

Virginia Tourism & RootsRated Media

Context

VIRGINIA IS FOR LOVERS ORDER 2017 TRAVEL GUIDE GO TO VIRGINIA.ORG

Fall in Virginia Music Family Wine Outdoors History

TRAVEL IDEAS AND STORIES

VIRGINIA'S TRAVEL BLOG

Fall Destinations For A Romantic Weekend Getaway

by [Caroline Logan](#) | Posted: Oct 5, 2015 | Updated: Aug 8, 2016

Comments: [1 Comment](#)

Whether you want to curl up by the fire in a cozy mountain cabin, or cast your gaze on an autumn sunset over the Chesapeake Bay, Virginia is the perfect place to plan a 48-hour escape with your main squeeze. Here are three fall destinations that are simply perfect for a romantic weekend in Virginia.

—SEASIDE GETAWAY ON THE EASTERN SHORE—

Virginia Camping Destinations For Fall Fun

by [Johnny Moley](#) | Posted: Oct 2, 2017

Don't you love it when those first frosts of cooler air sweep over the land, harkening autumn's arrival? It is time for fall fun...

Lesser-Known Fall Destinations

25+ Apple Festivals, Orchards, and Cideries to Visit This Fall

by [Patricia Keenan](#) | Posted: Sep 9, 2016 | Updated: Aug 7, 2017

Comments: [18 Comments](#)

Terroir and Merlot Tasting Event

Most people think of the [Eastern Shore](#) as a great summertime destination—which it is. But we're going to let you in on a little secret – the Eastern Shore is a hidden gem for autumn travel, and will be a perennial favorite once you've visited in the fall!

