

Content Marketing

Curation vs creation

Creating and curating effective content

Always focus on your audience. This applies whether you are creating content or finding content made by someone in your community.

Effective content should tick one or more of these boxes:

- *Inspires interest or motivates action;* video/photo albums.
- *Grabs attention;* stops people from scrolling and focuses them immediately.
- *Entertains;* shows remarkable visuals.
- *Informs;* provides local tips/insider information, or event dates and time of year to visit.
- *Adds value;* exclusive offers or deals/demonstrates value in terms of money and time.

Curating stories from other sources

Rather than relying solely on creating your own stories, leave time to find stories from these different sources.

Types of storytellers:

- Real travelers - quotes, reviews, content
- Residents
- Visitor center
- Public relations, journalists, writers
- Other local businesses and operators
- Influencers - professionals, bloggers, content creators
- Destination marketing organizations - regional, statewide and nationwide



hoosierref

@hoosierref

●●●●● Reviewed 7 August 2019

Just wow—beer and food amazing.

We parked there, and rode our bikes on the Pumpkinvine Trail. Came back, and enjoyed some fantastic beers. Muzzy, a NEIPA, was our favorite. We both for BBQ, I got brisket and wife got pulled pork. Both were simply amazing. Nice A/C area to cool off after the ride, but then we went on the patio for more beers. Great place—vibe doesn't get any better. Service was great too—loved that you open a tab and order your food and beers as you want. All breweries should go to that system. Can't wait to come back in a couple months!

Show less

Date of visit: August 2019

Ask hoosierref about Goshen Brewing Company

👍 Thank hoosierref



Reaching out to your community



Reaching out to your community

People are craving community more than ever. Successful businesses harness the power of community to increase brand awareness, brand loyalty and understand customers.

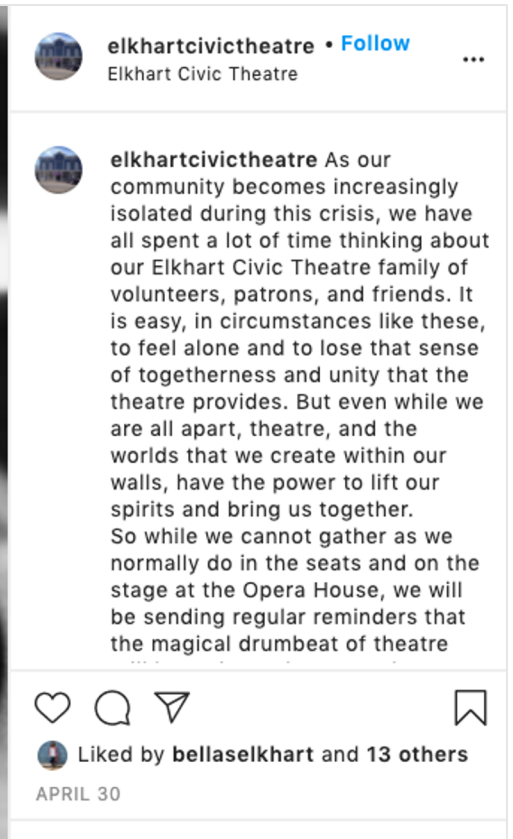
Here's how to reach out to your community and start meaningful conversations.

- Listen to people's needs
- Share stories that provide value
- Use a call-to-action
- Ask questions and provide thoughtful comment and answers

Listen to people's needs

Elkhart Civic Theatre provide inspirational in the form of quotes during a difficult time.

This is supported by a heartfelt message to their community.



Share stories that provide value



The Electric Brew

March 15 at 12:32 PM · 🌐

We had the best time slingin' your favorite coffee & espresso at [Concord Ox Bow Elementary](#) this weekend! So nice to enjoy your smiling faces in the gorgeous sunshine! ☀️

Keep us in mind for your organization's next fundraiser or big event - we bring along lots of decaffeinated drinks and desserts for the kiddos, too! ☕🍰🍪



👍❤️ 21

2 Comments

The Electric Brew highlights their services offered outside of their brick-and-mortar storefront.

