

A scenic river with kayakers and a bridge in the background. The river is calm with some ripples. On the right bank, there are trees and a few people standing. In the distance, a bridge is visible across the river. The sky is clear and blue.

TRAVEL OREGON

CONTENT STRATEGY
TIPS & TRICKS FOR 2021

3.04.21

CONTENT TEAM



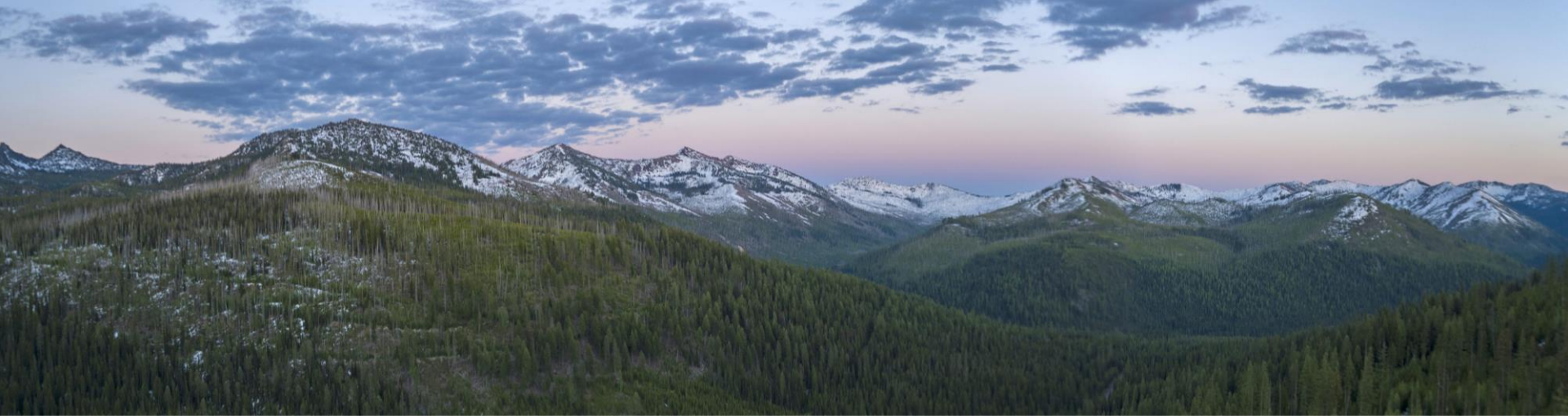
Jen Anderson
Editor, MEDIAmerica



Sachie Yorck
*Content &
Community Manager*



Mo Sherifdeen
*Director, Integrated
Marketing*



TODAY'S **AGENDA**

- Getting Started: Defining content and frameworks to use for planning.
- Tell me a story: What makes a good travel story; types of travel stories.
- The Big Picture: Crafting your pitch for Travel Oregon (and travel media)

"CONTENT" AND ITS VARIANCES

- Journalism: Articles
- Creative: It's a story
- Web person: Assets on a website

WHAT IS CONTENT?

"Information customers seek"

"Blogging mostly, social sort of"

"Any form of communication (written, visual, auditory)
developed to share a message either externally or internally."

"Enticing information"

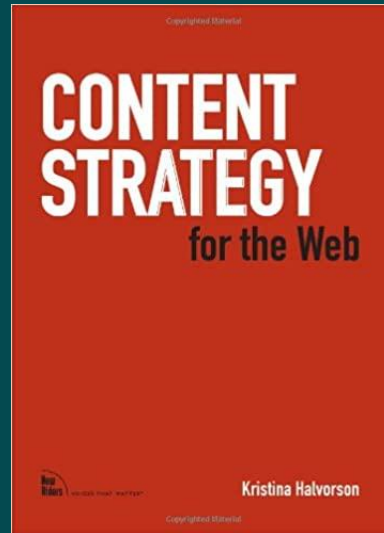
"Itineraries & useful information"

"Web copy, blog articles, social posts, OTIS listings, etc."

CONTENT STRATEGY FORMAL DEFINITION

“Content strategy guides the creation, delivery and governance of useful, usable content.”

-Kristina Halvorson



CONTENT STRATEGY IN PRACTICE

Communications (words, photos, posts and videos) you create to **educate**, **empower** and **inspire** your audience.

Your content should be in service to you **brand values**, **business goals**, and **customer needs (or questions)**.

CONTENT STRATEGY COMPONENTS

Editorial Mission
Target Audience
Priority Topics
Voice & Tone

EDITORIAL

EXPERIENCE

Where does the content live?
What info does our audience need?
What's the customer journey?
What does it look like on mobile?

