

# Blogger Workshop



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50 DEGREES IN SAN DIEGO



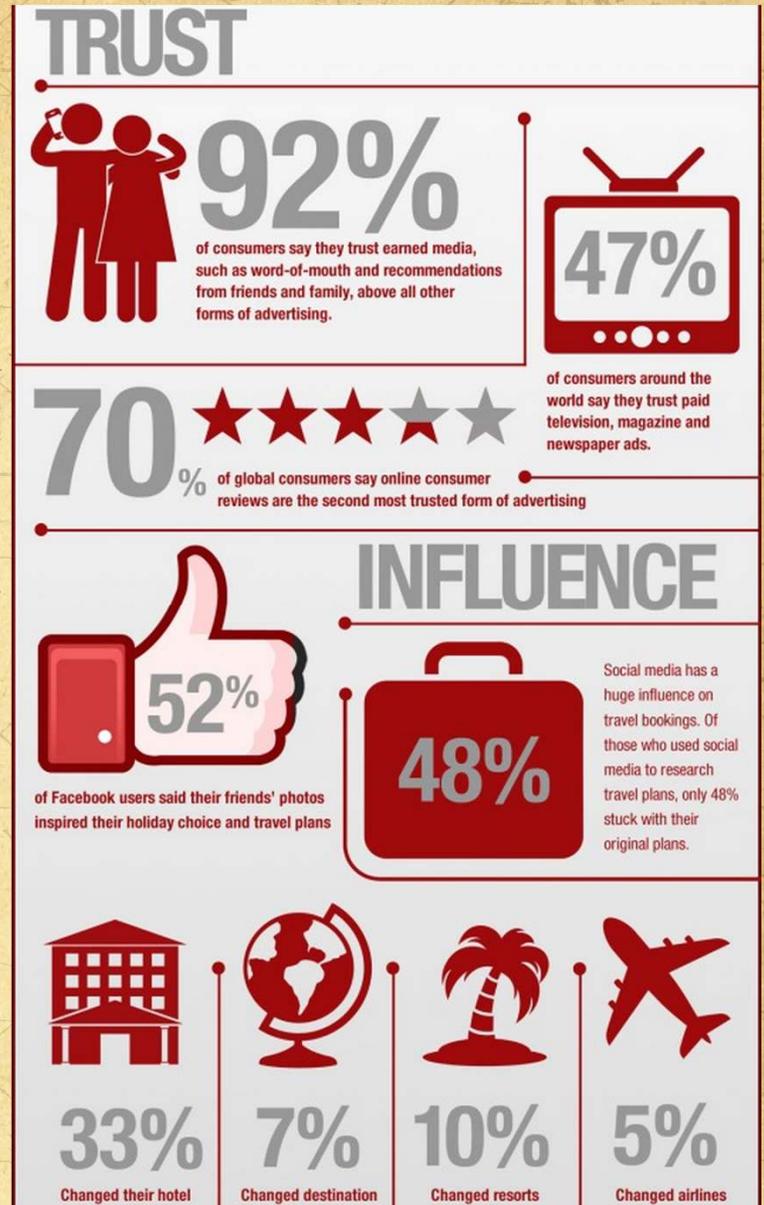
50 DEGREES IN Montana



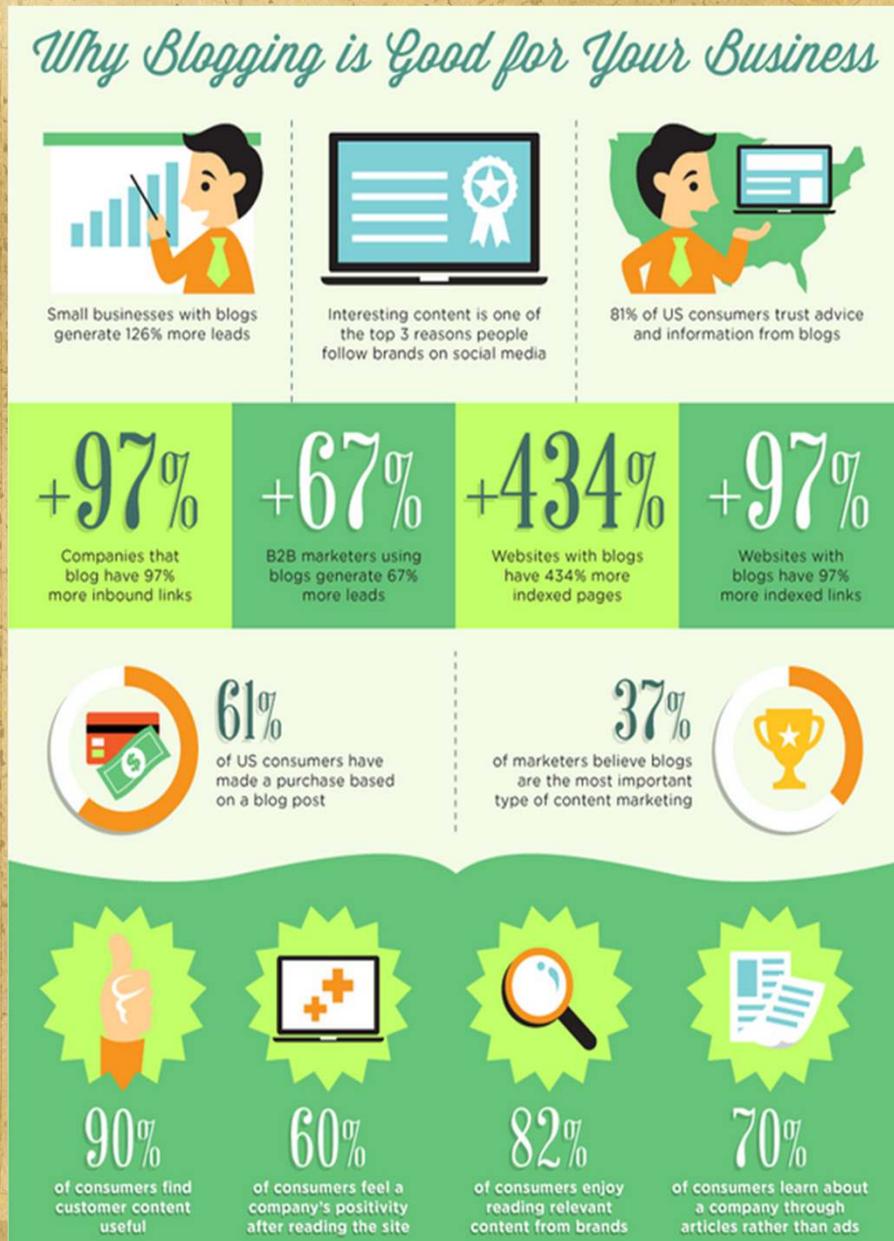
# By the numbers

- 61% of US consumers have made a purchase based on a blog post.
- 1 in 3 travelers prefer travel blogs for choosing their travel options.
- 3 out of every 4 people post photos to social networking sites from a trip.

\*Stats from Four Pillars and Social Media Today.



# The case for your own blog



- Companies that blog once or twice per month generate 70 percent more leads than those who don't blog at all.
- Companies that publish at least 15 blogs per month get five times more traffic than those that don't blog.
- Companies with 51-100 pages on their website generate 48 percent more traffic than those with 1-50 pages. (Hubspot)



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# Benefits of having your own blog

- It drives traffic and converts that traffic to leads.
- It establishes authority.
- It's discoverable.
- It's shareable.
- Results are long-term.
- It's cost-effective.



## THE IMPACT OF BLOGGING ON INBOUND ROI

Marketers who have prioritized blogging are 13x more likely to enjoy positive ROI

HubSpot

[stateofinbound.com](http://stateofinbound.com)



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# Best Practices

- Create content that inspires yet informs.
- Write content that's both evergreen and seasonal.
- Develop and stick to an editorial and social calendar.
- Integrate the blog into your broader marketing strategy.
- Vary the content.
  - How-to (often receive upwards of 50% more traffic than other blog posts)
  - Top lists
  - Photo essays
- Call readers to action.
- Collaborate



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# Las Vegas

## Las Vegas Tourism Content Campaign

- Part inspirational and part how-to post on [whiskeytangoglobetrot.com](http://whiskeytangoglobetrot.com) with standard social media posts.
- Syndication on Matador Network, one of the largest travel publishers.
- Since featured on numerous travel and Las Vegas websites.
- **1,000+** Social Shares.
- **75,000+** Total Page Views.

