

ENJOYILLINOIS.COM
CONTENT
STRATEGY

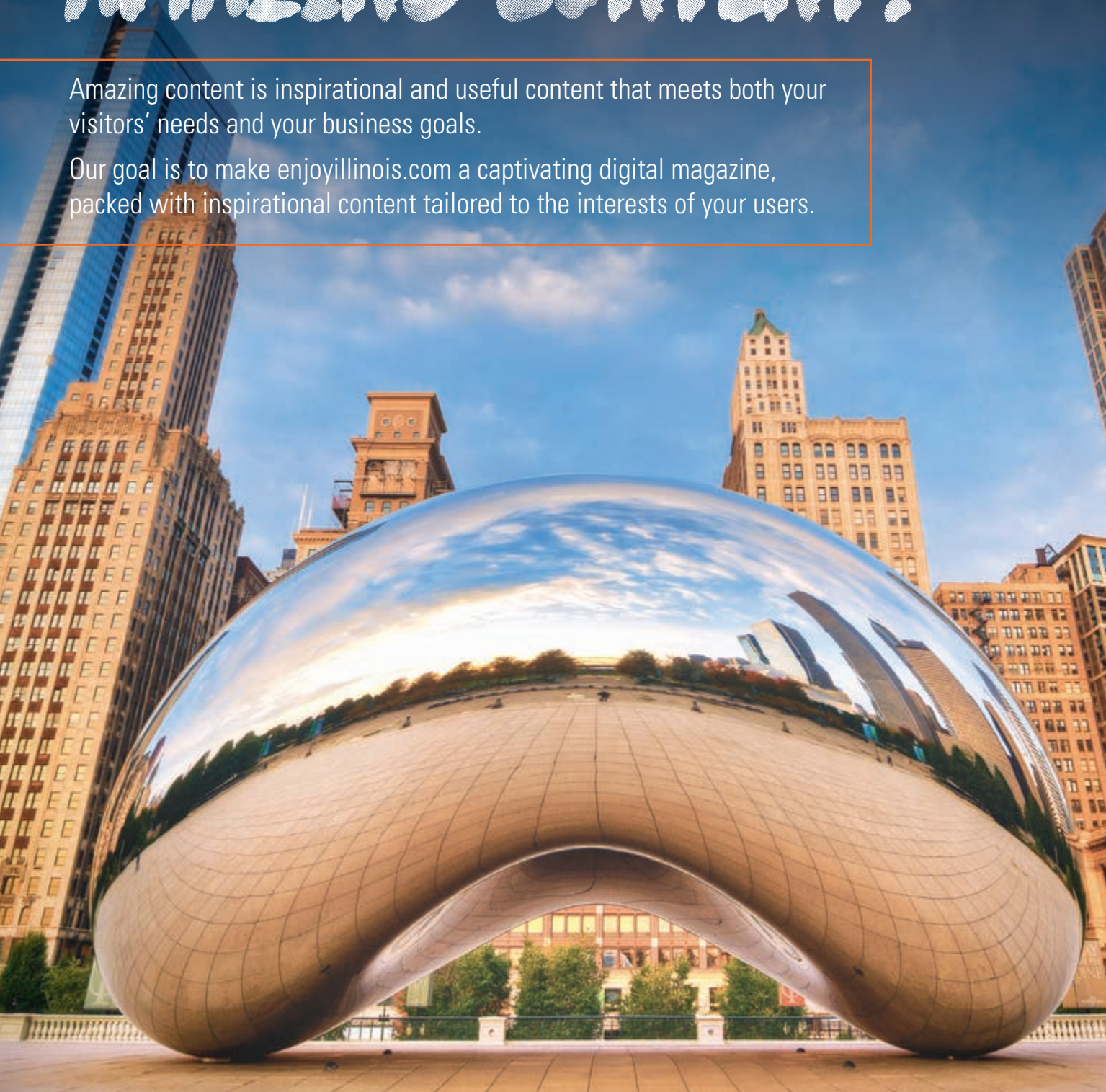
ILLINOIS.
ARE YOU UP FOR
AMAZING?



ARE YOU UP FOR AMAZING CONTENT?

Amazing content is inspirational and useful content that meets both your visitors' needs and your business goals.