Organization
Categorization
Storage
Personalization

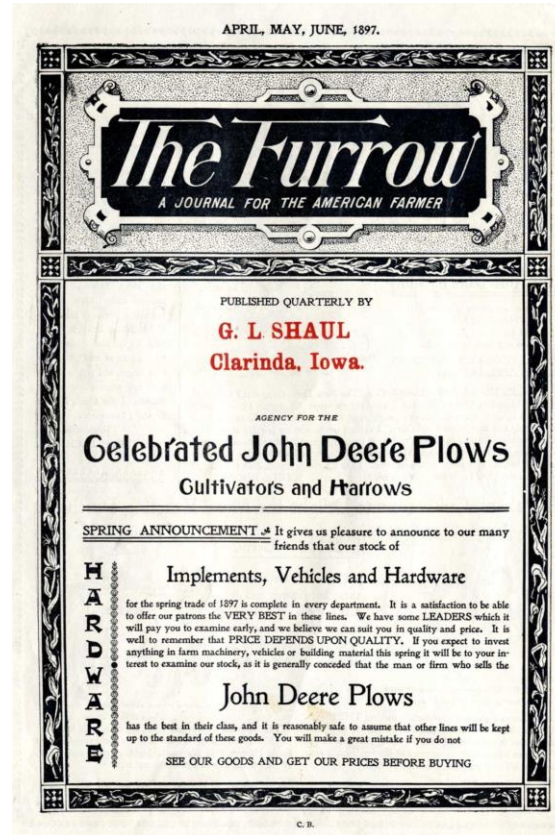
STRUCTURE

PROCESS

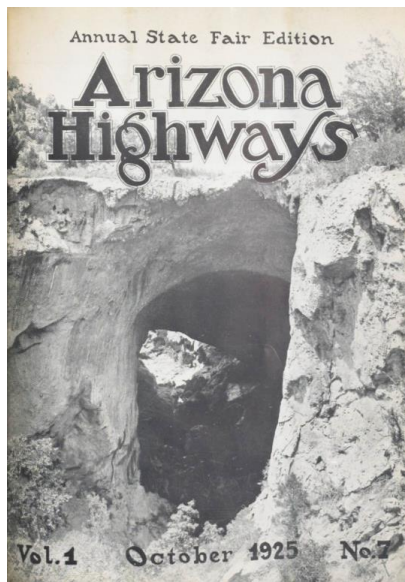
Who's responsible?
Who needs to be consulted ?
Who approves? (and says "no")
Updating and archiving

CONTENT STRATEGY COMPONENTS

- *The Furrow* – John Deere (1895)
- *Michelin Guide* from Michelin Tires (1920)



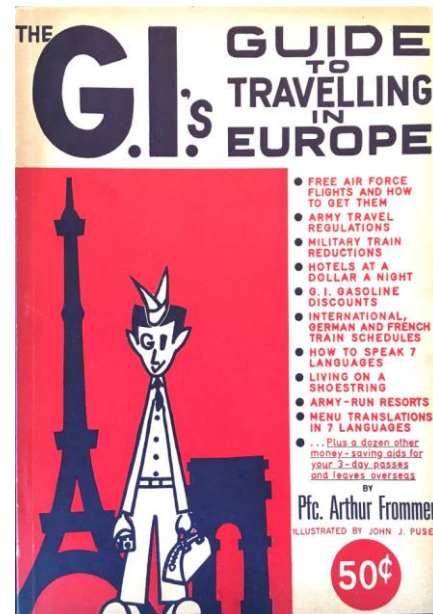
PIONEERS OF TRAVEL



1925



1939

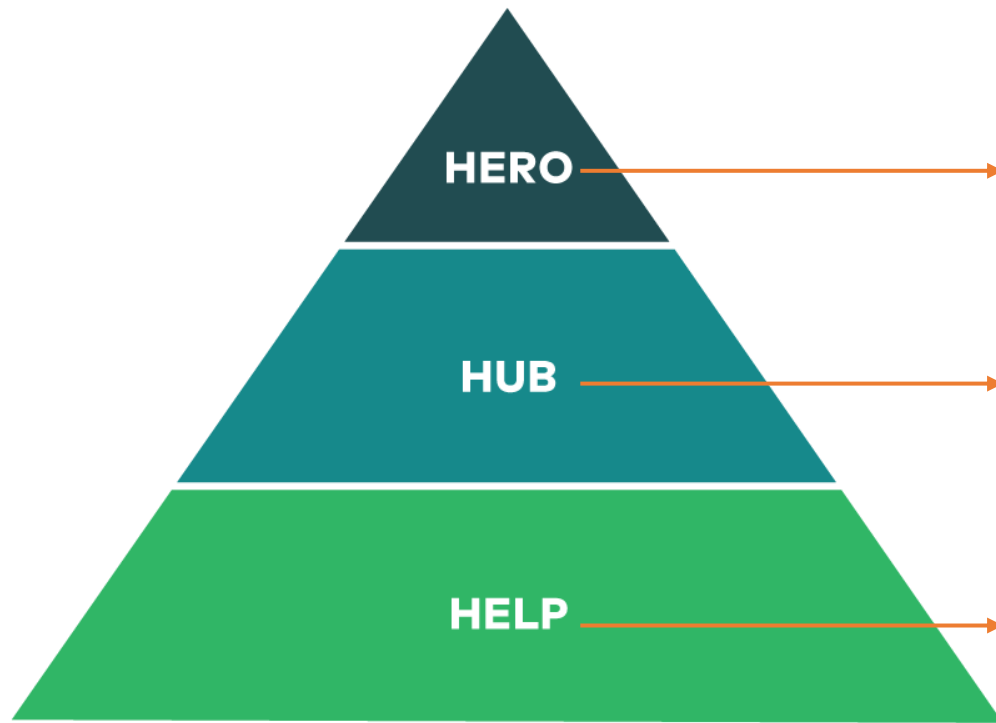


1955

CONTENT TODAY



THE 3H CONTENT FRAMEWORK




Large, "tent-pole" moments to raise brand awareness.

Regularly scheduled "push" content to keep your brand top-of-mind. This is the "meat" of your content.


"Pull" content – content that helps answer customer questions. This is your foundation.

