SCT Background

- Marketing Budget: $2.7 M
- Digital Budget: 50%
- Staff: 25
- PR/Marketing Team: 8
Content Strategy

**Create**
- articles / blogs
- itineraries
- videos / photos
- news releases / guide

**Curate**
- local news
- local visuals
- UGC

**Customize**
- audience
- analytics
- surveys

**Collaborate**
- team brainstorming
- themes and topics
- editorial calendar
- Sonoma Insiders

**Communicate**
- website
- social media / e-news
- PR
- native advertising
- partnerships
- guide distribution
Customize

• Personas and target audience
• Use Google Analytics to identify high traffic drivers
• Quarterly agency reports for SEO, ranking and search recommendations
• Customer surveys on website and in person
Collaborate

• Brainstorm from customer, brand and businesses angles
• Build annual themes and interest topics, e.g: wineries, food, outdoors, spas, family
• Annual editorial calendar plus smaller versions per medium
• Assign blogs and articles to Sonoma Insiders
• Assign video / photo production to local videographer / photographer
Sonoma County Tourism

- SonomaCounty.com
- Marketing Budget: $2.7 M
- Digital Budget: 50%
- Staff: 25
- PR/Marketing Team: 8

Curate
Curate

• Local news and PR from businesses
• Share videos and photos from local businesses
• Share UGC content on social media and on website via third party platform

Be aware of the begging!
Create
Create

• Evergreen articles with high SEO chances
• Evergreen core copy
• Blogs from Insiders
• Multi-day itineraries
• Themed videos / photos
• News releases
• Guide / map
• Don’t forget the update schedule!

Sonoma County Tourism • SonomaCounty.com
Communicate

- Publish articles/blogs
- Publish videos on FB and youtube
- Link to website from social and e-news
- Native advertising
- Social media boosts
- Distribute to media
- Partnerships and placements
- Digital guides, maps, ebooks distribution
Measurements

- Track: traffic and goal conversions in Google Analytics

Results:

- Almost 500% traffic growth or 4 times more within 4 years of content marketing
- Organic search brings 70% of website traffic
- More than 10x more print guide/map orders
... thank you!

ahiltebrand@sonomacounty.com