How to Really Move to Digital Marketing

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Meet Lauren.

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

Content is King

• They all require a strong content strategy.
• Your marketing channels are nothing without content.
• So...what stories are you sharing?
On the agenda

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

ASK QUESTIONS AT ANY TIME.

What’s the last piece of content you engaged with?
Creating content

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

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.
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?

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

• 4 Pillars of Content Creation:
  – Emotion
  – Information
  – Aspiration
  – Identity

Creating content

• Pillar 1: Emotion
  – Your audience wants to feel something. Anything.
    • Memorable content
    • Moving content
    • Enjoyable 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.
Creating content

• Pillar 2: Information
  – Give them content they can use
    • “How-to” tutorials
    • Hacks
    • Shortcuts
    • Tips
    • Guides

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
Creating content

- **Pillar 4: Identity**
  - Don’t cast the widest net
  - Niche, targeted audience
  - Relevance = Value

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

Tells a story
Short and sweet

Ambient noise
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**
Content Ideas: Let’s Hear Them!

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

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• 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.

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.
• Schedule your content in advance.
  – Facebook: built-in scheduling
  – Twitter: Twitter Ads
  – Instagram: Latergram
  – eMail: Constant Contact, Mailchimp, iContact, etc.

Let’s Discuss

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