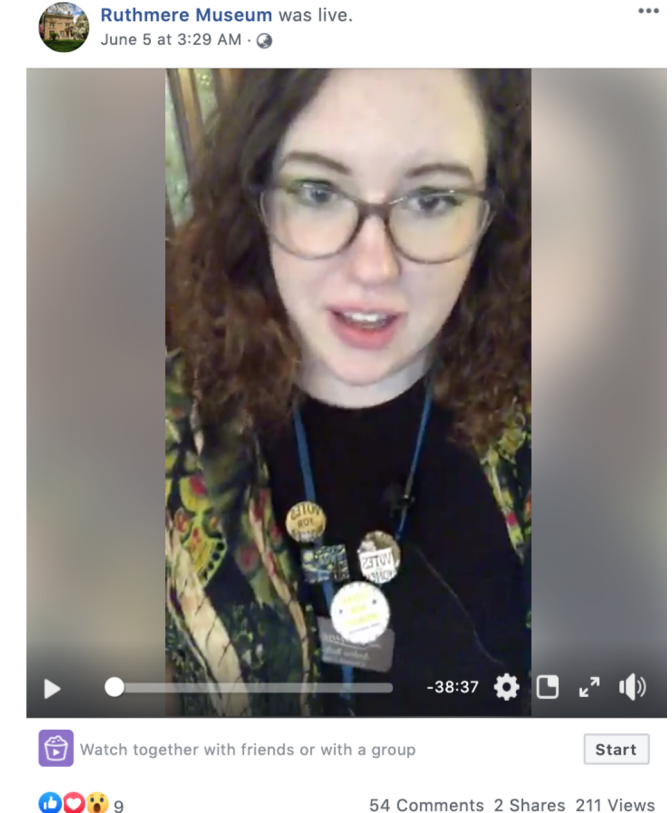
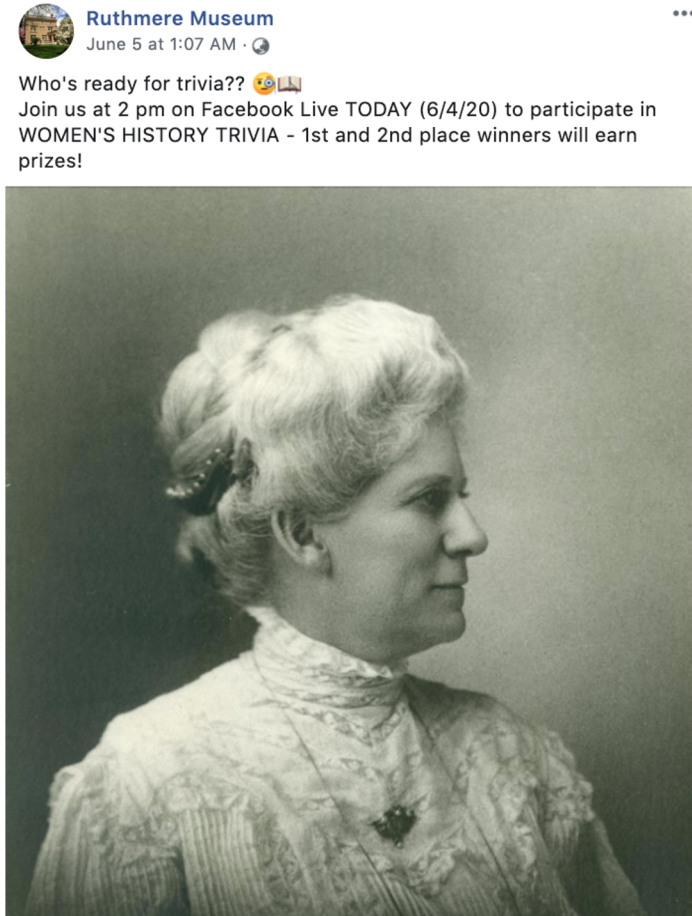
Encouraging community involvement, supporting fundraisers and tagging partners help build your audience.



