

# 2018 CONTENT MARKETING PLAN



FOCUS: UNIQUE ASSETS

FOCUS: EXPERIENCE

FOCUS: IMAGES (good ones)

FOCUS: THE GUY IN NEW YORK

FOCUS: START AT THE BEGINNING

FOCUS: GOOD DESIGN

FOCUS: EVERGREEN



# CONTENT SOURCES

OWNED

Tourism Commission

EARNED

Travel Writers

User Generated Content

Other 3<sup>rd</sup> Parties

PAID

Advertising

# DISTRIBUTION

Blog/Website

Consumer Email

Industry Email

Social Media

VTC Website

VTC Compass

Coastal VA Website

Paid Media

ESVA Tourism Industry

# PILLARS

Events

Itineraries

Outdoors

Arts

Culinary

Shopping

History

Where to Stay

Groups, Weddings

Family, Kids, Pet Friendly

# STRATEGY

Regional

Events

Tours, Itineraries

Curation

Strong Visuals

Highlight Unique Assets

Shoulder Season Growth

Search Engine Optimization

Leverage Other Marketing Programs

# FACEBOOK

## WEEKLY

Upcoming Events

Photo of the Week

Website Push

Blog Push

Curated Posts

# INSTAGRAM

Three X Week

Focus on UGC - Community

Rotate Regional Focus

#visitesva



# 2018 EDITORIAL CALENDAR



# WINTER

Romantic Getaways

Historic Sites

Black History Month

Self-Guided Gallery/Artisan Trail

Cozy Places to Stay

Second-Hand Shops

Gourmet Markets

Plan Your Wedding

Antique Shopping

Winter Birding

Winter Hikes

Seafood Grocers

Raw Bars

Winter Getaways

# SPRING

Glamping & Camping  
Offbeat Places to Stay  
Ferry to Tangier Island  
Where to Stay, Rentals  
Vacations w Kids  
Pet Friendly Vacations  
Bookstores, Literary Trail  
Chincoteague Pony Tours  
Food Trucks  
Farmer's Markets  
Restaurants on the Water  
Six Beaches  
Ten Kayaking Trips  
Bike the ESVA  
Garden Tour  
Horseback Riding  
Boating the Chesapeake  
Plan Your Wedding  
Five Places to Play Golf  
On Stage on the ESVA

# SUMMER

Interesting Places to Stay

Art, Artisan Trail

Tours on the Water

See the Ponies Anytime

Travel on the Cheap

On Stage on the ESVA

Culinary Tours

Best Boutiques

The Wild Barrier Islands

Pet Friendly Vacation

Outdoor Patios

Six Beaches

Bicycling the ESVA

Where to Stay/B&Bs

Where to Stay/Boutique Hotels

Wine & Beer Tour

Farmer's Markets

Boating the Chesapeake

Five Places to Play Golf

# FALL

Fall Oyster Roasts

Tours on the Water

Culinary Tours

Birding Hotspot

Fall Fishing

Boating the Chesapeake

Vacation Rentals Offseason

Unusual Places to Stay

Holiday Shopping

Farmer's Markets

Boutiques

Budget Friendly Getaways

Eight Outdoor Adventures

Ten Kayak Trips

Top Ten Breakfast Spots

Five Places to Play Golf