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Content Marketing: Using Stories to Inspire and Engage New Travelers

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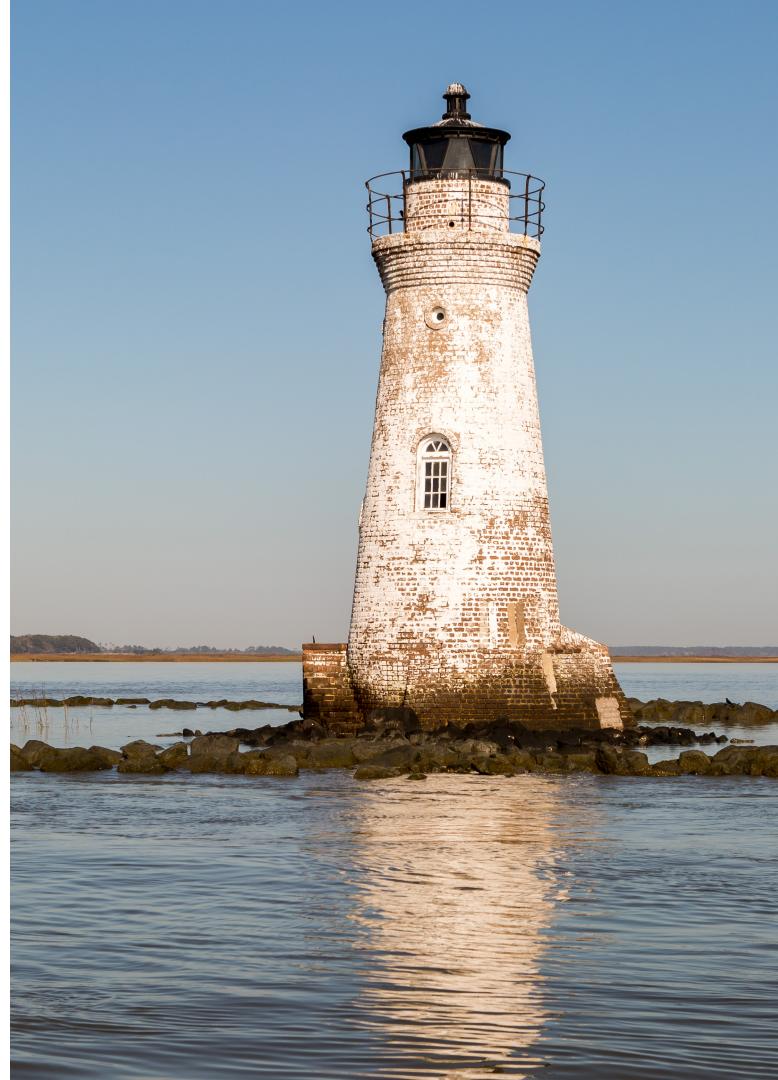
Meet Lauren.

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

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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?



On the agenda

- Identify the types of content
- Tips for how to create quality content
- Tips for how best to distribute content
- Helpful content creation tools



Creating content

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



ARTICLE

SCAD Museum of Art Celebrates Its First Decade

Leading the way for all to see, the renowned SCAD...

[READ MORE](#)

Sponsored



LIST

These 7 Savannah Spots Have Presidential Ties

Savannah is such a breathtaking getaway destination,...

[READ MORE](#)



