



*"Travel is more than the seeing of sights, it is a change that goes on, deep and permanent, in the ideas of living." – Miriam Beard*

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

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

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Quality content  
+  
Distribution  
=  
Perfect Partnership

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# Define business objectives

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

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

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# Partnership Identification ABC

- Audience
- Brand fit
- Credibility

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# 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

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# Campaign each piece of content

## Step 3: Monitor and Adjust

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

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# 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

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