

Developing a content hierarchy and strategy

Succeeding with formats and trends

KENT
GARDEN *of* ENGLAND

visitkent.co.uk

Interreg 
EUROPEAN UNION
2 Seas Mers Zeeën
PROFIT

European Regional Development Fund



@nickhalltravel

Hello, I'm Nick





#DTTT Team

12 People with a ❤️ for travel ✈️ trends 📈 & Kent 🌳



Part 1

Part 2

**Developing a
content hierarchy
and strategy**

**Succeeding with
formats and trends**

Developing a content hierarchy and strategy

your 🙋 visitor should be at the ❤️ of your strategy
🤔 think about the entire visitor cycle from top of
funnel to the exceptional experience 😍

3 Paradigm Shifts in Travel

#1

The traditional visitor cycle no longer exists.

#2

The always-on consumer now sets the terms.

#3

Tech is driving the experience economy.

let's start with a look at the visitor cycle...

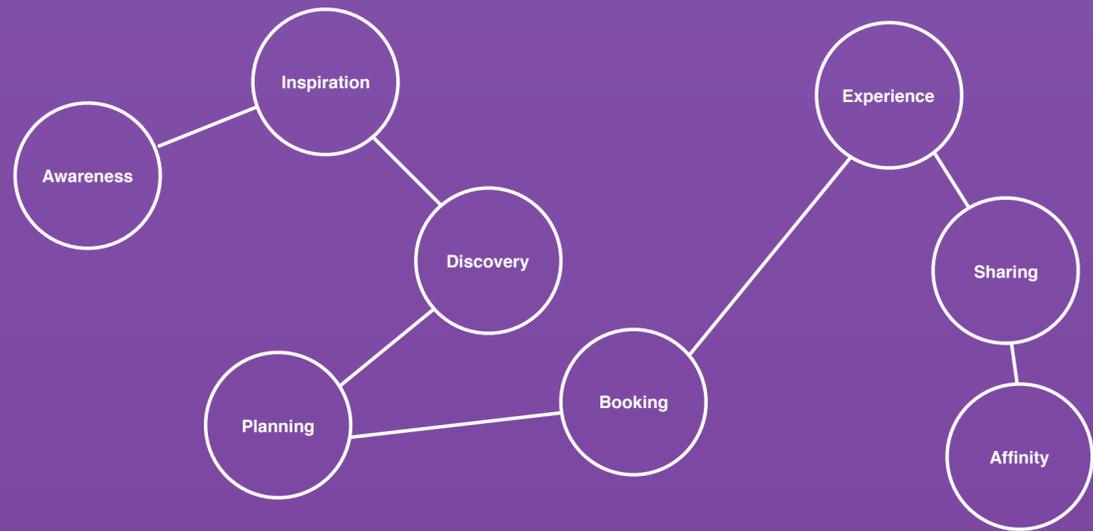
“we need to **understand** consumer journeys and needs”







linear



infinite



scattered



Marketing in Moments

Relevance at Scale

“how can we exact the right story with the right audience at scale yet in a highly personalised way?”

“At Unilever we have an ambition to have a billion one-to-one relationships—I don’t believe that a focus on the individual has to mean “niche.”

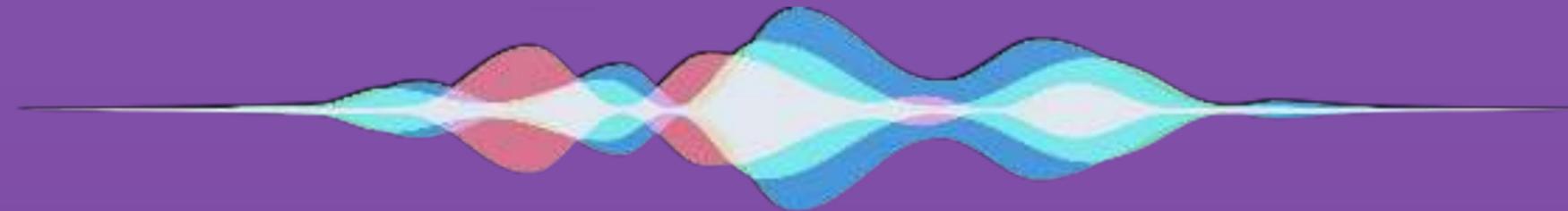
*Keith Weed
Chief Marketing and Communications Officer at Unilever*



Marketing in Moments

Journeys in Moments

“find me coastal walks nearby”



“Hey Siri, what gastro pubs would you recommend near my hotel?”

3 in 4 smartphone owners turn to search first to address their immediate needs

Marketing in Moments

Informed Consumer

“how can we further empower visitors and respond to their precise needs in the context of that moment?”

Mobile searches for **“best”** have grown 80% in the past two years.

(Google Data, 2015 - 2017)

Marketing in Moments

Informed Consumer

“Do I” - up 65%

“Can I” - up 65%

“Should I” - up 85%

Marketing in Moments

Right Here Consumer

“I want results that are relevant to me in the current moment and place and time”

Compared to just a year ago, smartphone users are significantly more likely to purchase from companies whose mobile sites or apps customise information to their location.

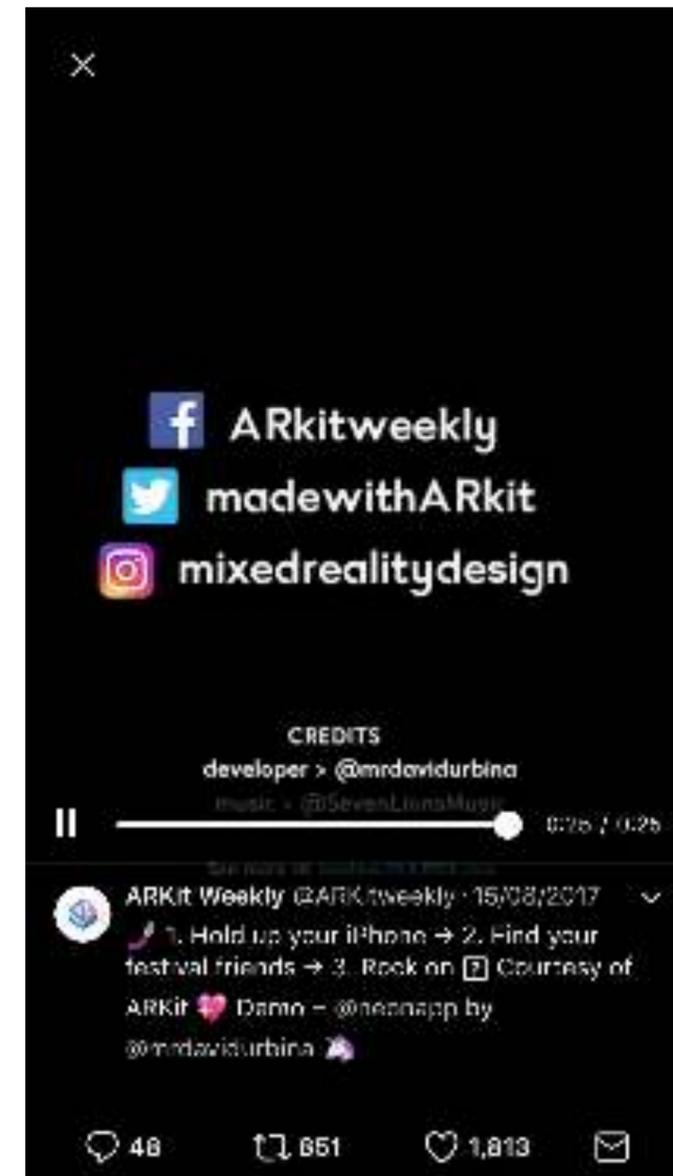
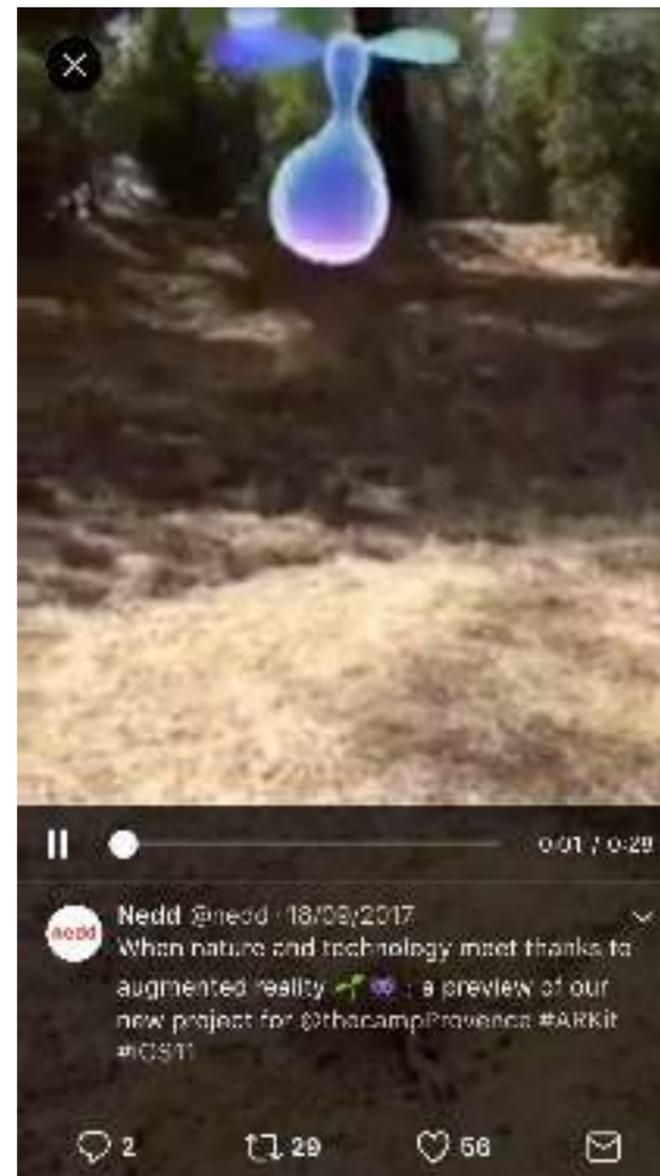
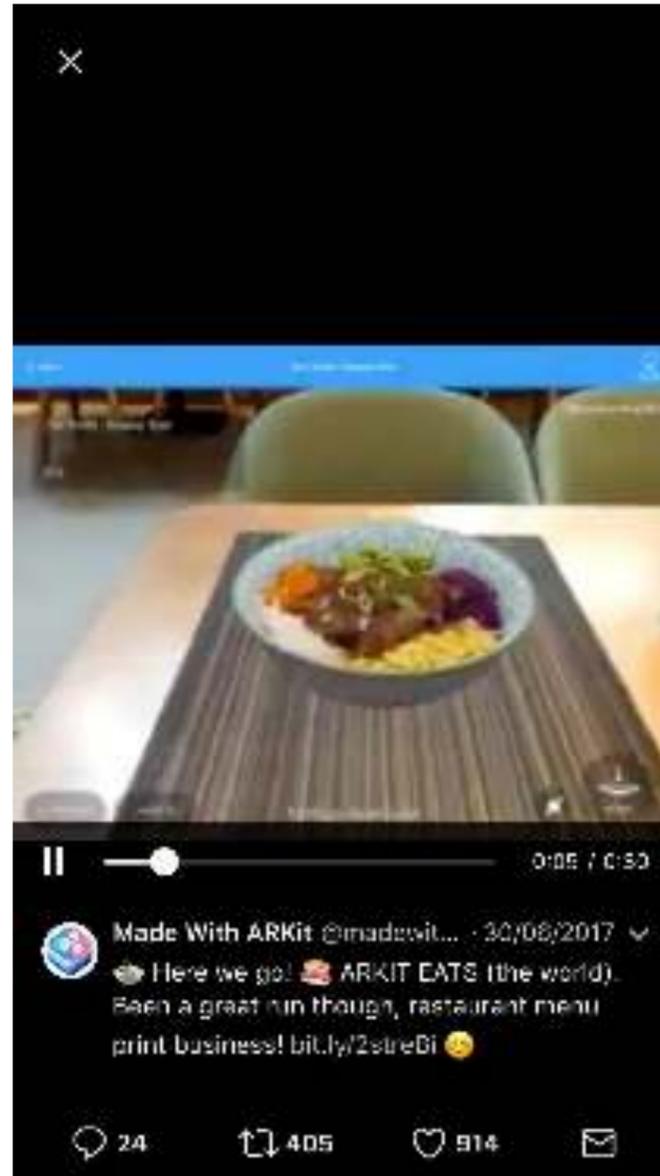
(Google/Ipsos Connect, Rising Consumer Expectations in the Micro-Moment, U.S., Dec. 2016 and Aug. 2015)

xr {
VR
AR
Reality



xr {
VR
AR
Reality

#ARkit #Travel



What to consider in designing great content

Who

What

Why

Where

How

Content needs to be...