VIDEO

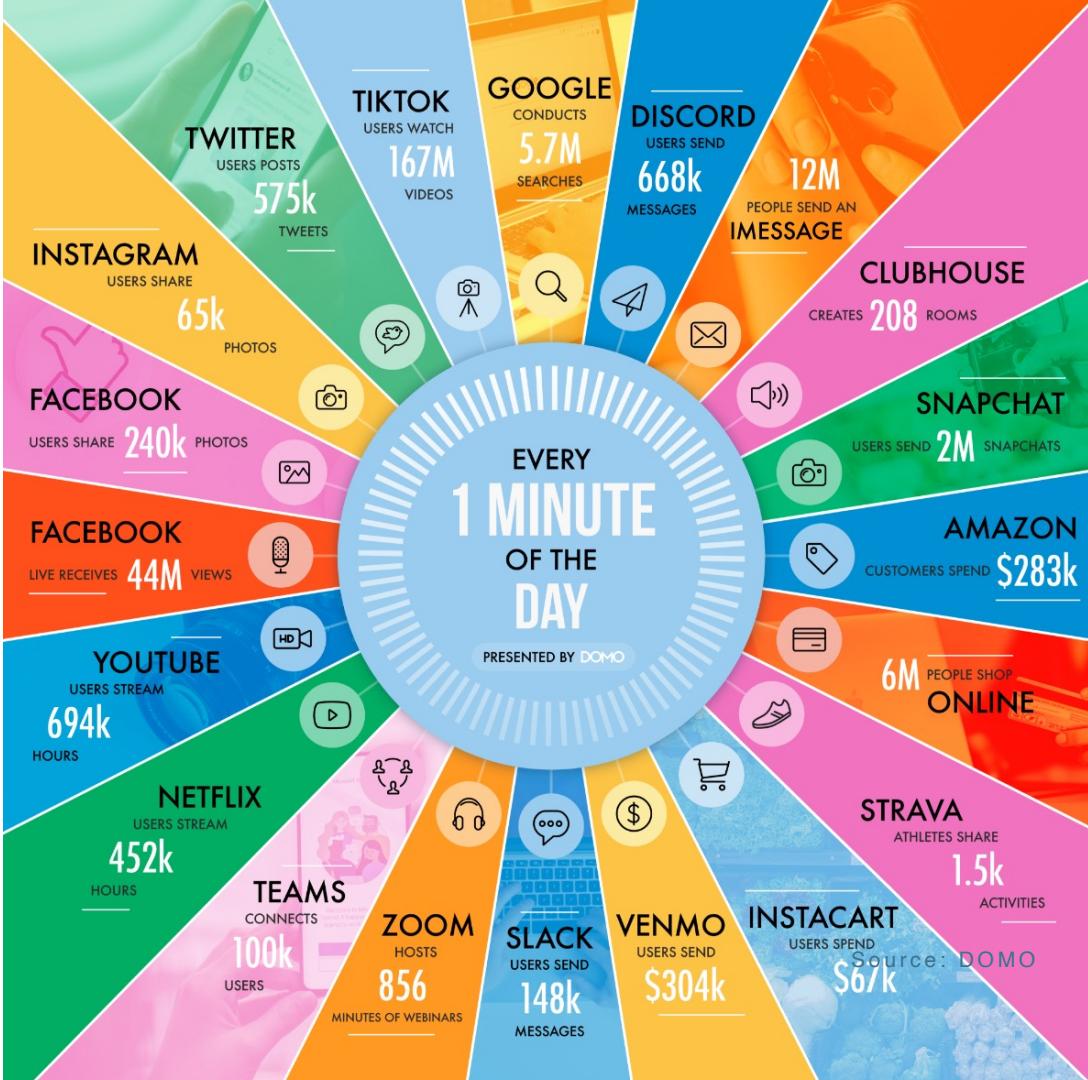
Learn About Black History at the Ralph Mark Gilbert Civil Rights Museum



ARTICLE

Visit the Only Gothic Synagogue in North America

When you're strolling through Monterey Square, you...



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



What's your story?





Who is your audience?



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

Shareable content



Creating content

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

Tybee Island, Savannah's beach, is located only 20 minutes away from Savannah's Historic District. [more](#)



How to Make Shrimp & Grits **EDITORIAL**

There's nothing quite like a steaming bowl of savory Shrimp & Grits. Learn about the magic behind this Southern delicacy. [more](#)



How to Enjoy To-Go Cups in Savannah **EDITORIAL**

In Savannah's Historic



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**



Liked by pamelaknowles and 2,050 others

visitsavannah There's beauty around every Savannah corner.
#VisitSavannah [📸 @pazphotographyartz]





Creating content

- Pillar 4: Identity
 - Don't cast the widest net
 - Niche, targeted subject
 - Relevance = Value