HELP CONTENT




21MIN | **CHEESE**

Tillamook & 10 Barrel Beer Cheddar Bread Bowl & Dip



25MIN | **APPS**

Spicy Loaded Nachos



45MIN | **DESSERT**

Savory Mushroom Bread Pudding

EXPLORE MORE of Crater Lake



Crater Lake Lodge



Things To Do



Places on the Way



Getting There



Tulip Fest

Tulip Fest Overview

Ticket Information

Daily & Weekend Activities

Special Event Activities

Hot Air Balloons

Lodging

Photo Contest

Field Report

Field Report

February 25th, 2021

We are less than one month away from our 2021 tulip festival. Our festival dates are March 19th to May 2nd. Tickets must be purchased online this year. The link is on our home page.

Our field looks amazing as you can see below. We are proud to say we have never seen a better field and we are hoping things continue to bloom nicely. We are slightly behind this year due to the cold weather. We still expect some color the entirety of the festival but the first week will not have a lot. The daffodils are also now blooming so it is exciting to see some color around the farm.



05:03



HUB CONTENT



Food Cart Finder

Search 200+ Portland food carts by cuisine, trademark dishes and dietary needs.

FIND CARTS NOW >>

Fishing Report

Trees and powerlines are down all over our area. If you plan on going fishing, please note that Oxbow Park was closed as of yesterday afternoon. Check your destination BEFORE heading out. Also, many trees still have widow makers hanging in the branches, please be careful when enjoying the outdoors this weekend!



Spey Casting 101 & 102 Classes

Jennifer is still planning her COVID safe Spey 101 and 102 classes for very small groups. Learn the basics or fine-tune your cast in one of these very popular three-hour classes. From gear selection to reading water, Jennifer will have you covering the water like an expert. Sign up today, space is very limited.

Learn More



The Oregon Coast

Published by Sparkloft Media • February 15 at 12:08 PM •

How's this for inspiration to get outside? We have curated 9 ideas for a safe adventure along the Oregon Coast below:

<https://visittheoregoncoast.com/.../top-9-hidden.../>



VISITTHEOREGONCOAST.COM

Top 9 Hidden Adventures for 2021 - Oregon Coast Visitors Association



babycenter

Track your baby's
development

Get personalized recommendations, plus access to our apps, community, and much-loved weekly emails.

Email

Password (6-20 characters)

Due date or child's birthday

mm

dd

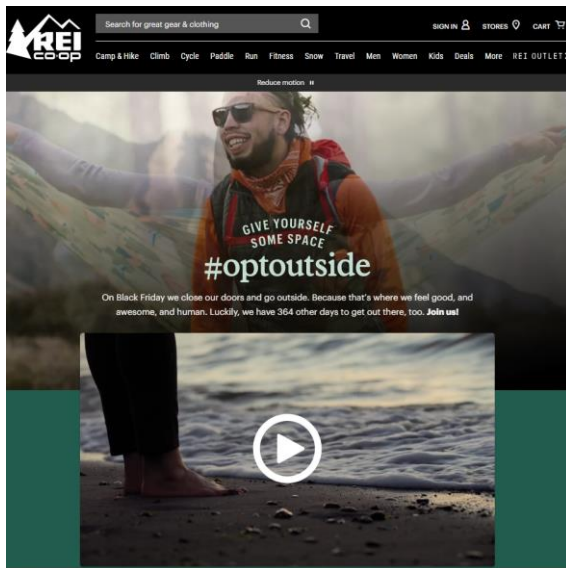
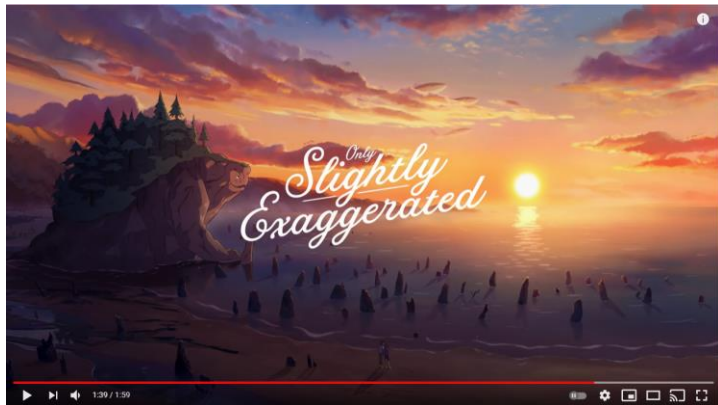
yyyy