Informative

Entertaining

Relevant

Consistent

Honest

At its core, your content marketing strategy is your



Why you are creating content, who you are helping,
and how you will help them in a way no one else can.





CITY OF
TOLERANCE



HARMONY
WITH
NATURE



CITY OF
TOLERANCE

UNIQUE
WAY OF LIFE

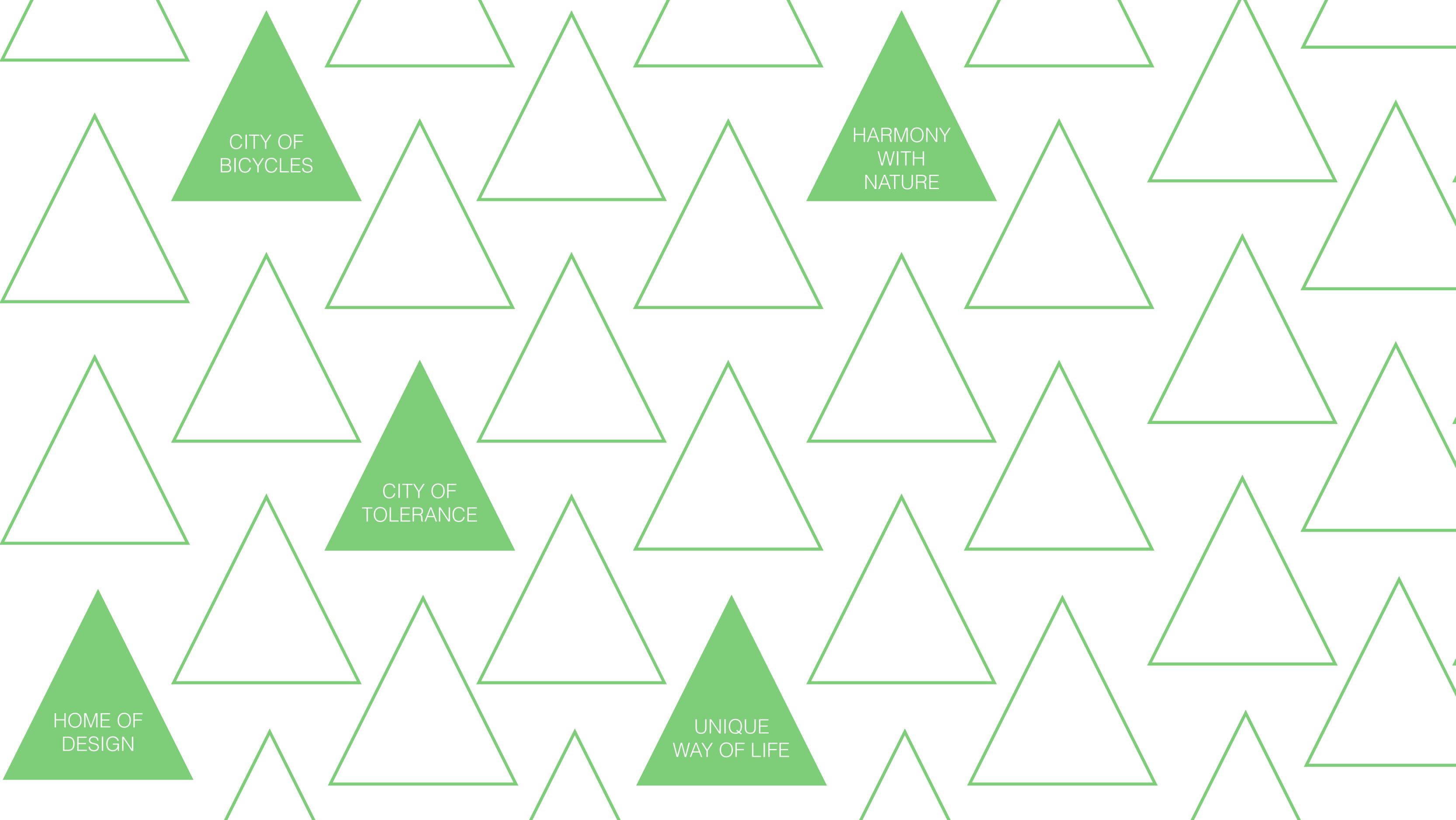
CITY OF
TOLERANCE

HOME OF
DESIGN

UNIQUE
WAY OF LIFE

CITY OF
BICYCLES

HARMONIC
WITH
NATURE



CITY OF
BICYCLES

HARMONY
WITH
NATURE

CITY OF
TOLERANCE

HOME OF
DESIGN

UNIQUE
WAY OF LIFE



Traditional Campaigning



365 Storytelling

Content & Storytelling

#1. Framework

Establish a core brand framework to become a real content authority.

#2. Partnerships

A collaborative network of partners is key to maximising value of content.

#3. Ambassadors

Ambassadors offer an authentic voice and key nuanced perspectives.

Content & Storytelling

#4. Go Live

You need the skills, kit & stories to go-live. Be right there in the moment.

#5. Always-on

Keep an always-on calendar, identify opportunities for great content.

#6. Tone-of-Voice

Accentuate your personality with a clearly defined tone-of-voice.

Targeting & Engagement

#1. Any Channel

Match content and message to the right channels for your audience.

#2. Any Device

Consider on what device your content is consumed and adapt it accordingly.

#3. Anywhere

Context is assumed by your consumers, ensure relevance, consider needs.

Targeting & Engagement

#4. Awareness

Know your target audiences and target them with relevant content.

#5. Engagement

Data & insights to develop interest further with content serving their needs.

#6. Conversion

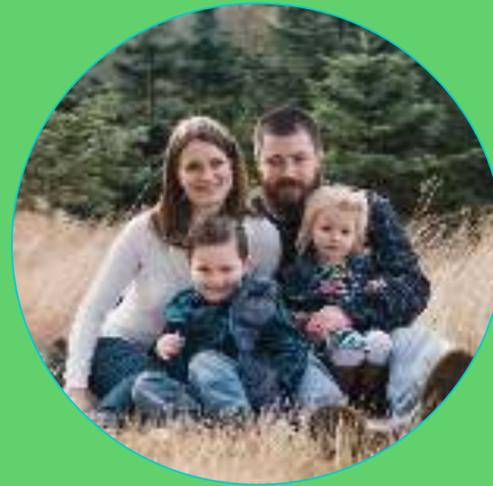
Involve your partners and offer fulfilment to nurture and convert.

Personas



Jason & Lee-Anne

Late 20s,
Rent a flat in
Wakefield,
Hope to buy next
year



Simon and Emily

Live in Wokingham
Two young children:
Alfie (4) and Grace (2)



