

# **MRBTA Content Framework 2016/17**

Margaret River Busselton Tourism Association

## 1. Background

Consumer-facing content marketing is a cornerstone of the MRBTA strategic marketing plan, and an essential element of the activity needed to achieve its marketing objectives around ‘Consumer Engagement’ and ‘Brand’.

Objective: Brand	Objective: Consumer Engagement
Increase the brand’s connection to consumers and inspire the desire to travel to YMRR.	Build a relationship with potential visitors to YMRR by engaging them at every stage of the travel cycle.
<p><b>Strategies</b></p> <p>1. Create a more compelling brand story by integrating content across bought, earned and owned media channels      2. Use earned media to carry a credible brand message      3. Develop campaigns with traditional and non traditional brands, broadening associations with the YMRR brand</p>	<p><b>Strategies</b></p> <p>1. Bring the YMRR brand to life online through the use of compelling content and video assets      2. Syndicate content across multiple channels to reach consumers when and where they are ready to use it      3. Harness the power of social media to inspire visitors to share their YMRR experience to influence others to visit      4. Improve the depth and breadth of the product offering to increase brand credibility and gain consumer loyalty</p>

*ref: MRBTA Strategic Marketing Plan – see [corporate.margaretriver.com](http://corporate.margaretriver.com) for detail*

This framework document outlines exactly how content marketing will be employed to achieve the MRBTA marketing objectives in 2016/17. Activity will be outlined with close reference to the travel cycle, which is defined by MRBTA as comprising five stages:

1. Dreaming
  2. Planning
  3. Booking
  4. Destination
  5. Sharing
- *Ref: MRBTA Travel Cycle – see Appendix for detail*

The framework shows how MRBTA will take an omnichannel approach to optimising content and maximising consumer impact at each stage of this journey. In this way, content plays an important role both in marketing (i.e. attracting visitors to the region) and visitor servicing (i.e. dispersal of visitors/increasing in-region spend).

It is intended for this framework to be updated on an annual basis, according to the priorities of the MRBTA marketing strategy and changing consumer behaviour.

## 2. Brand

As the Your Margaret River Region brand is still in its infancy, it is important to ensure that all content is created and shared in accordance with the Your Margaret River Region brand positioning statement, brand values and brand personality. Implementation across all consumer touchpoints will help to create a compelling brand message.

<b>Brand positioning statement</b>	Your Margaret River Region is unique in its ability to offer a wide variety of local produce (food + wine), the incredible diversity of the land (Cape to Cape, caves, beaches and bays), and mostly the proximity of activities available to all (festivals, swimming, surfing, mountain biking, walking) all year round. It's a place to continually explore.				
<b>Pillars</b>	Wine & Wineries	Eat & Drink	Nature & Environment	Active & Adventure	Arts & Wellbeing
<b>Values</b>	Authenticity		Connections	The Pristine	Diversity
<b>Personality</b>	Creative		Adventurous	Sociable	Laid Back

## 3. Opportunities for 2016/17

As an increasing number of tourism businesses and destinations move towards a content marketing based approach, there is growing competition for consumer attention and space in online newsfeeds. In order to achieve its marketing objectives, MRBTA must be sharing content which complements that of its tourism partners, and competes against that of rival destinations. MRBTA will achieve this by taking advantage of the following opportunities in 2016/17.

Opportunity	Activity	Examples
1. Compete more effectively with other destinations, e.g. Coral Coast	<ul style="list-style-type: none"> <li>Ensure representation of all brand pillars across communications, to show that the strength of YMRR lies in its diversity</li> </ul>	<ul style="list-style-type: none"> <li>• Mountain biking show reel</li> <li>• Wine hero videos</li> <li>• Winter drone footage</li> </ul>