27 Places to Eat Like a Local

19 of Virginia's Most Interesting General Stores & Markets

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Most Popular Posts

VIRGINIA VIDEOS

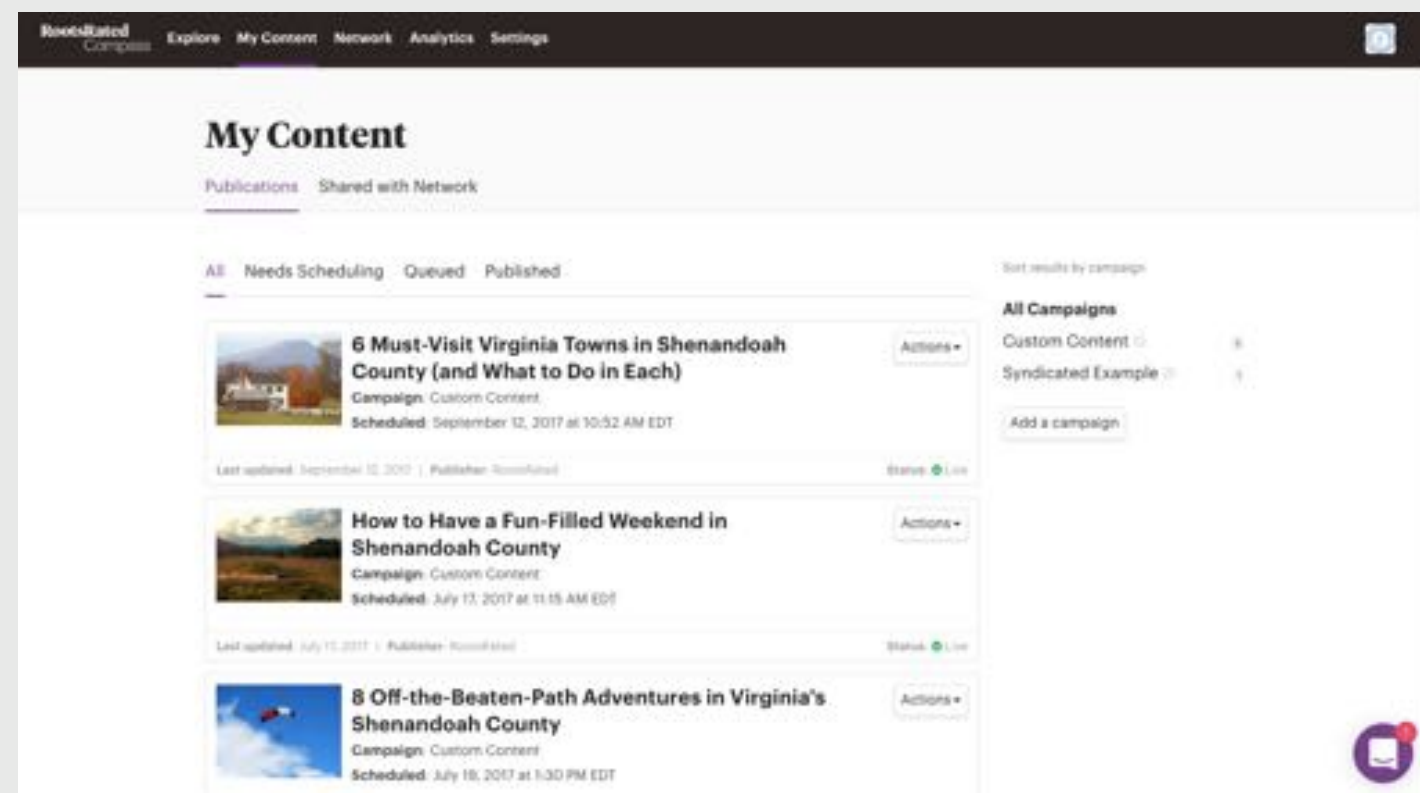
The Challenges

- Inundated with requests from tourism partners to publish on Virginia.org
- No way to effectively share blog articles with network of DMOs
- No way to leverage owned content for co-marketing with non-DMO tourism partners (e.g. brands, hospitality, vineyards/breweries, tour operators, etc.)
- No way to understand the impact of content across multiple partner sites