Arthur and Joyce

Late 60s,
Live in Worcester,
Retired a few years
ago

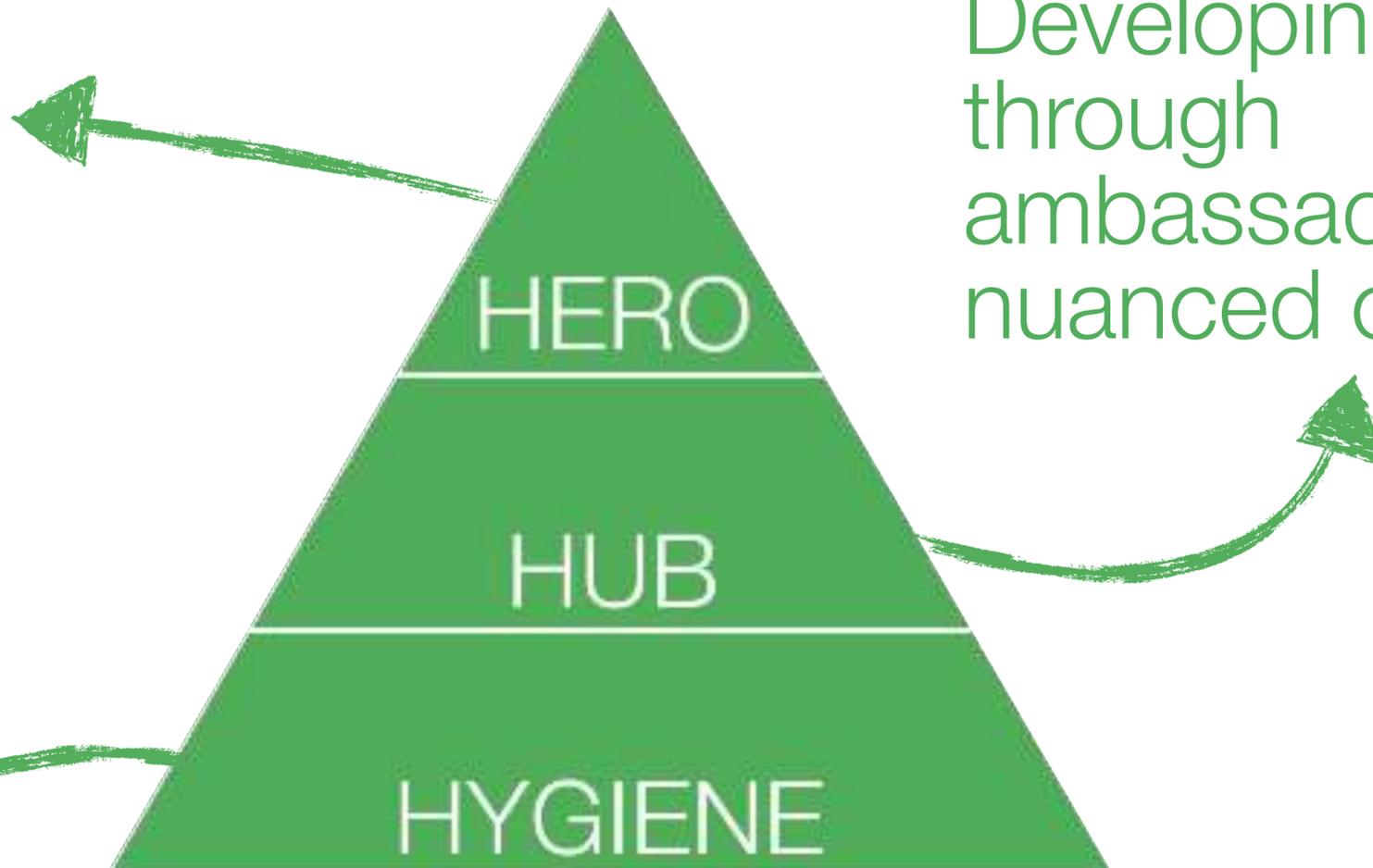


Geoff and Fiona

Early 30s,
Live in Wimbledon,
Work in Central
London

How to trigger interest through a powerful crafted image

Developing interest through ambassador & nuanced content



Keeping experiences 'top of mind' through social seeding

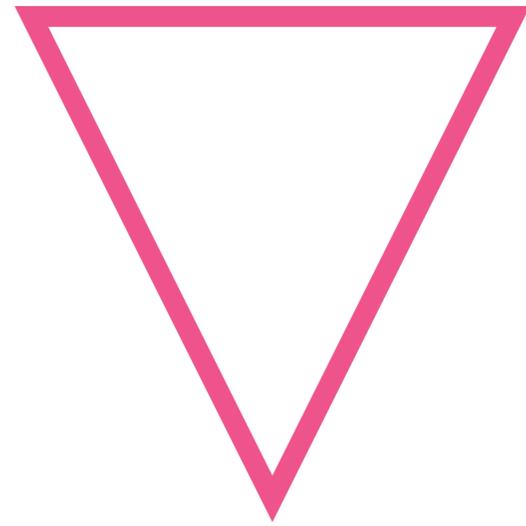


CAMPUS

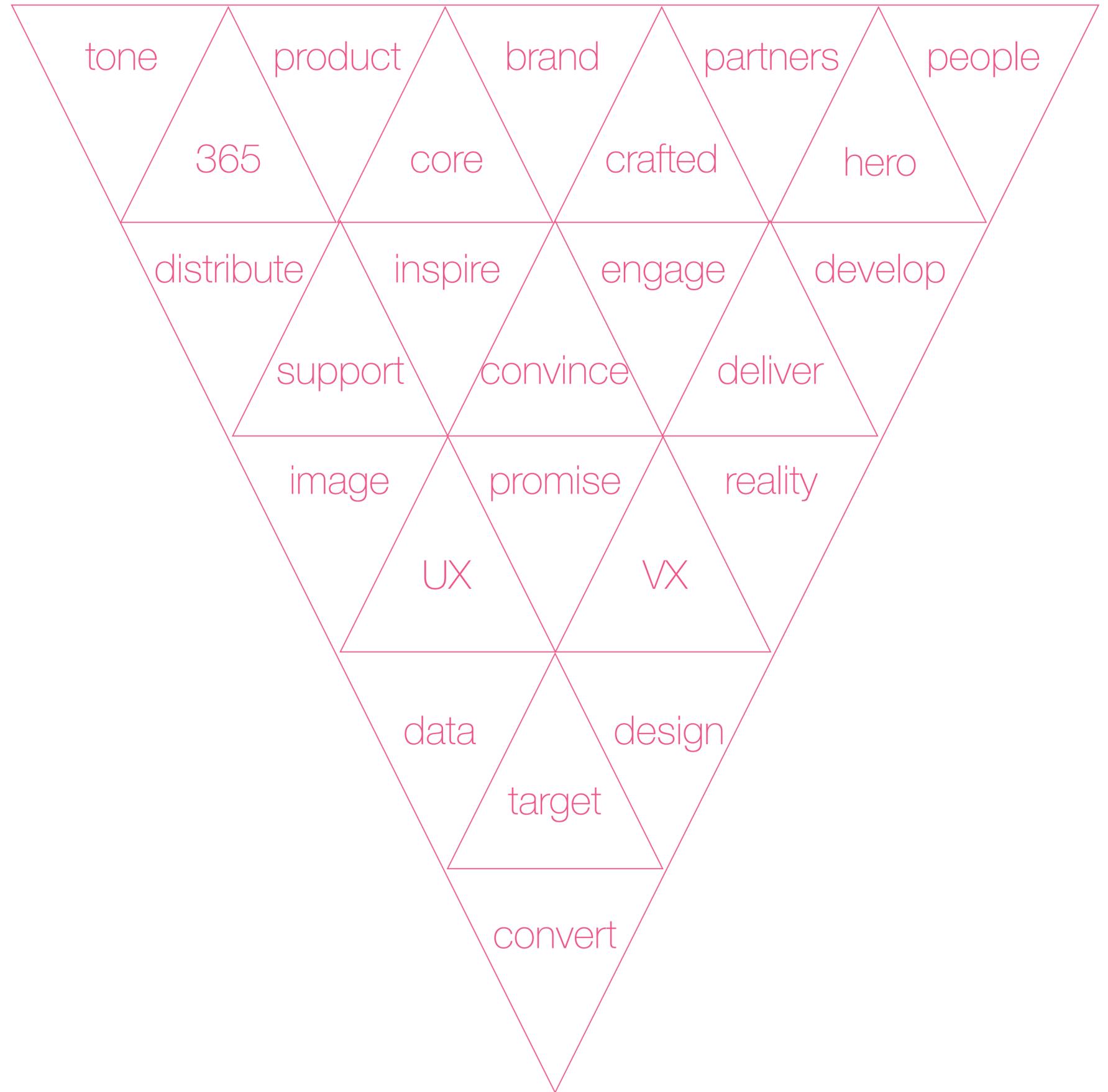
20 - 21 September 201

Proudly Hosted by  Jersey





Full Funnel









Antarctic Climate Adventure

February 22 - March 3, 2018

Discounted prices from:

\$8,850

[INQUIRE ABOUT TRIP DETAILS](#)



Discover the 7th Continent

Antarctica has been inspiring explorers and naturalists for centuries, and this expedition offers you the chance to discover why. An

Day-by-Day

Expedition in Brief

- Explore highlights of the Antarctic Peninsula.
- Learn about the unique Antarctic environment and wildlife from on-board lecturers and specialists.

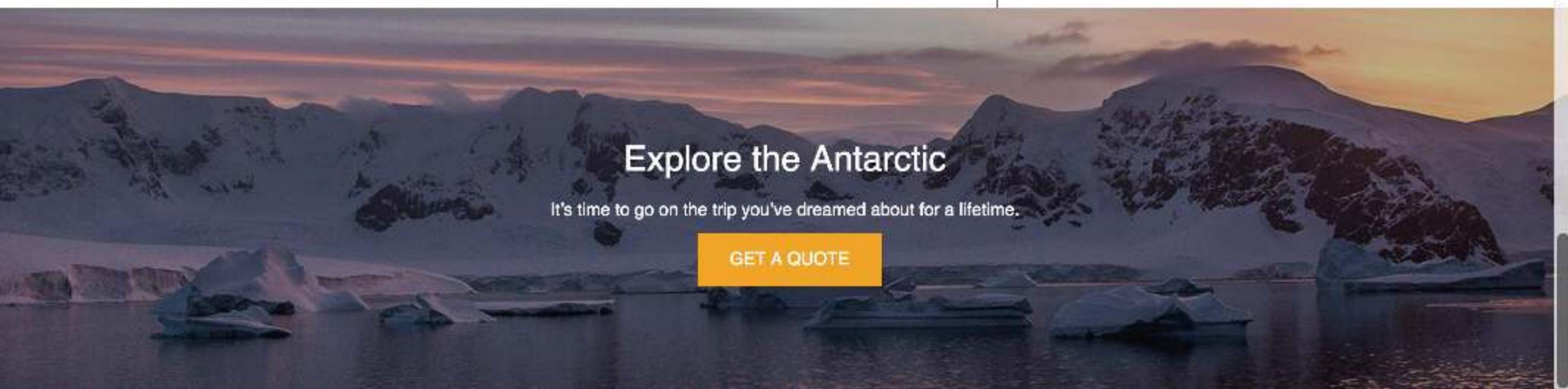
served on President Obama's Council of
Advisors on Science and Technology
(PCAST).

Still Have Questions?

Q: *Why should I go on this trip?*

Q: *What is Quark Expeditions' commitment to environmental sustainability?*

Q: *What is The Nature Conservancy's vision to meet the challenges of a changing planet?*



Explore the Antarctic

It's time to go on the trip you've dreamed about for a lifetime.

GET A QUOTE

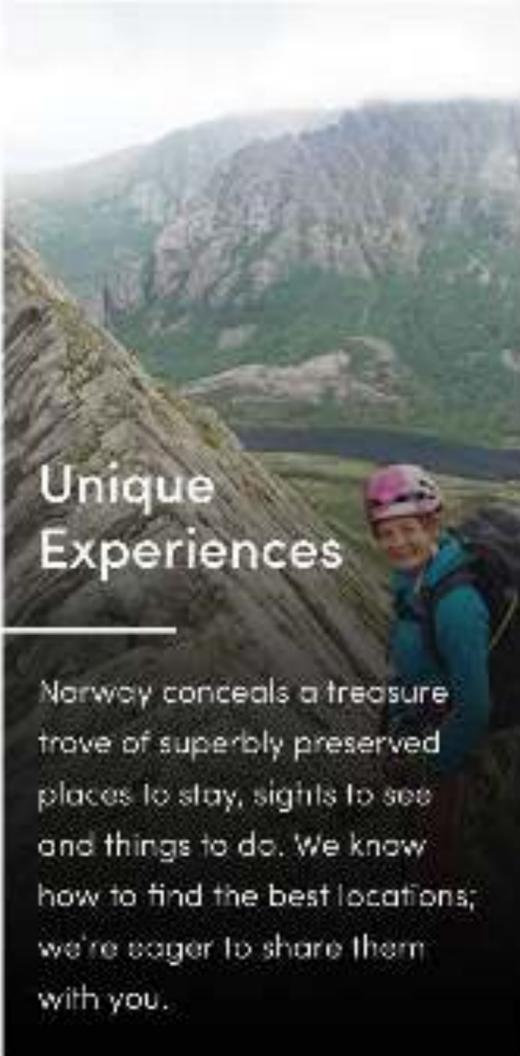


WE SHAPE YOUR TRIP OF A LIFETIME

Have you always wanted to discover the heart of Scandinavia, but never seem to be able to arrange a trip? Are logistics getting in the way of planning your perfect adventure? Don't worry – Up Norway provides the answer. We'll find out exactly what you're looking for – whether it's rugged hiking or a cosy retreat and match you up with your ideal itinerary.

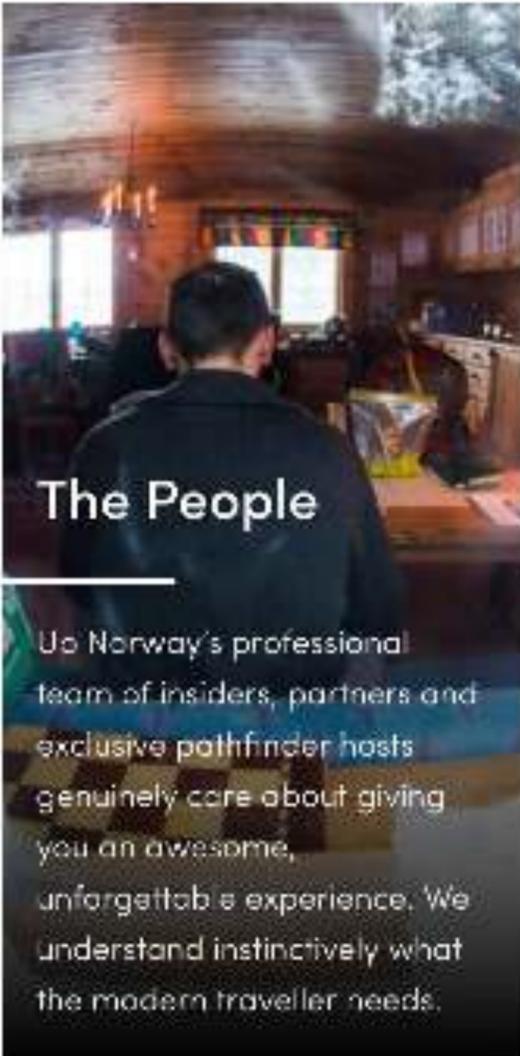
[TAILOR MY JOURNEY](#)[SEND ENQUIRY](#)

WHY TRAVEL UP?



Unique Experiences

Norway conceals a treasure trove of superbly preserved places to stay, sights to see and things to do. We know how to find the best locations; we're eager to share them with you.