Our goal is to make enjoyillinois.com a captivating digital magazine, packed with inspirational content tailored to the interests of your users.



YOUR BUSINESS GOALS

- Engage more travelers and engage them more.
- Inspire more people to take overnight trips to Illinois, stay longer, and spend more.



Diagram adapted from Travel2.0 Why Focusing Your Content Strategy is Critical for Success

YOUR VISITORS' NEEDS

Focus on content that connects directly to your goals, and answers questions that encourage travel.

Content to inspire people to visit Illinois:

- What are people looking for when they travel?
- What are people looking for when they visit Illinois?
- How does this content inspire by delivering these needs?

Content to motivate people to plan a trip to Illinois:

- How do we move people from dreaming to planning?
- What information motivates people to plan a trip to a destination?

To help people plan a trip to Illinois:

- What useful information do people need?
- How do we remove any informational barriers to travel?
- What is the next step we need people to take?

MEASURING SUCCESS

- Organic traction.
- Engagement with content.
- Actions taken as a result of the content.
- Was the content useful to your visitor?

CREATING REALLY USEFUL CONTENT

USEFUL CONTENT WILL TROUCE GENERIC CONTENT EVERY TIME.

Useful content represents a shift from selling, to helping your visitors plan their trip, by anticipating and answering their questions. We work through this process to create really useful content.

AUDIT YOUR SITE

Review your top pages and search terms currently bringing people to your site. This will indicate areas where you're already providing useful content. It will also highlight areas where people want information, but the information you are providing isn't useful. If there are areas of your site where you're not getting traffic or engagement, either people don't care, the content is weak or the content is too hard to find.

ASK YOUR PEOPLE IN THE FRONT LINE

Ask people in your Illinois visitor information centers, who are speaking to your visitors every day, what those visitors want to know. They likely get asked the same questions over and over again.

REVIEW EXISTING CONTENT AND GROUP INTO USEFUL CATEGORIES

Review your content to see how it matches your visitors' questions and your business goals. You may find that you have duplicate content, redundant content, and gaps in content. Group the content you plan to retain into useful categories, and identify areas where you lack content.

PRIORITIZE CONTENT

Creating useful content takes time. Prioritize the most important content first. Rank content by how important it is to your visitors and to your business goals.

MAKE A PRODUCTION PLAN

For every piece of content you produce, answer the following questions:

- What question does this content answer?
- What visitor need does this meet? Why should someone want this experience?
- How am I going to address these needs in the most useful way?
- How do I convey clearly what this experience is like?
- What format fits these needs best? (video, article, user generated content, review, image)
- Who is the best person to create this content? (authentic voice)
- How do people get this experience?
- What do I want people to do after they've consumed this content? What's my call to action?
- What is my keyword for search?
- What redirects do I need to set up?
- How will I measure this content's success in meeting my business goals?

AUTHENTIC VOICES

WHO IS BEST TO TELL THIS STORY? WHO WILL HAVE THE MOST AUTHENTIC VOICE?

You can tell when someone is knowledgeable and enthusiastic about a topic. The content they create feels more real. Equally the more aligned someone is with the persona they're creating content for, the more they share their interests, the more resonant your content will be.

Your influencer strategy offers you a perfect opportunity to generate authentic content for enjoyillinois.com.

EXAMPLES OF AUTHENTIC VOICE IN ACTION:

- An article on the top vegan restaurants in Chicago, by a vegan.
- An article on local foodie destinations around Illinois. Ask a local food blogger or an artisan food producer to write it.
- Article on family bike trails near Chicago. Send a family blogger out with their kids and get them to film and photograph their adventure.

AUTHOR PROFILES

Create author profiles for your key content contributors. This adds another layer of authenticity. Add the ability to search for content by author. If people enjoy a particular person's content, it makes it easy for them to find more content they'll enjoy.

