search impressions across Google?
13. Would you like to give your business enterprise-level Google discovery tools for a simple $25/month subscription?
14. Can your team benefit from having your activities featured commission-free on cheapfunthingstodo.com?
15. Does your business need automated Point of Interest (POI) mapping to rank for local attraction searches?
16. Would you like to access your GTTD feed health and traffic analytics all in one simplified dashboard?

3. Quotes from our referrers & reach strategies

Read insights and proven outreach approaches from top referrers sharing **thingstodomarketing.com**:

KEEP NETWORKING

> *"I spread the word among all my contacts in tour operator groups. If you understand how Google Things to Do works and how much money it saves on commissions, it's very easy to find referrals."*
>
> **– J. O. Cota**

RESEARCH YOUR CLIENT'S NEEDS

> *"To make a good referral, you need to understand where the operator is losing margins—usually to OTAs—and show them how Google Things to Do solves that exact pain point."*
>
> **– G. Pereira**

> *"Knowing an operator's pain points and showing them how the 'Official Site' badge works on Google Maps gives you an immediate way to meet their expectations."*
>
> **– H. Esguerra**

HOW TO REACH POTENTIAL CUSTOMERS

> *"When I notice a tour operator lacking an 'Official Site' badge on Google Maps, I say 'Hey, why aren't you capturing direct, commission-free bookings right on Google?'"*
>
> **– J. Oscar**

DEMONSTRATE THE BENEFITS

> *"I always do a quick screen share showing how the Google Things to Do carousel works. I show them how an 'Official Site' link routes travelers straight to the operator's native checkout in real time."*
>
> **– J. E. Cota**

For more partner tools and referral resources, visit thingstodomarketing.com