The People

Use Norway's professional team of insiders, partners and exclusive pathfinder hosts genuinely care about giving you an awesome, unforgettable experience. We understand instinctively what the modern traveller needs.



The Perfect Match

Our mission is to deliver an experience which matches your interests and your budget. Whether you're a hardcore explorer into mountain walks and kayaking, an intrepid foodie chasing after the taste of the North, or in need of some serious me-time in tranquil, luxurious surroundings, we can always find the right thing for you.



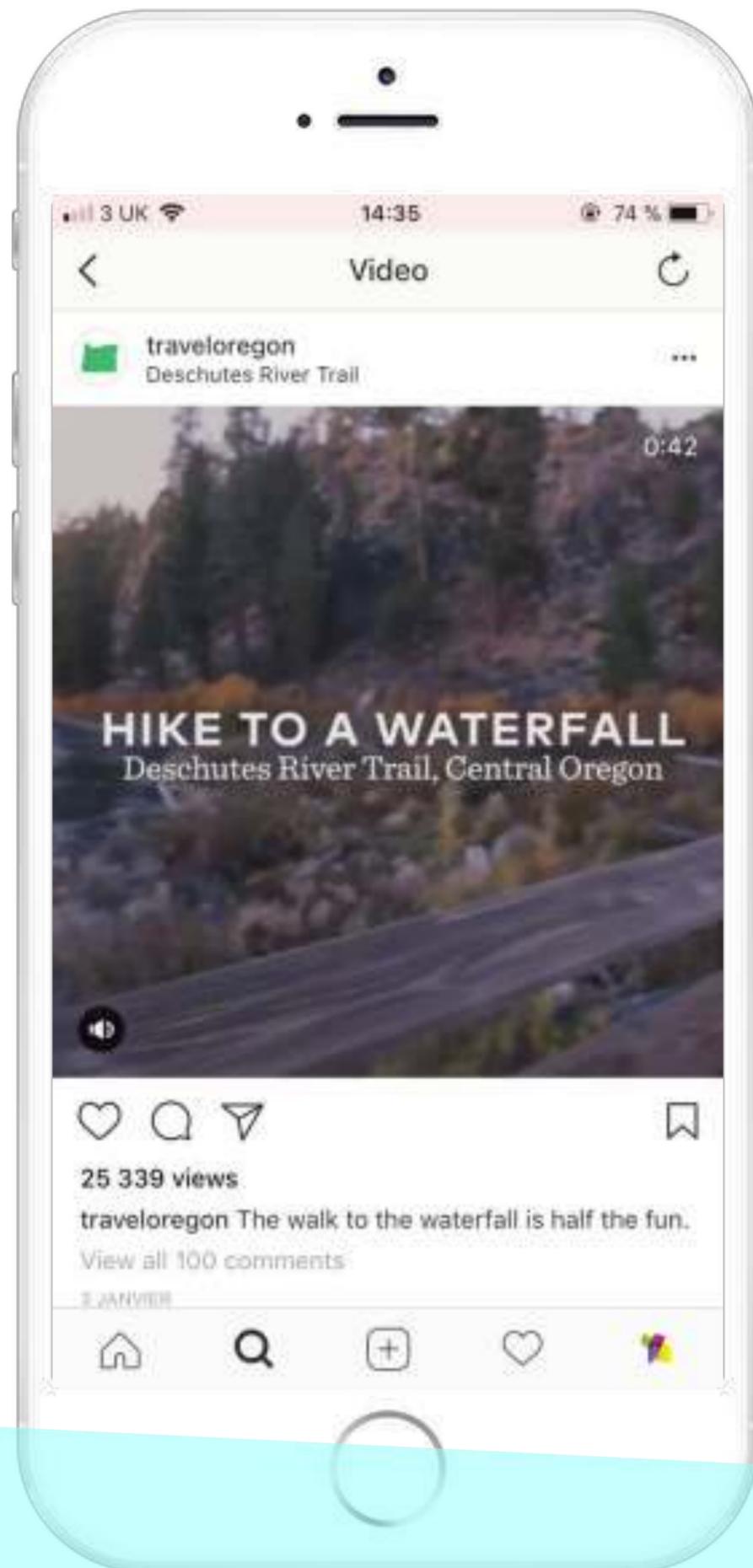
The Digital Travel Guide

Not only do we help you pick the right ingredients for your holiday, but after your trip is booked, we ensure all the tickets, booking information, contacts and schedules you need are available right on your phone in one convenient app, as well as a 24-hour chatline if you need assistance.



Sustainable Approach

Our partners are committed to sustainable services, our nature based activities support local wildlife and cultural heritage, and our rural destinations provide inward investment in local economies and communities. Everybody wins, including the planet!



3 UK 14:35 74%

Video

traveloregon
Deschutes River Trail



25 339 views

traveloregon The walk to the waterfall is half the fun.
View all 100 comments

1 JANUARY

Home Search Post Activity Profile



GOURMET
GARDEN
TRAILS



Local produce and passions at Folkestone Harbour Arm



GOURMET
GARDEN
TRAILS



Step into the Aladdin's cave of seaside bars at **Bathtub & Gun**. A unique, specialty micro-bar with Folkestone's finest cocktails, beer, whisky and gin on offer, serving up all types of magical mixes.

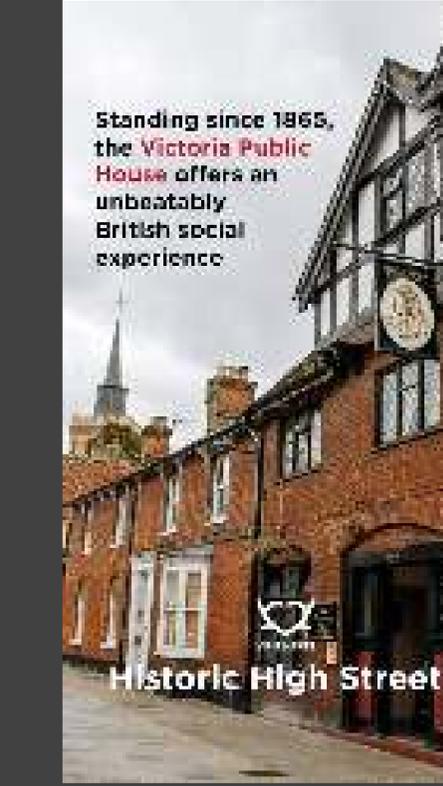
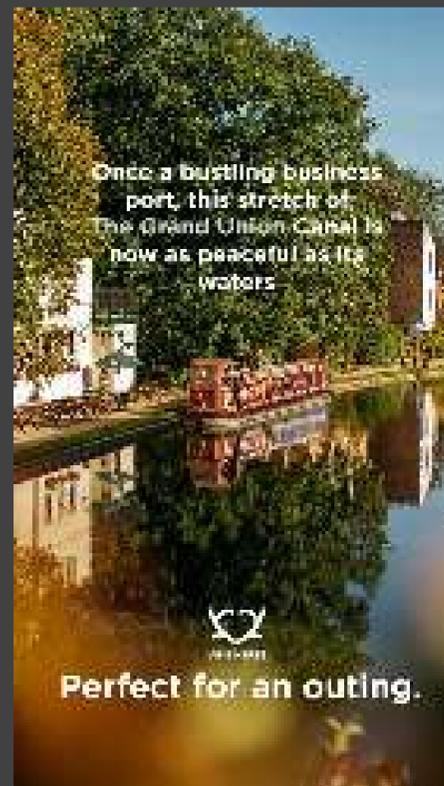
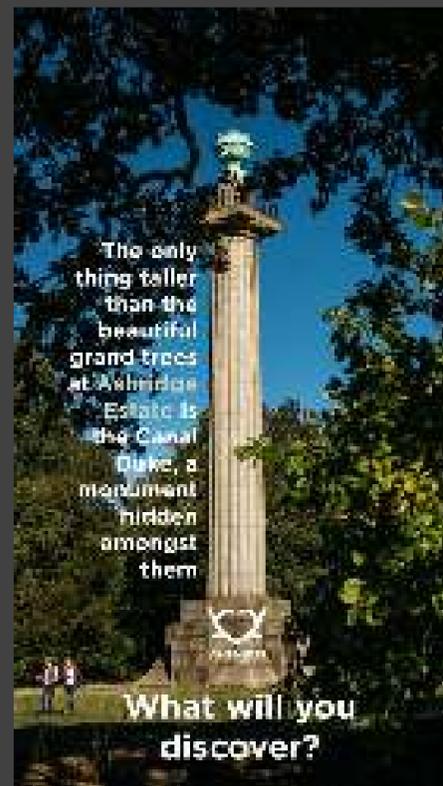
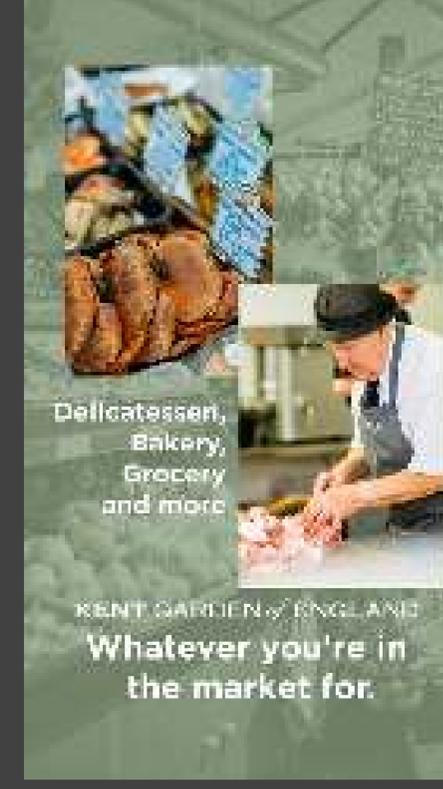
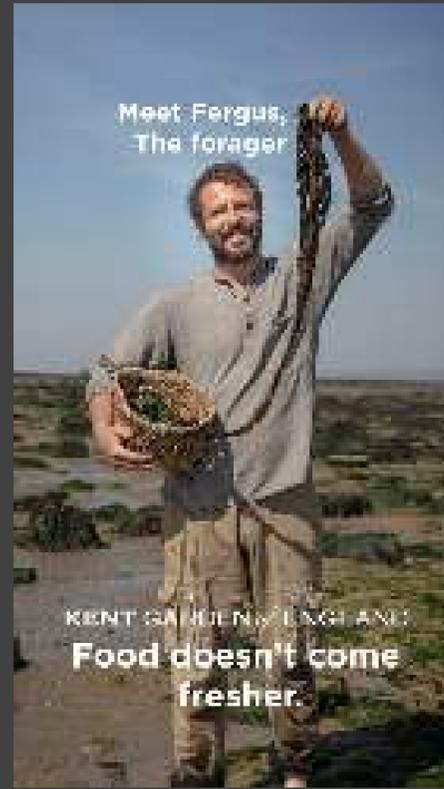
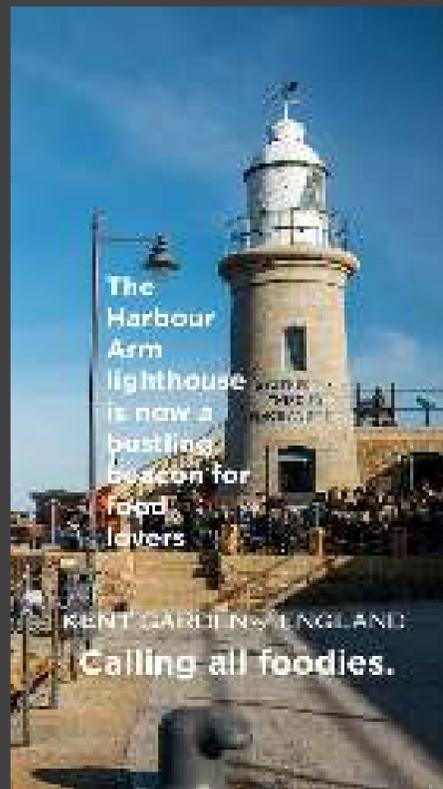
Perfectly lined bottles decorate the walls around the bar, providing the ideal backdrop for the friendly owner Pete, who will be happy to mix up an infamous Inflatable Watermelon or a Cherry Soaked Mojito for you.

