



Customers Crave Content

Pleasance Coddington – Cheapflights – World Travel Market 2015

Let's talk about content

Thunder and Lightning. Enter three Witches. Cheapflights➔



1. *W*hen shall we three meet againe?

In Thunder, Lightning, or in Raine?

2. When the Hurley-burley's done,
When the Battaille's lost, and wonne.

3. That will be ere the set of Sunne.

1. Where the place?

2. Vpon the Heath.

3. There to meet with *Macbeth*.

1. I come, *Gray-Malkin*.

All. Padock calls anon: faire is foule, and foule is faire,
Houer through the fogge and filthie ayre. *Exeunt.*





CITIES

WORTH VISITING

JUST FOR THEIR AIRPORTS






Now let's talk about content marketing

Sorry

marketing

[**mahr**-ki-ting]

 **Spell**

 Syllables

[Synonyms](#)

[Examples](#)

[Word Origin](#)

noun

1. the act of buying or selling in a **market**.
2. the total of activities involved in the transfer of goods from the producer or seller to the **consumer** or **buyer**, including advertising, shipping, storing, and selling.

The thing about
content...





**Content marketing
has a low barrier
to entry...**

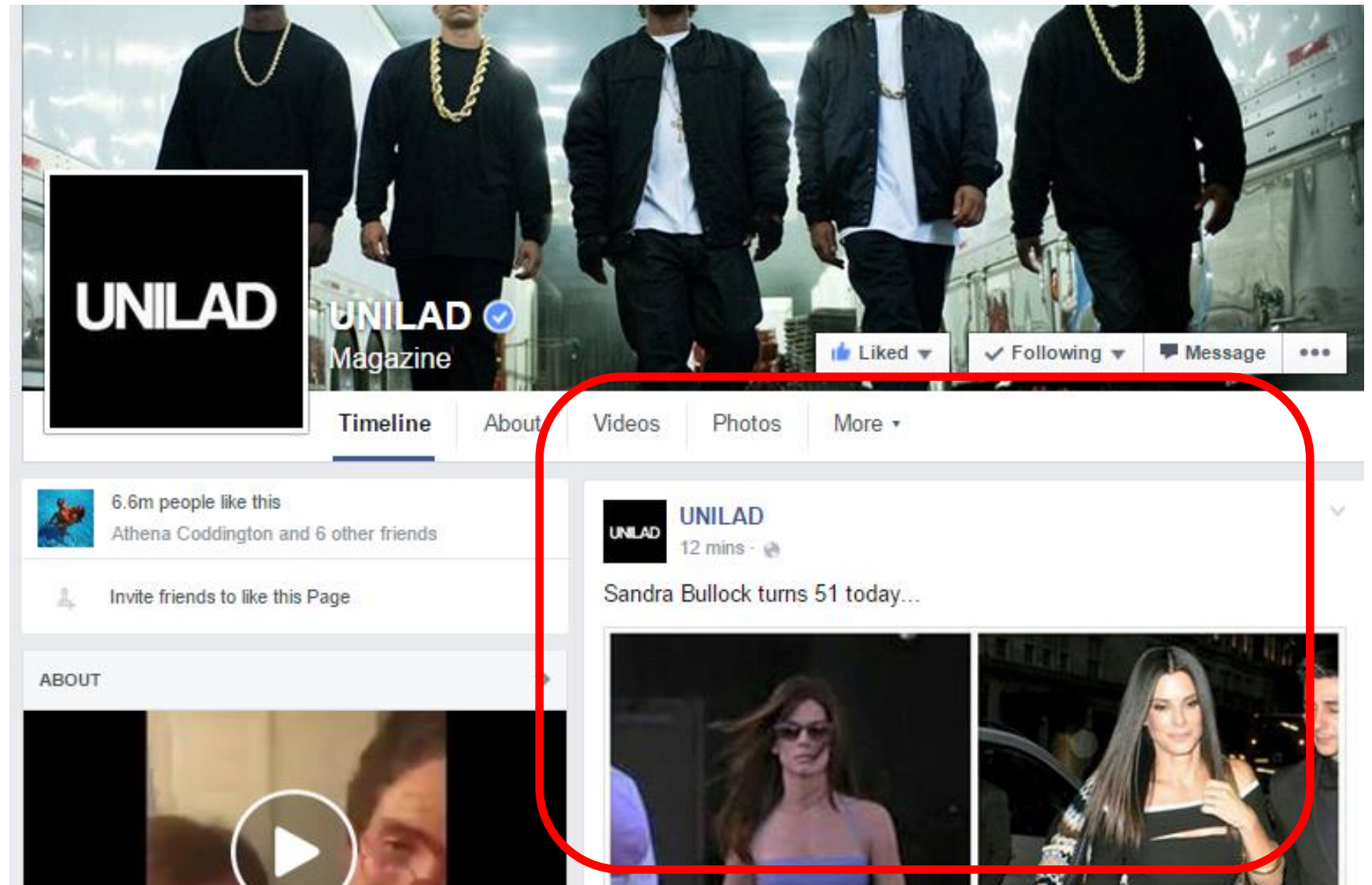
Gasp

Sorry



Just ask UNILAD

like



Or Metro...

like


The screenshot shows the Metro.co.uk website. At the top, the 'METRO' logo is in large orange letters. To its right, a black banner contains the text 'NEWS... BUT NOT AS YOU KNOW IT' in yellow. Below the logo, '53.3M' is written in large pink letters, followed by 'SHARES' in smaller black text. To the right of the logo are Facebook and Twitter social media icons. Below the logo is a navigation bar with links: HOME, NEWS (highlighted in yellow), SPORT, ENTERTAINMENT, LIFESTYLE, and MORE with a dropdown arrow. Below this is a secondary navigation bar with links: UK, WORLD, WEIRD, and TECH. The main headline is 'Welfare cuts have forced Josie Cunningham into work' in large black font. Below the headline is a small circular profile picture of Matt Payton, followed by the text 'Matt Payton for Metro.co.uk' and 'Sunday 26 Jul 2015 3:42 pm'. Below the article information is a row of social media sharing buttons for Facebook, Twitter, Google+, and Email, followed by a black button with the number '697'. Below the article is a large image of a woman (Josie Cunningham) with dark hair, looking slightly to the side. To the right of the main article is a vertical advertisement for 'WARDIAN LONDON' featuring a modern building and the text 'ECOWORLD BALLYMORE'. Below the advertisement is a yellow box with the text 'MUST READ' and three small thumbnail images showing various scenes.