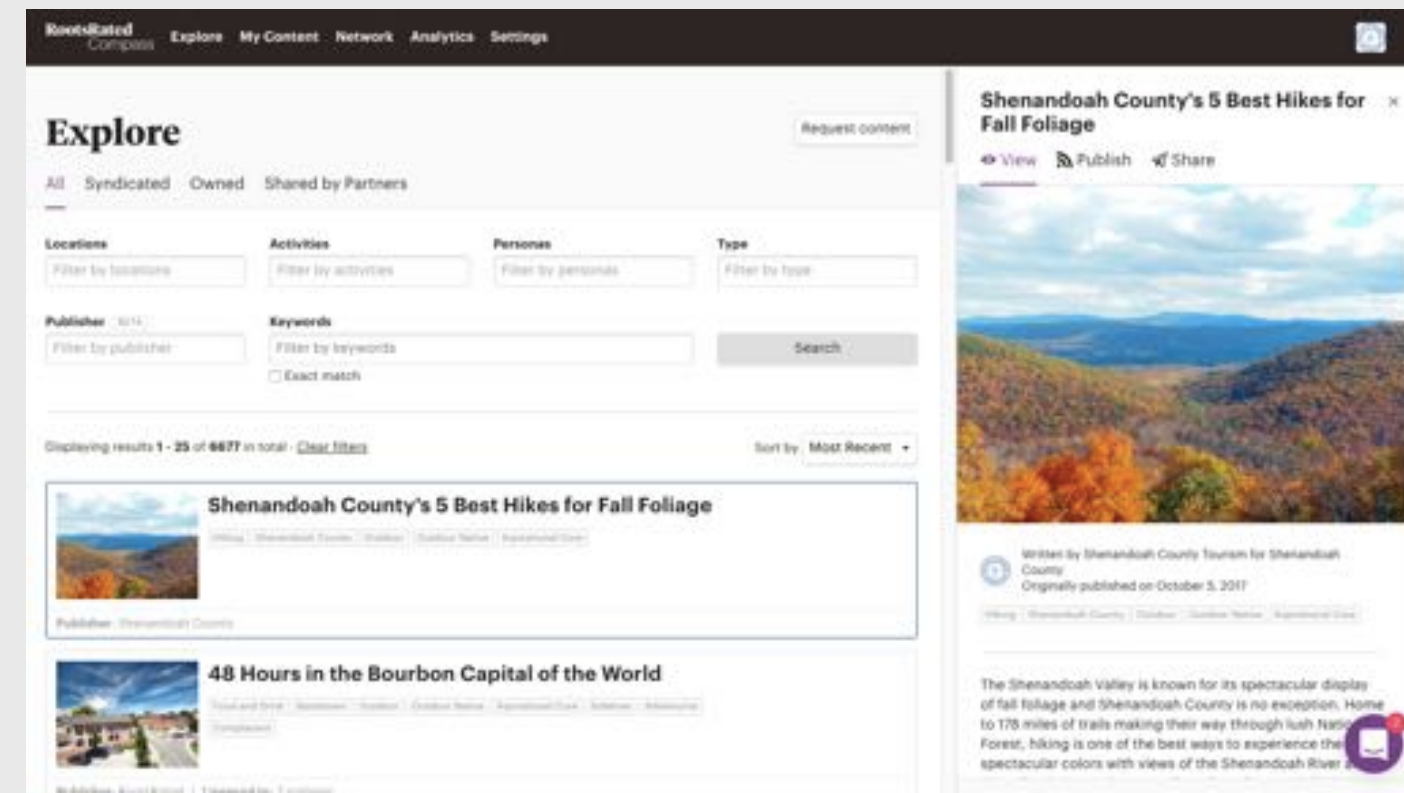


Compass Networks

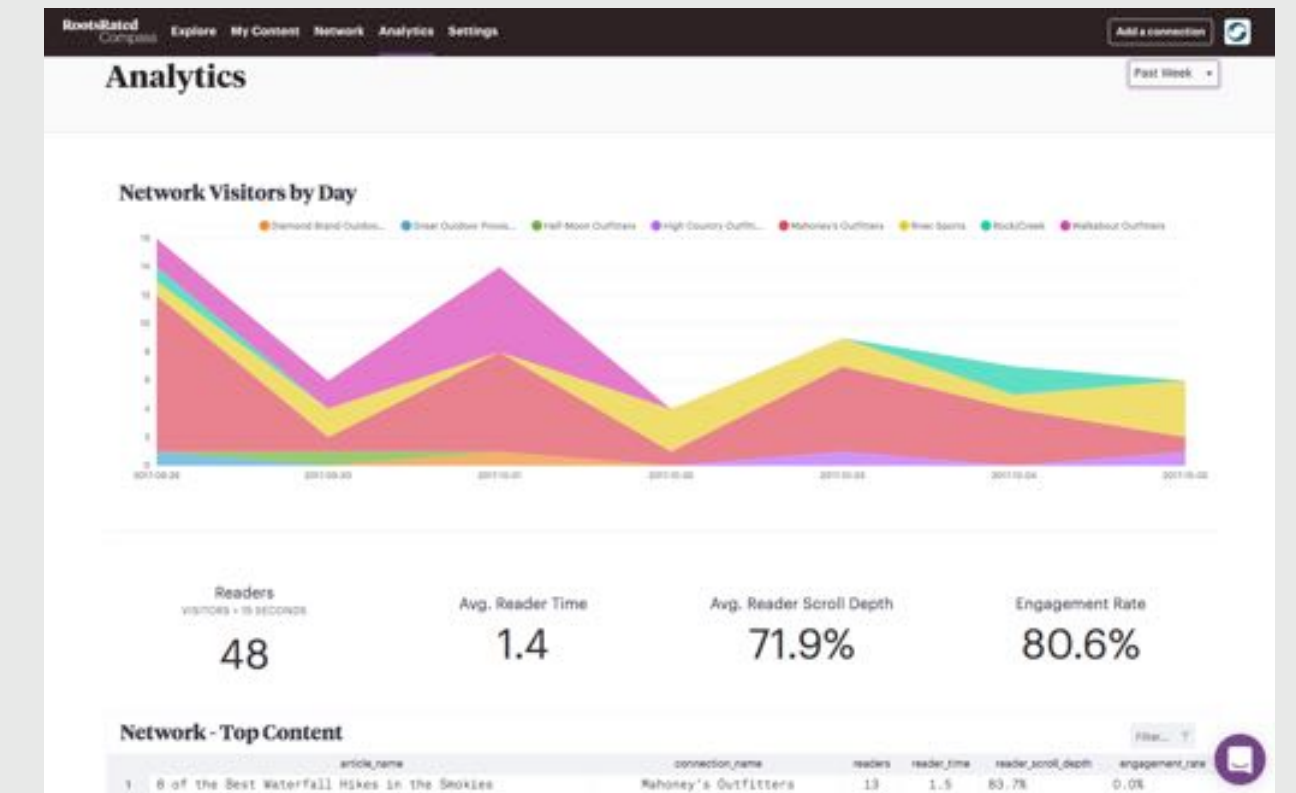
Content Sharing w/ Network Partners



Ingest content into shareable libraries



Share & publish content with tourism partners



Measure content ROI across multiple sites

Progress to date



- 500 articles being ingested into Compass
- 50 DMO partners invited to the platform
- Example of Initial Traction: Visit Abingdon Article
 - 3,600 unique views (all organic, no paid) in first week

Content marketing simplified

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