You will not only find a tasty beverage here, as the bar is also an advocate for sustainability, actively using and selling recyclable eco-cups.



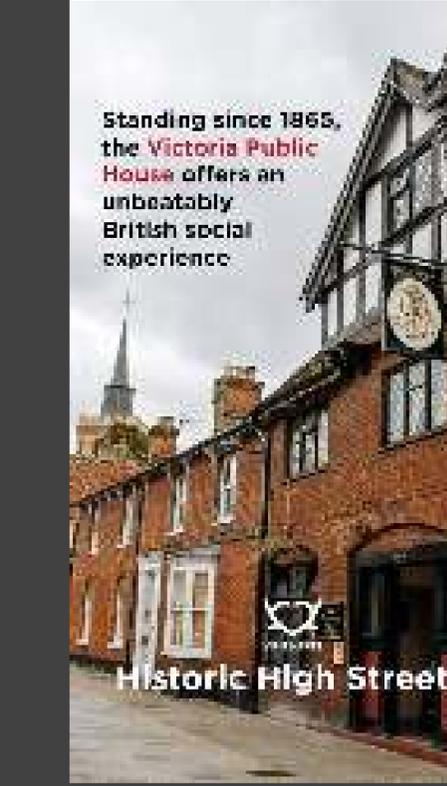
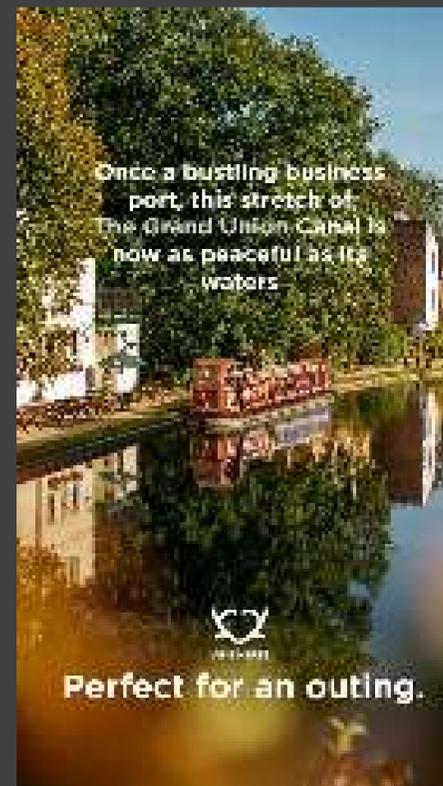
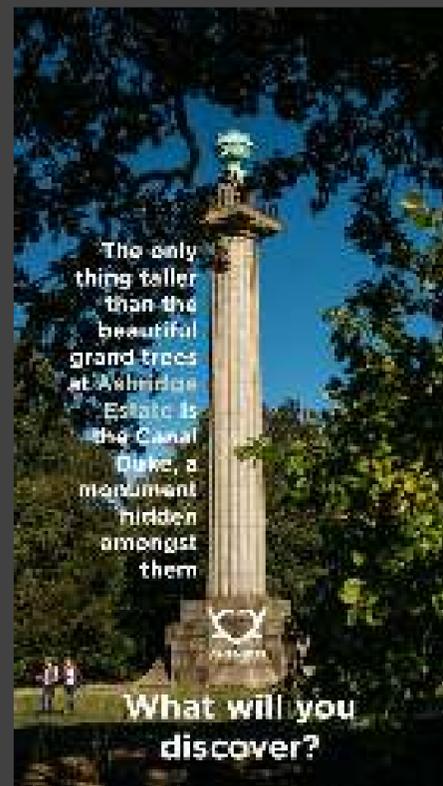
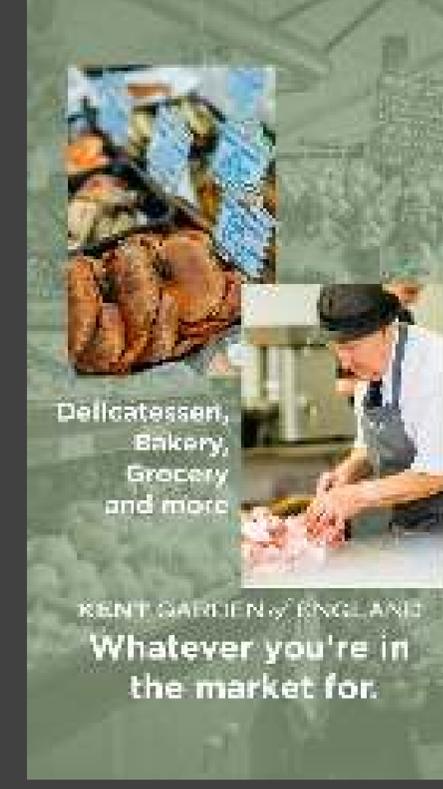
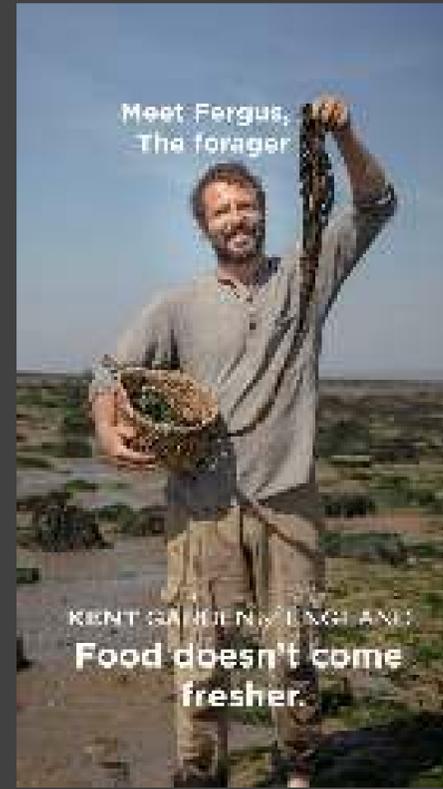
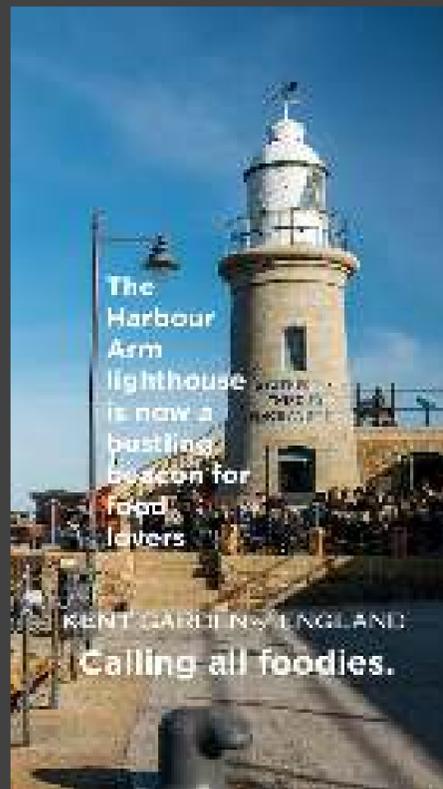


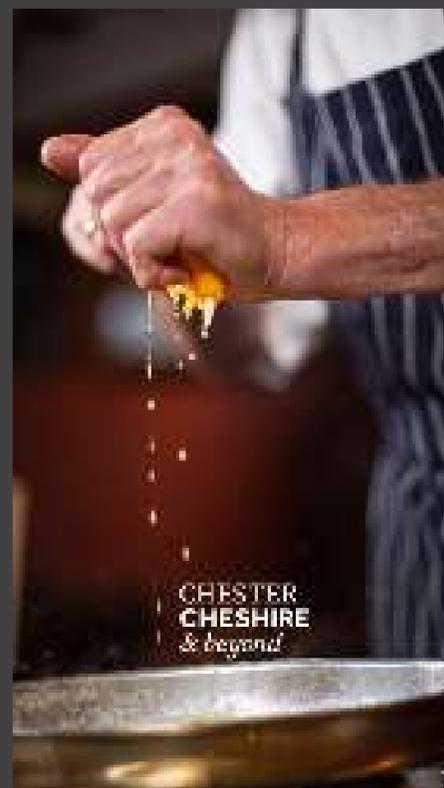
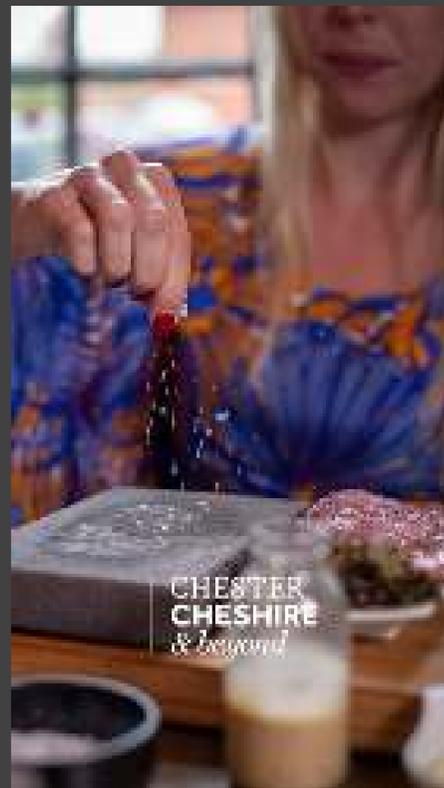
KENT GARDEN / ENGLAND





