

## **Tourism Kamloops Summit – April 18 2018**

**Brand Journalism – book STUNG – Gary Ross – garyross.ca**

### **The Power of your own story**

People don't buy what you do – they are buying why you do it

### **Smart Content Marketing**

Video moments – someone doing something they haven't done before – someone doing a challenging hike, mountain bike ride, kayak, etc.

### **What is Smart Content?**

#### **S is for Strategy**

Research about visitors – real visitors, real connections, real experiences

Schedule content – editorial calendar, social media calendar

#### **M is for Mobile**

Most people consume marketing on a mobile device

People don't read on a smartphone – they scan

Say the most important thing first

Be concise – don't make people read things they don't need to read – the more succinct your message the more likely to be read- simple words, short sentences, short paragraphs,

#### **M is for Measurement**

Figure out what works and testing

#### **A is for Attention**

#### **R is for Repurposing**

Use successful posts repeatedly. Vary them slightly.

Source, aggregate, and curate content produced by others

#### **T is for Trust**

Content Marketing vs **Brand Journalism** – no bullshit

Think more like a publisher, less like a marketer

Quality beats quantity

More informational, More conversational, More original, More descriptive, More realism

Honest and true

People don't want to be sold, they want to be told

Simple concise and conversational

### **Travel and Digital Marketing**

53% of traveler use google – businesses need to use google my business

31% of travelers use their phones to book accommodation

Engaging consumers in the era of the eight second attention span

Powerful Marketing Network

Content – Crowdriff - New Dam – Content Commonwealth

Shared Technology – Salesforce – New Web- Trip Advisor

Data

10 Million Visits on DBC website per year

Digital Properties

Mobile First Web Design

Google Chrome

Set goals for posting on Facebook – 3 times a week – be consistent

CRM