



Welcome

Session B8- Tourism Foundations:  
Media is the Mediator between Tourism & Society:  
Editorial Content vs. Marketing, Promotions &  
Advertising  
3:45pm – 5:00pm

To receive a Certificate of Completion, please provide information requested in the session sign-in sheet for each session attended



**AIANTA**

American Indian Alaska Native  
Tourism Association





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**ALBUQUERQUE**  
CHANGE YOUR PERSPECTIVE

Media is the Mediator  
between Tourism &  
Society: Editorial Content  
vs. Marketing,  
Promotions &  
Advertising

## About Me

Brenna Moore

PR & Communications Manager for  
Visit Albuquerque

- *Responsible for public and media relations*
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## ➤ About ➤ Visit Albuquerque

The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a convention and visitor destination.

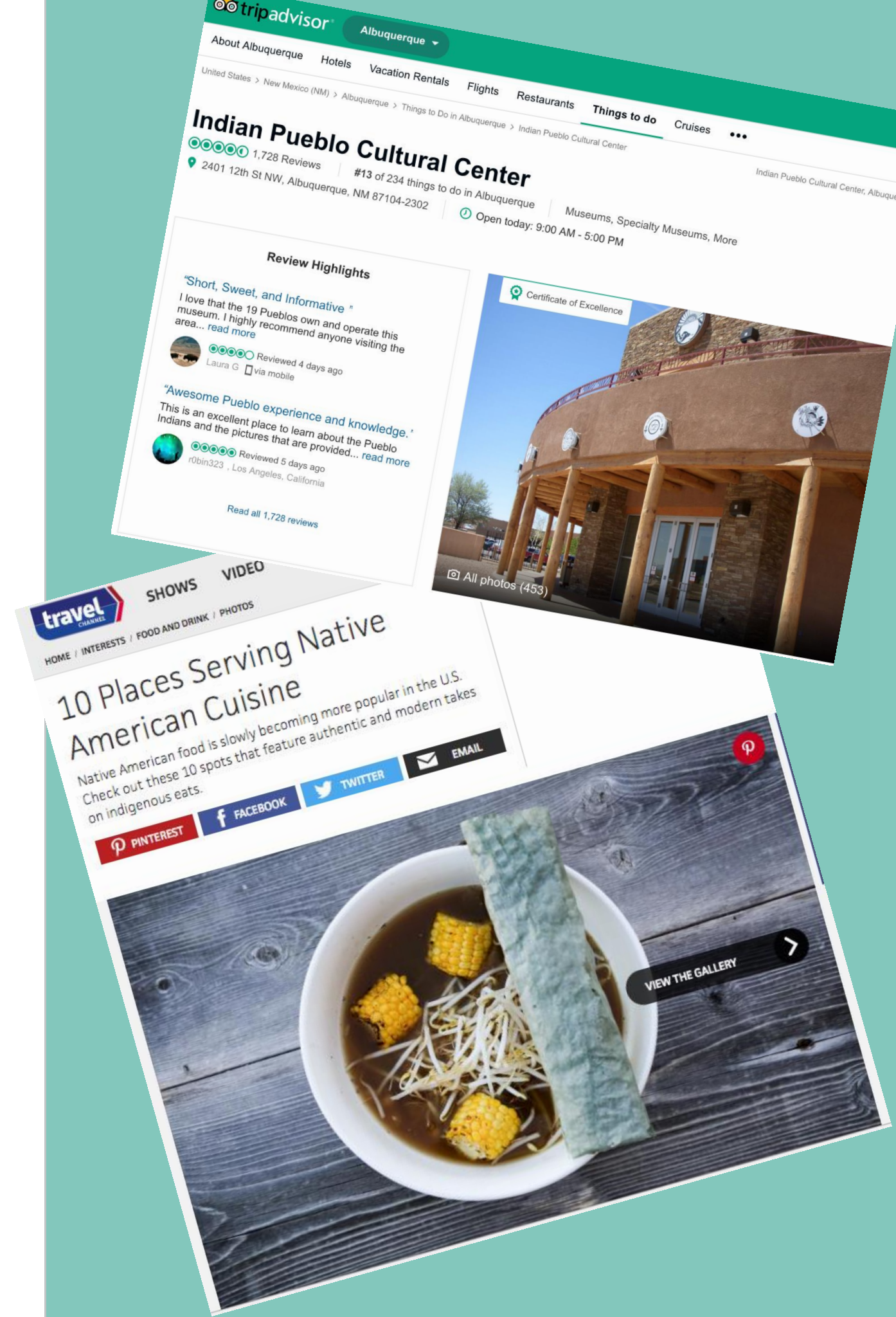


# What is Earned Media?

# Basics: Earned Media & Editorial Content

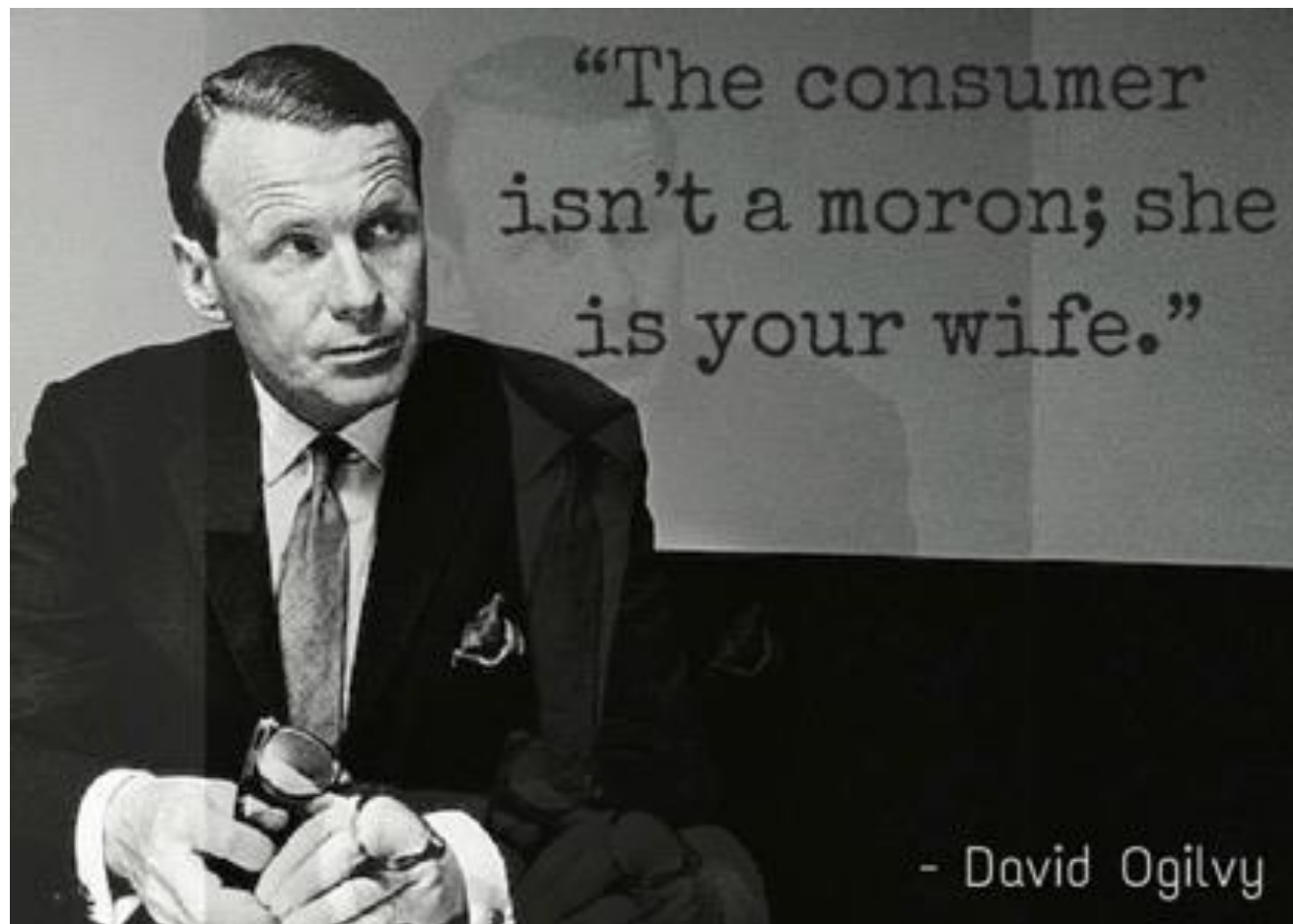
Earned media is publicity gained without payment, and includes:

- 1) Traditional exposure (mentions in the media) earned through PR and media relations efforts
- 2) Customer reviews (TripAdvisor, Yelp) and word-of-mouth
- 3) Content shares
- 4) Social media interactions
- 5) Influencers



# Why Earned Media?

## ➤ Benefits of ➤ Earned Media



- Free
- Authentic (most trusted by readers/consumers)
- Higher conversions/ROI
- Ability to build lasting brand loyalty

→ Important component of a comprehensive marketing approach



# How to Implement Earned Media into Your Marketing Strategy

## ➤ Identify Goals and Objectives

- Specific
- Measurable
- Attainable
- Realistic
- Time-bound



### → Examples:

*Overarching: Increase out-of-state visitation by 6% year-over-year*

*PR-specific: Achieve mentions in 20 national outlets in FY19*



## ➤ Define Your Target Audience

- Allows you to create actionable content that appeals to a particular market segment
- Helps to build awareness/trust among potential customers
- Remember that your audience is who they are, not who you want them to be

### TARGET AUDIENCES



#### INTREPID TRAVELERS

- Male Dominant
- Ages 35-54
- Average income: \$70k/yr
- Outdoor Recreation Enthusiasts
- Interests: Biking, Hiking, Rafting, Rock Climbing, Skiing, Snowboarding, Breweries



#### FRIENDLY FAMILIES

- Female Dominant
- Ages 35+
- Average income: \$75k/yr
- Children in the household
- Travels 2x or more each year
- Interests: Cuisine, Culture, Travel, History, Outdoor Recreation



#### PRUDENT BOOMERS

- Female Dominant
- Ages 45-65
- Average income: \$75k/yr
- Travels 2x or more each year
- Interests: Cuisine, Culture, Travel, History, Outdoor Recreation

## ➤ Identify Topics of Interest

- Brainstorm topics/trends that appeal to target audience(s)
  - *Utilize editorial calendars*
- Tell a story
- Think like a journalist
  - *Newsworthy, timely, unique, etc.*





## ➤ Determine Channels & Resources

- Decide which distribution channels work for you
  - *Web, email, social, PR\*, etc.*
- Use a multi-platform approach
  - *Spread your message/campaign across several platforms and create content with this in mind*
- Utilize other marketing disciplines, like influencer marketing
  - *Local communities*
  - *Micro-influencers*

*\*Press release handout available*



## ➤ Collaborate & Build Relationships

- Work with brand ambassadors
  - *Have consumers/followers create content for you*
- Build relationships/partnerships
  - *Community, stakeholders and media partners (writers, influencers, etc.)*
- Brainstorm often with industry experts





## ➤ Measure & Evaluate

- Analyze against SMART goals
- Measure success
  - *Metrics include impressions, engagement, mentions, lead generation, etc.*
- Utilize industry tools if able
  - *Cision, TrendKite*
- Take advantage of free options
  - *Google Alerts, Google Analytics*