 **matador**network

RESOURCES

## 40 THINGS TO DO OFF THE STRIP IN LAS VEGAS

BY SPENCER  
SPELLMAN  
FEBRUARY 4, 2014



All photos: Author

### 1. Shake hands with the mob.

Okay, so maybe not actually shake hands with the mob, but you can sit in an electric chair, hear a mobster court case, and try on a pair of brass knuckles at [The Mob Museum](#) in downtown Las Vegas. This modern Las Vegas museum, formerly an old federal courthouse (as well as a post office), provides an



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# Working with bloggers

find your perspective

@SpencerSpellman

 **Expedia** find yours



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# Best practices for working with bloggers

- Create value beyond just paying trip expenses.
- Set and manage expectations.
- Scale based on time and budget. Start and test small, building a program off those initial successes/failures.
- Identify bloggers who match the profile of your demographic, and not who just have high numbers.
- Treat blogger relationships as a marathon and not a sprint.

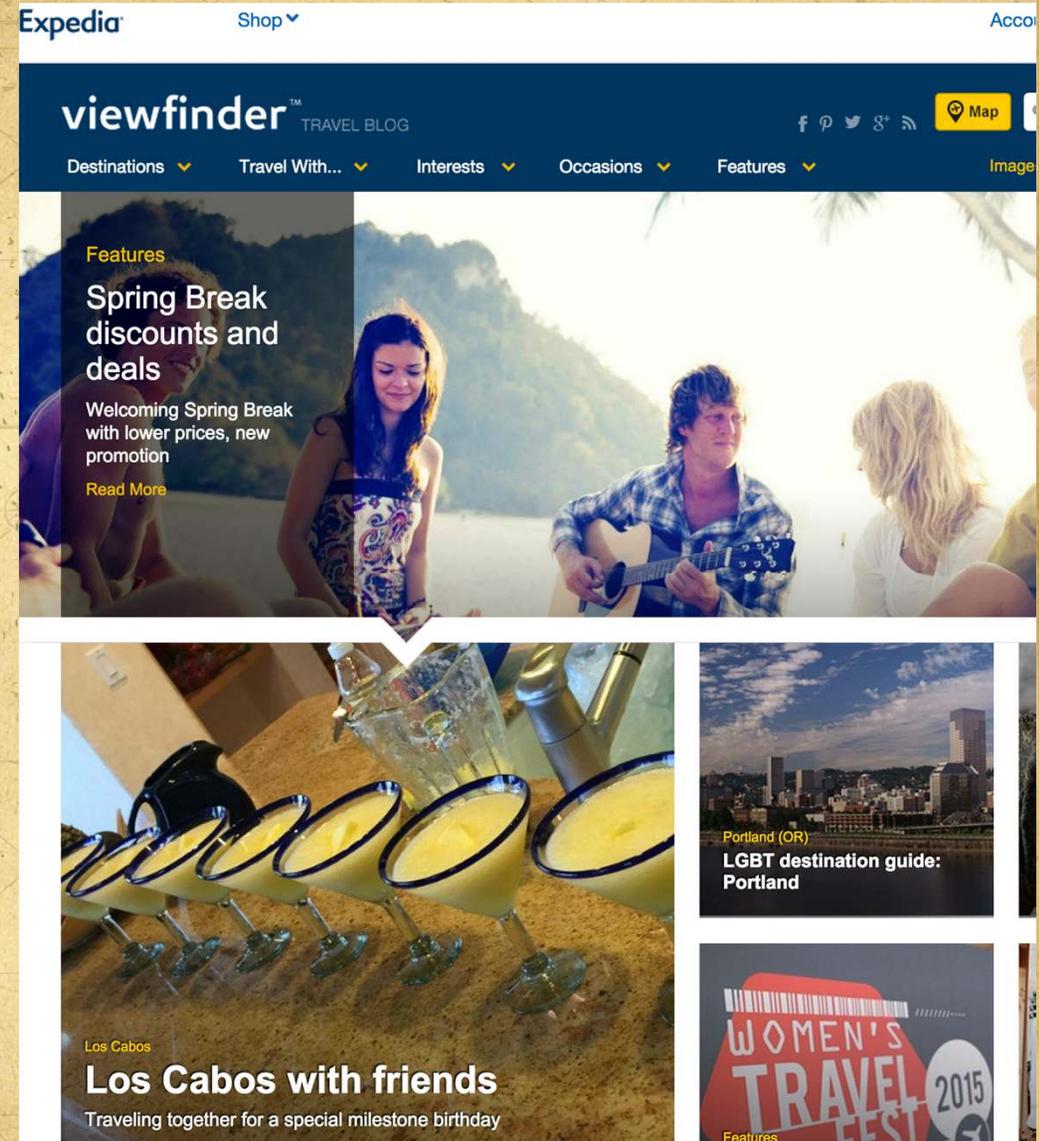


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# Alternatives

- Tap pre-established networks of bloggers.
- Find hybrid content producers.
- Go niche.
- Outsource



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# Discovering bloggers

- **Focus on quality and matching bloggers to your demographic, rather than focusing on numbers.**
