



Creation and Integration of Content into your Social Media and Marketing Strategy

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Content

n. the principal substance (such as written matter, illustrations, or music) offered by a website

Via Merriam-Webster.com





Misconceptions & Mistakes

Long, Researched Content v.
Short, Quick, Listicle Content

More Content = Effective Content v.
Consistent Content = Effective Content

Informational, Sharable Content v.
Sales Content



Creation

Keywords | Topics | Theme Variation

Common Questions

Timely v. Evergreen

Internal, Local & Outside Contributors





Distribution

Scheduling

Newsletter

Social



Measurement

Beyond Pageviews

Social

Newsletter





Evaluation

What performs best on your site and why?

What performs best in email and social?

Compare similarities and differences

Implement findings in next year's content plan





Creation and Integration of Content into your Social Media and Marketing Strategy

- ❖ Content (n.) - the principal substance (such as written matter, illustrations, or music) offered by a website via Merriam-Webster.com
- ❖ Common Misconceptions & Mistakes
 - ❖ Long, Well Written, Researched Content v. Short, Quick, Listicle Content
 - ❖ There are all types of content and ways to use them to promote to your visitor. Whether it's a long, well researched article, short and fun Top 5 type listicle, or even a single image or video that either you or your visitor took is and should be used as content. As you try different things you'll learn which ones work best and what content is right for what you're trying to communicate.
 - ❖ More Content = Effective Content v. Consistent Content = Effective Content
 - ❖ Each organization will be different in terms of how frequently to release content. Start with a goal that is achievable. At minimum post once per month, working up to at least twice per month, and evaluating your capacity from there. The main thing to keep in mind no matter the frequency, post consistency. Search engines learn behavior from websites, so it is ideal to release your content on the same day of the month/week and time. The more consistent you are the more the search engines will reward you.
 - ❖ Informational, Sharable Content Not Sales Content
 - ❖ The one thing to keep in mind when creating content is this is not the place for a sales pitch. People are looking for good, accurate information whether they visited your site by search, directly, or through social media. That's not to say you can't include a very clear direct call to action on the blog post, as everything you publish should have. Just be sure wherever you're sending them in the link delivers the info you promised. Do not send them to the home page of your website hoping they find the relevant info.
- ❖ Creation
 - ❖ Keywords → Topics → Theme Variation
 - ❖ The easiest way to generate ideas about what to develop content around lies in your analytics. Through Google Search Console you can see what people are searching to get to your site. Take some time to look through the key words people are searching for your site and identify at least 5, at most 10 keywords to brainstorm content ideas around.
 - ❖ Some of the best content ideas come from frequently asked questions both from visitors to your website and in person to your attraction. If you aren't a front of line employee that deals directly with your customers, ask those that do. Schedule a brainstorming session with them and ask them what questions they get asked the most. Explain what you're trying to do and enlist their help by giving them suggestions and guiding them.

❖ Timely v. Evergreen

- ❖ After you have generated your key word list, determined topics and themes, you should distinguish whether your content needs to be evergreen or timely. Evergreen means that there is no dated information in the article such as dates or text that would need to be changed year after year. On the opposite end you have timely articles. These can be about upcoming events, activities, awards, etc. These are typically only good for the duration of the topic it's on. Ideally you want to have a good mix of both on your site, but if you are just starting your content journey stick with evergreen to start and then roll in the timely content.

❖ Internal, Local & Outside Influencers

- ❖ Once you have determined all the above it's time to start creating the article. This can be done in several ways depending on your budget and time. The most obvious and easiest is to start internally. More than likely if you have a PR/Marketing person on staff this would fall under their realm as they will have some writing experience. Beyond that look at your staff and see if anyone has any experience writing or would like to try. While you may need to provide an overview and guide them through the process you may be surprised at the hidden talents you find in your co-workers and staff.
- ❖ If you have a budget allocated for content, look to influencers in your community that you can lean on. Start by looking at people who may already have a blog, a strong presence, and engaging audience locally on social media. Look at the things they post and their interest to see if they'd be a good fit. If you do use an influencer it's a good idea to have an outline of things you'd like to cover in the content as well as keywords you're trying to capture to give them direction.
- ❖ Another option is to contract with a blogging service that contracts with bloggers based on your needs. This is a good way to get your foot in the door with bloggers out of the area that have influence. If you're not having any luck finding local influencers and don't want to contract with a company, you can always search for local blogs in your area or for bloggers on social media with a simple search.

