



NOVEMBER 9, 2021

How to Really Move to Digital Marketing

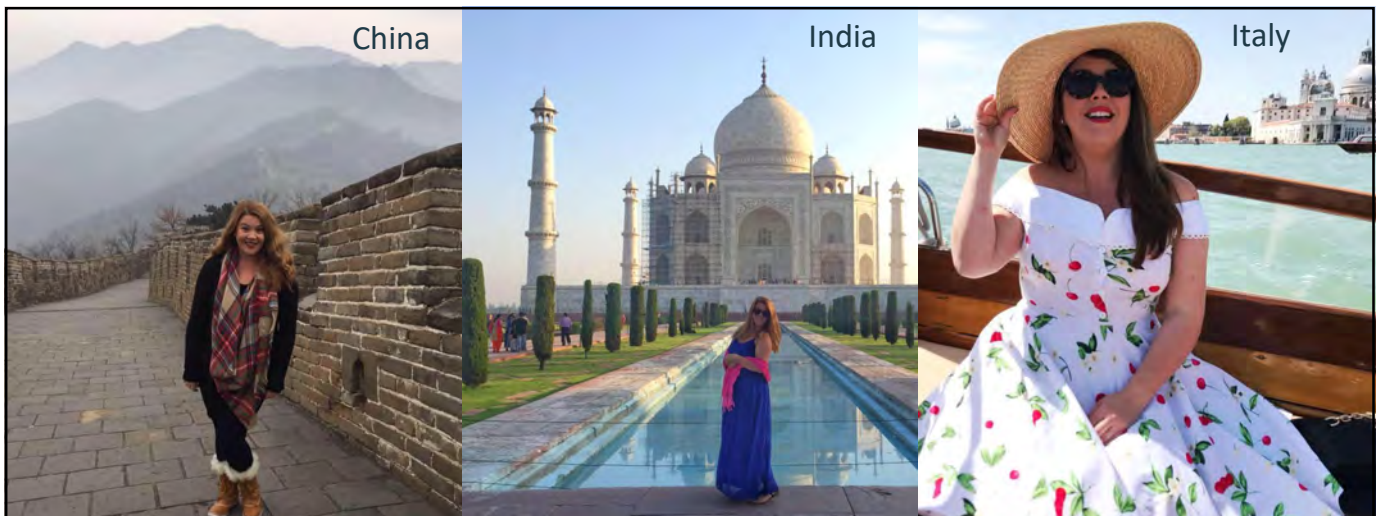
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Meet Lauren.

data nerd. girl mom (x2). pretty dress lover.

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Let's chat

- How many of you think your digital marketing strategy has significant room for improvement?
- What is the biggest thing keeping you from building a stronger digital marketing strategy?
- What digital marketing channels do you see the most ROI from?
- What do all of those channels have in common?



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Content is King

- They all require a **strong content strategy**.
- Your marketing channels are nothing without content.
- So...what stories are you sharing?



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On the agenda

- Tips for how to create quality content
- Tips for how best to distribute content

ASK QUESTIONS AT ANY TIME.




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What's the last piece
of content you
engaged with?

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What's your story?



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Creating content

- What exactly *is* content?
 - Photo
 - Video
 - Editorial

BLD = BREAKFAST, LUNCH, DINNER



FEBRUARY 13 - MEXICO CITY

Depart from the U.S. and arrive in Mexico City. Upon arrival, you will be met and transferred to your hotel, located on the Zócalo in the heart of the historic city center. Check-in time is 3 pm. This evening, meet in the hotel lobby at 6:30 pm and head to a local restaurant for a welcome dinner. *Overnight at Zócalo Central Hotel. (D)*

FEBRUARY 14 - ANGANGUEO

Begin today with a short exploration of Mexico City, with a brief walking tour of the Zócalo, Cathedral, Templo Mayor, and National Palace. A boxed lunch will be provided. Depart for the colonial town of Angangueo, located high in the mountains in the state of Michoacán, at approximately 8,400 feet elevation and about 100 miles west of Mexico City. Check in at Hotel Don Bruno. After settling in, enjoy a delicious Mexican dinner

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Creating content

- It's not about you! Know your audience.
 - Who is your audience? Be as specific as possible.
 - What does your audience need?
 - What do they want?

		1,553,509 % of Total: 100.00% (1,553,509)
1.	/list/16-cant-miss-things-to-do-savannah	138,144 (8.89%)
2.	/	117,879 (7.59%)
3.	/list/10-savannah-must-dos-first-time-visitors	54,401 (3.50%)
4.	/events	25,687 (1.65%)
5.	/list/the-6-most-haunted-places-savannah-that-you-can-actually-visit	25,208 (1.62%)
6.	/come-to-savannah-yall	24,912 (1.60%)
7.	/lodgings	24,466 (1.57%)
8.	/list/savannahs-hottest-rooftop-bars-restaurants	22,056 (1.42%)
9.	/article/reasons-to-visit-savannah-the-fall	17,737 (1.14%)
0.	/list/savannah-ghost-tours	17,439 (1.12%)

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What tools are you
using to figure out
who your audience is
and what they want?