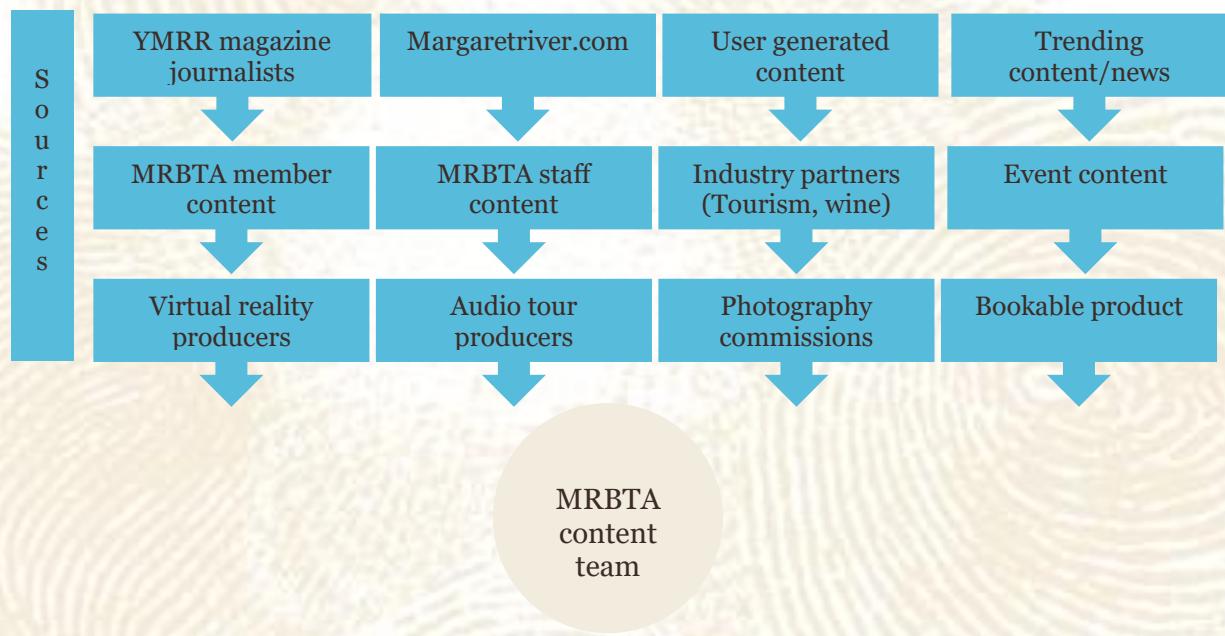
	<ul style="list-style-type: none"> <li>• Cover multiple brand pillars within content where possible</li> <li>• Invest more heavily in video content</li> <li>• Plan ahead for winter 2017 to make sure we are armed with compelling content</li> <li>• Monitor and differentiate, don't copy</li> </ul>	<ul style="list-style-type: none"> <li>• Explore opportunities for online sharing of virtual reality content</li> <li>• Explore opportunity to introduce monthly photo competition</li> <li>• Winter specific photoshoots, e.g. cosy accommodation, waterfalls</li> </ul>
2. Complement other DMO content (ASW, TWA, TA)	<ul style="list-style-type: none"> <li>• As an LTO, MRBTA is best positioned to create content that is strong on detail. Focus on producing content via archetypes 'The Promoter' and 'The Professor' to facilitate this (see Appendix)</li> <li>• Invest more heavily in video content</li> <li>• Ensure content is in line with ASW, TWA and TA content strategies to increase re-sharing potential</li> <li>• Work with TWA to create content within their content pillars and themes (see Appendix for detail), with content published on <a href="http://margaretriver.com">margaretriver.com</a> first and then re-published (or 'amplified') on <a href="http://westernaustralia.com">westernaustralia.com</a></li> <li>• Monitor and differentiate, don't copy</li> </ul>	<ul style="list-style-type: none"> <li>• Itineraries</li> <li>• Wine 101 short videos set against landscape of the region</li> <li>• '10 new experiences to get excited about in Your Margaret River Region' – published on <a href="http://margaretriver.com">margaretriver.com</a> and <a href="http://westernaustralia.com">westernaustralia.com</a></li> <li>• Blog articles by visitor centre staff, featuring FAQs and practical advice</li> </ul>
3. Increase targeting of consumer communications	<ul style="list-style-type: none"> <li>• Gather search query data to identify specific customer pain points, and create content to address them. The content will be found via organic search optimisation</li> <li>• Use paid and organic social media targeting to build audiences around niche topics and specific interests</li> <li>• Develop email communications to target consumers at different stages of travel process</li> </ul>	<ul style="list-style-type: none"> <li>• Blog article on 'things to do in Busselton'</li> <li>• Blog article on 'Quinninup Falls'</li> <li>• Blog or itinerary on 'Perth to Margaret River'</li> <li>• Implement email follow ups to accommodation bookings which up-sell tours</li> <li>• Explore and test wine-related audience groups when sharing wine content on social media</li> </ul>
4. Leveraging existing awareness of the region's premium wine to increase destination appeal	<ul style="list-style-type: none"> <li>• Invest in annual calendar of wine-led content</li> </ul>	<ul style="list-style-type: none"> <li>• YMRR Wine Story; a content programme featuring long form articles; short form articles; short form videos and long form videos. Content to lead with wine</li> </ul>

		but feature content relating to other brand pillars (e.g. food, nature)
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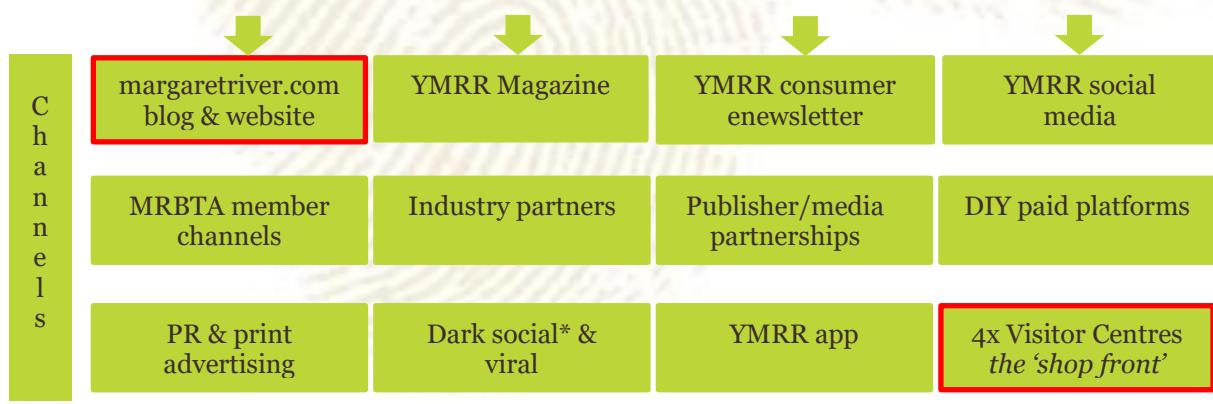
## 4. Methodology

### Sourcing & distributing content

The MRBTA draws on a wide range of content sources; both in-house and third party. The MRBTA content marketing team acts as a content aggregator, re-sharing content and feeding it into different communications channels. The destination visitor centres and website are channels offering booking conversion potential, with the visitor centres acting as the MRBTA's 'shop front'.