❖ Optimization

❖ Links (Internal & External)

- ❖ After you create the content article it is always a good idea to reread and see where you can either link back to other pages on your site or to other sites that may inform your reader further. This also helps with your search rankings.

❖ Meta Data

- ❖ Another way to optimize your content to show up higher in search is to input your meta data. Most content management systems will have an option to let you control your meta data. It usually consists of a title and 500-character description that is crawled by the search engines. You should include the name of your attraction in your meta title to help match the phrasing search engine users typically use. Use the most relevant keywords associated with your post's content in the title as well. This will help your page be a stronger match to search queries and reinforce the main content of the page. Keep meta titles within 60 to 65 characters long. For your description use 'call to action' type wording. This can help increase click-throughs to your website from the search engine results page. Keep meta descriptions between 250 and 300 characters long.

❖ Distribution

❖ Scheduling

- ❖ As mentioned earlier when it comes to scheduling content it's best to keep it as consistent as possible. If you post once a month pick something like the first Monday of the month or pick a time of the month your website traffic is normally high. If you post weekly do the same with picking a consistent day and time.

❖ Newsletter

- ❖ Once you've published your post you can repurpose it in a few ways. The first being through your newsletter. You can either incorporate your content into your monthly newsletter or if you have a targeted list you can send it to them based on topic of the content and interest of your audience.

❖ Social

- ❖ The second way you can repurpose your content is to include it in your social posts. You can even create different statuses, so you can post multiple times with different verbiage and images, especially if the content is evergreen.

❖ Measurement

❖ Beyond Pageviews

- ❖ In terms of measuring success of the content you should be looking at how the content is performing on each platform as well as overall. For your page analytics it's important to not just look at pageviews. While pageviews are certainly important you should be much more interested in engagement. Look at time spent on site as well as your bounce rate. If you have a large number of pageviews, but your time on page is less than 10-15 seconds and your bounce rate is high your content is either not engaging enough or the call to action (the reason people clicked on the page) is not clear. Quick ways to correct this would be to look at the title of your content and making sure it accurately reflects what you write about in the article. If it does then brainstorm alternative titles that make the article more click worthy. If you change your title and are still not seeing results review the article. How long is it? How far does the viewer have to scroll to get to the reason they clicked? How many images are there? If you've tweaked the title and reedited the article and your numbers don't improve the article may not be needed.

❖ Social

- ❖ Like with your website analytics you also want to focus on engagement and for each social channel that means different things. For a Facebook post a comment is a good action someone can take, followed by sharing, reacting, and liking. Instagram would be a comment, followed by a like. The great thing with social is if the content is evergreen you can tweak the post and image multiple times and schedule it out to see which performs the best. If you do any advertising on Facebook, you could either create an ad around the winning combination of images or text or you can simply boost the top performing post to get more eyes on your page and clicks to your site.

❖ Newsletter

- ❖ Like the other two before, we're looking for engagement and for email that means click through rates. While opens are a good thing to measure your engagement comes from the clicks to your website. Like social, if your content is evergreen you can play around with your headline, copy, and images in your newsletter over the year to see which performs better.

❖ Evaluation

❖ What performs better on your site and why?

- ❖ To determine top performing content, it's crucial to keep track of your metrics not only on your website but also your social and newsletters. It's also good to know why something is performing well so you can see if there are any trends you can replicate elsewhere.
- ❖ You also want to look at placement of your blog on your site. Do you have a place on your home page you can add a link to your blog or post your latest entry?

❖ What performs best in email and social?

- ❖ It is important to measure everything separately because what may perform poorly on social may perform better in email and vice versa. If something is performing better on one channel and not the other look at your audience for each and see if there's another way to tweak it to appeal to separate audiences.
Again, it's important to understand the why, especially if something is doing well so you can try and replicate it elsewhere.

❖ Compare similarities and differences

- ❖ As much as you can try and find both positive and negative correlations between your content analytics on all your channels. If something does well across the board figure out the why and try to replicate it. If something isn't performing well tweak it and measure the results. As mentioned above, if something is performing better on one channel and not the other tweak it to appeal to separate audiences.