“DMOS WOULD DO WELL TO NOT JUST ENCOURAGE THE SORT OF FREEDOM PROFESSIONAL BLOGGERS REQUEST, BUT TO ALSO ENCOURAGE THE BLOGGERS TO BE PLAYFULLY HONEST (OR MAYBE EVEN BRUTALLY HONEST) FROM TIME TO TIME ... DESTINATIONS EMPLOYING THE SERVICES OF BLOGGERS SHOULD ACTUALLY REQUEST THIS SORT OF CRITIQUE, IN PART TO LET THEM POINT OUT WAYS THE DESTINATION CAN IMPROVE, BUT MOSTLY TO EMPOWER BLOGGERS WITH STREET CRED.”

- Doug Lansky 'Solving the travel bloggers dilemma and why DMOs need to take the first step to fix it'

CONTENT SOURCES

EXISTING CONTENT
POTENTIAL CONTENT
INSPIRATION



EXISTING CONTENT SOURCES

- Travel Illinois magazine, repurpose content from magazine digitally.
- Additional blog posts from Meredith team.
- Social and video content generated by influencers.
- Blog content generated by Fleishman Hillard through interviews with influencers.
- Itineraries developed in consultation with influencers.
- Website content written by TZO team.
- Content from enjoyillinoisblog.org, audited and updated.*

*As part of this project we would ideally like to regain control of the enjoyillinoisblog.com domain, and redirect that to the new site.

POTENTIAL CONTENT SOURCES

- Syndicate events content from a local listing source. Source TBC.
- Partner with a local trend watcher to create what's hot/new content. Influencers TBC.
- Establish an ambassador program for international influencers visiting Illinois.

INSPIRATION FOR TOPICS

- Survey your website visitors.
- Ask your community.
- Listen socially.
- Ask your frontline staff.
- Ask your CVBs.
- Rework successful blog topics to be fresh and inspiring.

CONTENT TYPES



PERSONALIZED CONTENT

Content tailored to the interests of your website visitors.

- Offer a guided experience through the site, with calls to action inviting your visitors to choose the style of holiday that appeals to them.
- Tailor content to the interests of your key personas. Track and measure performance of this content to validate and evolve personas.
- Measure visitor behavior and serve up content based on that behavior. We're able to track a number of key visitor metrics without a third-party CRM:
 - o Have you been to the site before?
 - o How long have you spent on the site?
 - o How frequently do you visit?
 - o Where do you visit from?
- Tag by topic, so it's easy to serve up more content linked to topics browsed by user.

USER GENERATED CONTENT “AGENTS OF AMAZING”

Authentic content, telling your story through the eyes of your visitors. Our goal will be to source multiple strands of user content for the site, to extend and enrich your stories. We can pull in content from your Illinois influencers identified by Fleishman Hillard, and also source content by topic, geo-location, hashtag and author.

INFLUENCER CONTENT “MILE MARKERS”

Content from authors, bloggers and personalities with wide digital reach and strong engagement. Trust is fundamental to the success of this content, so partner with content creators who are brave enough to tell the truth, and not simply sell you what you want to hear. The feel good is superficial, and people see through it.

LOCAL AMBASSADOR CONTENT “OUR ILLINOIS”

TripAdvisor notes that content from local experts is a top performer. People want to feel that they're discovering the real destination, with tips from the people that know the real Illinois.

PERSONALIZED CONTENT

JWT MAKE THREE KEY RECOMMENDATIONS FOR CONTENT IN THE UX PROGRESS OVERVIEW DATED AUGUST 24.

1. Serve up personalized content based on location, time of day and browsing history. (Passion Fuel).
2. Encourage exploration and discovery with guided search functions. (My Travel Concierge).
3. Inspire with user generated content and reviews and encourage social sharing. (Your Vacation Insider).



PERSONALIZED CONTENT

Personalized content (articles, operator listings, user generated content) is served up based on viewers' location, time of day, method of lead acquisition, and site search history.

On a user's first visit to the site they see **featured** things to do. This is an opportunity to show keystone content tailored to your key personas. Our goal is to discover which persona your visitor most identifies with.

On future visits to this site we can serve up **recommended** content based on content the user has engaged with on previous visits, and related content viewed by other users with similar interests.

E-MARKETING PERSONALIZATION

We can send customized emails to recent visitors who have signed up for e-newsletters, containing content that matches their interests. Email content is based upon their site journey through enjoyIllinois.com and other internet behavior, for example, interactions with your social media marketing.

EXAMPLES OF THIS PERSONALIZATION IN ACTION



Situation: User is in the UK.

