

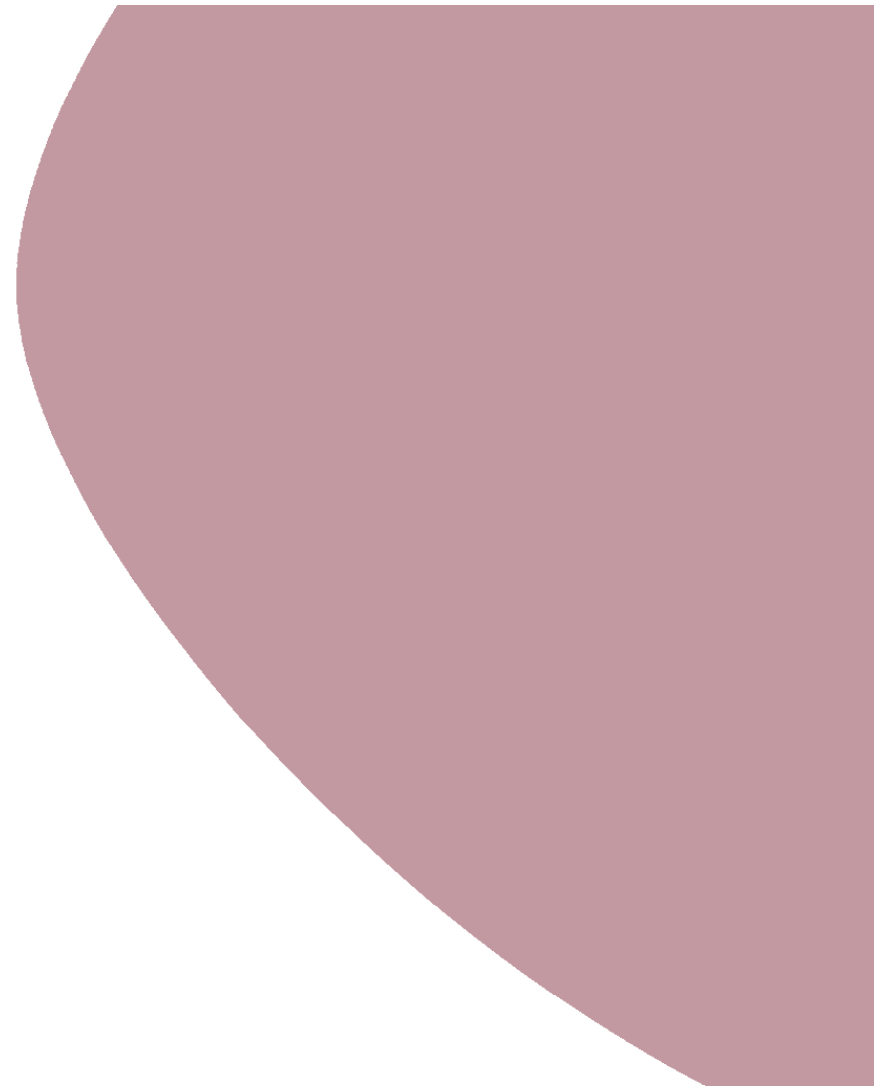


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# Content Marketing

Creating Content for Travel



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- Regional Director, Caliber ME
- Former Head of Content, Caliber UK
- Award winning content marketer
- Former copywriter
- Worked with TUI, Tesco, Ebay, Ticketmaster and more



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## Content Marketing Clients - Caliber



# What We're Launching



# What We're Going to Talk About

- What is content marketing?
- Why do we do it?
- Is content marketing suited for travel?

# What is Content Marketing?



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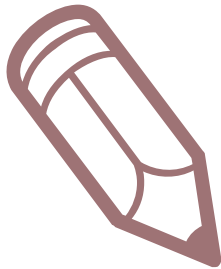
Define: Content Marketing (noun)

kən'tent/ 'mɑ:kɪtɪŋ/

The use of content to produce a desired consumer action. Including social shares, brand affinity, links and eventually conversions.

Content marketing is **non-commercial**. It is focused on **helping your customers**, not selling your product.