❖ Implement in next year's content plan

- ❖ One of the most important things is to have an annual content plan. No matter if you're posting once a month or once every other month. Write it down and plan it out. This could be as simple as an outline or just simple topics to flesh out. Start small and don't overwhelm yourself. As you get more confident in producing your content that plan will grow and change.



Attraction marketing solutions.

Presented by: Jill Dryden

CONVENTION & VISITOR BUREAUS | ATTRACTIONS | VACATION & BUSINESS TRAVEL DESTINATIONS | ACTIVITIES | EVENTS

Agenda

1. Introduction to Advance Travel & Tourism
2. What's your story
3. Content Tools
4. Creating Content for the Future
5. How to use it for Attractions
6. Best Practices
7. Questions



Who we are.

Powerful publishers

- we own our local data sources
- most accurate targeting technology available

Rich in resources – Advance Local

- 5th largest publisher in the U.S.,
- nationally-ranked local news/entertainment brands
- access to best-in-class technology

Travel and tourism experts

- our team focuses exclusively on tourism



VOGUE



WIRED

epicurious

THE NEW YORKER

GolfDigest

CONDÉ NAST
Traveler



cleveland.com

lehighvalleylive.com

MASS LIVE



nj.com



OREGONLIVE



silive.com

syracuse.com

We are part of a global enterprise.



CONDÉ NAST

VOGUE

GLAMOUR

Condé Nast
Traveler

GQ

Golf Digest

ARCHITECTURAL DIGEST

VANITY FAIR

THE NEW YORKER

WIRED

ACBJ



In Good Company.

These are some of the 325 clients we work with across the U.S.

CVBs/DMOs

Albany CVB
Discover Lehigh Valley
Liberty Travel
New Orleans CVB
Metro Travels
Wayne County Tourism
AAA Travel
Jackson CVB
Discover Kalamazoo
Mackinac Island CVB
Travel Michigan
Traverse City Tourism
Vicksburg CVB
Central Oregon Visitors
Association
Discover Central Mass

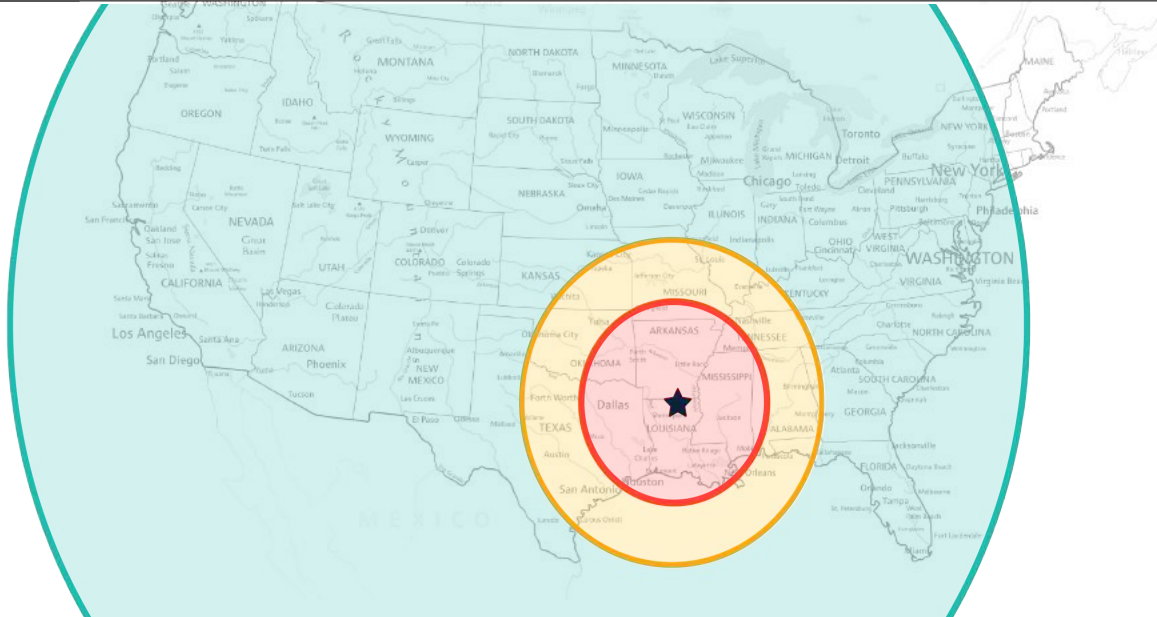
Resorts & Casinos

Double Tree Hotel
Four Seasons Campground
Grand Hotel of Cape May
Sheraton Harrisburg Hershey
Turning Stone Casino
IP Casino
Silver Slipper
Fair Grounds Race Course and Slots
Embassy Suites Huntsville
Hyatt Regency/The Wynfrey Hotel
Marriot Grand Hotel
Palace Casino Resort
Treasure Bay Casino & Hotel
Cherry Tree Inn & Suites
Gun Lake Casino