☐ Trying to conceive

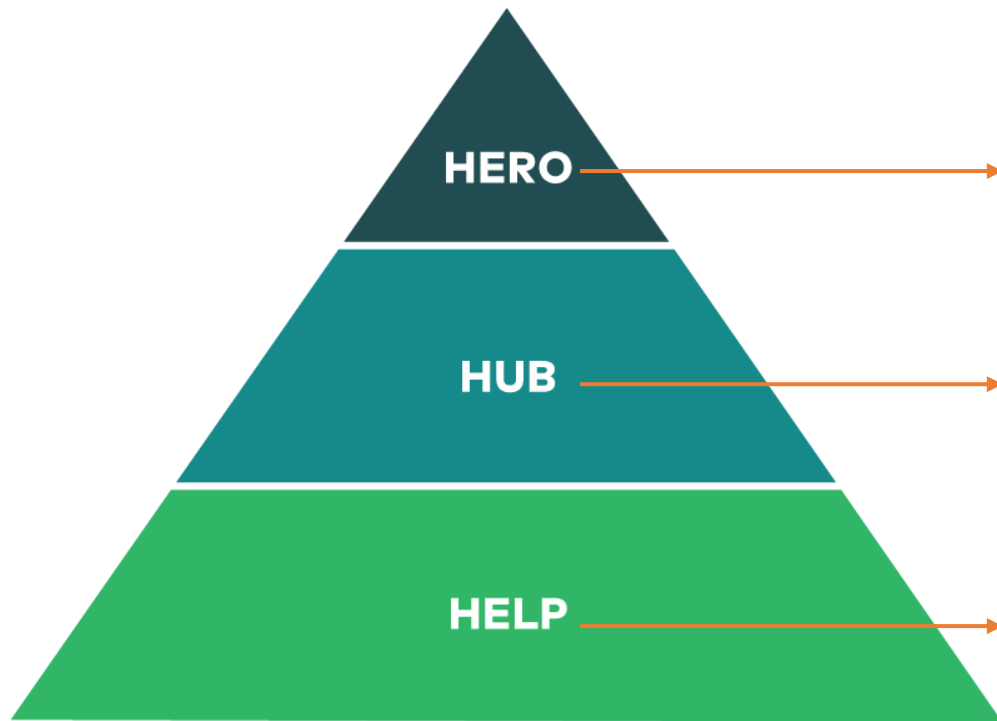
[Calculate my due date](#)

JOIN NOW

HERO CONTENT



DON'T FORGET MEASUREMENT



Part of overall campaign metrics and will include awareness, engagement and conversion metrics.

Likely engagement focused – shares/comments; clicks from push efforts; conversions.

Reduced calls; time on site; reduced bounce from search (or increased time on site) or video views.

PART 2: TELL ME A STORY



What makes a travel story?



A wide-angle photograph of a vast, misty forest landscape. The foreground is filled with dense, dark green evergreen trees. In the middle ground, rolling hills and valleys are covered in a thick forest, with white mist or low clouds rising from the valleys and clinging to the slopes. The background shows more distant, hazy mountain ranges under a heavy, overcast sky. The overall mood is serene and atmospheric.

Inspiration.

A black and white photograph of two women standing on a city sidewalk. The woman in the foreground, wearing glasses and a dark tank top, is looking at a public information kiosk and holding an open book. The woman behind her, wearing sunglasses and a light-colored top, is looking up and smiling. The kiosk displays a map and a list of information. The background shows a city street with cars and buildings.

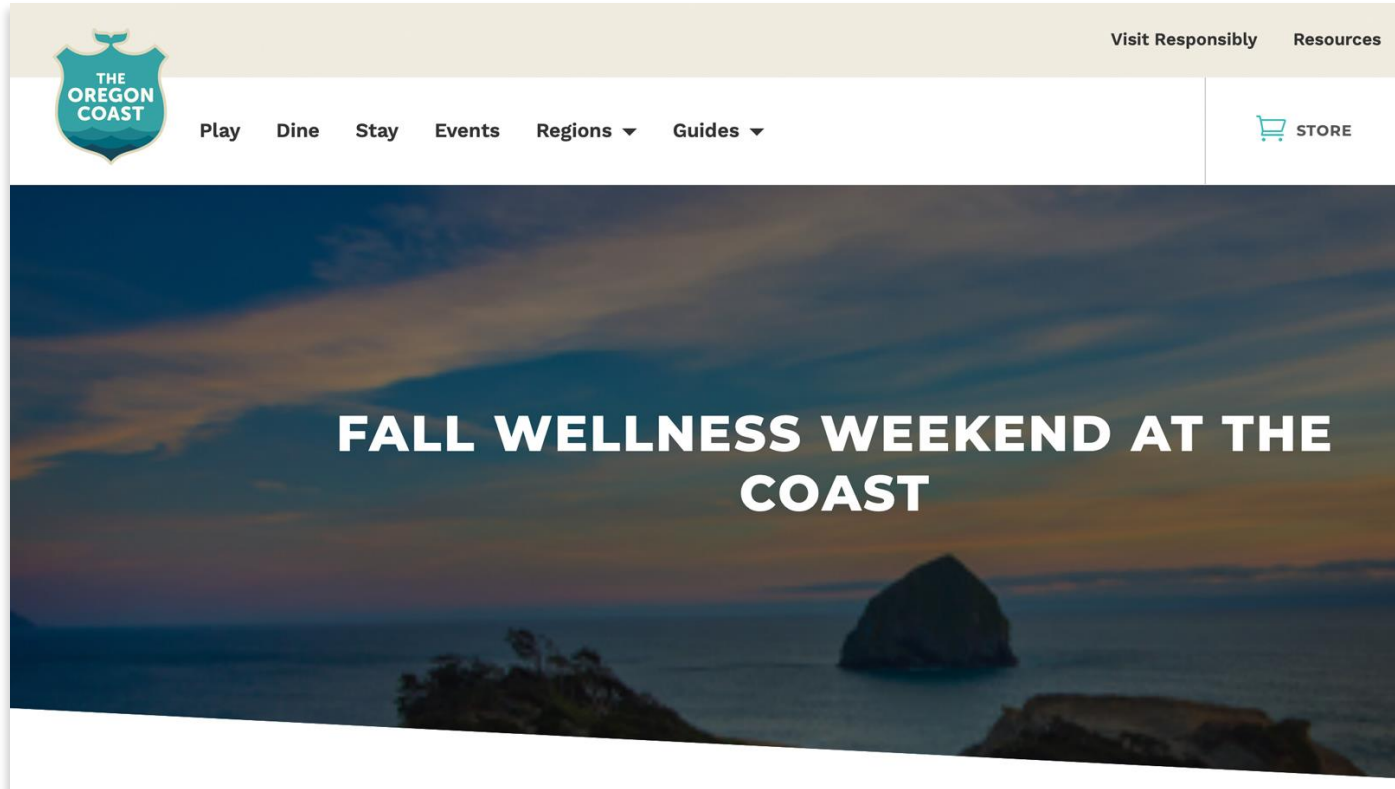
Information.

