

# Connect

## Content Activation

At Connect, we strive to immerse your audience in your story, not just deliver your content. The narrative we communicate about your destination, hotel or service will resonate with your audience—not only engaging them but also enticing them. Connect has an award-winning editorial staff who can work collaboratively with you to help showcase your offerings with content pieces that are authentic, complementary to your brand marketing initiatives, and written according to SEO best practices. See how Connect can help you tell your story and position you as the expert resource in travel.

### What is Connect's Approach to Content?

Content activation is that perfect hybrid of paid media, SEM and organic content marketing. We believe a well-written article or blog post on your website should entertain, inform and make your readers want to hit the “share” button to send it out to their social networks. We want to position your organization as the leading provider of rich information within your competitive set. Our content aims to build trust with readers and, as a result, create more traffic and more visitors. Our content gives readers and potential visitors an insider’s look into your destination, property or service. Above all, we want it to be authentic and relevant.

### What Does the Program Include?

- Custom content written according to ever-evolving SEO best practices
- Collaborative writing and editing process between the client and Connect’s writing team
- Key guidelines for posting content
- Guaranteed clicks and guaranteed readers
- Content headlines activated from premium lifestyle, travel and news websites including CNN, Food Networks, Outdoor Adventure, Fodor’s, Travel + Leisure, USA Today and more
- Quality traffic to your site that increases overall time on site
- Campaign reporting that reveals actions taken by readers once on-site

### Key Benefits:

- You own the content even after the activation campaign is complete.
- You are able to convey more about your destination or property in a longer format with more creative control and flexibility.
- Stories are written so they’re easily shareable on social media.
- Content is written to remove specific dates if possible, extending the share window.
- Native content does not just repeat the organization’s branding and marketing message. It represents the message as part of larger content themes.