Attractions

Allentown Brew Works
Lehigh Valley Beer Week
Morris Museum
The Visual Arts Center of NJ
The Valerie Fund
Hershey Park
Hospitality Enterprises
The National Civil War Museum
Cirque du Soleil
Clarks Ale House
Lake Ontario Wine Trail
Birmingham Zoo
Paddlewheeler Creole Queen
Jean Lafitte Swamp Tour
Airport Shuttle
Children's Hands on Museum
National Civil Rights Museum
The Cleveland Film Society
Pro Football Hall of Fame
Shaker Heights Arts and Music
Festival
American Queen Steam Boat
Portland Art Museum
Portland Brewers Festival
Portland Jazz Festival
Basketball Hall of Fame
Springfield Symphony

Target close to home or across the nation.



more than
42m
monthly unique visitors*

more than
395m
monthly page views*

we own
177m
1st party cookies

we control
3.1b
3rd party cookies

we serve
38b
digital ads annually

comScore
#8
ranked news publisher brand*

we are all travelers

**Tell each traveler the unique story that
will draw them to your attraction.**

What's your story?



Content gets us there and travels with us.

85%



of consumers seek out trusted expert content (credible, 3rd-party articles, and reviews) when considering a purchase.

(Nielson for inPowered, March 2014)

83%



of consumers reference social networking, video, or photos sites for travel inspiration.

(Think with Google, June 2014)

Content Influences All Phases Of A Travelers Journey:

it offers a taste of a destination as they dream, acts as a tour guide as they plan and book, and empowers consumers to curate their own content as they experience and relive moments.

Content Tools.



Integrated solutions

to reach travelers along their journey.



Programmatic and Direct Display Advertising

Captivate audiences and build your brand across platforms: mobile, desktop, print and more.



Content Marketing

We are a team of award-winning dynamic writers, creative designers, brand strategists and media producers.



Search Marketing

“I want to know.” “I want to do.” “I want to buy.”
“I want to go.” We make you present when customers are searching.



Social Media

We help you join the conversation by understanding sentiment and building custom campaigns to engage your audience.



Video

Digital video consumption has increased 262% in the last 4 years. In-banner, in-article and YouTube TrueView – we know video.



Creative Services

With deep experience in digital, rich media, video, mobile and print, we will help make sure your creative is as strategic as the rest of your plan.

Attract top audiences with content.

- Sponsored Content, Website and Blog Content, Social Posts, Press Releases, etc.
- Content marketing strategies should always search friendly, shareable, cross-promoted, and measureable.
- Take travelers on-location, with content crafted to guide decisions.



One of the most impactful ways to encourage travelers to discover, explore, spend money, and share their experiences is by providing valuable, relevant content.

How to use it for attractions.



Maximize and maintain visibility.

Targeted digital display ads connect with engaged travelers across all devices.

- Simple, eye-catching interactions that maintain a presence with travelers.
- **Consistently measured and optimized** delivery for ongoing, best results.
- **Re-targeting:** reach travelers who previously clicked on an ad or have visited your website.





When leisure travelers are watching **travel videos**: *(among those who watched/commented on travel-related videos)*



65%

When first
thinking about
taking a trip

48%

When thinking
about what type
of trip to take

61%

When comparing
and choosing
the destination

Source: Google Travel Study, June 2014, Ipsos MediaCT

Engaged Viewers Only.