Or ASOS

like

like

like




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3.6m people like this

Kaye Southam and 22 other friends






Invite friends to like this Page

ABOUT

Welcome to the official ASOS Facebook! Get ready for all of the LOLs.

<http://asos.do/p3RFnb>

PHOTOS








SORRY, I CAN'T
HEAR YOU OVER
THE VOLUME OF
MY HAIR.

Post

Write something...


Post



ASOS

7 hrs · 🌐

Because sometimes a pug puppy playing with cotton wool is all your fragile brain can take





Taming the beast



Let's talk about infrastructure



Let's talk about design

Planning, producing, publishing & promoting



Cheapflights

August 16, 2014 ·

A peek behind the curtain: First class kits unpacked >>>



Behind the curtain: Airline amenity kits unpacked | Cheapflights

Our team of travel experts looked through, tested, photographed and rated 48 economy, business and first-class airline amenity kits from 27 top airlines.

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Bling-tastic bags, luxurious lip balms and sumptuous slippers: Inside the First Class vanity bags that reveal how the other half fly

By ROSCOE SPILL
PUBLISHED: 10:32 EST, 20 August 2014 | UPDATED: 23:02 EST, 16 July 2015

Share

237

For passengers lucky enough to be flying First or Business Class with Emirates, Qatar or Etihad, lavish gifts are in store. The airline's vanity bags have been voted the best in the world. However, those travelling with Air Canada, Condor and Iberia are not in for such a treat - their amenity kits have been ranked the worst.

Forty-eight vanity bags from economy, business and First Classes from 27 of the world's top airlines have been rated on a scale of one to six - with one ranked as 'taxing' and six as 'fly me to the moon.'

Just five airlines achieved a six-star review: Emirates, Etihad, Japan Airlines, Qatar and United Airlines - while Air Canada, Condor and Iberia were awarded just three stars.

Middle Eastern and Far Eastern airlines dominated the top 10 - with none of the best amenity kits coming from European airlines. Only one US airline earned the full six-star rating.