### Your Margaret River Region brand filter: pillars; personality; values



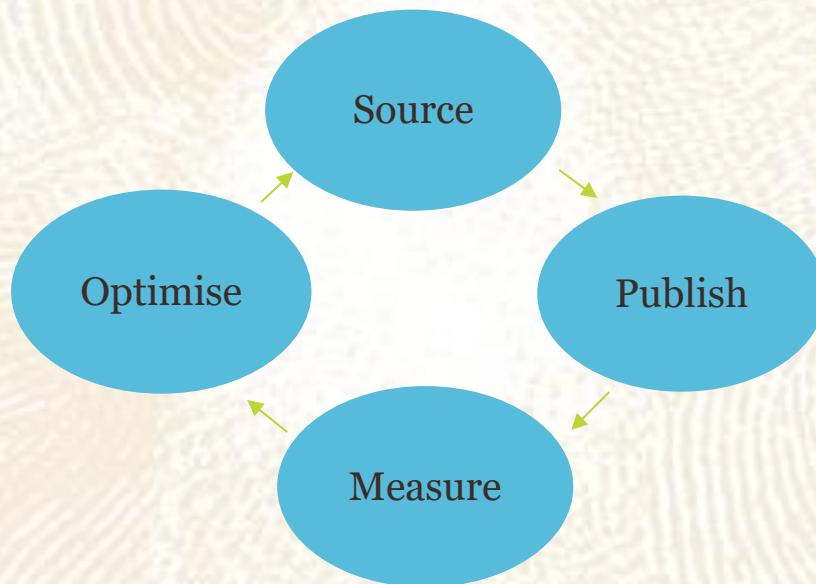
**Sales arm**

Many communications channels can be used to both source and distribute content, for example social media may be used to find compelling user generated content, before the content is re-shared via MRBTA channels.

*\*Dark social refers to the sharing of content between consumers in private – e.g. via email, text or private messaging apps. An estimated 82 percent of content shared on mobile is shared via dark social (ad platform RadiumOne, June 2016). It is termed as ‘dark’ because marketers are unable to track where and how the content was shared.*

### **Source – Publish – Measure - Optimise**

In practice, content marketing is a continuous cycle of producing content, sharing it with the audience and then gauging their reaction in order to continually improve engagement. This methodology can be broken down into four steps: Source; Publish; Measure and Optimise.



## **5. Channel specific approaches for 2016/17**

The way in which consumers use different communications channels changes regularly; Junkee Media suggests that for millennials it can change as quickly as on a weekly basis. For this reason, MRBTA must continually review its use of communications channels.

Below is an outline of approaches that will be adopted in 2016/17:

Channel	Approaches	Stage of travel cycle impacted
Magazine	<ul style="list-style-type: none"> <li>To feed website blog</li> <li>Printed version to be as more of a niche publication available at high end outlets in Perth and within the region</li> </ul>	1 <sup>st</sup> : Destination 2 <sup>nd</sup> : Planning
Margaretriver.com blog & website	<ul style="list-style-type: none"> <li>Source content from magazine and freelance bloggers, including visitor centre staff</li> <li>Invest in new and improved website itineraries</li> <li>Publish content on a weekly basis</li> <li>Cover a range of brand pillars and locations within the region</li> <li>Include and experiment with calls to action to move consumer to next stage of travel cycle</li> <li>Address visitor pain points via blogs and landing pages</li> <li>Use live chat to convert website visitors to purchase</li> <li>Regularly assess and improve website customer journey and conversion rates</li> <li>Improve event calendar layout, filters &amp; printability</li> </ul>	1 <sup>st</sup> : Planning 2 <sup>nd</sup> : Dreaming 3 <sup>rd</sup> : Booking
YMRR social media	<ul style="list-style-type: none"> <li>Increase paid activity (1/week)</li> <li>Explore opportunity to introduce monthly photo competition</li> <li>Increase targeted activity; paid, organic, email database targeting, remarketing</li> <li>Increase quantity of owned video content</li> <li>Introduce owned virtual reality content</li> <li>Plan ahead for winter 2017</li> </ul>	1 <sup>st</sup> : Dreaming 2 <sup>nd</sup> : Planning
YMRR consumer enewsletter	<ul style="list-style-type: none"> <li>Monthly newsletters</li> <li>A/B test subject lines and 'from' address</li> <li>Experiment with increasing frequency of active subscribers</li> <li>Feature third party content as part of reciprocal marketing agreements and bespoke member packages</li> <li>Trigger workflows for new subscribers</li> </ul>	1 <sup>st</sup> : Dreaming 2 <sup>nd</sup> : Planning
Publisher/media partnerships	<ul style="list-style-type: none"> <li>Invest in sponsored/native content (to consider: Fairfax, Sunday Times, Urban List, So Perth)</li> <li>Invest in native advertising: (to consider: Natify, Outbrain, Big Mobile</li> </ul>	1 <sup>st</sup> : Dreaming 2 <sup>nd</sup> : Planning
DIY programmatic platforms	<ul style="list-style-type: none"> <li>Invest in Google search advertising but only in sales-related context – it's very expensive so we need to be able to demonstrate a return</li> <li>Consider geo-targeting tour-related ads to reach visitors while in destination</li> </ul>	1 <sup>st</sup> : Booking 2 <sup>nd</sup> : Planning

	<ul style="list-style-type: none"> <li>Retarget readers of previous articles/videos with new content as it's published (to consider: DRX platform from Fairfax, Sitescout)</li> </ul>	
PR & Print advertising	<ul style="list-style-type: none"> <li>Increased focus on sharing 'news bites' via individual journalist pitches and TravMedia</li> <li>Continue to work with influencers through: <ul style="list-style-type: none"> <li>tagging and re-sharing content via social media</li> <li>commissioning blog articles</li> <li>hosting famils</li> </ul> </li> <li>Scale back print advertising completely, in order to favour online activity</li> </ul>	1 <sup>st</sup> : Dreaming 2 <sup>nd</sup> : Planning
YMRR app	<ul style="list-style-type: none"> <li>Update App to incorporate website product</li> <li>Implement booking capacity</li> </ul>	1 <sup>st</sup> : Destination 2 <sup>nd</sup> : Booking
Industry partners	<ul style="list-style-type: none"> <li>Adopt a systematic approach for sharing new content with industry partners, including ASW, TWA, TA, Wine Australia and MRBTA members - see appendix for detail</li> </ul>	1 <sup>st</sup> : Dreaming 2 <sup>nd</sup> : Planning
Dark social & viral	<ul style="list-style-type: none"> <li>Monitor content which is being shared privately to get an idea of the kind of information consumers are looking for at the 'planning' stage</li> </ul>	1 <sup>st</sup> : Planning
Visitor centres	<ul style="list-style-type: none"> <li>Implement virtual reality technology in visitor centres</li> <li>Implement email follow-up system to upsell tours to accommodation bookers</li> </ul>	1 <sup>st</sup> : Booking 2 <sup>nd</sup> : Destination
MRBTA member channels	<ul style="list-style-type: none"> <li>Explore opportunity to create 'video pool' on corporate website</li> </ul>	1 <sup>st</sup> : Dreaming