KENT GARDEN / ENGLAND

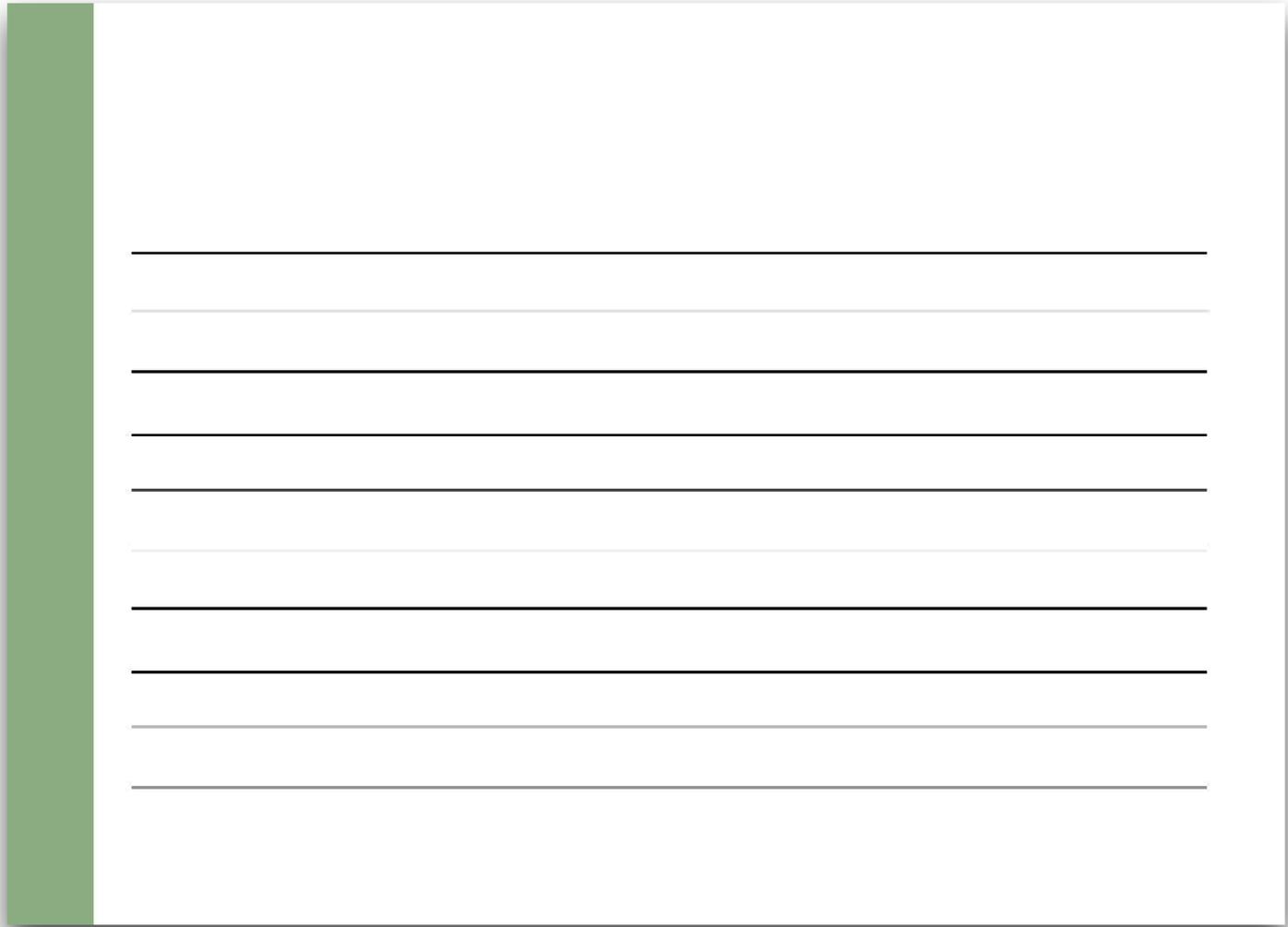




Ideas & Concepts 💡

Define your hero, hub & hygiene opportunities





A white rectangular area with a green vertical bar on its left side and horizontal lines for writing. The lines are arranged in pairs, with a solid black line followed by a lighter grey line, repeated ten times.

WOW PRODUCT

Think about what 'wow' product will help transform your business and visitor experience? Think big here and consider ambitious opportunities which will set you apart and really create awareness because of how compelling the experience is?

- Consider tangible product experience
- Be strategic in short, medium & long-term development
- Think 'experiential' and 'transformational' encounters
- Aim to appeal to demanding millennial demographic

CONTENT NEEDS

Where do you need to focus your content needs? What currently prevents you from shaping the right image around the experience on offer, developing interest through deeper content or retaining interest through social content?

Think hero, hub, hygiene content strategy!

- What do you feel you're currently missing out on?
- Where are the opportunities for your business?
- Are you in need of a stronger 'hero' brand video?
- Deeper 'hub' content & perspectives?
- ... or in need of better storytelling & social content?

EXPERIENCES

Consider how you can develop richer, more immersive experiences and encounters, think about...

- Discovery trails
- Product pairings with other businesses
- Behind the scenes or 'get to know' activities
- Value creation 'I want to learn' - 'I want to experience'

Think about how you can enhance the overall experience to appeal more to a more demanding, socially conscious millennial consumer.

EVENTS

Consider how events around the experience you offer can help keep you 'top-of-mind' amongst potential visitors year round. Think about the 'social content extensions' which naturally develop from these opportunities and how you could 'plan and exploit' the seasons and happenings in the calendar.

- Consider events, milestones & developments in your business
- Think about the seasons, special days, reasons to celebrate
- Consider which content & stories can be planned in advance
- How can you 'go live' and be right in the story?

IDEA SHORTLIST

Why did you choose the ideas? Risks, Thoughts, Notes

1

2

3

4

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3

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■ CONTENT NEEDS

Where do you need to focus your content?
What prevents you from shaping the right image?
What is on offer, developing interest through deep content?
How do you create interest through social content?

Think hero, hub, hygiene content strategies

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■ EXPERIENCE

Consider how you can develop and enhance your customer and encounters, think about...

- Discovery trails
- Product pairings with other businesses
- Behind the scenes or 'get to know us' content
- Value creation 'I want to learn' -

Think about how you can enhance your customer experience more to a more demanding, social customer.

EXPERIENCES

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EVENTS

Consider how events around your brand can keep you 'top-of-mind' and how you can develop from these opportunities. Think about the 'social content' you can 'exploit' the seasons and holidays.

- Consider events, milestones and anniversaries
- Think about the seasons and holidays
- Consider which content you can create
- How can you 'go live' and create content?

EXPERIENCES

Consider how you can develop richer, more immersive experiences and encounters, think about...

- Discovery trails
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Think about how you can enhance the overall experience to appeal more to a more demanding, socially conscious millennial consumer.

EVENTS

Consider how events around you can help you keep you 'top-of-mind' among your target audience. Think about the 'social content' you can develop from these opportunities and how you can 'exploit' the seasons and holidays.

- Consider events, milestones and anniversaries
- Think about the seasons, social media and holidays
- Consider which content & experiences you can offer
- How can you 'go live' and create content?

EVENTS

Consider how events around the experience you offer can help keep you 'top-of-mind' amongst potential visitors year round. Think about the 'social content extensions' which naturally develop from these opportunities and how you could 'plan and exploit' the seasons and happenings in the calendar.

- Consider events, milestones & developments in your business
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- How can you 'go live' and be right in the story?

Break



Succeeding with formats and trends

Ambassadors



Local Restaurateur

MEET PAUL BURNETT →



MEET SALLY

The Cross-Channel Swimmer

MEET SALLY MINTY-GRAVETT MBE →



MEET BILL

The Market Trader

MEET BILL DAVIES →



MEET VICKY

Local Fish Merchant

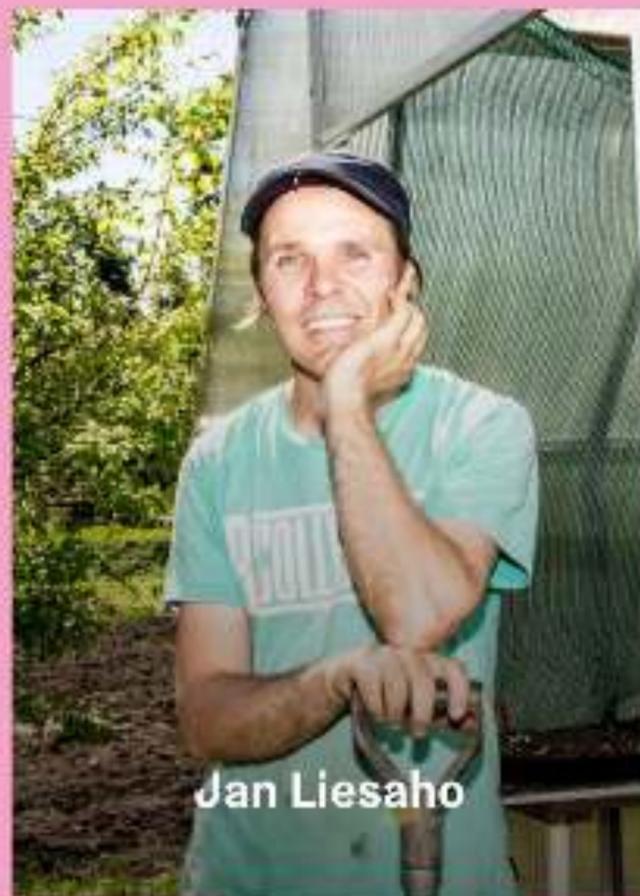
MEET VICKY GARDNER →



Your local guide to Helsinki

Follow in the footsteps of the locals and find your own favourites of the city. Make your own #myhelsinki.

[See all](#)





Jan Liesaho

“I've lived in many spots around the city but have made a home in



Bringing it in-house

Some Content Ideas

Overview

Tours

Events

Sunrise/
Sunset

Updates/
Progress

Takeover

Experience

Perspectives

Food

Some Content Styles & Formats

Boomerang

Timelapse

Live

Meet the
Chef / Keeper

Behind the
Scenes

Tutorials/
Guides

Music

Narrated

Subtitles

Getting Started...

Involve People

Work with
Creatives

Find your
Ambassadors

Plan, Shoot,
Edit

Build up a
Video Pool

Identify
Opportunities

Work with
Freelancers

User
generated
Videos

Make it a
Priority

Getting Started...

Golden Hour

Background

Ambience

Lights

Filters

Noise

GoPros

iPods

Smartphones

Some Tools to Help

EDITING

iMovie for iOS

Adobe
Premiere Clip

VIDEO

Music:
Premium Beat

Tech & Mic

PHOTO

Snapseed

VSCO



Our top tips...

Know your audience...

Use your data to identify who engages with your existing content. This will form a strong foundation for your video content.

Know your platform, for that matter...

Some platforms lend themselves better to different styles of video. YouTube encourages longer videos where Facebook is better for videos between 10 – 60 seconds

Follow everyone...

Keep up to date with what others are doing



More top tips...

Planning is key...

From campaign calendars to storyboards and production schedules, you'll need to focus on planning your project. It's difficult to amend video in post-production.

You don't need big budgets...

... but it certainly helps to have something to play with in terms of equipment. Be resourceful.

Time is valuable

In fact, I'd probably say it's the most valuable resource, so use it wisely.

Be creative and have fun.



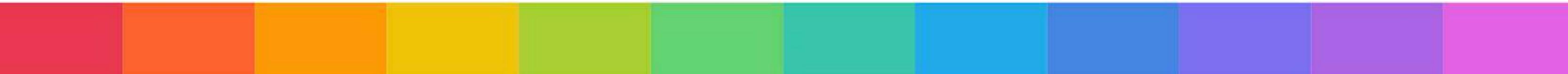
With that in mind...

Here are some video content statistics.



87%

Online marketers are using video



> 1/2

Of all video content is shared on mobile



51%

Of marketing professionals name video as the content with
best ROI



40%

The amount of time millennial men spend watching online videos more than women

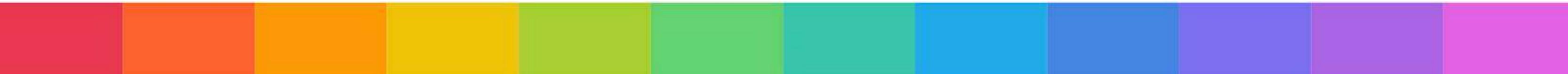


1/3

Of all online activity is spent watching video



Platforms





Instagram

- **1:1 Square** – Engagement cost 33% less
- **Fast-paced** – Videos are more engaging when fast-paced
- **Keep it short** – The longer the video the more likely engagement tapers
- **Quality control** – Your aesthetic and brand should resonate with video and photography
- **Don't forget hashtags** – Hashtags, geolocations and detailed captions increase discoverability and engagement



Instagram continued

**Don't neglect Instagram Stories
and now Instagram TV**



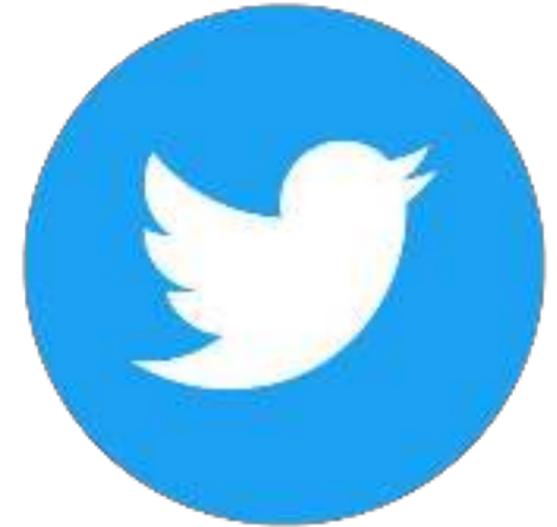
Facebook

- **Keep it short** – Shorter videos are more digestible which is better for Facebook's algorithm. Try 7 seconds
- **Live video** – People spend x3 more time watching live video and Facebook favour them
- **Silence** – 85% of Facebook videos are viewed without sound so make sure your message isn't lost
- **Captions are key** – Give videos eye-catching captions, especially since videos are auto-played
- **Wow factor** – Facebook still has big appeal. Make content appealing, surprising and draw-dropping to encourage shares