## SWOT ANALYSIS



## ➤ PR-Specific Tactics

- Press Releases/Media Advisories

- *Anatomy of a Press Release handout and link:*

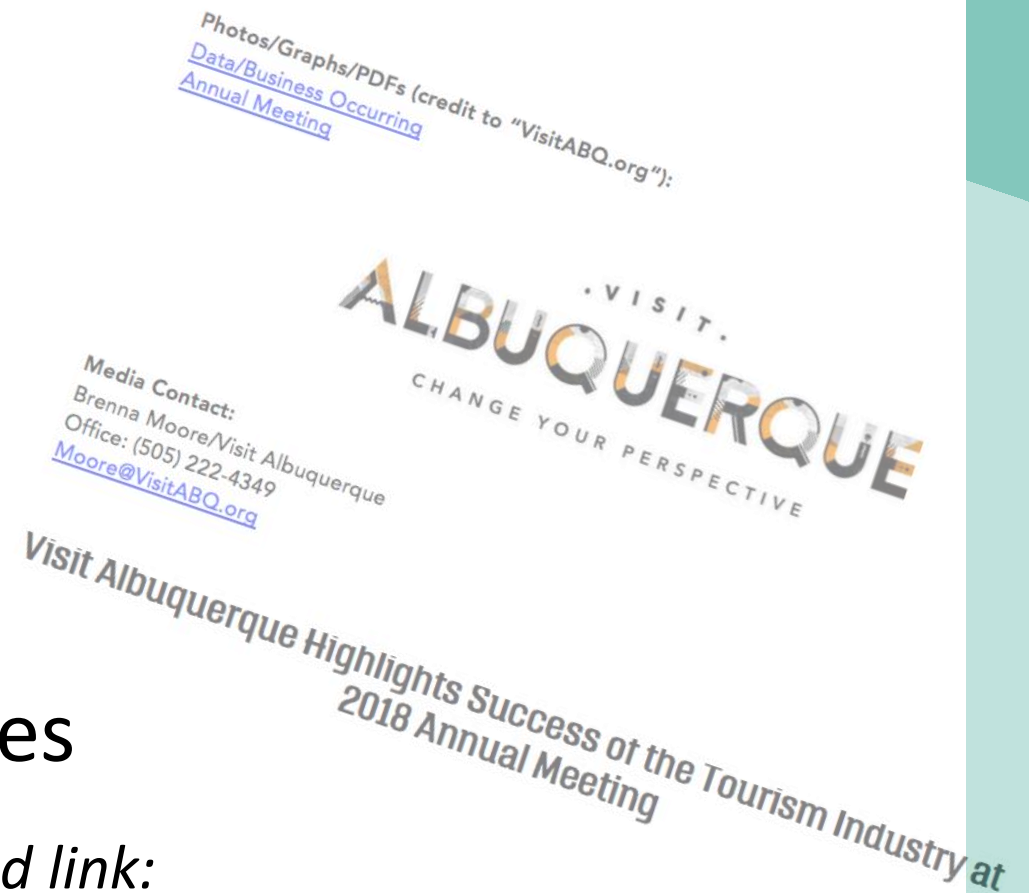
[https://static.prnasia.com/pro/marketing/whitepaper/201306/PRN\\_Tactical\\_Guide\\_for\\_Press\\_Release\\_Formatting.pdf](https://static.prnasia.com/pro/marketing/whitepaper/201306/PRN_Tactical_Guide_for_Press_Release_Formatting.pdf)