## 6. Measurement & Optimisation

The table below demonstrates how content will be measured and optimised at each stage of the travel cycle. The breakdown shows how different communications channels will complement and reinforce each other to engage the consumer at each stage of the travel cycle.

## Dreaming

### Stage 1

Publish	Measure	Optimise	Benchmarks
<ul style="list-style-type: none"> <li>Social media posts</li> <li>Consumer enewsletters</li> <li>PR and print advertising</li> <li>Native advertising and sponsored content</li> </ul>	<ul style="list-style-type: none"> <li># new website visitors</li> <li>Reach per Facebook post</li> <li>Facebook inbox messages</li> <li>Likes and comments per Instagram post</li> <li>ReTweets by @australia and @westernaustralia</li> <li>ReTweets and replies from consumers on Twitter</li> <li>Social media referrals to margaretriver.com</li> <li>Consumer enews open rates and click through rates</li> <li>Native advertising impressions and click through rates</li> </ul>	<ul style="list-style-type: none"> <li>Tweak social captions</li> <li>Boost popular posts</li> <li>Add further comments and images to popular Facebook posts</li> <li>Continue the conversation on Instagram and Twitter through additional comments and tagging new accounts</li> <li>Tweak enewsletter subject lines and content</li> <li>Tweak native advertising content</li> </ul>	<p>Monthly social media benchmarks:</p> <ul style="list-style-type: none"> <li>Facebook: reach – 150,000 engagement – 7,000</li> <li>Instagram: engagement – 12,000</li> <li>Twitter: reach – 2 million engagement – 350,000</li> <li>Consumer enews open rates with giveaway: 25% click through rate: 15%</li> <li>Consumer enews open rates with giveaway: 35% click through rate: 35%</li> <li>15,000 blog pageviews per month (summer)</li> <li>9,000 blog pageviews per month (winter)</li> </ul>

## Planning

### Stage 2

Publish	Measure	Optimise	Benchmarks
<ul style="list-style-type: none"> <li>Member pages at margaretriver.com</li> </ul>	<ul style="list-style-type: none"> <li>Customer journey through calls to action</li> </ul>	<ul style="list-style-type: none"> <li>Member page redesigns</li> </ul>	<ul style="list-style-type: none"> <li>70,500 member pageviews (winter)</li> </ul>

<ul style="list-style-type: none"> <li>• Calls to action to move people through site</li> <li>• Itineraries</li> <li>• Website landing pages</li> </ul>	<ul style="list-style-type: none"> <li>• # visits to member pages</li> <li>• Quantity of blog story visits</li> <li>• No. member pages visited</li> <li>• Breadth of brand pillar touchpoints growth in return visitors</li> <li>• Click throughs on social ads</li> </ul>	<ul style="list-style-type: none"> <li>• Move and re-word blog calls to action</li> <li>• Tweak blog post titles</li> <li>• Refresh, re-post and re-share popular blogs</li> <li>• Change blog post images</li> <li>• SEO of member pages and editorial</li> </ul>	<ul style="list-style-type: none"> <li>• 90,000 member pageviews (summer)</li> </ul>
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## Booking

### Stage 3

Publish	Measure	Optimise	Benchmarks
<ul style="list-style-type: none"> <li>• Product inventory</li> <li>• Special offers</li> <li>• Shopping cart process</li> <li>• Follow-up sales emails upsell and encourage dispersal just before arrival in region</li> <li>• YMRR App</li> <li>• Website live chat</li> <li>• Programmatic advertising/search &amp; display</li> <li>• Virtual reality content</li> </ul>	<ul style="list-style-type: none"> <li>• Website booking conversion %</li> <li>• Shopping cart abandonment</li> <li>• Booking conversion from visitor centre follow up emails</li> <li>• Visitor centre in person tour bookings</li> <li>• App booking conversion %</li> </ul>	<ul style="list-style-type: none"> <li>• Use Kissmetrics to identify and overcome obstacles in booking journey</li> <li>• Test different approaches to live chat</li> <li>• Gauge and respond to reactions to virtual reality content</li> </ul>	<ul style="list-style-type: none"> <li>• Overall website conversion rate of 0.61%</li> </ul>

## Destination

### Stage 4

Publish	Measure	Optimise	Benchmarks
<ul style="list-style-type: none"> <li>• YMRR magazine</li> <li>• YMRR App</li> <li>• YMRR printed map</li> <li>• Visitor Centre staff service</li> </ul>	<ul style="list-style-type: none"> <li>• YMRR magazine pickup rates</li> <li>• # App downloads</li> <li>• Visitor centre door numbers</li> </ul>	<ul style="list-style-type: none"> <li>• Experiment with and test different YMRR magazine covers</li> <li>• Experiment with and test ways to advertise YMRR app</li> </ul>	<ul style="list-style-type: none"> <li>• Magazine pickup rate of 20,000 per issue</li> </ul>