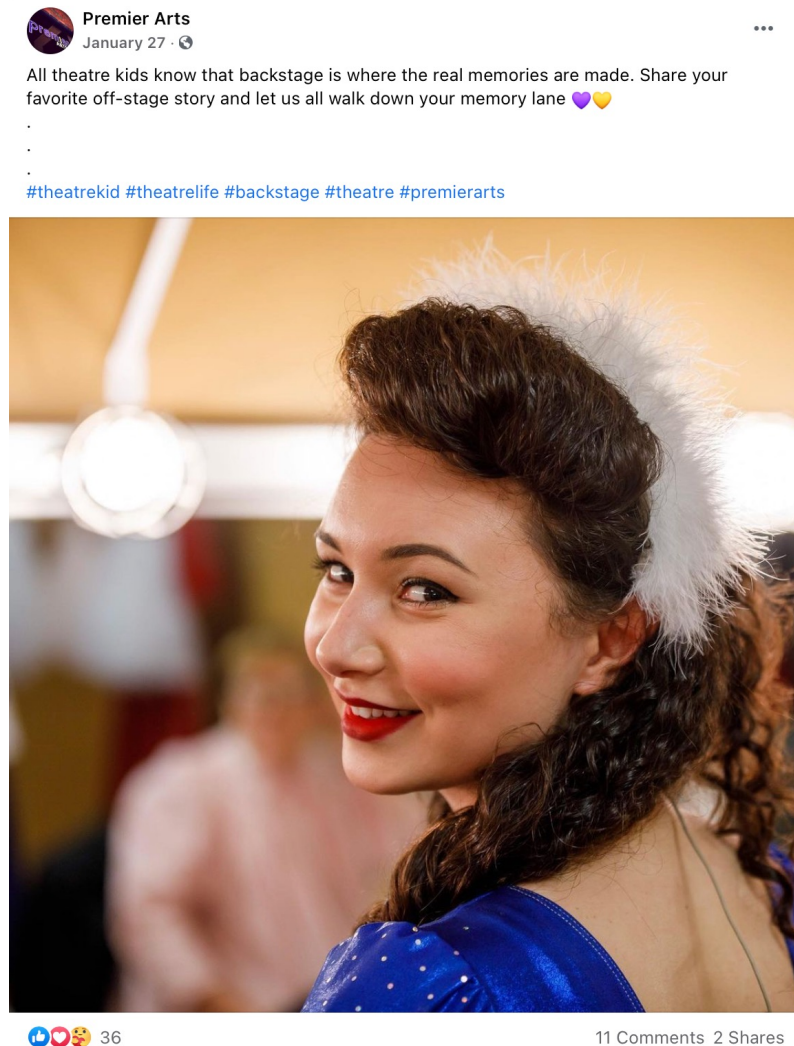
Use a call-to-action

Ruthmere Museum created a call-to-action to join their virtual trivia session.

The engagement generated from the live trivia event were incredible and is a great example of providing value and building community.



Ask questions and engage



Premier Arts does a great job of asking questions and engaging in conversation with their audience.

The answers to these questions can either provide a behind-the-scenes look at the business or organization or provide thoughtful and helpful answers.

This puts the spotlight on people and their stories.

Broadcast vs engagement

Always write content with engagement in mind. Content should be a platform for conversation. We want to talk with people versus talking at people.

Do

- Start conversations about an event
- Keep ideas simple
- Engage with your audience in the comments
- Add humor, be informative and educational
- Be timely
- Have a consistent voice (speak like a human)

Don't

- Say, “there is an event coming”
- Cram too much content into one post
- Share news and walk away
- Share content that isn't valuable
- Tie in content to topics that aren't relevant
- Sound like a robot or use sales-speak

Content best practices

Storytelling best practices

1

Embodies DNA

All stories should be rooted in identity.

2

Adds value

Stories make people aware of the products on offer.

3

Encourages investment

Stories can help potential customers decide to spend time and money with you.

4

Builds trust

Creates loyalty through authenticity and engagement.

Social best practices

- Consistent posting
- Planning annually, quarterly, and on a monthly basis
- Select the right format for the right objective
- Use our brand assets and personality traits as content themes