7 Types of Travel Stories



EXAMPLE 1:

ITINERARY STORY



EXAMPLE 2:

FEATURE STORY

**TRAVEL
OREGON**

[Places to Go](#) [Things to Do](#) [Plan Your Trip](#)

[Free Travel Guides](#) [Email Newsletters](#)



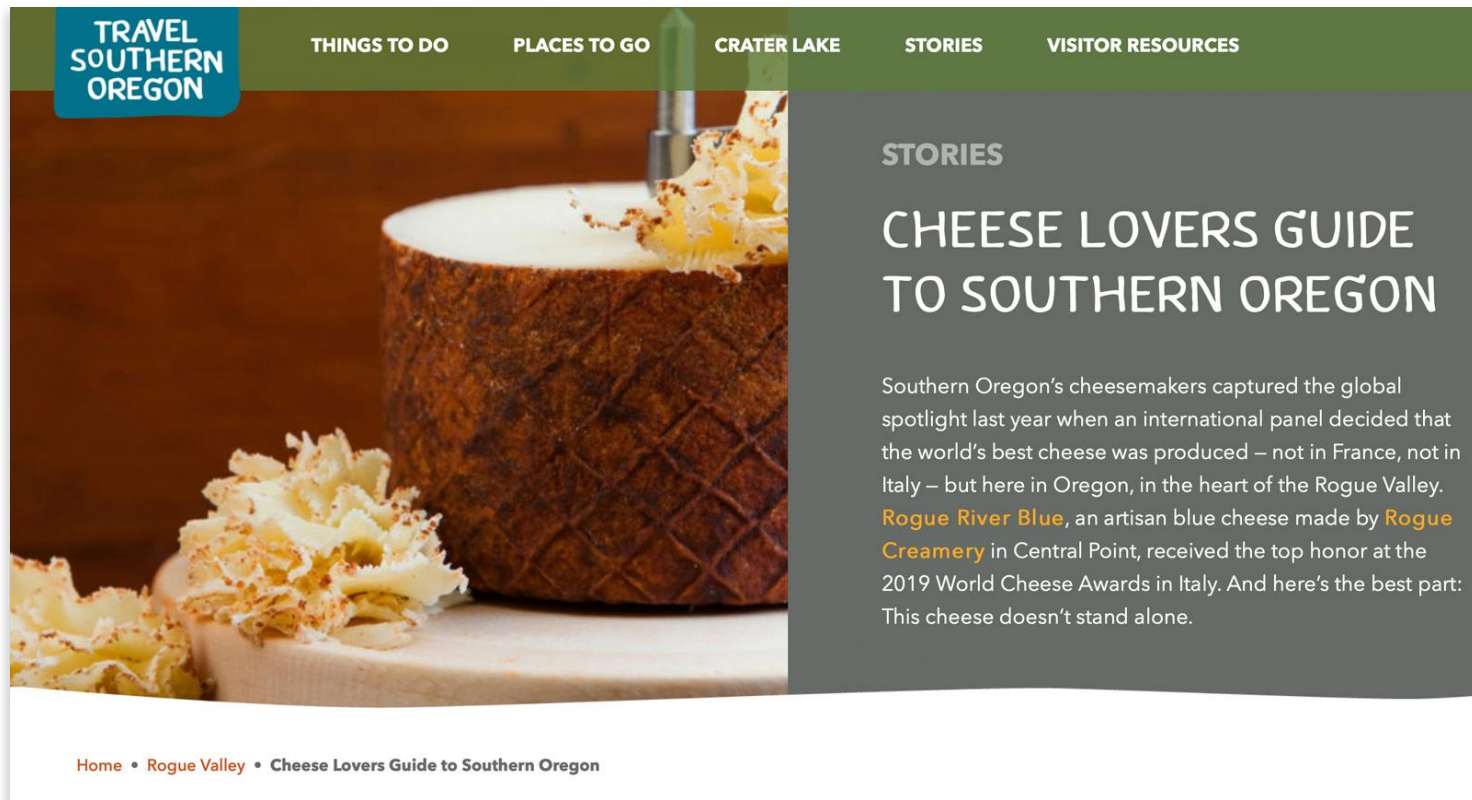
[Things To Do](#) » [Culture & History](#) » [Indigenous Makers Teach Their Craft](#)

INDIGENOUS MAKERS TEACH THEIR CRAFT

Learn to forage, build, sew and weave in the ancient tradition from the Salmon Queen and other Native leaders in Oregon.

