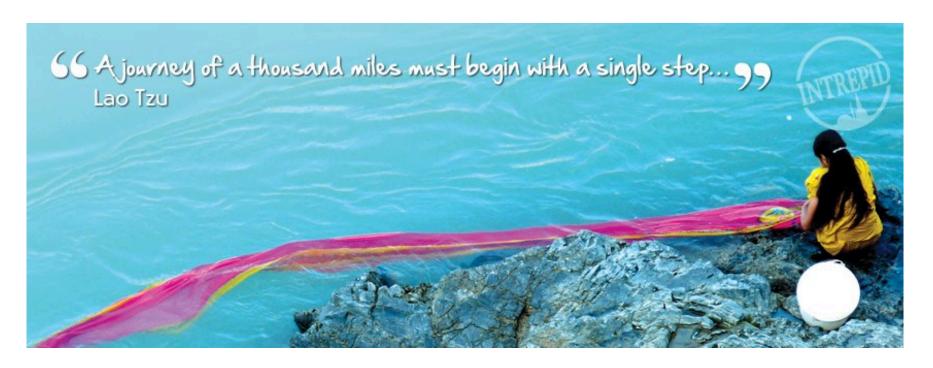


Content Marketing: Socialize Your Content and Reshape the Role of PR

Eliza Anderson Global PR Manager Intrepid Travel @eliza_tron @intrepidtravel





- 1. Global business
- 2. Small team
- 3. Small budget
- 4. High expectations
- 5. Support key business priorities





Quality content

+

Distribution

=

Perfect Partnership



Define business objectives

	Traditional	Online
Placement	Publication, position, size	Publication, position, size
Value	Demographic fit, circulation, readership, 'third-party credibility'	Demographic fit, circulation, readership, 'third-party credibility', behaviour (including sales)
Engagement		Shares, click-thrus, likes, comments, views

- Track behavior
- Assign \$ value to behavior to calculate ROI



Partnership Identification ABC

• <u>A</u>udience

• Brand fit

• <u>C</u>redibility



Campaign each piece of content

Step 1: Distribution

Step 2: Conversation

- Develop pitches for media
- Posts and Tweets to drive interest
- Photo boards on our website and Pinterest
- Supporting blog posts and newsletter articles
- Develop Call to Actions
- Brief sales staff
- Monitor and participate in the conversation



Campaign each piece of content

Step 3: Monitor and Adjust

- Use Google Analytics and the refresh button
- Set up trackable links



Summary

- Be a publisher but commission 'authors' and 'retailers' through content and distribution partnerships
- Set clear measures grounded in your business
- ABC (Audience, Brand fit, Credibility) partner identification
- Approach each bit of content like a mini campaign
- Monitor results and make adjustments