BRAND ASSETS



Industry



Heritage



Landscape



Quality Products



PERSONALITY TRAITS



Craftsmanship



Diverse



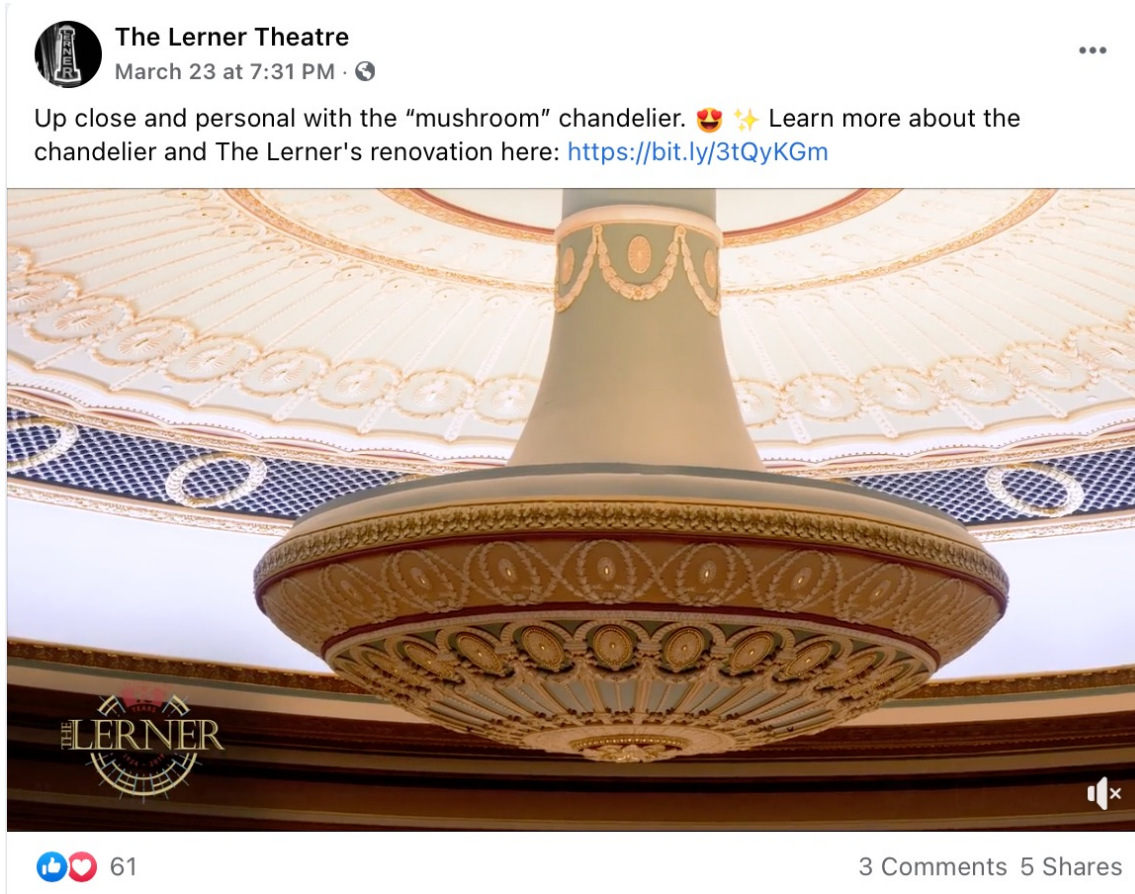
Entrepreneurial



Community
Spirit



Provide value to your audience



Carl Cummings

Was an usher at the Elko theatre before it was the Learner. Climbed up the ladder on the south side wall, went on the catwalk to the mushroom chandelier then down inside and tried to make it sway back and forth. T. G. S. Was with me.

Like · Reply · 2d



Scott Rombke

back in the 70s the guy (Mr. Miller) that owned all these bought his paint from the store my dad managed Sherwin Williams he might have also bought it from the Lowe brother paint store before it was bought by SWP

Like · Reply · 21h



Katrine Tuggle

Honestly the mushroom is my favorite part in the Theatre. I find myself staring at its beauty all the time.

Like · Reply · 2d

Try deeper storytelling



Friends of the Pumpkinvine Nature Trail

March 22 at 7:25 AM · 🌐

The view along this stretch of trail locate between the 3.5 and 4 mile markers can vary greatly between season. The photo below, taken in early fall, highlights the tall, gold grasses of early fall. In the summer, this stretch is a vibrant green dotted with several varieties of wildflowers.



👍❤️ 33

7 Comments

👤 Top Fan

Rick Edgar
Beautiful stretch. Anytime.

Like · Reply · 4d

👍❤️ 2

👤 Author

Friends of the Pumpkinvine Nature Trail
Rick Edgar Absolutely!

Like · Reply · 4d

👤 Write a reply...

Press Enter to post.

👤

Karen Boyer
There are a lot of deer to be seen in this stretch too!

Like · Reply · 4d

👍 1

👤 Author

Friends of the Pumpkinvine Nature Trail
Karen Boyer Yes! Another great place to spot deer is near the .5 and 1 mile markers.

Like · Reply · 4d

👤

Karen Boyer
Friends of the Pumpkinvine Nature Trail always if you are first up the trail. Turkeys are thriving in this same area!

Like · Reply · 4d

👍 1

👤 Reply to Friends of the Pumpkinvine Nature Trail...

Press Enter to post.

👤 Write a reply...

Press Enter to post.

👤

Jackie Hanna
Nice! Are the Abshire restrooms open?

Like · Reply · 4d

👤

Justin Gillette
Yes

Like · Reply · 3d

👍 1

👤 Write a reply...

Press Enter to post.