Scroll down for video



What does that look like in real life?

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EVERYDAY MONEY AIRLINES

Two of America's Most Expensive Airports Just Became the Cheapest



Steve Allen—Alamy

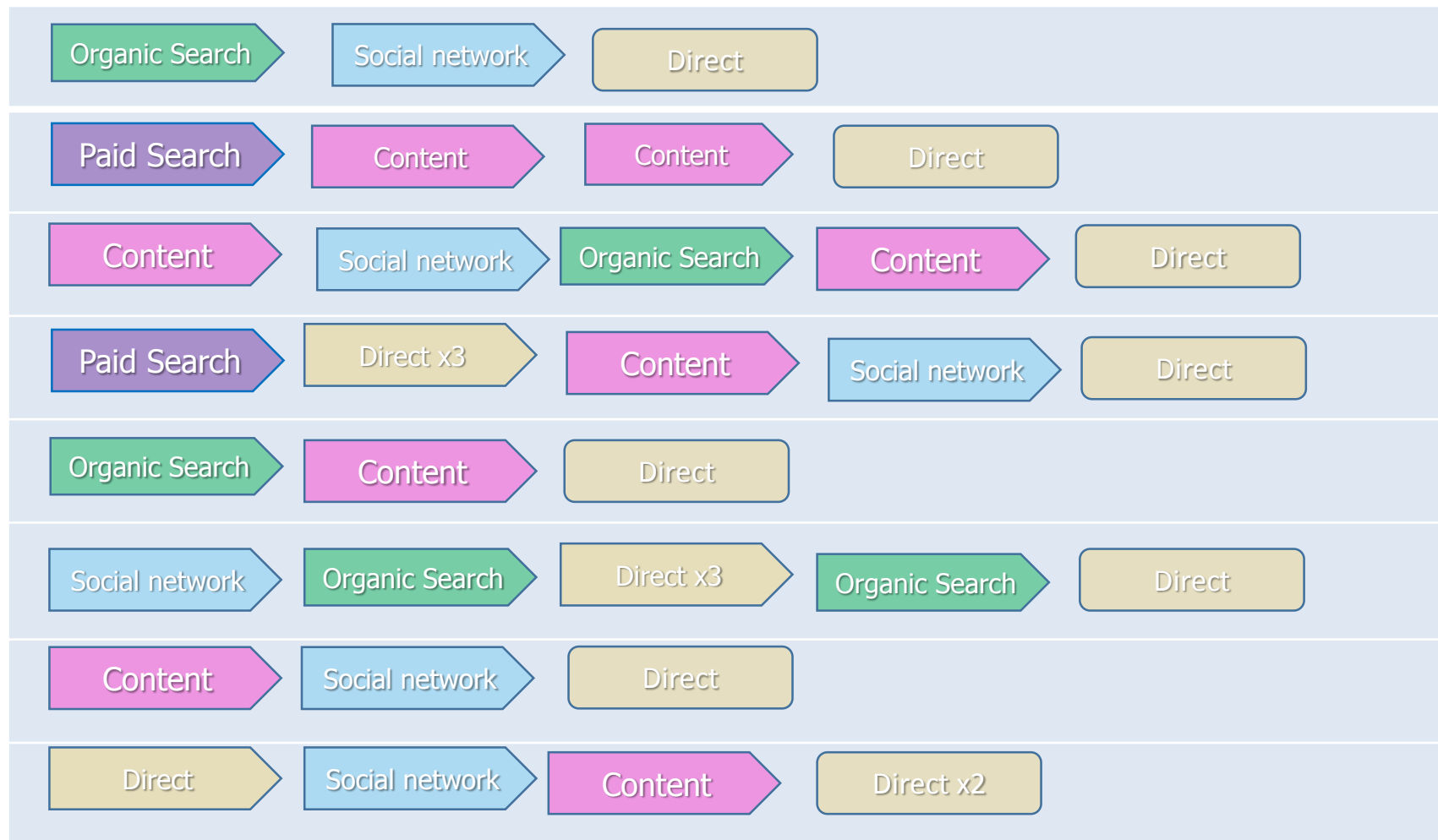


Delta Airlines passenger jet and service truck at Atlanta International Airport.