- **There is power in numbers, nonetheless, especially with a group of like-minded, but diverse bloggers, such as last summer's Glacier Country travel bloggers.**
- **Look to social media for guidance.**
- **Search popular hashtags (#TTOT, #Travelblog, #TravelSkills, #FriFotos).**
- **Network at travel conferences, such as DMAI and TBEX.**



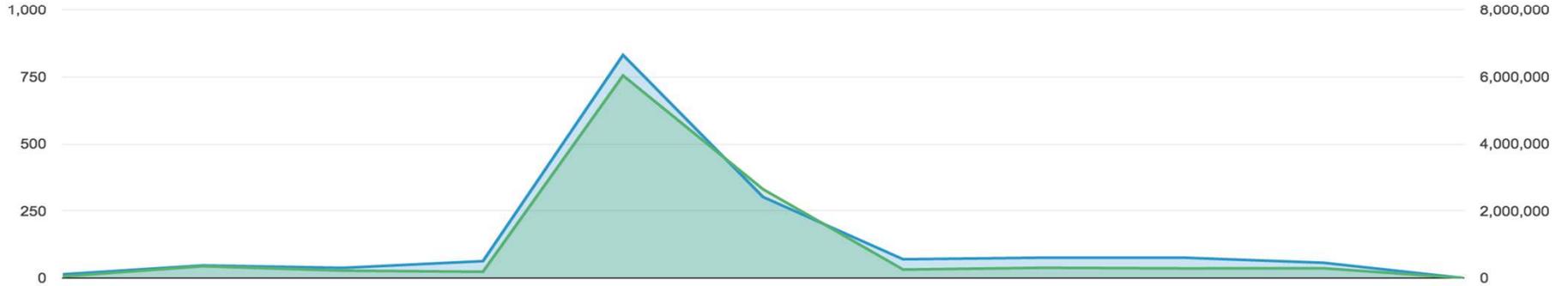
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Contributors Summary ?



1,361 contributors

8,193,872 reach



Contributors Detail



Name	Tweets	Followers (Reach)	Timeline Deliveries
 <b>Marilyn Terrell</b> @Marilyn_Res chief researcher, National Geographic Traveler magazine	8	55,579	444,556
 <b>EatLoveSavorMagazine</b> @eatlovesavormag Online Luxury Lifestyle Magazine where Luxury is a State of Mind. Curated Oasis of Luxe Living, Art, Culture Food + Travel. Enquiries: hello@eatlovesavor.com	2	53,426	106,852
 <b>Jessica Doll</b> @teamwiking Professional photographer, travel blogger, and mama in the San Francisco Bay Area. I blog #luxury #travel, #fashion, and our life at http://teamwiking.com!	1	51,070	51,070
 <b>Keith Jenkins</b> @velvetescape Founder/Publisher of the Velvet Escape luxury travel blog. iambassador. Inspired by Travel. Nature. People. Music. Sports. Architecture.	3	49,939	149,817

# Glacier Country Summer Bloggers



- 1 LGBT blogger couple
- 1 couples adventure/food blogger
- 1 lifestyle and travel journalist
- 1 singles' adventure and lifestyle blogger
- 20+ blogs and articles written.
- Content published across 10+ blogs and other publications.
- 1 million+ people reached.