- Target viewers based on content/topic, interest category, contextual, demographic or geographic parameters.
- The opt-in nature of TrueView provides natural targeting.
- Available across all devices.
- **Only pay for engaged views.**

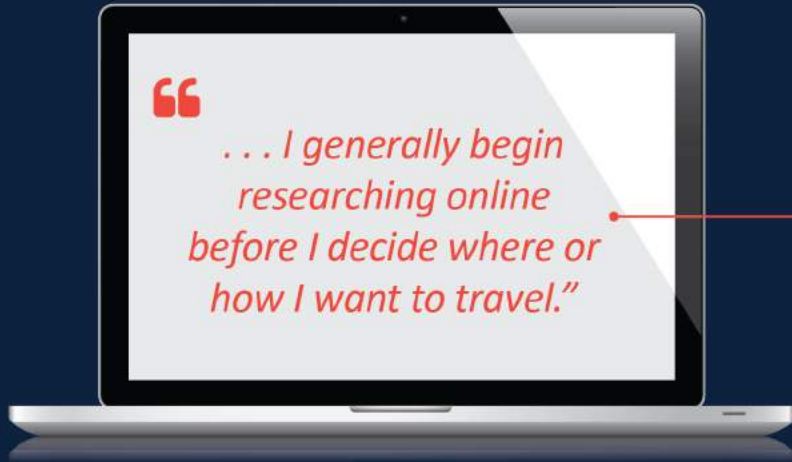


YouTube TrueView Video Ads

Creating content for the future.



The majority of both leisure and business travelers say they **research online** before deciding where or how to travel.



65%

LEISURE
TRAVELERS



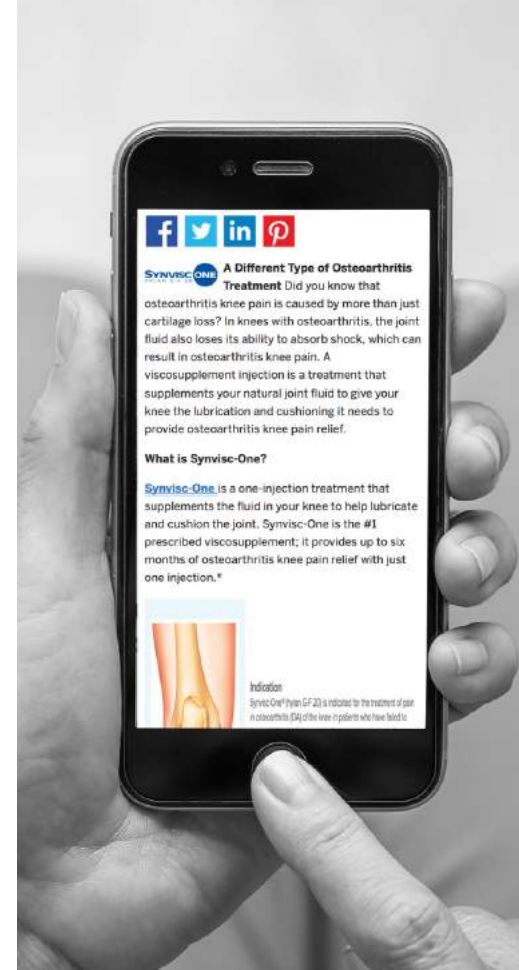
69%

BUSINESS
TRAVELERS

Source: Google Travel Study, June 2014, Ipsos MediaCT

Sponsored Content.

- Sponsored content or native advertising is an article and/or video that is served within the main content of a website or publication, but labeled as, “sponsored content.”
- The sponsored content takes the format of the site or publication on which it lives making it a natural extension of the site. Because it looks like content, it drives more engagement and credibility.
- When available, the content is also promoted or featured within the highlighted articles, often on major homepages or site sections.



Branded Content.



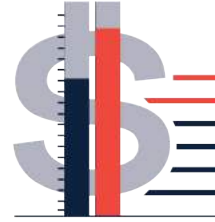
- Branded content services include a wide array of copyrighting solutions:
 - Website content
 - Blog Content
 - Social Posts
 - Press Releases
- Leverage professional writers to add credibility to your content. All of your content should be written to:
 - Enhance SEO/increase online visibility
 - Establish your brand as a thought leader
 - Generate leads



Best practices.

1. Know Your Goal(s)
2. Message Diversification
3. Channel Distribution
4. Importance of Metrics

Measuring the metrics that matter.



Determine Awareness

We measure and compare the amount of visibility and exposure your campaign creates.

Assess Engagement

We measure the amount and context of content consumed by your audience(s).

Report on Conversion

We measure the rate of conversion and increase in revenue a campaign generates.

Quantify Advocacy

We measure loyalty and identify people who are becoming brand advocates.

Questions?

Thank You!