Share customer stories



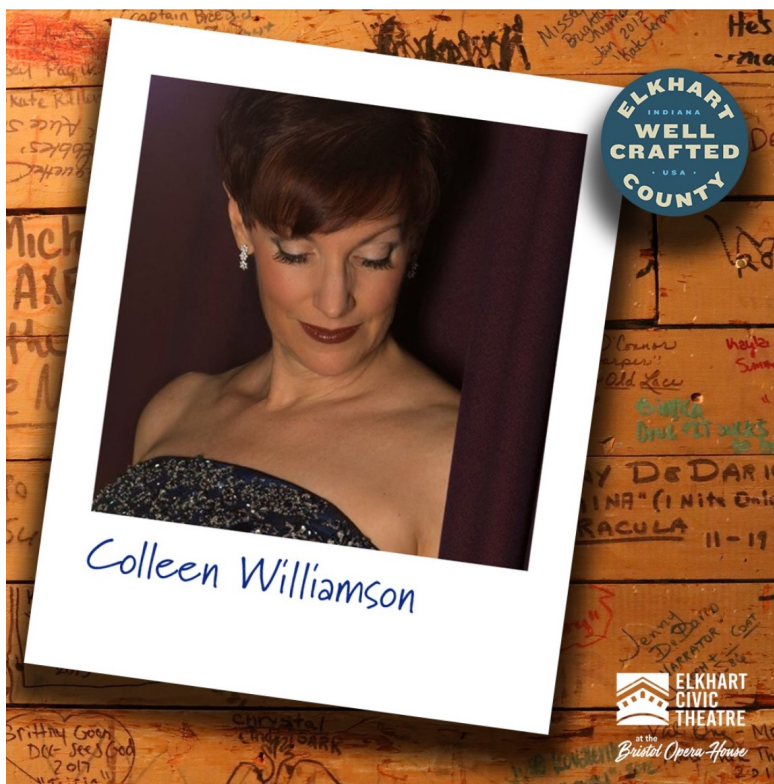
Elkhart Civic Theatre

January 15 · 🌐

...

ECT gave me the experience I needed to start my professional career. Sharing the stage with people who became lifelong friends was the icing on the cake and I'll be forever grateful. -- Colleen Williamson

#communitytheatre #communitytheater #experienceelkhartcoin @experienceelkhartcoin #wellcrafted



👍❤️ 12

2 Comments 2 Shares



Colleen Williamson

Awwww!!! Thanks Dave!

I miss my theatre home every day. ❤️

Like · Reply · 10w



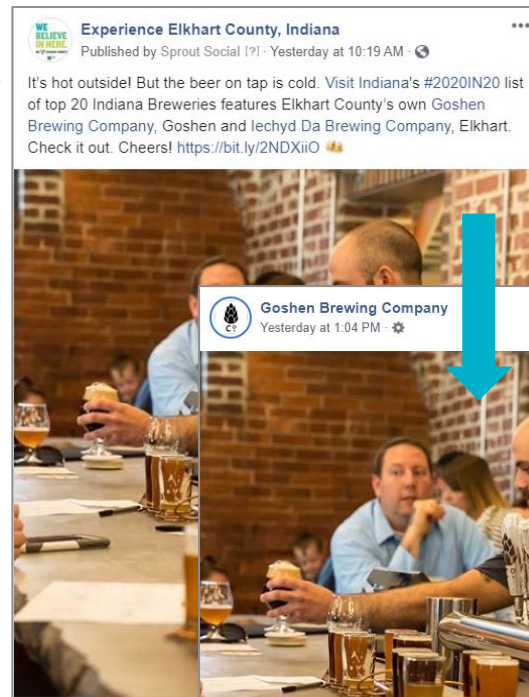
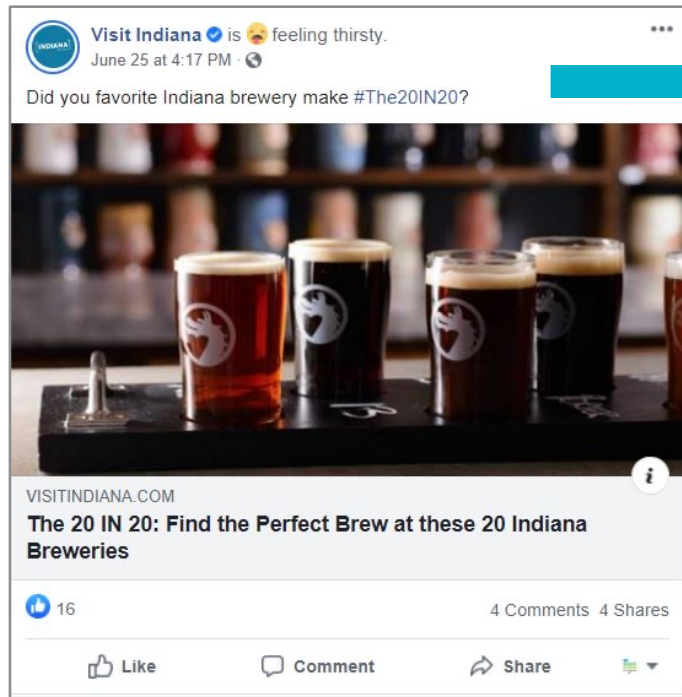
Craig Culp

Lifelong friends indeed!

Like · Reply · 10w



Share stories



- State DMO
- Local DMO
- Local Business

Seen by many

Seen by target audience



Start conversations



Mary Hellen Griswold I love the Churchill Arms and go there every time that I visit London!  2
Like · Reply · 6d

Susan Marchman me too.  1
Like · Reply · 5d

Write a reply...    

