

Connect

Complete Content Marketing

Connect Complete is a comprehensive digital content marketing program that uses rich content to increase engagement on your website, on social media and in email marketing in order to drive more traffic to your site and increase brand awareness. The program has three main stages: insights and planning, program execution, and evaluation and analysis. Here's a breakdown of what you get during each phase.

Insights and Planning



Program Execution



Evaluation and Analysis

Online Reputation Audit

An analysis of online mentions about your brand on social and review sites. Gain a full understanding of how your brand performs "in the wild." What resonates? What doesn't? Build your content strategy on a solid foundation.

SEO Audit

A review of how well your site is optimized for search, revealing issues with visibility, links, images, content, meta data and more.

Content Strategy Recommendations

After reviewing all audits, Connect Travel will map out a content strategy for all elements of the campaign, which include native content creation, email marketing and social media marketing.

Content Calendar

Connect Travel will draft a content calendar to track all elements of your campaign with deadlines, launch dates and focus topics.

Native Content Creation

Our award-winning editorial staff works collaboratively with you to create six original content pieces in line with marketing initiatives for publication on your site and distribution through email and social media.

Email Marketing

Our team creates a custom template to be used for one newsletter per month, tailored to drive digital engagement. Connect manages the development, deployment and subscriber list for this email.

Social Media Marketing

Connect works with you to create a content strategy for social media, focused on driving traffic to your native content pieces and increasing engagement on up to three social platforms through a mix of paid and organic posts. Our content managers then help with execution by scheduling and managing posting.

Monthly Progress Reports

Connect provides you with monthly progress reports that show you how the different elements of your campaign performed for the month prior. The reports highlight campaign successes and room for improvement.

End-of-Year Analysis

During the final month of your campaign, the Connect staff prepares a comprehensive campaign report that looks at the results for the entire program.

Campaign Renewal Recommendations

The final campaign report lists key takeaways from the first year of the Connect Complete campaign and makes recommendations for improvements, changes and strategy adjustments.