

TOUR710 TOURISM HOSPITALITY AND EVENTS IN THE DIGITAL AGE

Content Marketing

A deep dive into destination marketing on social media with
Beautiful Destinations



Defining Content Marketing

Use the following chapter of the Course Textbook to learn more about content marketing:
Chapter 15
(Stokes, 2020)

- Content marketing is an umbrella term which focuses on **matching content (information, inspiration, or entertainment) to your customer needs** at whichever stage they are in the buying cycle or customer journey.
- Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent content to attract and retain a clearly defined audience** — and, ultimately, to drive profitable customer action (Content Marketing Institute, 2017).



Modern marketing for modern travelers

“Rooted in one of the largest social media communities of travelers in the world – 26 million people turn to us daily on Instagram, 1.8 million on Facebook, Youtube, and 5.4 million followers on TikTok.”

“...a full-service travel marketing and media company that partners with tourism boards and travel brands to navigate the new world of travel.”

We work with leaders in travel across the world



— LET'S GO —

The Emirates



The three content pillars

***inspirational,
entertaining,
informative***

- What content pillar does the Emirates video fall under?

Jeremy Jauncey
CEO, Founder



**BEAUTIFUL
DESTINATIONS**

What is social-first content?

Recap/key points from the video

“social-first content”

- Traditionally, content published on social-media is an afterthought.
- Who creates that content? UGC, mobile form.
- Disciplines that are used to create that content (DSLR, smartphones, drones).

“constant capture device”

- Smartphones: shoot, edit, publish, tell stories only using the smartphone
- ‘Smartphone-only’ content creators
- Cost effective

“social video”

- 30seconds, 1minute, 2minute videos that drive social impact
- Vertical video (to fit with live platforms)
- 360 videos, VR videos
- Live videos: Facebook, Snapchat, Instagram stories (30-40million views on average for Beautiful Destinations)
- Power of live audience, to tell the story behind the hero image

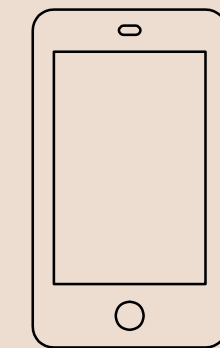
Social Media Content

Stock content



- Bigger, beautiful assets that require more investment and age well – meaning that this type of content will be interesting in six months as well as today.
- For example, high-production value documentary type videos revealing the brand's history.

Flow content



- Has lower production value and a quicker production and publishing time frame. Images depicting what is going on at a business on any given day.
- For example, freshly baked goods at a bakery, can be placed in this category. Weekly or even daily blogs as well as event and holiday themed content would all be considered flow.

Power of social-first content (marketing benefits)

Recap/key points from the video

1) Cost

- Shot and distributed much faster than traditional – quick turn around time

2) Scale

- Able to provide content everyday, to anywhere in the world

“always on strategy”

- Moments of inspiration and significance everyday, not on social media, then no longer relevant

3) Accountability

- Through measurement and data
- Tracking the entire customer journey

Conclusion:

*Recap/key points from
the video*

“Use social-first content to start the story, use social-first content to continue the story and then social-first content to end the story.”

How AI is changing Travel

Lessons from Expedia



“Trip Matching” - reels into a travel itinerary

- [CEO of Expedia
https://youtu.be/JeE0nY9xF_Q?si=I-C00R7-
M13XAk7P&t=224](https://youtu.be/JeE0nY9xF_Q?si=I-C00R7-M13XAk7P&t=224)



Nation Branding in a Digital Economy

Nation Branding in a Digital Economy

*Recap/key points from
the video*

The way content is created

- Speed – short form
- Frequency – all platforms. Diversifying and extending reach
- Audience – diversify all assets, content types
- Technology – interactive content, optimised for the platform, s-commerce

“short-form to long-form”

- Content is consumed ‘on-the-go’
- 40 second video to capture the attention, start the journey to a 2minute, 4-6 minute. Show what the experience is like

Key terms and strategies to take away

Recap/key points from the video

“amalgamation”

- Stitching social-first content together based on images/video clips that data showed were most engaging

“content assets never live in isolation to social media”

- Social-first content can and should live outside and beyond social media
- Top performing content that has resonated most with audiences on social media is used for other disciplines

Challenges, requests from the Tourism board

*Recap/key points from
the video*

***“raise global brand /
raise profile”***

- Raise awareness in channels where the people are

“conversations and relevance”

“respectful of target (target market)”

“impactful assets (outside of social media)”

- Go deeper than the image, real, raw, less edited – *live stream to LED screen in 5th Avenue New York in front of embassy*

Key terms and strategies to take away

Recap/key points from the video

“multi-disciplinary content strategy”

- Using social platforms and traditional advertising platforms together with the social-first content by posting content to social media first, posting the most well-performing pieces on traditional platforms (digital billboards, banner ads – escalators)
- Engaging people with multiple different touchpoints (social platforms, live content, behind-the-scenes)
- Social platforms provides archives of the content
- Reach so much more than traditional channels and with measurability