Anna Southern Cody  1
Like · Reply · 6d

Theresa Whitacre Went there just last September. Loved it and London!! 
Like · Reply · 6d

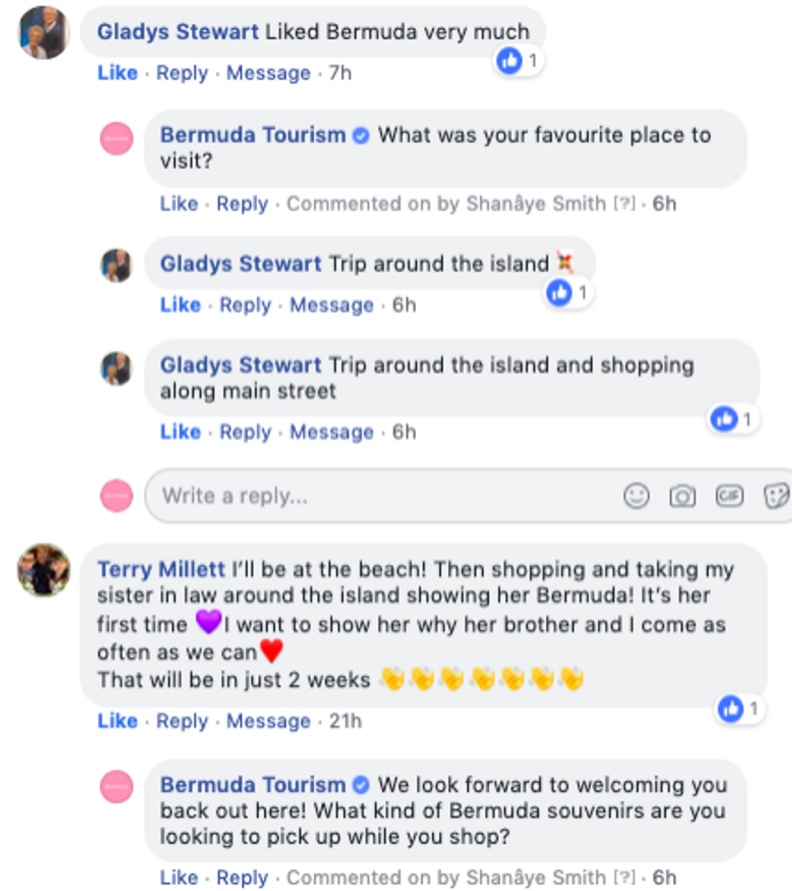
Manickavasakar Pragalathan I love this pub ...
Like · Reply · 6d


Chris Miller Robinson We were just there! Such a wonderful pub to enjoy a pint  1
Like · Reply · 6d


Amy Miller Chris, I was JUST reading this!
Like · Reply · 6d


Chris Miller Robinson Amy Miller I swear We walk on the same metaphysical plain!  1


VS







Gladys Stewart Liked Bermuda very much  1
Like · Reply · Message · 7h

Bermuda Tourism  What was your favourite place to visit?
Like · Reply · Commented on by Shanâye Smith (?) · 6h

Gladys Stewart Trip around the island  1
Like · Reply · Message · 6h

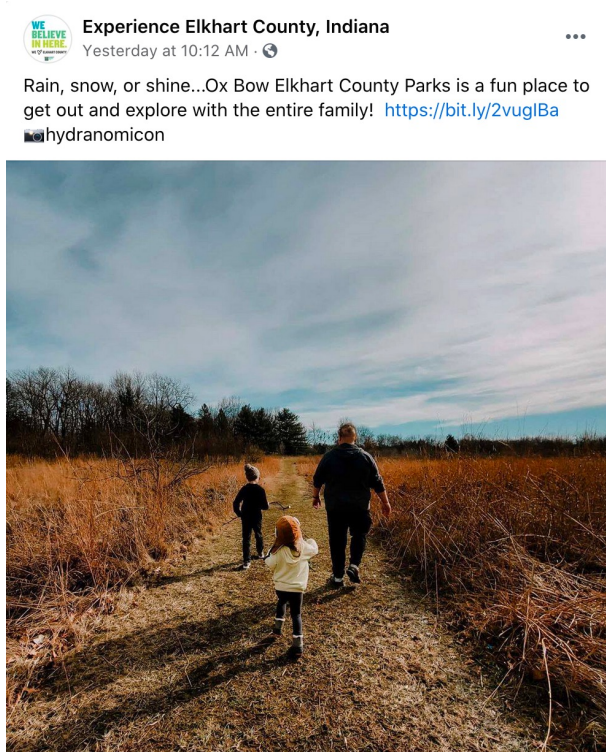
Gladys Stewart Trip around the island and shopping along main street  1
Like · Reply · Message · 6h

Write a reply...    