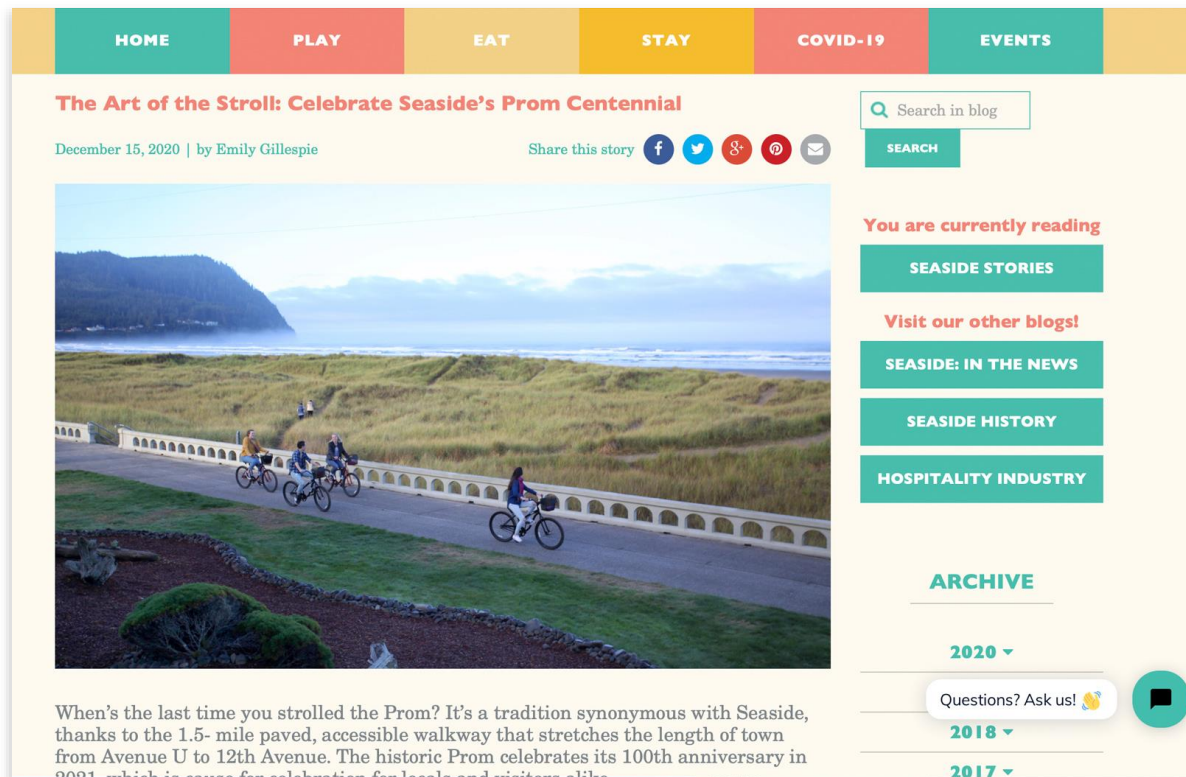
EXAMPLE 3:

ROUND-UP STORY




EXAMPLE 4:

NEWS STORY





EXAMPLE 5:

TRENDS STORY


**TRAVEL
OREGON**

[Places to Go](#) [Things to Do](#) [Plan Your Trip](#)

[Free Travel Guides](#) [Email Newsletters](#)



[Plan Your Trip](#) » [Places to Stay](#) » [RV Parks](#) » [RV Trip to Mt. Hood and the Gorge](#)

 : Mt. Hood National Forest by hood-gorge.com

RV TRIP TO MT. HOOD AND THE GORGE

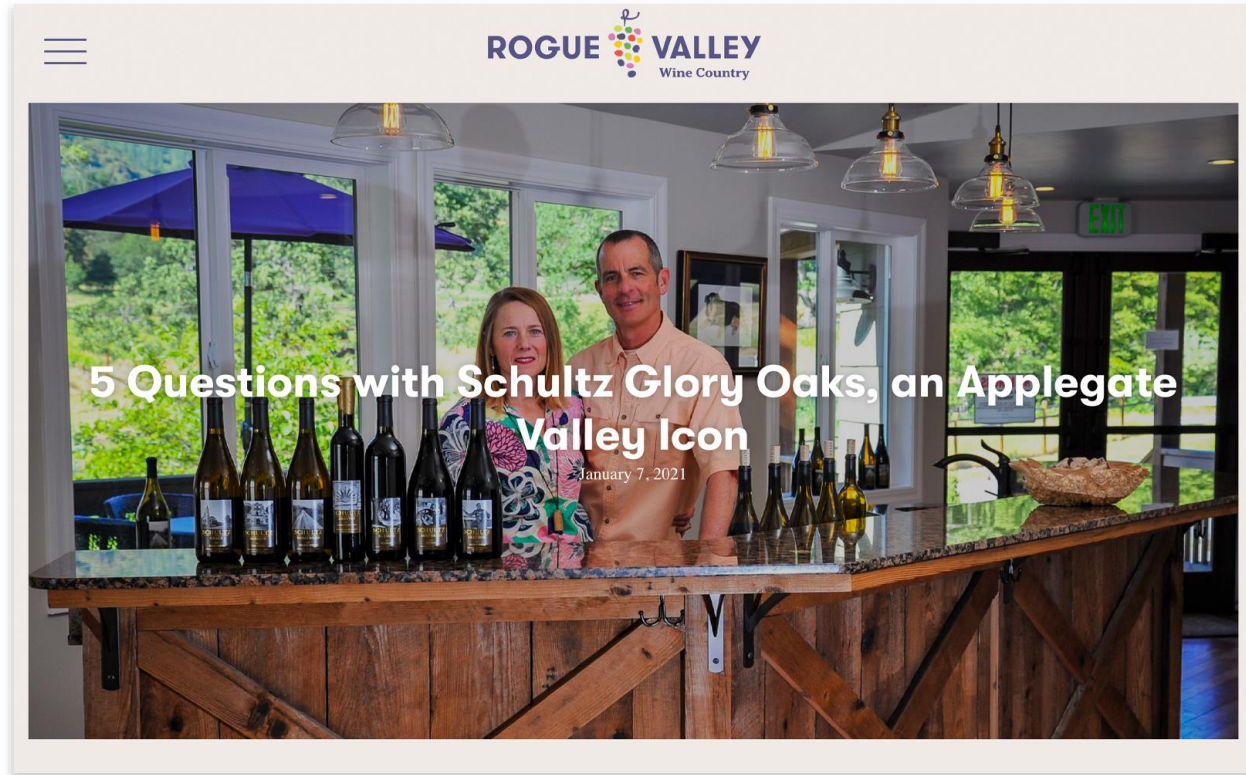
EXAMPLE 6:

SERVICE STORY

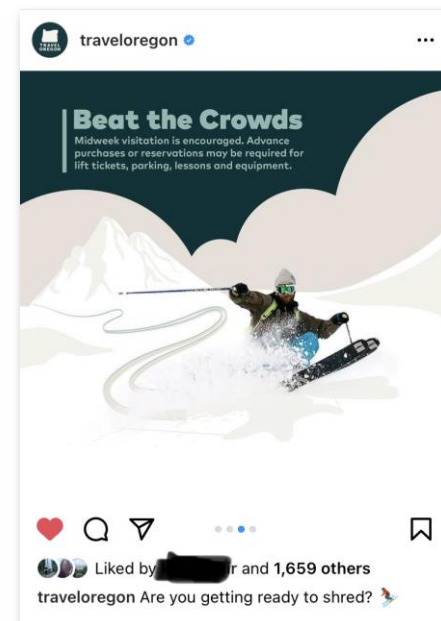
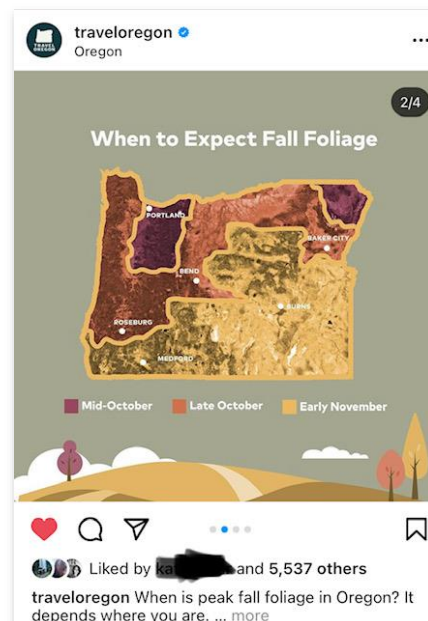


EXAMPLE 7:

PROFILE STORY



EXPERIMENT WITH SOCIAL-FIRST APPROACHES



EXPERIMENT WITH SOCIAL FIRST APPROACHES



ASK YOURSELF:
WHAT'S NEWSWORTHY AND SPECIAL
ABOUT MY BUSINESS OR DESTINATION?
WHAT'S DIFFERENT HERE?



EVERYONE HAS A TRAVEL STORY TO TELL!



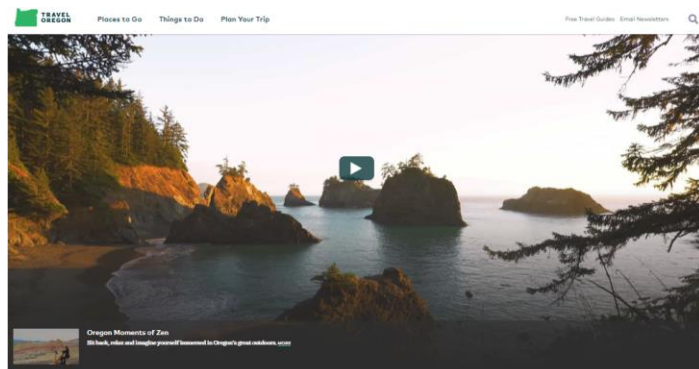
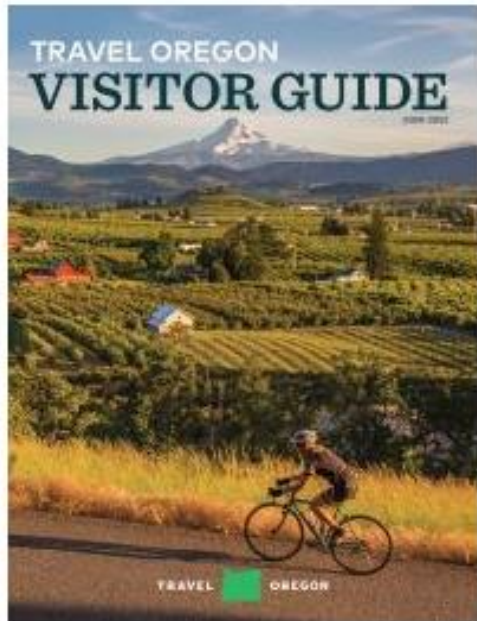
PART 3: THE BIG PICTURE (AND CRAFTING YOUR PITCH)

EDITORIAL MISSION

To be the trusted source for Oregon trip inspiration and information.