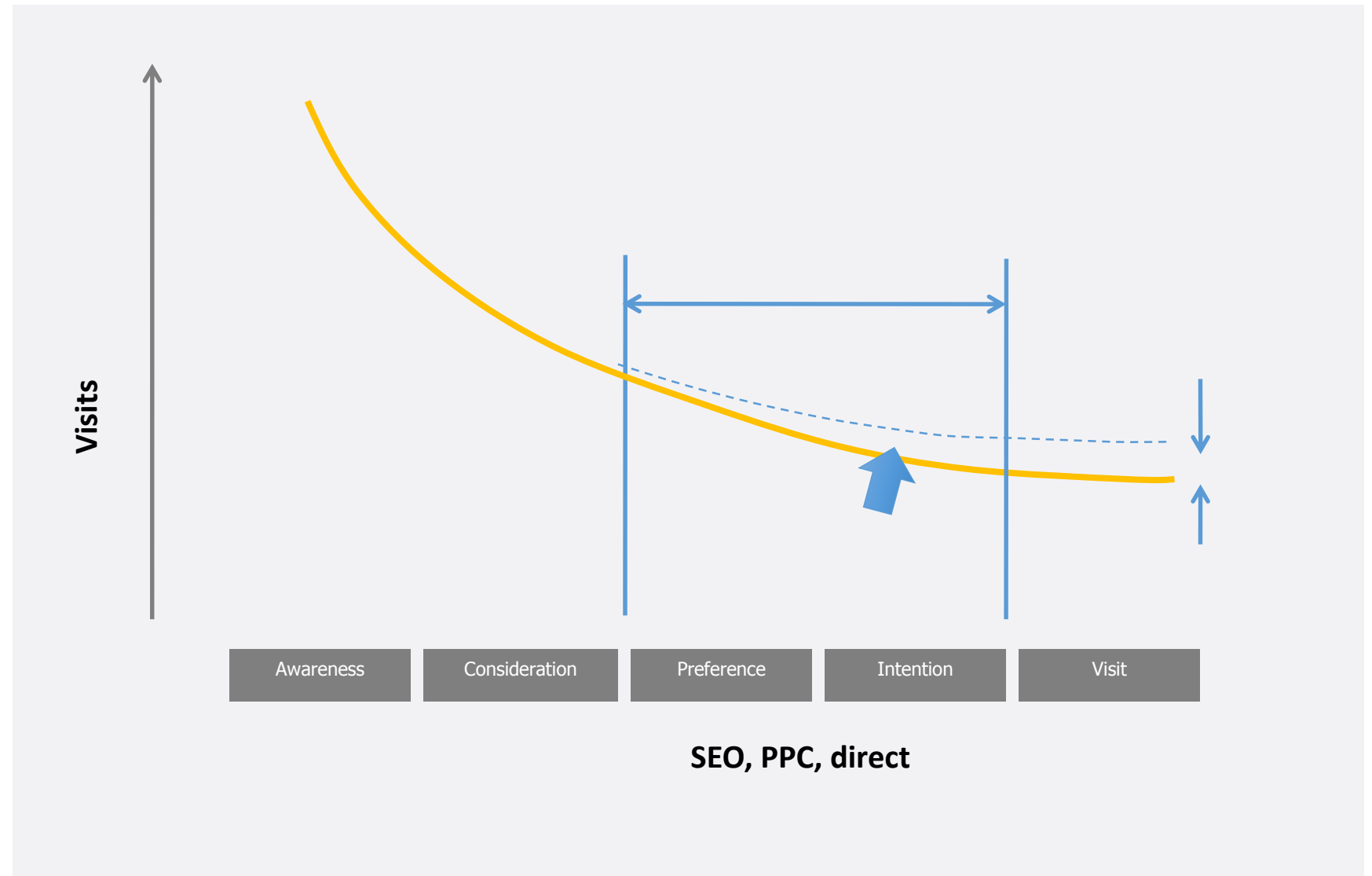
Northern Kentucky (CVG) and Atlanta (ATL), where average domestic fares run \$199 and \$231, respectively. Last year, CVG and ATL ranked #77 and #74 in the country in terms of average flight prices. Several other big cities made significant leaps in terms of affordability ranking too: Chicago-O'Hare, Philadelphia, New York-LaGuardia, and Cleveland all landed in the top 10 in 2015, while none was ranked higher than #31 a year ago.