**But what is content?** Engaging. Useful.



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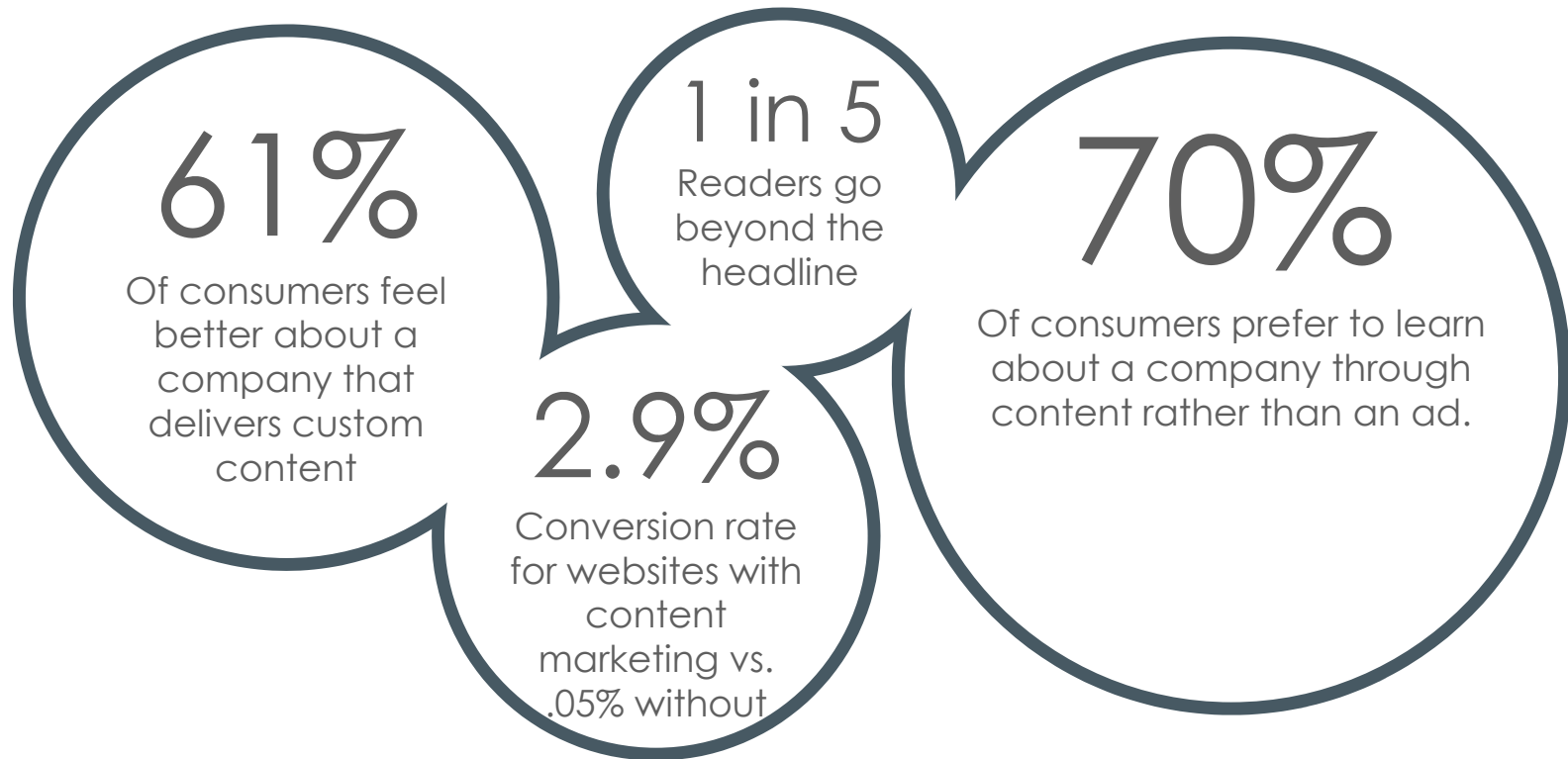




Why Do We Do It?



## Some Numbers



## Content Marketing for conversions and publications



## Case Study: Conflict of Pinterest

- HTML 5 experience
- Published on Mashable, TTG, Daily Mail, Huffington Post
- 70,000+ social interactions
- 4 award wins





# Content Marketing in Travel



Travel is one of the most engaging topics we have



To move, to breathe, to fly,  
to float

To gain all while you give

To roam the roads of land Remote

To travel is to live...

- Hans Christian Andersen



Consumers love content about travel.  
Content marketing and travel are perfect for each other  
...at least we aren't selling paper





## Case Study: TravelerVIP

- Content led business
- Strong content partnerships
- Arabic content
- Focus upon brand proposition and target market





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# talk to us



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