Twitter

- **Flashy titles** – Start your video with an attention-grabbing title
- **Silence** – Twitter also auto-plays video content. Again, make sure your message conveys without sound
- **Mobile-friendly** – 90% of Twitter video views are from mobile. Avoid posting anything with tiny details that can be seen comfortably on a small screen
- **Fast-paced** – People scroll through tweet after tweet, and only stop for a few seconds. Twitter happens fast and your videos should be too
- **Square/horizontal** – Vertical doesn't fit Twitter's format and gives annoying black lines on the side



YouTube

- **Time** – Visitors spent 88% more time on a website that includes video
- **HUGE** – YouTube is the second biggest search engine after Google
- **Time again** – More than 500 million hours of YouTube are watched every day
- **Data** – YouTube data shows views of travel-related content has grown 118% YoY







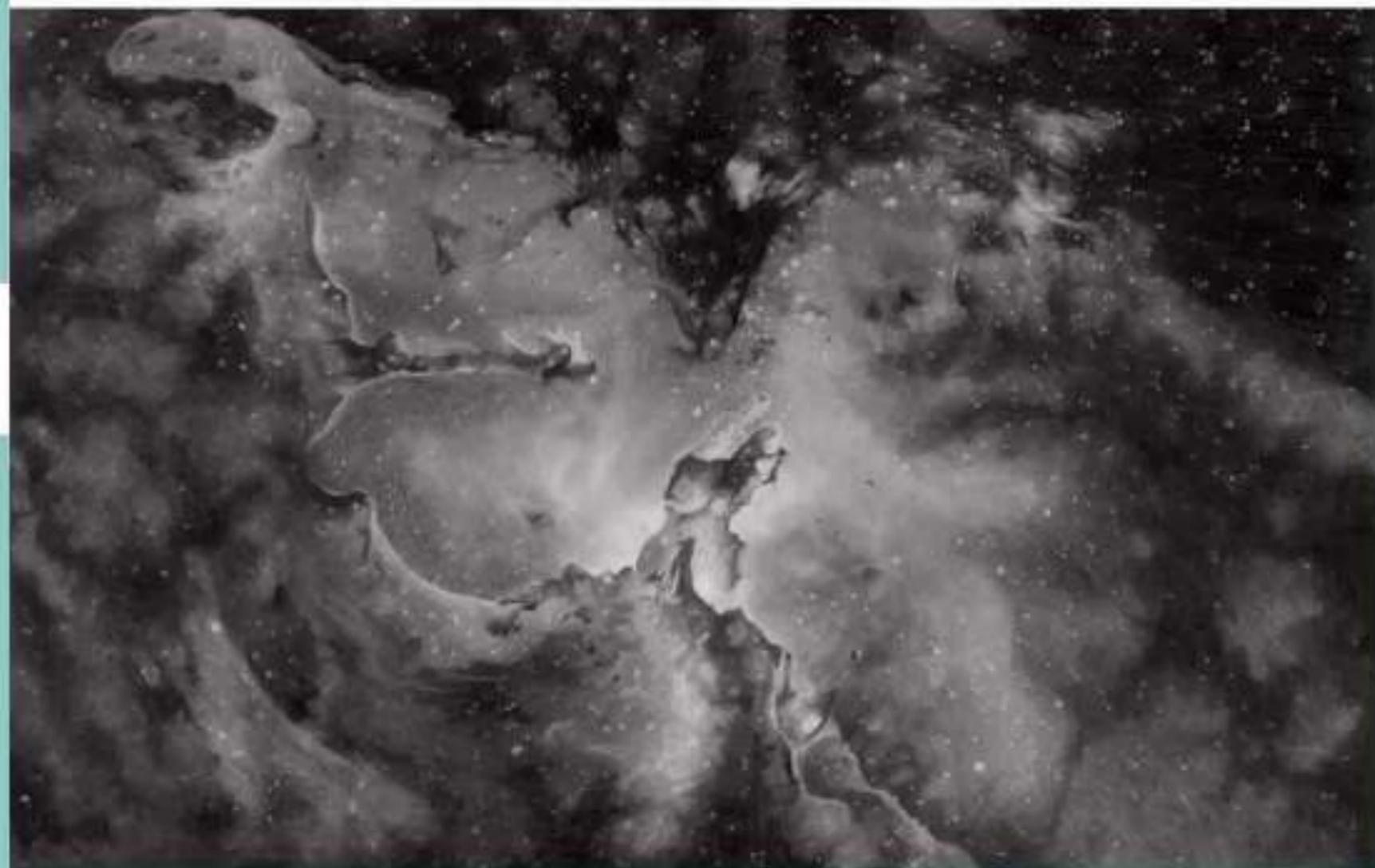
the hoxton

BOOK NOW

TUE - WED

22-22

AUG - NOV



The Hoxton Gallery presents: Secret Art Prize Winners

Shoreditch



Social Content

Re-use existing content

Cut it to the channel

Think mobile, think 'sound off', think titles

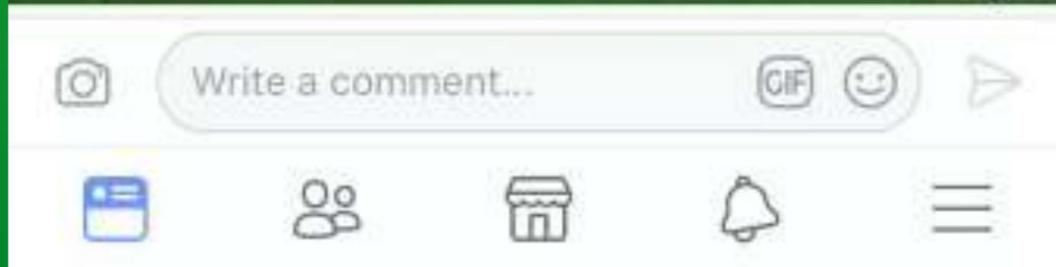
Think in-channel engagement

Websites must continue the story

Research hashtags

Work with key influencers

Collaborate with partners



Social Content

Re-use existing content

Cut it to the channel

Think mobile, think 'sound off', think titles

Think in-channel engagement

Websites must continue the story

Research hashtags

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23:56

4G



eurostar 12h



@LONDON CHECKING IN

We just broke the record for fastest train London to Brussels in 1hr 48mins! Now for Amsterdam...



Send message



4G



thehoxtonhotel 2h



~~FC HYENA~~

FILM CLUB

WUNBAR

PETIT RESTO

1.