Experience Savannah's Rich Gullah Geechee Heritage

64K views • 5 years ago



Fast Talk 4 years ago

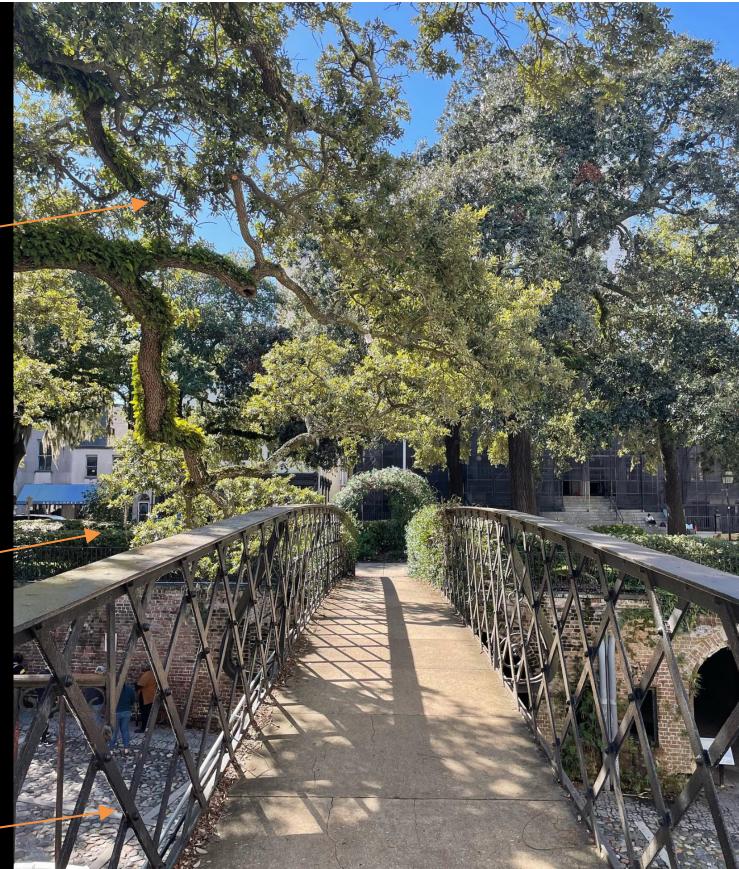
Thank You Savannah, Georgia! The roots right in America! Wow this is great info! Let's keep learning about our beautiful culture in America! I will love to visit Savannah, very peaceful setting! Great video!



ceewalk 11 months ago (edited)

Gullah Geechee on my maternal side via Jacksonville Florida. Love my Savannah family as well! Thank you ancestors for the richness of our culture 🙏 ✨

Now, let's talk about
creating content.



Use images with bright lighting

Use an impactful or visually stimulating image

Stop them in their tracks

A screenshot of a Facebook post from the page 'Visit Savannah'. The post features a scenic image of a bridge over a canal in Savannah, Georgia. The caption reads: 'Factor's Walk is like a scene from a fairytale!' Below the post are 32 comments and 126 shares. The comments are from users like Ginny Rodriguez, Kim Love, Martika Booker, Jennifer Cox, and Terri Zuber Clark, all of whom express admiration for the location. The interface shows standard Facebook controls for editing, liking, commenting, and sharing.

Write a compelling caption

Feature user-generated content



Tells a story

Short and sweet

Visit
Tybee Island
SAVANNAH'S BEACH

Ambient noise



ARTICLE

This Savannah Cooking Class Will Turn You Into a Southern Chef

Chef Darin Sehnert is an experienced chef and...

[READ MORE](#)

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



ARTICLE

You've Got to See These Photos of Azaleas at Bonaventure Cemetery

Each spring, Bonaventure Cemetery becomes a...

[READ MORE](#)

Creating content for owned media

- **FREE** tools all content creators can use:
 - Photos:
 - Free, easy Photoshop version
 - Adobe Spark
 - Canva
 - Video
 - iMovie
 - Lumen5
 - Boomerang
 - Infographic
 - Google Charts
 - Infogram
 - Be a copycat! Watch, learn and implement



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

-＼(ツ)／-

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.



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.



Publication

- Continue the conversation.
 - Be yourself! Be a human.
 - If people share something, show appreciation.
 - Answer questions in a timely manner.
 - Like, love, and laugh.



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.



Let's Discuss

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



Contact me
anytime!

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