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Content Marketing: Using Stories to Inspire and Engage New Travelers

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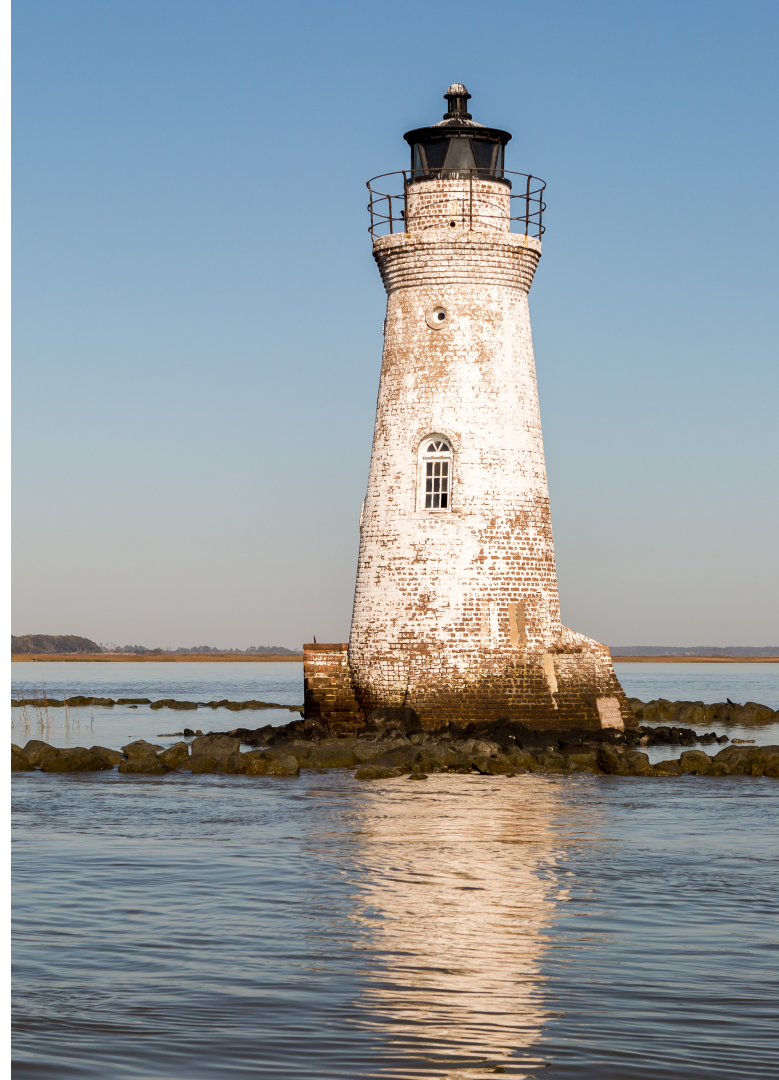
Meet Lauren.

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

Exploring the 1920s in Savannah



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?

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What's your
story?



Who is your
audience?



Creating content

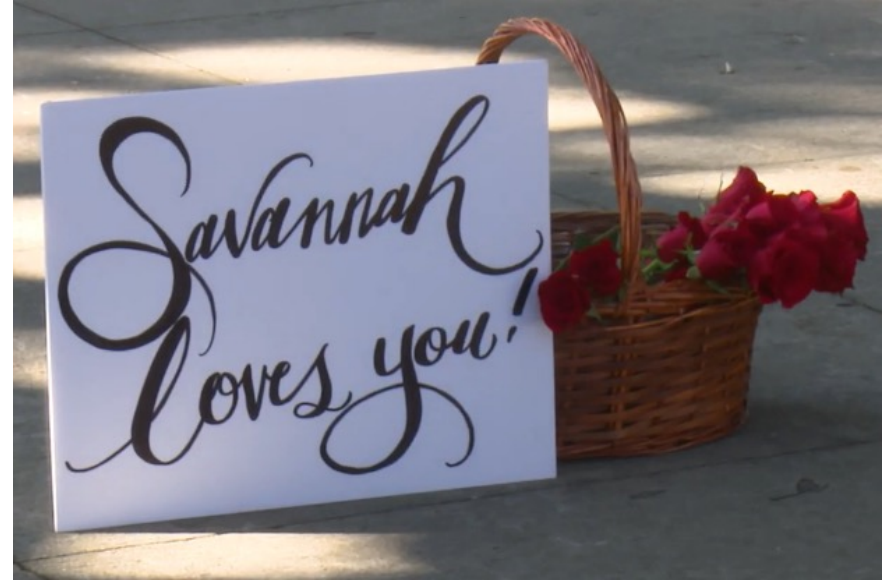
- 4 Pillars of Content Creation:

- 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 🙏✨

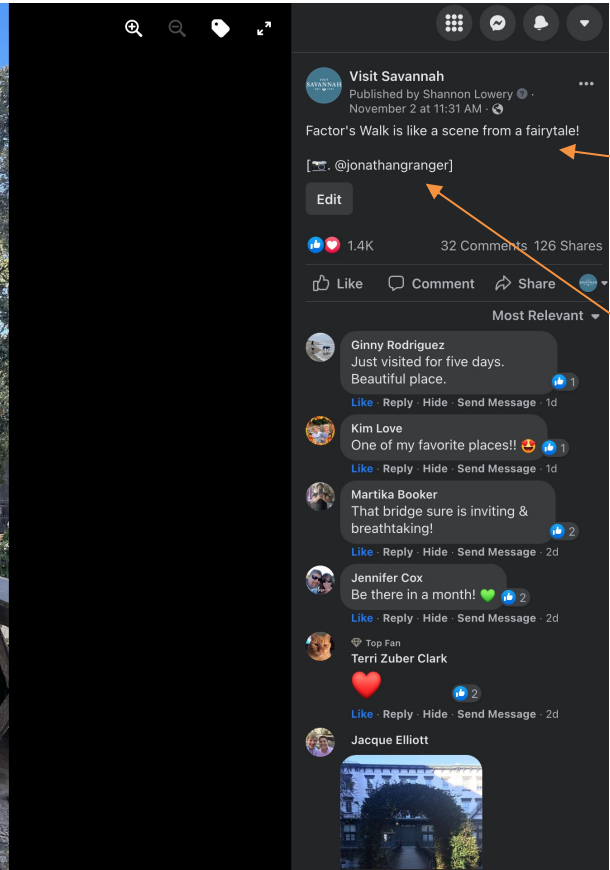
Now, let's talk about
creating content.



Use images with bright lighting

Use an impactful or visually stimulating image

Stop them in their tracks



Visit Savannah
Published by Shannon Lowery · November 2 at 11:31 AM ·
Factor's Walk is like a scene from a fairytale!
[📷 @jonathangranger]
Edit
1.4K 32 Comments 126 Shares
Like Comment Share

- Most Relevant ▾
- Ginny Rodriguez**
Just visited for five days. Beautiful place. 1d
Like Reply Hide Send Message 1d
 - Kim Love**
One of my favorite places!! 🥰 1d
Like Reply Hide Send Message 1d
 - Martika Booker**
That bridge sure is inviting & breathtaking! 2d
Like Reply Hide Send Message 2d
 - Jennifer Cox**
Be there in a month! 🍀 2d
Like Reply Hide Send Message 2d
 - Top Fan Terri Zuber Clark**
❤️ 2d
Like Reply Hide Send Message 2d
 - Jacque Elliott**
[Photo of a bridge] 2d

Write a compelling caption

Feature user-generated content

Tells a story

Short and
sweet



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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