Terry Millett I'll be at the beach! Then shopping and taking my sister in law around the island showing her Bermuda! It's her first time  I want to show her why her brother and I come as often as we can 
That will be in just 2 weeks 🍹🍹🍹🍹🍹🍹🍹  1
Like · Reply · Message · 21h

Bermuda Tourism  We look forward to welcoming you back out here! What kind of Bermuda souvenirs are you looking to pick up while you shop?
Like · Reply · Commented on by Shanâye Smith (?) · 6h

Match the right content to the right channel



Images, videos, links, a highlight reel of all the stories and news your business has.



News, links, join timely conversations. Retweet others with good stories.



Images and videos that inspire and capture moments. A place for your highest quality imagery.



Timely Communication is Key



Claim your Google space

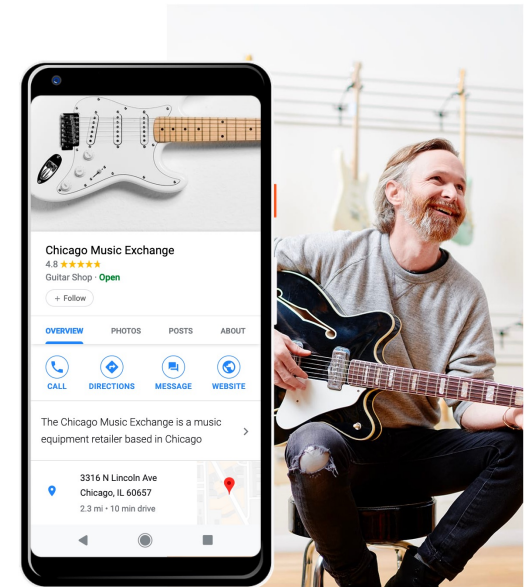
It is important to have strong platforms that are active – don't take on too much, focus on really good content that is consistent ... BUT make sure you get your business name (this would be the platform username) on popular platforms, especially Google My Business.

1. Go to **Google.com/business** and click on the blue “Manage now” button.
2. Enter the name of your business. If it doesn't show up in the results, it will say “Create a business with this name.” Now you need to create it.
3. Complete the sign-up form with information about your business. It will walk you through it step by step.
4. When you are finished, Google will ask to verify your listing.

Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now



Guiding communication principles

1. Engage with your audience, don't broadcast
2. Provide value
3. Be honest
4. Treat fans/followers as advocates

Important steps

1. Stay up-to-date

Rely on reputable sources for current information.

2. Be clear and informative

Use your channels to communicate updates with your customers. Inform customers about the measures you're taking to make your establishment or products safe and share the best ways to contact you. Make sure your website and social channels are updated.

3. Carefully review your planned social media content

If there is a risk that a post may appear inappropriate, cause confusion or receive negative criticism, consider holding it back.

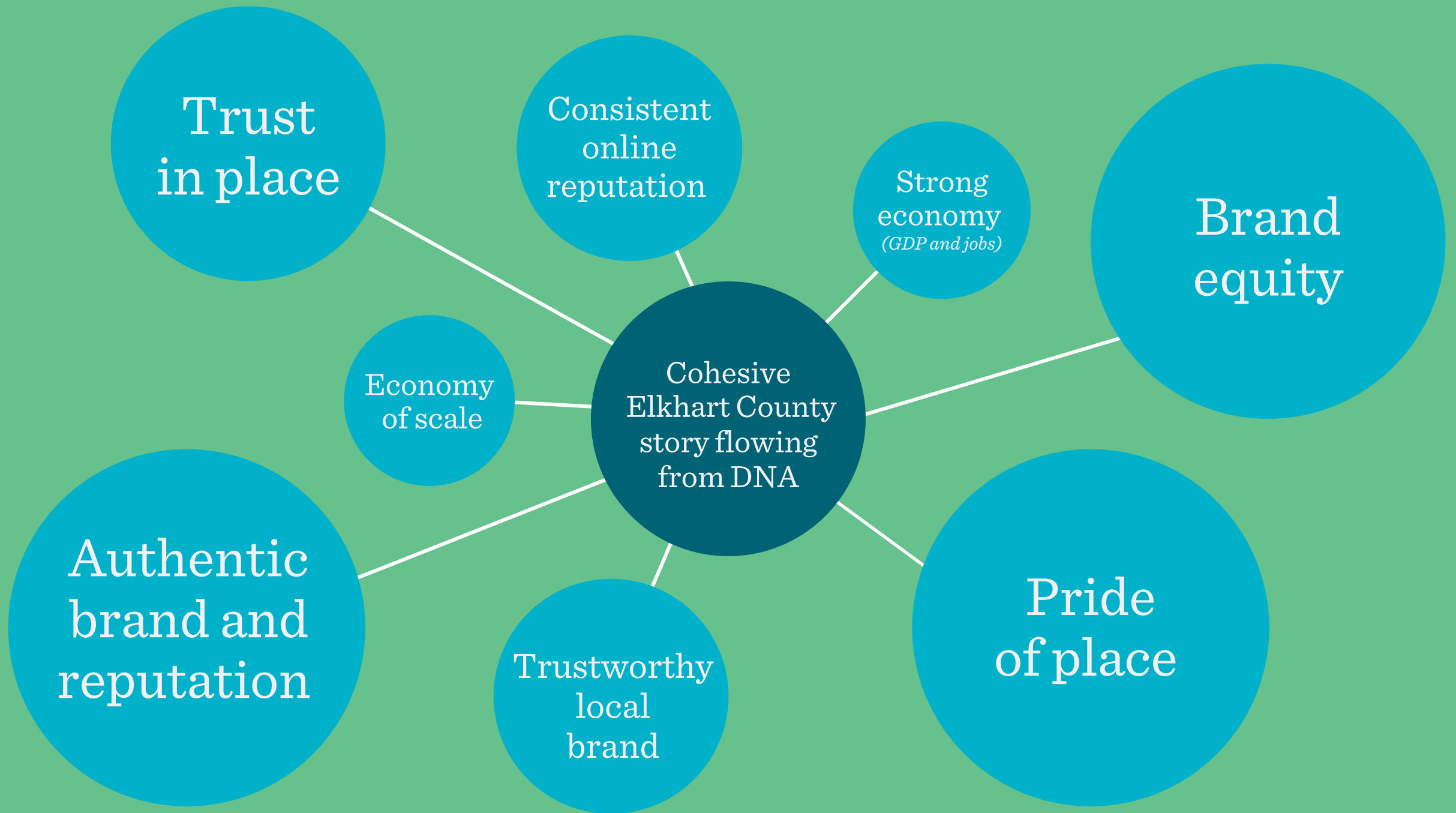
4. Support your online community with thoughtful, timely responses