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Creating content

- 4 Pillars of Content Creation:

- Emotion
- Information
- Aspiration
- Identity



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Creating content

- Pillar 1: Emotion

- Your audience wants to **feel** something. Anything.
 - **Memorable** content
 - **Moving** content
 - **Enjoyable** content

Shareable
content

Adventure Galapagos and the Mysteries of Machu Picchu (November 11-26, 2021)



Get ready for the experience of a lifetime! This compelling itinerary explores two "must-see" destinations, Machu Picchu and the Galápagos Islands, from a fresh perspective. Begin your 16-day adventure exploring the highlights of Peru, including the archaeological site of Sacsayhuaman, the salt mines of Maras, the colonial buildings of Cusco and Lima, and of course, Machu Picchu. Continue your journey with a 7-night land expedition through three of the Galápagos Islands: San Cristobal, Santa Cruz.

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Creating content

- Pillar 2: Information
 - Give them content they can **use**
 - "How-to" tutorials
 - Hacks
 - Shortcuts
 - Tips
 - Guides

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WHY YOU NEED A TOUR OPERATOR

October 28, 2021
Categories: [Destinations](#), [Travel Tips](#), [Partners](#), [COVID-19](#)








Throughout history, there has been someone helping merchants travel for business and individuals travel for religious purposes. As transportation evolved over time from horse-drawn carriages and steamships to railways and airplanes, an expert was still on hand to arrange a grand tour of Europe in the 18th century or a multi-generational safari in the 20th century. This middleman today has many different names — travel agent, travel advisor, travel designer, tour operator, tour guide, travel management company — but all provide a valuable service: helping travelers create the trip of a lifetime.

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Creating content

- Pillar 3: Aspiration
 - Makes the audience want to **try** something, **do** something, **go** somewhere
 - **Motivates** and **inspires**
 - Encourages audience to think towards the **future**

ARTICLE



3 min read

10 reasons why Ireland is always in season

No matter the time of year, you'll find a warm welcome.

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Creating content

- Pillar 4: Identity

- Don't cast the widest net
- Niche, targeted audience
- Relevance = Value

Louisiana's Family-Friendly Bike Trails

Take the kids on a two-wheeled adventure and make time to see the sights along the way.

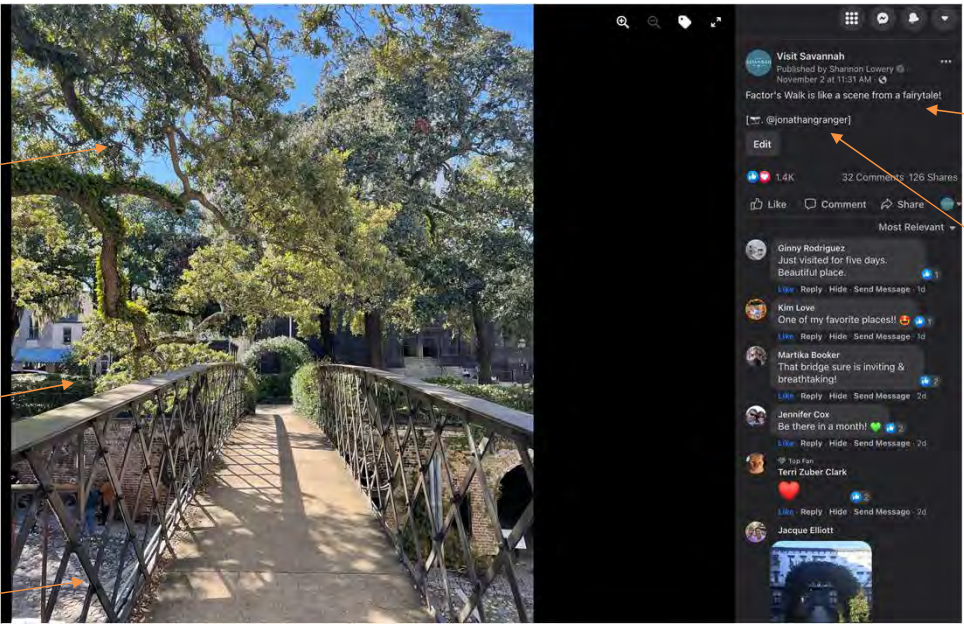
By LouisianaTravel.com Staff



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What's the last piece
of content you
created? What pillar
did it fit into?