<ul style="list-style-type: none"> <li>Visitor centre touch screen and virtual reality content</li> <li>Margaretriver.com event calendar</li> </ul>	<ul style="list-style-type: none"> <li>Visitor centre use of technology</li> </ul>	<ul style="list-style-type: none"> <li>Trial different types of content for visitor centre touch screens and virtual reality</li> </ul>	
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## Sharing

### Stage 5

Publish	Measure	Optimise	Benchmarks
<ul style="list-style-type: none"> <li>Re-share user generated content via social media</li> <li>Social interaction with visitors during their stay</li> </ul>	<ul style="list-style-type: none"> <li>Destination account tagging</li> <li>Destination hashtag use</li> </ul>	<ul style="list-style-type: none"> <li>Experiment and test different ways of alerting visitors to the existence of the destination social media accounts, through social media interaction; in-destination signage</li> </ul>	

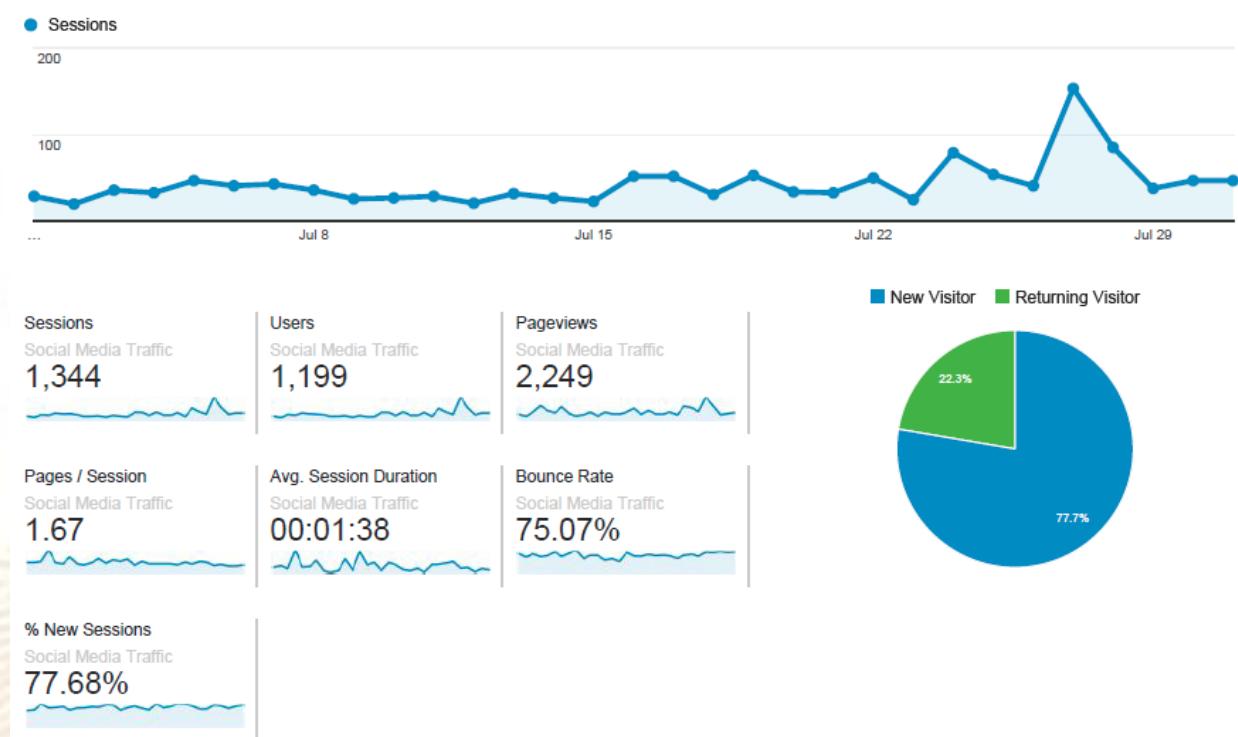
## 7. Reporting

Content marketing results will be reported on in the following ways:

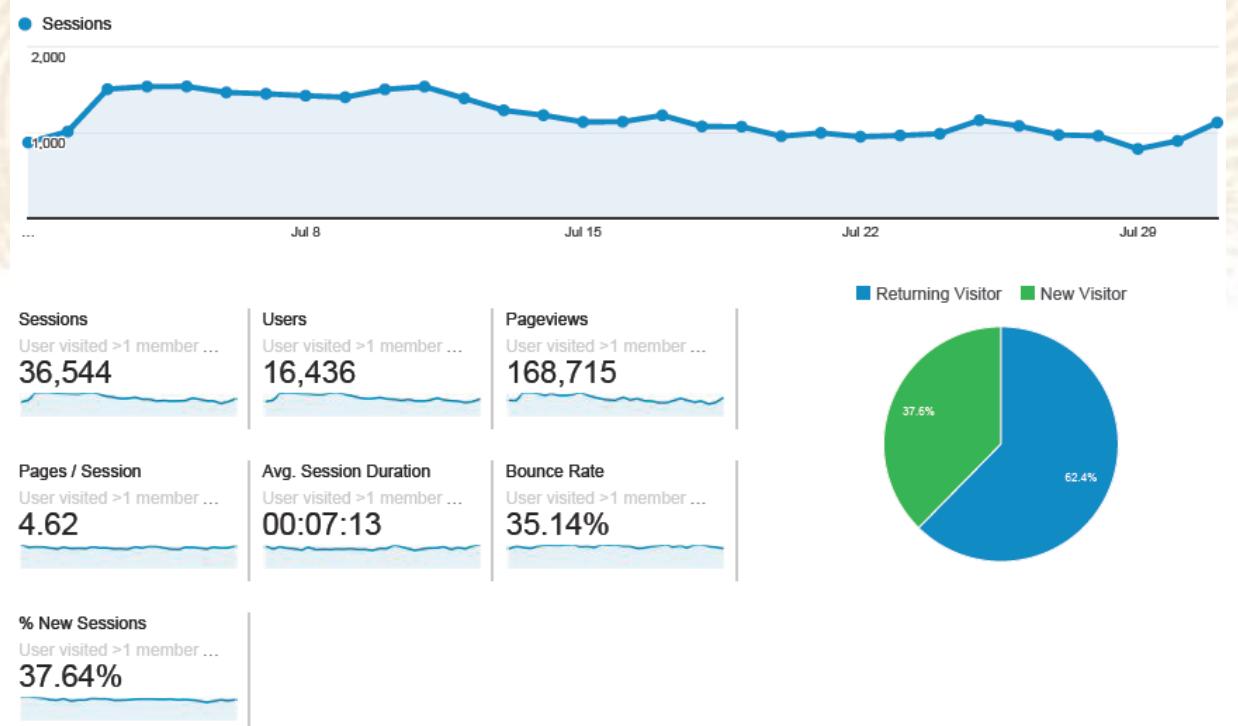
- **Real-time** monitoring of response rates to all online marketing activity (via Kissmetrics, Google Analytics and social platforms)
- Internal **weekly** reporting on social media statistics (SumAll)
- **Monthly** and **quarterly** board reports on all website, social, visitor centre and booking statistics
- **End of year results** shared with members