What do they want? They're dreaming or planning.

Personalized content: Serve up inspiring content, content that helps them plan their trip, like advice on getting to Illinois from the UK, links to places to compare and buy flights, and ideas for accommodation.



Situation: User is in Illinois. It's the afternoon.

What do they want? They might be thinking about dinner and what to do the next day. Plus, they're in a good space to share their experience socially.

Personalized content: Serve up dinner suggestions near to them, ideas for local activities and social sharing calls to action.



Situation: User clicked to the site from a Facebook advert about hiking in Illinois.

What do they want? They're interested in hiking in Illinois.

Personalized content: Serve up content about hiking in Illinois, and cross sell other topics followed by users who interact with hiking content.



Situation: User has visited the site several times and interacted with content about things to do in Chicago.

What do they want? They may be planning a trip to Chicago.

Personalized content: Move them nearer to booking with suggestions for itineraries, inspiring user generated content and articles, and deals.

HOW DOES CONTENT INSPIRE ACTION?

HELP PEOPLE PLAN

INSPIRE PEOPLE TO ACT

HOW CAN CONTENT HELP PEOPLE PLAN?

- Make sure your content has a purpose, that it's useful content that answers visitors' questions and meets their needs.
- Are you giving people the information they need to plan their trip? Does your content cover the why, what and how?
- Include itineraries on the site, to move inspiration along to detailed planning.
- Consider including packages to move people along to booking, and achieve business goal of multi-night stays.
- Link content using tags, so that interacting with the site becomes a journey of delightful discovery, where each click leads to more related content. No dead ends.
- Use guided exploration and intuitive search tools to help people easily find content related to their interests.

HOW CAN CONTENT INSPIRE PEOPLE TO ACT?

- Are you a trustworthy source of information? Is your content real? Is there a good balance between feel-good and honesty? You need some bad to leaven the good.
- Is your tone right? Are you using natural friendly language?
- Are you using the right people to tell your stories? Play to people's strengths and interests. Make it authentic.
- Can your visitors see the real people creating your content? The days of the monolithic brand voice are gone. There's a reason why the people page is always the most popular page on a website. People want to know who's behind an organization. Showcase your content creators. Knowing and trusting them will inspire people to act on their advice.
- Show and share. Don't tell or sell.
- Have you considered what you want people to do once they've consumed your content?
- Craft active, descriptive calls to action.
- Track and measure. Remove weak content. Create more content that inspires people to act.

APPENDIX

CONTENT CATEGORIES FOR NEW SITE



CONCISE

Insiders	Chicago	Events
Arts & Culture	Eat & Drink	Road Trips
Illinois Made	Seasonal	LGBT
Family	Regions	
Outdoors	Getaways	

DETAILED

Category	Category Tags NB. Tags can be used across categories, for example Illinois Made can apply to Arts & Culture or to Eat & Drink
Insiders	<ul style="list-style-type: none"> My Illinois My Chicago Your Local Guide (Local Ambassadors) The Real Illinois Local Stories
Arts & Culture (includes history)	<ul style="list-style-type: none"> Arts Crafts Writers Architecture Photography Arts & Culture History Land of Lincoln
Illinois Made	
Outdoors	<ul style="list-style-type: none"> Outdoor Adventure State Parks Gardens Nature Fishing Biking Hiking Fishing Water Sports Winter Sports
Chicago	<ul style="list-style-type: none"> Chicagoland Sightseeing Nightlife Shopping Indulge

Category	Category Tags NB. Tags can be used across categories, for example Illinois Made can apply to Arts & Culture or to Eat & Drink
Eat & Drink	Wine Craft Brews Breweries Distilleries Wineries Bars & Pubs Places to Eat Local Flavors
Seasonal	Spring Summer Fall Winter Halloween Holidays
Regions	Northern Illinois Central Illinois Southern Illinois Southwest Illinois Western Illinois Great Rivers Country Wine Country College Towns (Or do we use the regional breakdown from the current site?)
Getaways	Illinois Getaways Day Trips
Events	Festivals Exhibitions Shows Theater Music Film Dance Sports Tours
Road Trips	Route 66 Great River Road Scenic Drives
LGBT	