

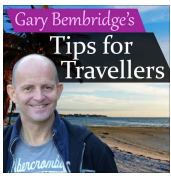
What is the difference between journalists and bloggers?

One is not “better” than the other. They do different things for different needs.
View of Gary Bembridge of tipsfortravellers.com

Journalists	Bloggers
PAID	PASSION
<ul style="list-style-type: none"> Earn a living writing and reporting, and are paid to cover a story. 	<ul style="list-style-type: none"> Very unlikely to earn a living from travel blogging alone. Usually have another job. More likely doing it out of passion for travel.
ONE CORE CONTENT EXPERTISE	MULTIPLE CONTENT SKILLS
<ul style="list-style-type: none"> Journalists write. Photographers take images. Video makers make video. Publishers publish. Etc. 	<ul style="list-style-type: none"> Multi-media content creators, publishers, designers, marketers & social media experts. Write & take own images for features, many also make video &/or audio. Publish on a site they design and host. Actively promote their content via SEO and Social Media.
UNBIASED	OPINION BASED
<ul style="list-style-type: none"> Expected to be unbiased and balanced. 	<ul style="list-style-type: none"> People who read travel blogs say they do so to hear opinions of travellers. Open to supporting travel partner’s objectives and marketing messages.
CONTENT LIMITATIONS	UNLIMITED CONTENT
<ul style="list-style-type: none"> Have to deliver to word counts of the publication, or media channel time segments. Tend to produce one article or feature per commission and trip. Content “shelf life” to that edition of the publication. 	<ul style="list-style-type: none"> Can produce as long, or as much, content as they want, based on how interested they are. Ability to create a series around a trip or topic: before, during and after. Content has long life, always available.
“PUSH” CONTENT	“RESPONSIVE” CONTENT
<ul style="list-style-type: none"> Commissions usually given by and feedback on content comes from editor Content, once published, has limited feedback direct from the audience to the content creator. 	<ul style="list-style-type: none"> Audience can (& will) tell before, during and after what they want – and can be interactive on trips. Get immediate feedback from audience on content via tracking stats, comments, “click-throughs”, “retweets”, “likes” etc - and so have to respond to what audience wants. Actively engage in conversations with audience (blog & social media). Able to update content as things change.
WORK TO PUBLISHING SCHEDULES	IMMEDIATE
<ul style="list-style-type: none"> Content goes through and has to comply with deadlines and publishing schedules 	<ul style="list-style-type: none"> Can react fast, and have content posted as it happens (e.g. issue arises – or during a trip).
MASS AUDIENCE	NICHE AUDIENCE
<ul style="list-style-type: none"> Even when writing for a segment, audience will often be more broad & larger (e.g. cruising) 	<ul style="list-style-type: none"> Usually generating content for niche audiences (e.g. mature women solo travellers).

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Why do travellers use travel blogs?

Reduce Risk

- Help to make better travel choices on where to go, and who to travel with.

Main reasons they read them

- To hear opinions of others about places they have visited.
- To get unbiased and honest reviews and opinions.

Most important content

- Real life, first hand advice and tips.

Main impact on travel decisions

- Confirm and reinforce a decision (validation of their choices).
- Help select a specific destination, travel company or provider, especially if undecided.

Why is it important to engage with bloggers?

Growing use and importance for travellers

- Growing in popularity with travellers, still relatively underused medium.
- Almost exclusively digital, at time when print media declining as use of digital content grows.
- Likely will become mainstream source of travel advice.

Influential in travel decisions

- Proven to play influential role in affecting travel supplier choices by those that use them.
- Engaged audiences that trust their opinions and recommendations.

Can deliver specific niche and target audiences

- Ability to deliver specific audiences you may want to talk to – ability to reach more efficiently.
- Close relationship with audiences, and know what they like. Can assist you develop messages.

Potential brand advocates

- Will support and expand on marketing objectives and messages if it fits with their audience.
- Can, and will be, on-going and passionate brand advocates if they like your offer.
- Engage in conversations on the blog & on social media with people interested in your brand.
- Will answer questions and give advice about your brand.
- Can provide feedback on what their audience thinks about your brand.

Content that complements other traditional media campaigns and coverage

- Speed – bloggers can get a message out fast if brand needs to.
- Building “buzz” – blogs are good at getting messages out to seed an event or travel activity.
- In-depth and series around a topic. As bloggers are unlimited in how much content they put out and when, they are able to build series around a topic before, during and after trips.
- Longevity of content. Content stays on a blog and often accessed well after the creation date.

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