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Use images with bright lighting

Use an impactful or visually stimulating image

Stop them in their tracks

Write a compelling caption

Feature user-generated content

The image is a composite. On the left is a photograph of a wooden bridge with a metal railing, surrounded by lush green trees and a clear blue sky. On the right is a screenshot of a social media post from 'Visit Savannah'. The post features the same bridge photo and includes a caption, engagement metrics (1.4K likes, 32 comments, 126 shares), and several user-generated comments praising the location.

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Tells a story

Short and sweet

Ambient noise

The image is a photograph of three people in kayaks on a calm body of water. In the background, a large, flat sand dune stretches across the horizon under a clear blue sky. The 'Tybee Island SAVANNAH'S BEACH' logo is visible in the top right corner.

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- Attention-grabbing headline
- Write at least 300 words
- Include 3-5 photos
- Hyperlink key pages throughout each post



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Creating content

- **FREE** tools all content creators can use:

Videos:

- Lumen5
- iMovie
- Boomerang

Photos:

- Canva
- Adobe Spark
- Free, easy Photoshop version

Be a copycat! Watch, learn and implement



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Content Ideas: Let's Hear Them!

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So now you've got a great piece of
content, but what do you do with it?

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Publication

- Rule of 5: For every piece of content you create, find **AT LEAST** 5 different ways to use it.
 - Post an article on your website.
 - Share the article on Facebook, LinkedIn, Pinterest, etc.
 - Include a link to the article in your eNewsletter.
 - Create a short video that accompanies the article.
 - Create a Facebook or Instagram Story about the article.



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Publication

- Reuse and recycle content.
- Only 2% of your online audience sees any given post.
- Reuse evergreen content in the future.
- Refer users to content when possible.
 - Answer online questions with content.



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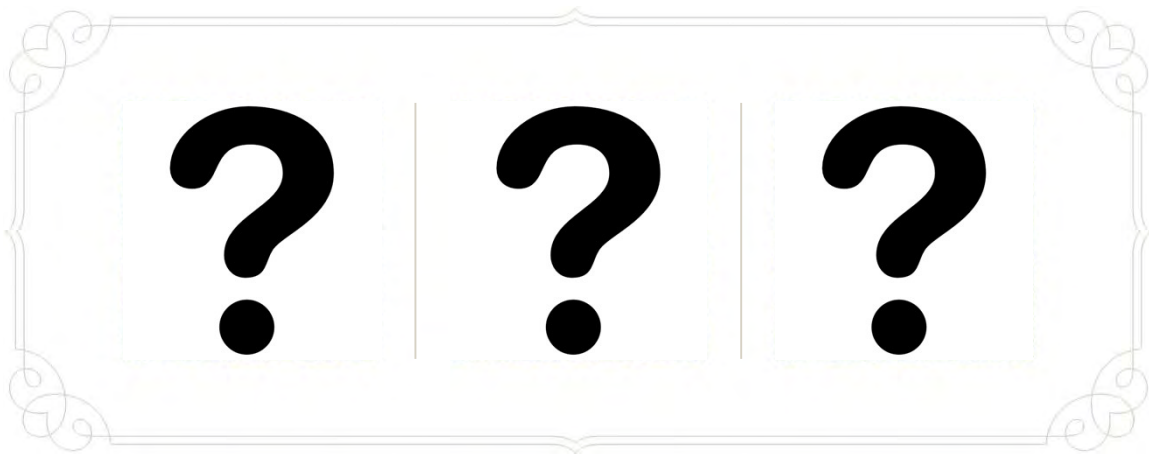
Publication

	This weekend is the Rock 'n' Roll Running Series Savannah! 🏃 Here's how you can run your way through Savann...	November 4, 2021 at 6:35 PM	Public
	Headed straight for adventure! 🏞️ . @dontdropdaswope]	November 5, 2021 at 11:07 AM	Public
	Savannah's Plant Riverside District has one of the most luxurious shopping experiences in the Lowcountry!	November 5, 2021 at 6:20 PM	Public
	Never met a sunrise we didn't like. 🌅 [📷 . @dustan_atkinson]	November 6, 2021 at 11:45 AM	Public
	Get ready for an unforgettable outdoor adventure at these historic state and national parks of Savannah!	November 6, 2021 at 6:16 PM	Public
	These aren't your average tours. Which one will you try next?	November 7, 2021 at 11:42 AM	Public
	Savannah's show-stopping skyline! 🌃 [📷 . @joshontybee]	November 7, 2021 at 6:39 PM	Public

- Schedule your content in advance.

- Facebook: built-in scheduling
- Twitter: Twitter Ads
- Instagram: Latergram
- eMail: Constant Contact, Mailchimp, iContact, etc.

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Let's Discuss

Questions, concerns, success stories, lessons learned, etc.

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