What does that mean for the business?

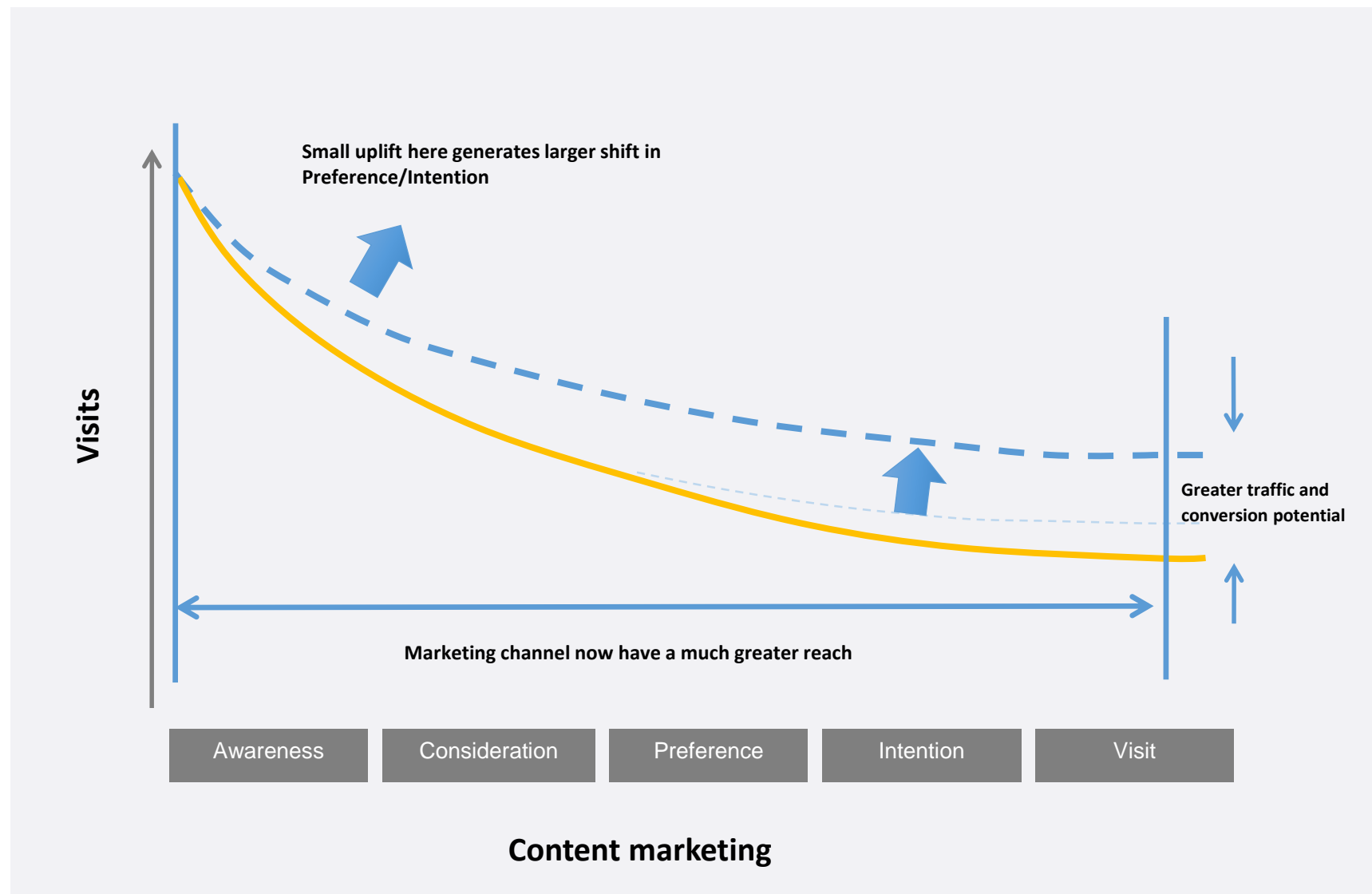
The hidden impact of content on the path to conversion



Travel purchasing funnel



Travel purchasing funnel





Thank you. @Cheapflights @iPleasance

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