FC HYENA

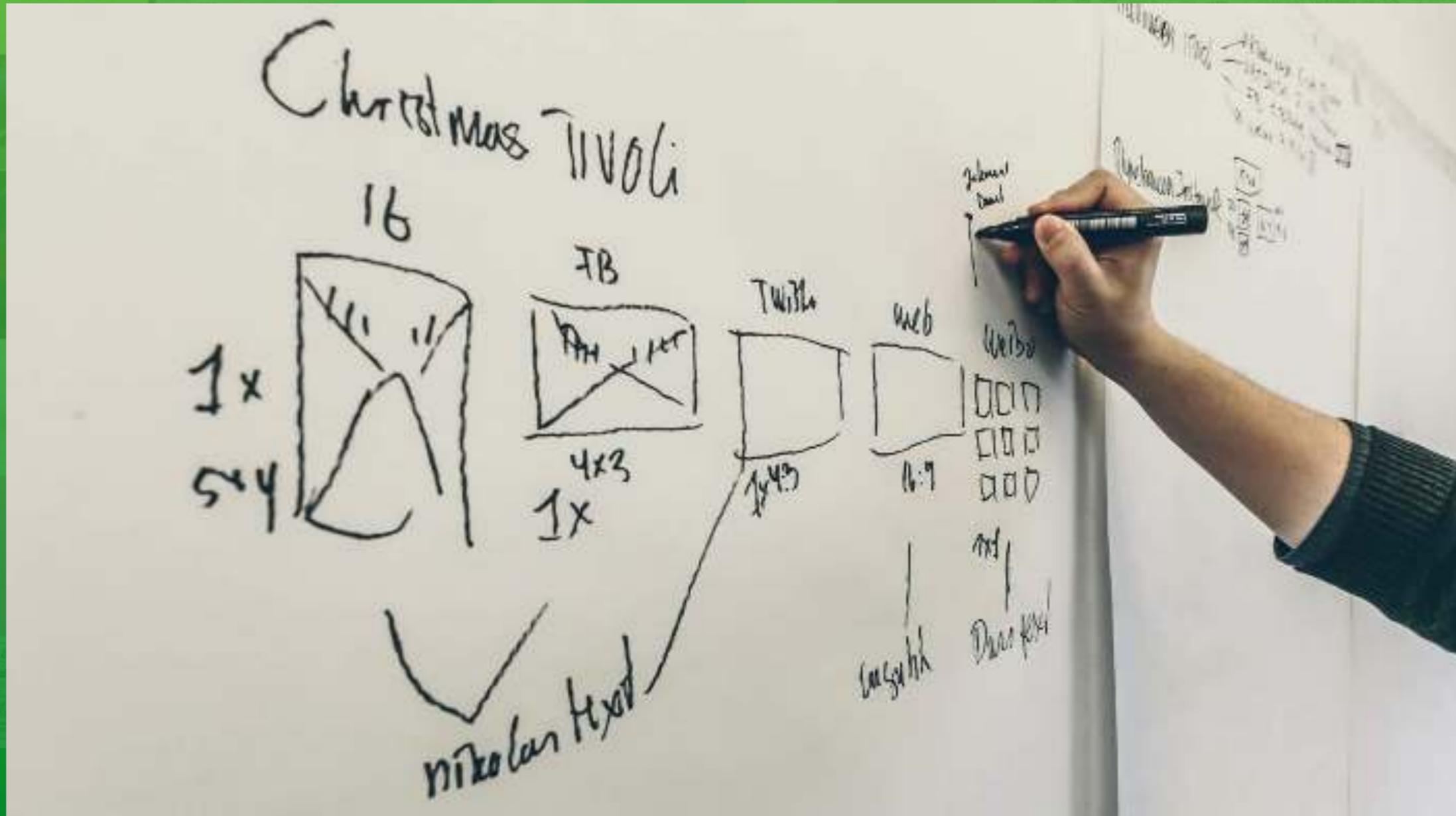


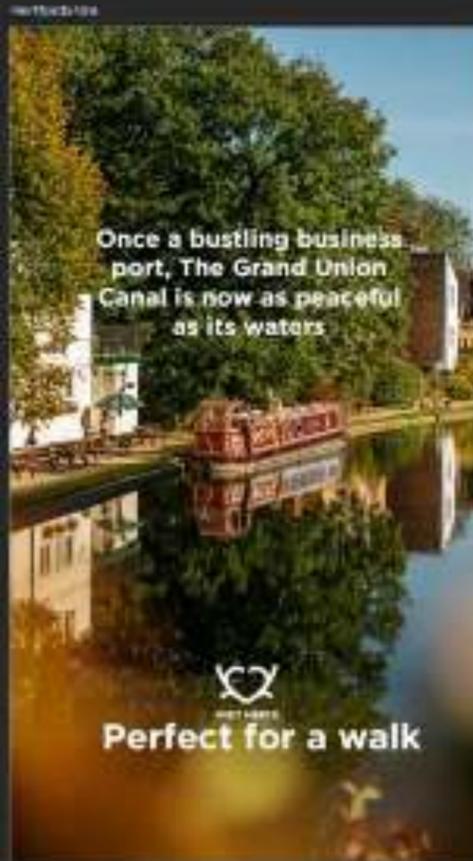
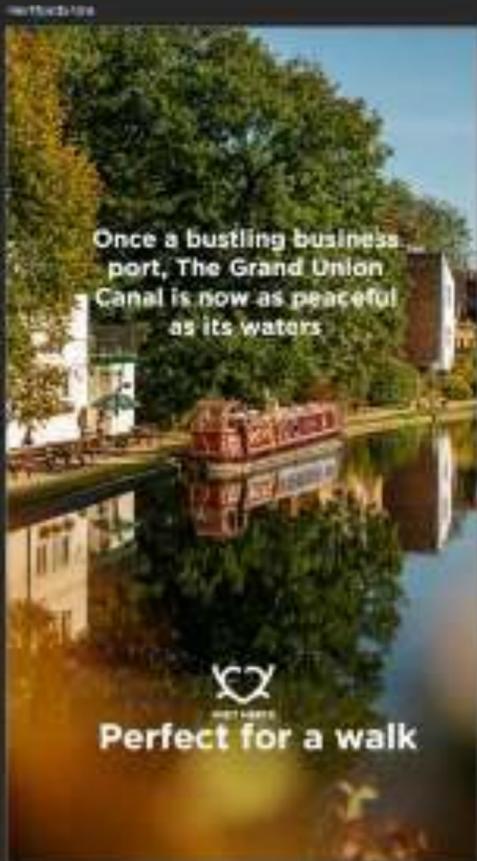
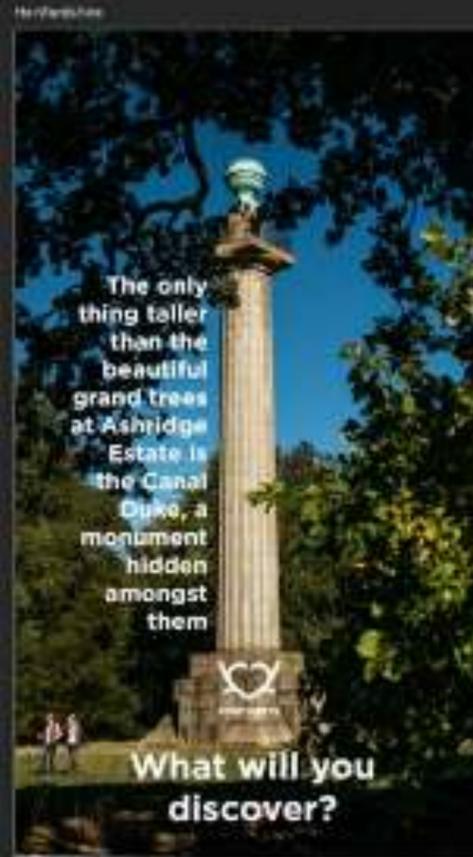
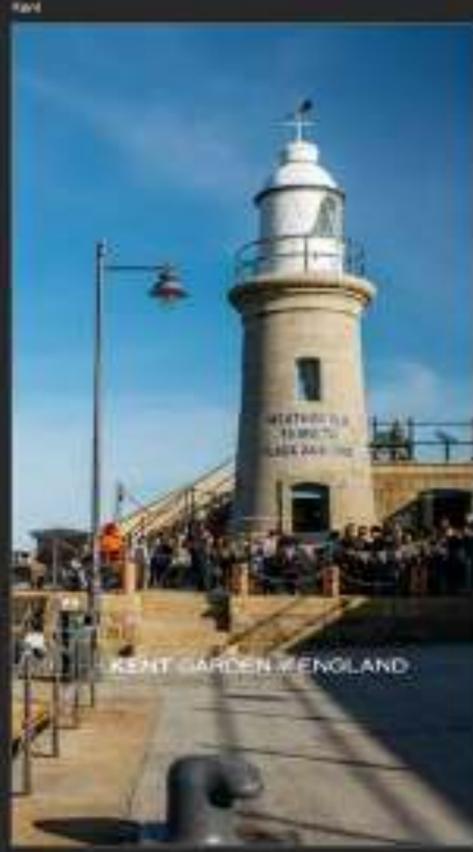
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Story Board Content Ideas

Map-out Brand & Partner Ideas





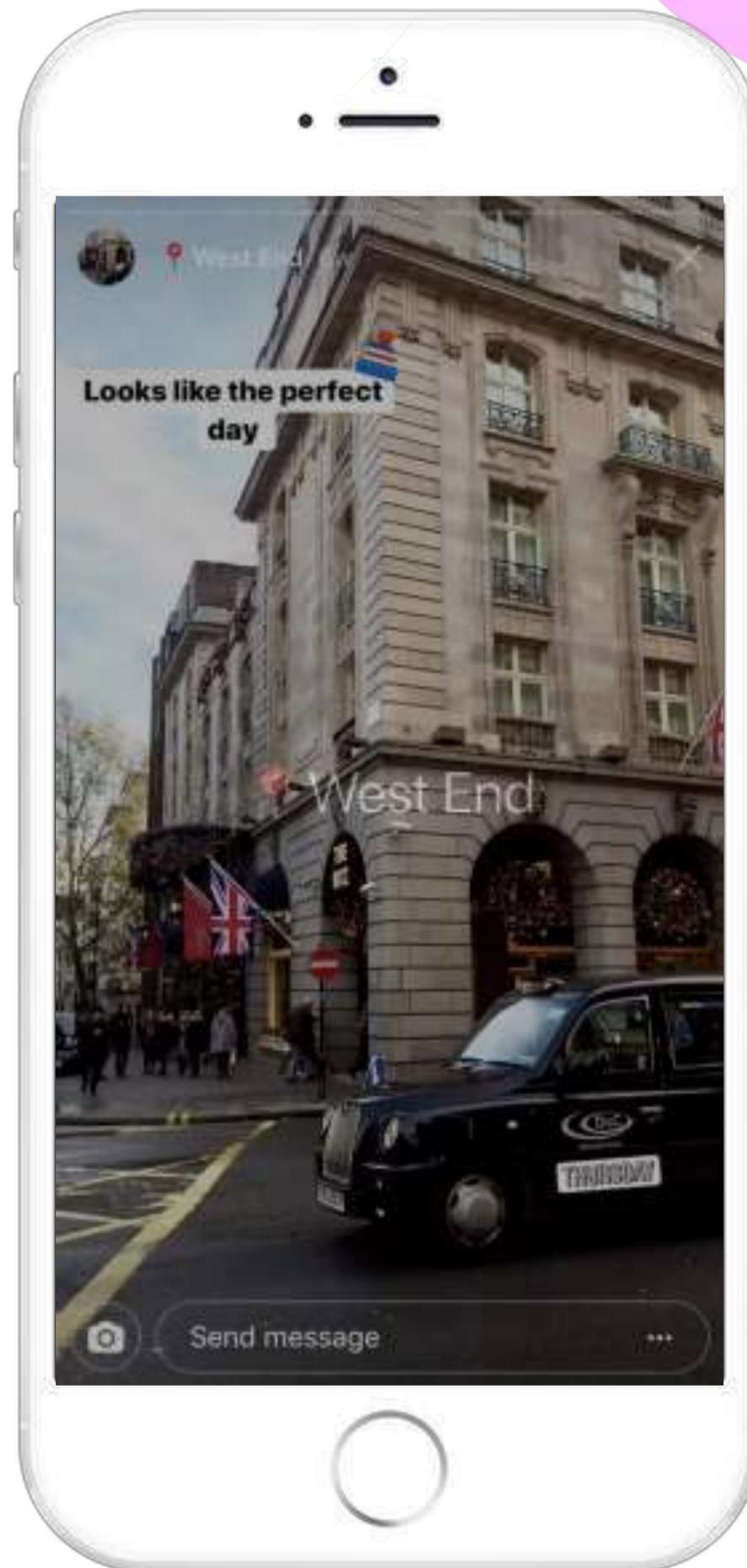




custom
FEATURE

Maine's Local Food Movement

It's trendy. It's tasty. It's everywhere. But Maine's farm-to-table movement actually had its humble beginnings among the...





#ThisisHolland 3w



5 THINGS
TO DO IN
THE HAGUE

@thisisthehague



Send message





WE WANT GOOGLE STREET VIEW



Welcome to my blog! My mission to get my home, the Faroe Islands, on Google Street View! [Read More](#)



#WEWANTGOOGLESTREETVIEW

SHEEP AND THE FAROE ISLANDS



Hello you guys. I want to tell you a little something about the Faroe Islands and the sheep, that live here. The name Faroe Island originally means Sheep Island. [Read More](#)

3. MAI 2016 10:02

COME ON GOOGLE



Hello you guys. I wanted to share this picture I found on Google's website. It shows every place that Google Street View has been to. [Read More](#)



Content & Story Planning

This template is aimed to help you plan your content and stories which can be used to get a start when planning your next campaign, marketing your events or general themes and stories that you want to highlight. Brainstorm ideas, use the storyboarding space, develop content storylines in more depth and consider when and how you will distribute this content and storylines.



Crafting & Developing Destination Stories



Developing Content Storylines & Storyboarding

HERO			
HUB			
HUB			
HYGIENE			

Where can each type solve an existing need?

What is the strategic role your content plays?



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Identifying Ambassadors



Identifying Ambassadors

Identify amazing ambassadors for Kent's themes and localities

Example: Influencers, partnerships, digital champions



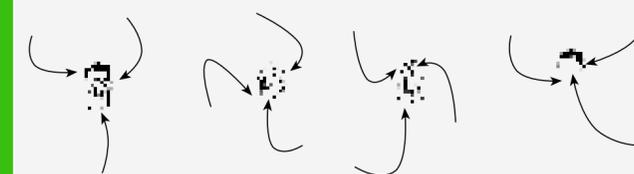
How can Ambassadors be linked to Kent's core brand strengths?

Themes

Regions / Areas

Experiences

What does your ideal ambassador look like?



Describe in more detail how specific ambassadors convey an authentic story and view on what Kent has to offer?

Donny can tell the local food + gastro stories

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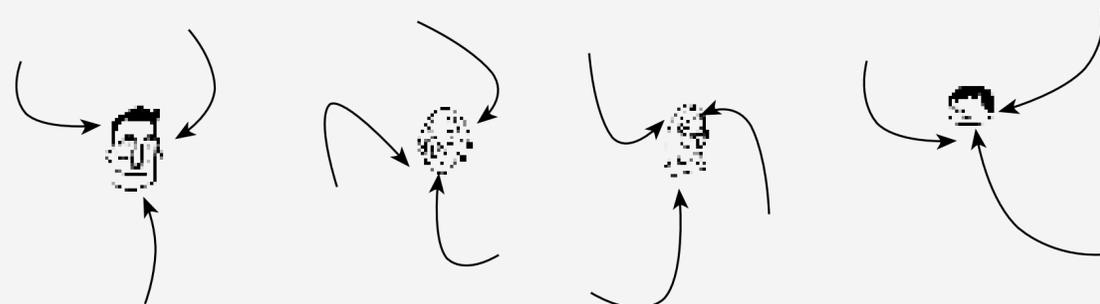
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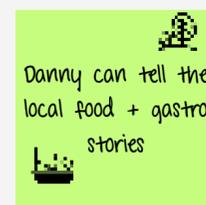
Regions / Areas

Experiences

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3 Minute Pitches

Stand-up and give it your best!



Thank You! 🧐👋

Nick Hall, Founder & CEO

Digital Tourism Think Tank

nick.hall@thinkdigital.travel