MRBTA will also work towards segmenting website traffic to margaretriver.com according to the different stage of the travel cycle. Sample graphs (for July 2016):

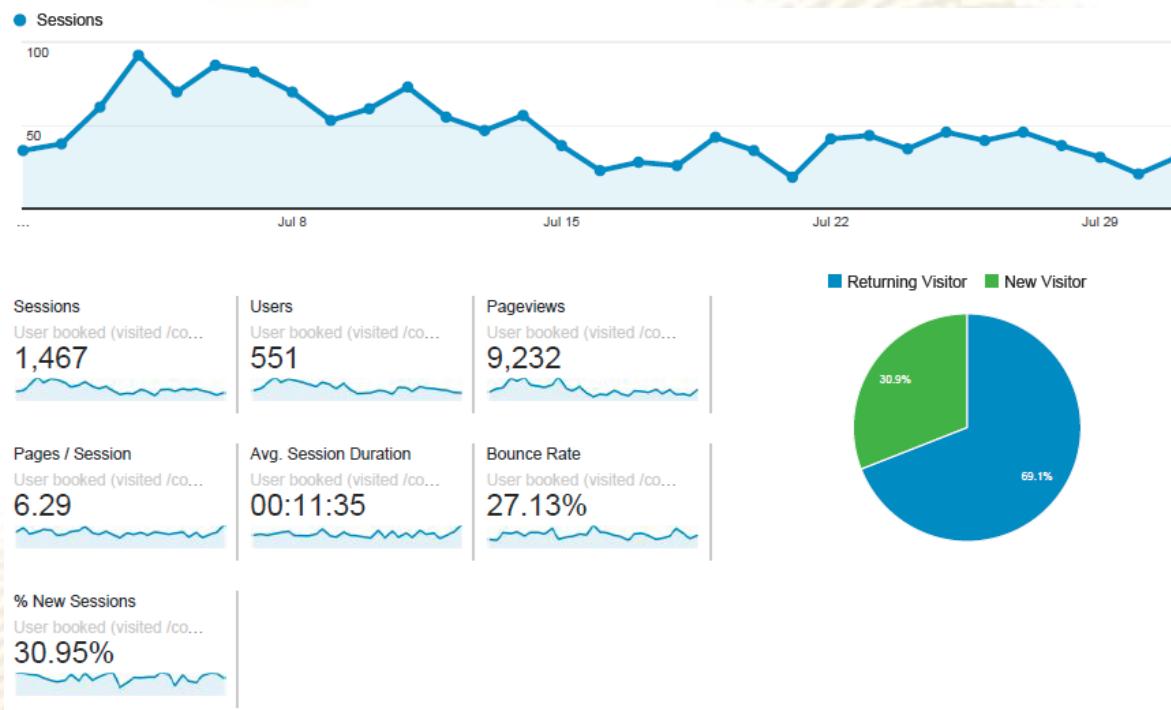
## Dreaming:



## Planning:



Booking:

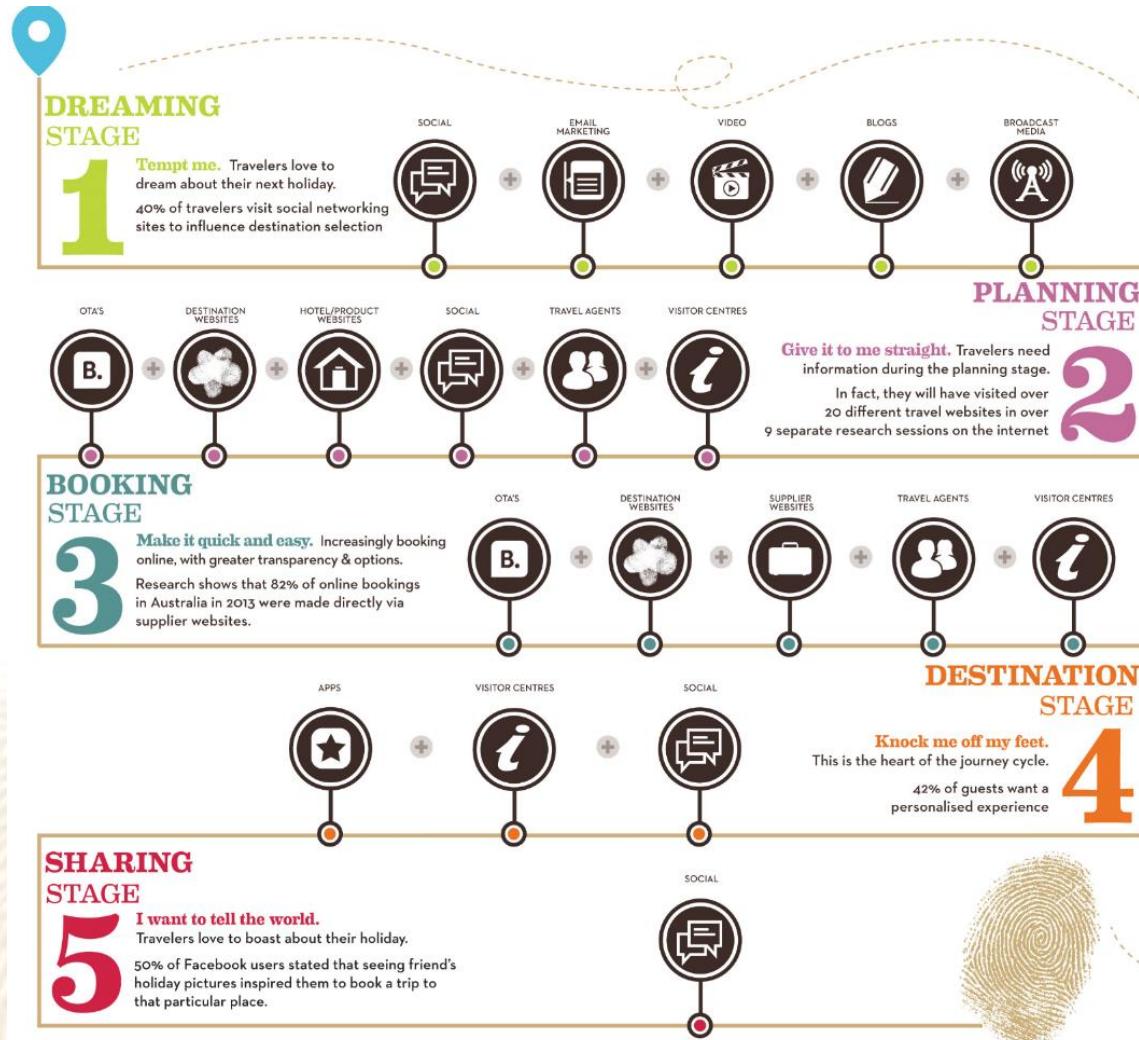


## 8. Content calendar

MRBTA will plan and organise content via a working spreadsheet, called the annual marketing calendar. The marketing calendar shows how and when all consumer content will be shared. It also includes activity such as behind the scenes website development and trade shows, which don't fall into the content bracket but which do help MRBTA to engage the consumer at different stages of the travel cycle.

## 9. Appendix

### 1. Travel cycle infographic



## 2. Tourism WA Archetypes

Tourism WA refers to four content archetypes that are used when planning and developing new content, these archetypes represent the central narrative characters that will be used in the TWA brand story. These archetypes are applied to the different categories of content produced to meet communication goals and objectives.

### The Poet:

This is the archetype who touches your feelings and beliefs, they are there to inspire and energise.

Content examples: Drone video content, photo stories, YMRR brand video

### The Preacher:

This is the archetype who takes you on a constant journey of discovery, providing answers to reassure you, and telling you about all the things that are waiting for you to discover.

Content examples: 'Round up' style feature articles, new product stories, explanatory social media posts

The Professor (performs the traditional marketing function):

This is the archetype who speaks to your interests and passions, they help you get excited and do the things that matter to you.

Content examples: Special focus features, long form video

The Promoter (performs the traditional visitor servicing function):

This is the archetype who helps you plan and organise, and addresses people's informational needs and wants.

Content examples: Short form 'how to' video, itineraries

TWA legacy subscribers. Lots of domestic subscribers are repeat visitors.

### 3. Tourism WA's content pillars, themes and content funnel

#### Content Pillars and Themes

To create a content planning framework addressing our audience's information needs, three overarching content pillars will be developed:

1. **PILLAR 1 - Inspire:** To provide our target audience with social evidence and stories, to provide reinforcement from peers. *Single and Multi-Experience Films | Moments | User-generated Content*
2. **PILLAR 2 - Insights:** To provide our target audience with destination insights, to reassure and educate. *Destination Features | Special Interest Features | First Person Journeys*
3. **PILLAR 3 - Doability:** To provide our target audience with information to understand our complicated product. *Checklists | Guides | Itineraries | Infographics*

These pillars will draw on seven themes, which will provide classifications and categories for content, in order to tag, measure, evaluate, optimise and target content activity across digital platforms.

<b>PRIMARY CONTENT THEMES</b>	Aquatic & Coastal   Nature & Landscape   Wildlife Encounters   Food, Wine & Relaxed Luxury
<b>SECONDARY THEMES</b>	Indigenous Experiences   Events & Festival Experiences

