Vermont Content Marketing Co-op
“Stories are how we think. They are how we make meaning of life. Call them schemes, scripts, cognitive maps, mental models, metaphors, or narratives. Stories are how we explain how things work, how we make decisions, how we justify our decisions, how we persuade others, how we understand our place in the world, create our identities, and define and teach social values.”

- Psychology Today
Positive Emotions
Positive Emotions

HAPPINESS
enjoyment
pride
AFFECTION
LOVE
contentment
RELIEF
interest
joy
Positive Emotions
Amplified Storytelling

Transformational editorial that focuses on experiences

Multi-sensory design that engages readers

Videos and images complement stories

Instant connection allows readers to share over social media

Audiences are carefully curated according to finely-tuned targeting
View your destination through the VISITOR’s eyes

Capture those unique visitor stories. They’ll inspire others!

Promote stories on content networks to build readership and attract new audiences

Share stories on social media to encourage conversation

Storytelling 101 RECAP
What Next?

You’ve told your story.
And the traveler learned what makes you unique.
A portion of those travelers would consider visiting your region.

...But what now?

Have you followed up with the visitor?
Did you show the visitor listings related to the story?
Suggest an itinerary?
Can you make them an offer?
Follow the Consumer: from **STORY** thru **FUNNEL**

- **Awareness**
  - Content
  - Targeted Display
- **Consideration**
  - Search Engine Marketing (SEM)
  - Retargeting
  - Travel Guide
- **Planning**
  - Listings
  - Itineraries
  - Travel Deals
- **Booking**
Use the visitor’s web browsing behavior to influence the creative you send to them, and **bring them BACK!**

**Incoming Audiences from Content Networks**

- **Dining Story**  •  Dining RT
- **Outdoor Story**  •  Outdoor RT
- **Lodging Story**  •  Lodging RT
- **Attraction Story**  •  Attraction RT
- **Shopping Story**  •  Shopping RT

**Destination Website**

**BABY COME BACK..**

memecrunch.com
State Co-operative Campaign

CO-OP with state = marketing campaign opportunities
• 1 or 2 stories
• Dedicated retargeting creative
• Audience measurement & data
• Premium publication placement
• Social media extensions
Q&A

Jasmine Bigelow
Director of Marketing
Stowe Area Association

SLOPES IN STOWE

Getting some serious family playtime in wintry Vermont

My wife, Megan, and I had a trip in the Stowe area. In fact, we even got to ski at Stowe, one of our favorite ski areas. We arrived on a February day, and the snow was perfect for skiing. The slopes were covered with fresh powder, and the sun was shining. It was a dream-like experience. We love Stowe because of its beautiful scenery, friendly people, and the perfect weather conditions.

Alpine adventure

But our skiing trip also included a visit to the Museum of Vermont. An interesting thing to note is how the highlands and valleys create a beautiful landscape.

Alpine skiing was important to our family, and we loved exploring the trails. We visited Stratton, one of the most popular ski areas, and enjoyed the perfect weather and stunning views.

Tour tip: "If you’re looking for a unique skiing experience, Stowe is the place to be. With its picturesque scenery, friendly people, and great weather, it’s a perfect destination for families and couples alike."

Choose Your Experience

Vermont is a perfect destination for families and couples alike. It offers a wide range of activities, from skiing and snowboarding to culture and the arts. Whether you’re looking for a romantic getaway or a fun family trip, Vermont has something for everyone.
Results

Digital Campaign Impact on Website:

- Impressions: 7,819,828
- Prospecting CTR: .16%
- Retargeting CTR: .19%
- SEM CTR: 3.38% (2.74% industry avg)
- YouTube Campaign: 29.86% view rate
- Content Distribution: 3,087,724 (.1% CTR, 95% new)
- Social Media: 75,000 (.9% CTR)

Sessions: +12%
Users: +11%
Page Views: +4%

268,268 VS 239,521
199,466 VS 179,395
797,695 VS 760,358