



Content Strategy Worksheet

Creating Content for Travellers by Gary Bembridge

- <http://www.tipsfortravellers.com>
- <http://www.travelbloggerspodcast.com>
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Q1: What exactly is your content about?

Why is defining this important?

- It should drive your story “hook” and angle.

Tips?

- Be as specific on your focus area as possible.
- Be as single minded as possible – focus on one key topic area.
- Avoid being a generalist.
- Capture your focus in less than 10 words. The fewer & shorter the better.

Examples?

Brand examples:

- Olay Regenerist is about advanced, high performance facial anti-age skincare.

Blog examples

- 48HourAdventures.com is about short break guides and advice.
- Tipsfortravellers.com is about luxurious travel experiences on land & sea.
- Nomadicmatt.com is about travelling better, cheaper and longer.
- Thepointsguy.com is about the best way to collect, manage and redeem frequent traveler miles and points.

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Q2: Who exactly is your content for?

Why is defining this important?

- Helps to drive your story “hook” and angle.
- Many will have written about the same destination, place to stay or attraction. Understanding who you are creating content for helps you to find your angle – by looking at and covering the world “through their eyes”.

Tips?

- Be as specific on who your target audience is as possible.
- Think more of attitudes, their situation, interests, fears and beliefs than their demographics.
- Only include demographics if essential.

Examples?

Brand examples:

- Olay Regenerist is for women wanting visibly dramatic results – without having to resort to procedures.

Blog examples

- 48HourAdventures.com is for career focused people who love to travel, but can't get lots of time off work.
- Tipsfortravellers.com is for people who are looking for inspiration, advice and tips on finding the “must do” luxury travel experiences.
- Nomadicmatt.com is for travellers nervous about travelling for the first time, taking that first big trip or those heading somewhere who have absolutely no idea where to start.
- Thepointsguy.com is for people who travel a lot for work and want to know the best programs to accrue points, or have lots of frequent travel miles and are looking for best way to redeem them

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Q3: What specific content are you providing?

Why is defining this important?

- Focusing on giving your audience exactly what they want – and consistently so they always get the content they want.
- Consistent content approach helps build loyalty and familiarity.

Tips?

- Be as specific on what content you will be providing
- The main want by travellers is “real life advice and tips”.
- Understand exactly what your target audience really wants (e.g. surveys, meet and engage with them, Google Analytics, Facebook Insights, YouTube Insights etc).
- Find out what content your audience wants but cannot get elsewhere.
- Define things like format of content, or define the focus topics in your area.

Examples?

Brand examples:

- Olay Regenerist is specifically providing products that fix the facial aging needs that their audience is most concerned about.

Blog examples

- 48HourAdventures.com is specifically providing advice & tips on how to explore cities on your doorstep in a weekend (48 hours).
- Tipsfortravellers.com is specifically providing advice and tips on the “hottest”, “must see” and “sought after” luxury travel experiences.
- Nomadicmatt.com is specifically providing the most up-to-date travel information, tips and advice designed to keep people motivated to travel and help them to travel cheaper, better and longer.
- Thepointsguy.com is specifically providing advice and tips on the best way to earn, manage and redeem travel points.

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Q4: What makes your content different from the alternatives?

Why is defining this important?

- It is what you use to make every piece of content different to alternatives they can use.
- A reason for your audience to use and chose your content over others.

Tips?

- Be as specific on what makes you unique and different as you can be.
- Be single minded on the key reason you are different.
- The 2 key sentences to try and use start with “ONLY I” or “UNLIKE OTHERS I”

Examples?

Brand examples:

- Olay Regenerist is different as contains a unique ingredient and has more independent expert recommendation than any other.

Blog examples

- 48HourAdventures.com is unique and different as it shows you how to have amazing travel experiences when time is not on your side – and without having to quit your job.
- Tipsfortravellers.com is unique and different as draws on luxury travel experiences from travelling every month of every year for over 20 years.
- Nomadicmatt.com is unique and different as gives information, advice and tips Matt learnt since starting his travels in 2006 – travelling long term without a lot of money, without being tied down to a job and without being rich..
- Thepointsguy.com is unique and different as based on insider knowledge gained from collecting & using travel points to travel the world, and from consulting for airlines and travel providers on their loyalty programs.