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# Best beer cities in America



A view from **Spencer Spellman**

August 25, 2014

Urban, North Carolina, Foodie, Fall, Drinks, Colorado, California, Adults Only



## Many Glacier: The Epic Montana Final

AUGUST 18, 2014 BY KRISTIN

When we reached Many Glacier, I thought someone was playing a cruel practical joke on us. Surely, this couldn't be real...could it?



TRAVEL MINDSET  
Inspiration starts here

THEMES DESTINATIONS



### MOTHER NATURE'S FORTUNATE SON

## HELICOPTER TOUR OVER GLACIER NATIONAL PARK

TRAVEL ADVENTURES



Destination Edition

## 10 Remarkable Road Trips in the U.S.A.

By: Spencer Spellman

California Destinations All Categories Share



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# Visit Sweden Case Study



**@sweden / Sara**  
**@sweden**

A new Swede every week/ Education Manager @WikimediaSE. Education is cool and open knowledge creates open minds.

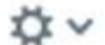
Sweden · [curatorsofsweden.com](http://curatorsofsweden.com)

TWEETS  
**79.1K**

FOLLOWING  
**2,197**

FOLLOWERS  
**68.3K**

 **Follow**



- **Goal:** Enlist a different Swede every week to share tweets and photos through their eyes of Sweden on the @Sweden account.



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**@sweden / Sonja**

@sweden

Follow

Maybe i go totally out of border now. But do you know what I can't stand? I can't stand Zooey Deschanel in New Girl.

Reply Retweet Favorite

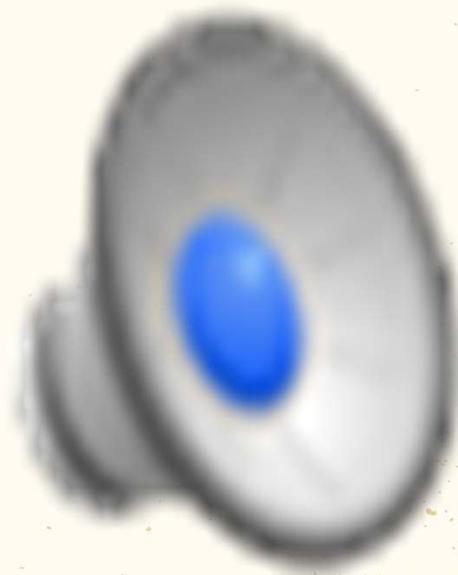
4:22 AM - 13 Jun 12 via Twitter for Mac · Embed this Tweet



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# Meet South Africa Case Study



# A note about Instagram

- Photos are engaged with and shared several more times than text updates across social channels.
- Instagram today has 300 million+ active users, which exceeds Twitter.
- An average of 70 million photos are shared through the app daily.



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# Defining success

- **While success can and should be correlated to bookings, it's not the only measure of success.**
- **Define your metrics and success ahead of time, which can include but shouldn't be limited to, ad value equivalency, increased online traffic, impressions, reach, repeat visitors, increased bookings.**
- **Tools to help measure success:**
  - **Google Analytics**
  - **Hashtracking**
  - **Po.st**
  - **Hootsuite**
  - **Sproutsocial**
  - **Simply Measured**



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# Tweetables/Bloggables

- What happens on vacation goes on the Internet...3 out of every 4 travelers to a destination post photos on social media and blogs.
- The reach a blogger has is only as important as the quality of that audience reached.
- A blog strategy is only as strong as the marketing strategy it helps complement.
- Take calculated risks, thinking beyond just ROI.
- "Only those who will risk going too far can possibly find out how far one can go." – T. S. Eliot



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