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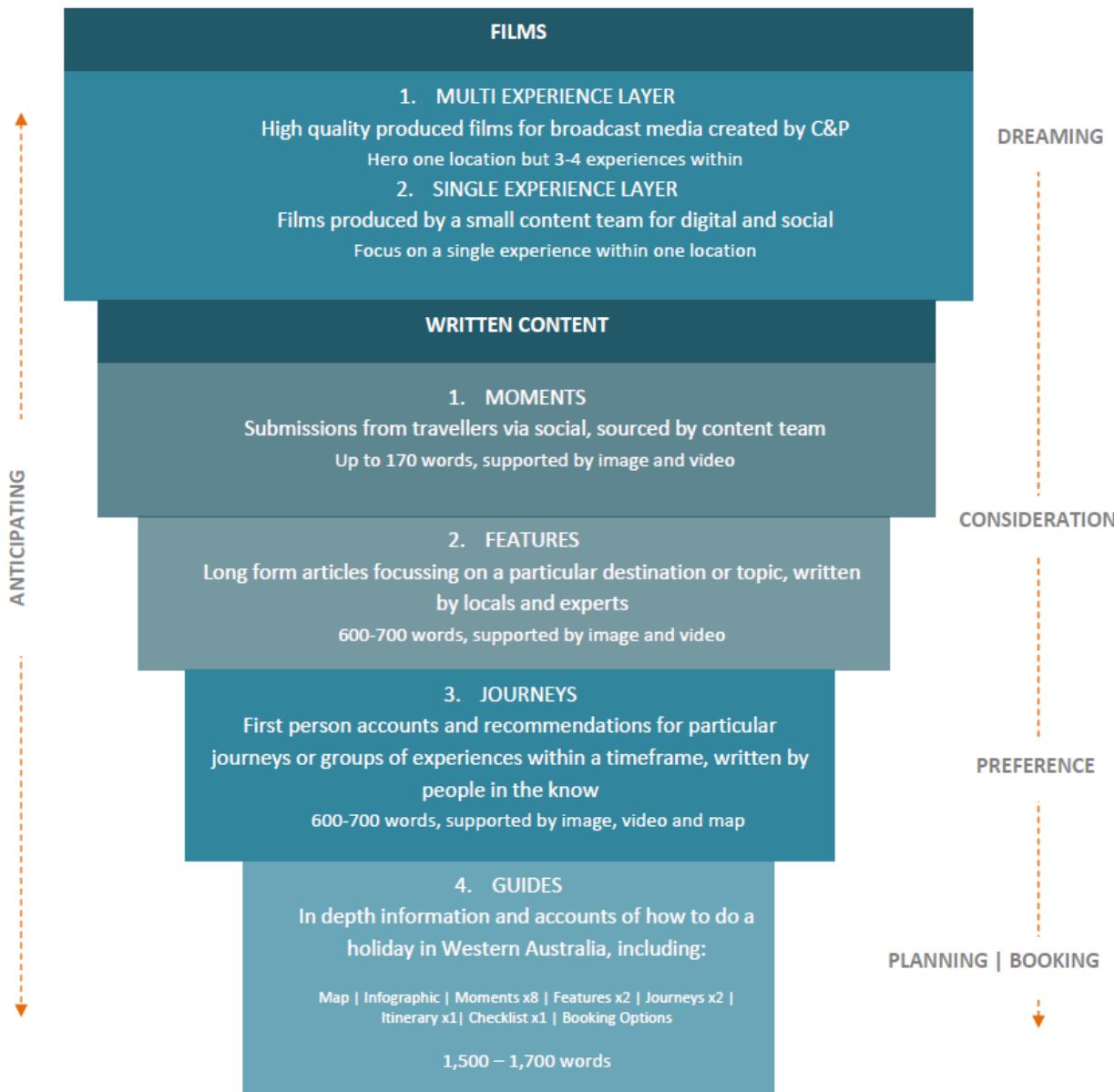
In addition to these and through insights from recent research undertaken by TNS, Tourism WA has identified two additional supplementary themes for content marketing activity. These represent the less-traditional content areas we will develop content for. They are the themes through which we talk about topics related to travel, beyond the destination experience.

<b>SUPPLEMENTARY CONTENT THEMES</b>	The importance of a holiday   Travel Tips
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These pillars and themes will form the framework for future content development, and will be evident in all new content created.

## New Content Development

 Figure. 2



## 4. Australia's South West content creation strategy

BRAND VISION							
Inspire and entice all curious travellers to visit Australia's South West more often and stay longer							
POSITIONING STATEMENT							
Australia's South West a destination of diversity. A place that lets you easily experience world-class food and wine, spectacular coastline and the solitude of ancient forests all at once.							
TARGET AUDIENCE:	BENEFITS		VALUES & PERSONALITY				
People who are naturally curious and value more individual experiences that are a little off the beaten track.  We call them DD's and Experience Seekers.	<b>Relaxed Awe</b> Easy going, open attitude means people feel relaxed, and welcomed, whilst experiencing extraordinary.	<b>Multi-Layered Experiences</b> Multiple experiences, leaving people feeling enriched and recharged.	Authentic Natural Unpretentious Optimistic Spirited				
RATIONAL ATTRIBUTES							
<b>So Diverse</b> we are a place people can continually keep discovering.	<b>Unspoilt Nature</b> Clear skies and water in landscapes that are unspoilt.	<b>Extraordinary Experiences</b> Many experiences unique to ASW.	<b>Uncomplicated</b> More accessible and easy to travel	<b>SIGNIFIERS</b> The light and colours of ASW Font (style) ASW logo 'Experience Extraordinary'			
Objectives							
To present Australia's South West Australia's South West a destination of diversity. A place that lets you easily experience world-class wine, spectacular coastline and the solitude of ancient forests all at once.  Inspire and entice all international, interstate and intrastate visitors to visit Australia's South West more often and stay longer							
Content Pillars	Journeys of Diversity & Discovery (Stories)	Unspoilt Nature (places)	Aspirational Experiences	Accessible Adventure (Doability of the region)			
Brand Filters	Authentic & unpretentious	Optimistic & spirited	Trusted & reliable	Inspirational & creative			
Themes	Eat & Drink	Arts, History & Culture	Adventure & Outdoors	Relax & Reconnect	Nature & Wildlife		
Archetypes (how we talk to our audience)	The Poet (Why – feelings & beliefs)	The Professor (You – interests & passions)	The Preacher (Reassure)	The Promoter (Doability)			
Content Formats	Long-form editorial (2,000 + words)	Medium-form editorial (500-1,000 words)	Short Form (100-300 words)	Snapshot (140 characters)	Itineraries/trails/maps/info graphic/listical		
Distribution Channels	Social Media	E-newsletter	Website	Collateral	Media		
					Industry stakeholders		

## 5. Sample flowchart for sharing content with industry partners