Answering questions that relate to your business operations should be your top priority.

Tips to remember ... *especially in times of crisis*

1. Use your social media channels to build communities, support your customers and celebrate local heroes. Don't think of your channels as a promotional megaphone.
2. Run your social media content through increased sensitivity filters.
3. Avoid actively promoting or depicting social activities or attractions with large crowds. Images should always be provided with context.
4. Be available to your community by responding to comments and monitoring your channels.
5. Look to VisitElkhartCounty.com for the latest updates on the situation.

Summary



A few Well Crafted stories...



Community Foundation of Elkhart County

14h · 🌱

The Pumpkinvine Nature Trail is beloved by the community and even draws cyclists and others, but the path to completion has been long and winding. The Community Foundation is proud to have helped support the growth of this amazing resource in our community. Read the rest of the story on our website.

<https://www.inspiringgood.org/.../pumpkinvine-path-built.../>

#pathways #pumpkinvine #cycling #railstotrails #elkhartcounty

Friends of the Pumpkinvine Nature Trail



👍❤️ 7



Soapy Gnome

September 25 at 4:00 PM · 🌐

We snuck a few bars out of our Apple Cider and Pumpkin Spice Bars, because we couldn't stand so many of you walking away sobbing!

If you buy one or a dozen, set them on a shelf with good airflow until at least October 10 to finish curing. The longer they cure, the harder the bar gets and the longer it lasts in the shower.

This is the absolute last batch of these goodies until next year.



👍😂 14

2 Comments 2 Shares



Experience Elkhart County, Indiana

March 12 at 12:07 PM · 🌐

Meet the Makers along the Heritage Trail

Discover Elkhart County's local culture and people as you meet the makers along the Heritage Trail. Meet the artists, discover their fascinating history, watch them craft their products, then you can take it home. Check out a few top spots to buy where it's made.

It's always Well Crafted in Elkhart County. <https://bit.ly/3ex4pbN>



👍❤️ 13

Conclusion

The Elkhart County brand and storytelling tips shared should act as a source of inspiration to create interesting and relevant content.

Our collective goal is to share the right messages on the right channels at the right time. By doing this, we give our content the best chance of being seen and shared by the right audience.

Together, we can share the identity of the place we proudly call home with the rest of the world.



Looking into the future

Digital Workshop with TwoSix Digital

TwoSix Digital is an innovative digital marketing advertising agency that specializes in creating digital campaigns and client education within the travel, tourism, and hospitality industry.

Join us as we hear from Brian Matson, Senior Director of Strategy & Education, as he shares some of the best strategies for successful digital campaigns on various platforms.

*October 6 from 9 - 11am
Elkhart County Visitor Center,
3421 Cassopolis Street, Elkhart*



**Safety measures and social distancing will be in place.*