We tell Oregon's story to inspire visitors and Oregonians to visit every corner of the state and find happiness.

TRAVEL OREGON CONSUMER CONTENT



Welcome to Oregon: a 100% real place.

But when you're here, you might swear otherwise.



DISCOVER THE OUTDOORS AROUND
DETROIT LAKE

Make the Detroit area your gateway to adventure.

[EXPLORE MORE >>](#)



CHEERS TO OREGON SOLIDARITY WINE

Winemakers come together for a special release.

[RAISE A GLASS >>](#)



OREGON FISHING GUIDES
LEAD THE WAY

As the thrill of angling without the hassle of securing your own gear.

[CAST A LINE >>](#)

EDITORIAL CONSIDERATIONS



6 TIPS FOR PITCHING





[Things To Do](#) » [Trip Ideas](#) » [Favorite Trips](#) » [Haunted Tales from Wolf Creek Inn](#)

 : Susan Seubert

HAUNTED TALES FROM WOLF CREEK INN

Jen Anderson, Author

TIP #1: PLAN AHEAD

Think a season (at least three months) out, if not more. It's never too early!



Things To Do » Outdoor Recreation » Where to Find Outdoor Gear in Oregon

 : Courtesy of Ashland Mountain Provisions

WHERE TO FIND OUTDOOR GEAR IN OREGON

Emily Gillespie, Author

TIP #2: BE CONCISE

Start with the basics. Provide supporting info if you hear back.



Things To Do » Eat & Drink » Cider & Cideries » Meet Oregon's La Familia Cider Company

 : Courtesy of La Familia Cider Company

MEET OREGON'S LA FAMILIA CIDER COMPANY

TIP #3: DEFINE YOUR STORY

Tailor your pitch to the specific outlet. A generic pitch won't get as much attention



Things To Do » Eat & Drink » Restaurants » Oregon's Newest Outdoor-Dining Spaces

 : Oui! Wine Bar

OREGON'S NEWEST OUTDOOR-DINING SPACES

Krista Garcia, Author

July 30, 2020

TIP #4: CONSIDER THE TIMES

With ever-changing COVID restrictions, what type of timely content does your business offer?



Things To Do » Attractions » Shopping » Give the Gift of Oregon

 : Will Leather Goods by Andrea Johnson

GIVE THE GIFT OF OREGON

TIP #5: STUDY THE CONTENT

Make sure your pitch is relevant to the publication's body of work. See what already exists.



Things To Do » Eat & Drink » Wine & Wineries » Raise a Glass to Oregon's Latinx Wineries

 : Atticus Wine by Somos Media

RAISE A GLASS TO OREGON'S LATINX WINERIES

TIP #6: FOLLOW UP

We may miss your first email, or it may not be quite the right pitch. Please try again – we do want to support you and will help look for the right fit.



[This Photo](#) by Unknown author is licensed under [CC BY-SA](#).

ANATOMY OF A GOOD PITCH

- **IT'S A STORY**

- Oregon beer is a topic, not a story.

- **IT'S RELEVANT**

- Why is it of interest to visitors statewide? Is it unique in the state? Relevant to more than one region?

- **IT'S TIMELY**

- Why should we care? Why now? Consider news hooks like openings, launches, awards, recognition, partnerships.

- **IT'S FRIENDLY**

- Focus on building relationships. Stay in touch.

SPONSORED STORIES



Things To Do » Eat & Drink » Wine & Wineries » Food, Family and Wine in the Rogue Valley

FOOD, FAMILY AND WINE IN THE ROGUE VALLEY


Margarett Waterbury, Author

February 25, 2019 (Updated February 8, 2021)

SPONSORED BY



DANCIN is a love story. It is the marriage of science and art; the pairing of fine wine with delicious food; and the sincere passion of Dan and Cindy.

An aerial photograph of a river meandering through a vast, green landscape. The river forms several large, looping oxbow shapes. The sun is low on the horizon, creating a warm, orange glow across the sky and reflecting on the water. The fields are a mix of vibrant green and some brownish patches, possibly from different crops or land use. In the distance, there are low mountains under the sunset sky.

Thank you. Questions?

Jen Anderson
jennifera@mediamerica.net

Mo Sherifdeen
mo@traveloregon.com

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Last Name *

Contact Email *

Password *

Your password must include 6 characters.

By proceeding you agree to our [Terms of Service](#)

Already have an account, [Login here](#)



APPENDIX & RESOURCES

- Content marketing history: [History of the Michelin Guide](#); [The Story Behind 'The Furrow'](#);
- [Content strategy quad](#) & using the [3H model](#) in travel marketing.
- Guides to content strategy from [SEMRush](#), [Orbit Media](#) & [Hubspot](#).
- Content calendar template from [CrowdRiff](#).
- Examples of content style guides: [Buffer](#), [MailChimp](#), [REI](#) and [Travel Oregon](#).
- Travel Oregon's [editorial calendar](#) and [advertising opportunities](#).
- [The Value of DMO Content](#) (Websites + Visitor Guides) from Miles Partnership & Destination Analysts
- Relevant Past Marketing Sessions: [Web Fundamentals](#); [Social Best Practices](#) and [Demystifying SEO](#).