- Pitches

- *Quick, enticing subject line; concise but detailed; CTA; strong images*

- Media Relations

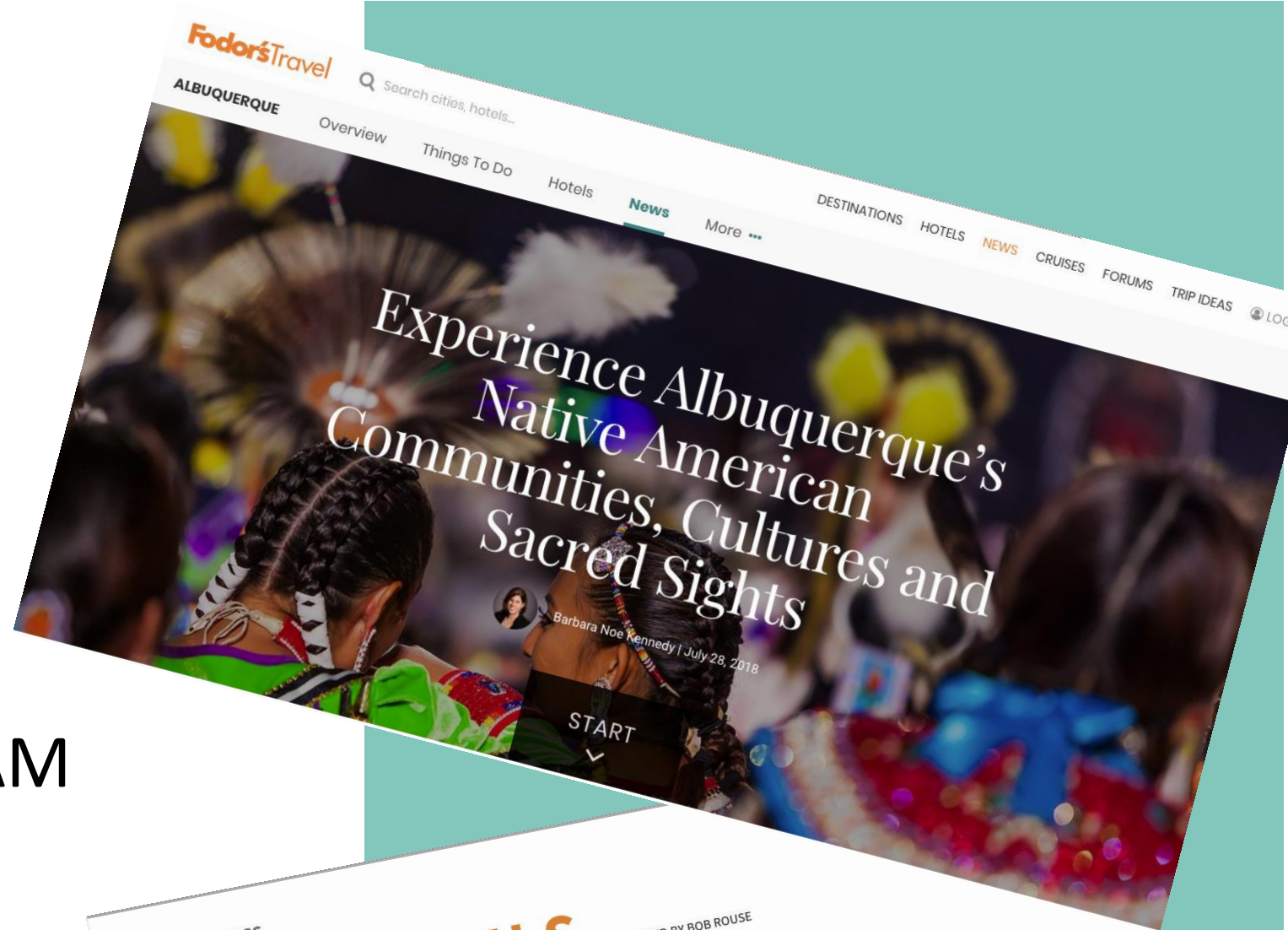
- *Press Trips/FAMs*
- *Media Missions*





## ➤ My Experiences/ Lessons Learned

- Native Albuquerque FAM
- Control the narrative
  - *Clear communication, fact check, follow up*
- Amplify the message





Questions?

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