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Transforming Marriott's Content Marketing: Marriott Traveler

Alex Edlund
Marriott

The leading industry event by digital marketers for digital marketers

INCEPTION OF MARRIOTT TRAVELER

1 A Hotel Company



2 "World's Favorite Travel Company"

3 Lift and shift perception

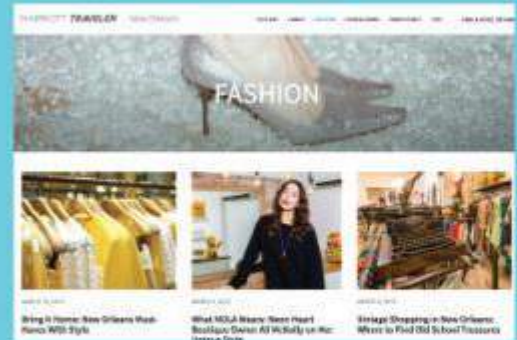


6 COMMERCE



MARRIOTT TRAVELER

CONTENT >> COMMUNITY >> COMMERCE



NEW ORLEANS

ORLANDO

CHICAGO

MARRIOTT TRAVELER: QUESTIONS BEFORE STARTING

1. CONTENT

What is our content strategy?

Who owns content creation?

Which destinations?

What are the content sources?

2. DISTRIBUTION

What is our distribution plan?

What mediums will we use to

distribute the content?

Sequencing and prioritization of content calendar?

5. OWNERSHIP

Who owns this project?

Who should be involved in this

project? **Who will lead this project?**

APPROACH

3. MEASUREMENT

Strategic Goals?

How will we track and measure success? **KPI's & Metrics?**

What is success?

4. TECHNOLOGY

Who are the technology providers?

Which platform will we use?

What tools and vendors do we need to accomplish this?

MARRIOTT TRAVELER: OUR APPROACH

Measurement: Lift and shift perception of Marriott as a travel brand, grow search visibility and commerce. KPI's include reach and engagement, search rankings and room night growth

Content: Three cities, New Orleans, Orlando and Chicago. Content Studio leads with influencers, brands and employees supporting

Ownership: Joint venture between Marriott Digital + Content Studio

Technology: Use more flexible CMS with current web analytics platform. Reach out to content creation platforms to scale initiative

Distribution: Balanced paid, owned and earned distribution strategy with emphasis in search, social and content discovery networks. Focus on marquee content with aggressive placement early launch



NEW ORLEANS

Experience New Orleans like a local, curated for you by Marriott

11:51 am ☀️ 84°F / 29°C



TRENDING NOW



CONTENT – Leading by Example

MARRIOTT *TRAVELER*

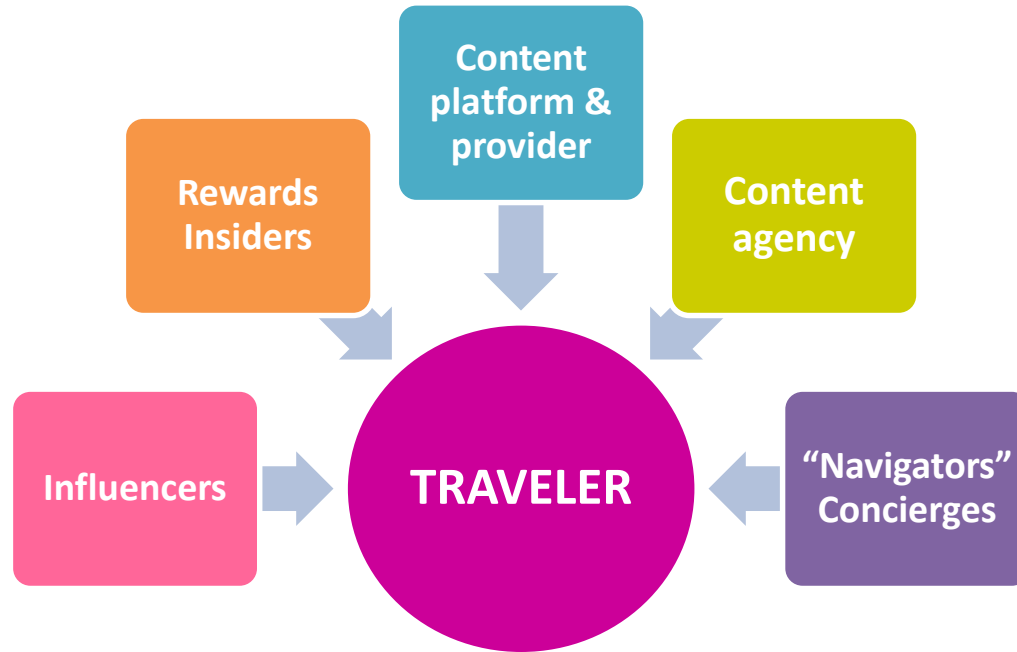
CONTENT: THE EXPERIENCE

To deliver content that tells a story of the different ways people can enjoy a city. We want the audience to discover cities the way the “coolest person you know” would experience it. And establish a platform with content that is fun, shareable and unique

Tone-of-voice embodies these areas:

- 1. Unexpected Content:** The writing is clever and authentic by sharing the secrets of the city
- 2. Authority of Cool:** We know thing and want them to be part of what’s cool
- 3. Like a local:** Our audience should travel like a local—without wasting time wondering
- 4. Rich media:** All types of content will feature imagery and highly “snackable” modules.

CONTENT: THE CONTENT CREATORS



CONTENT: EXAMPLES

HUB: Interview with Marriott Rewards Insiders to discover 'Free Fun for Kids in New Orleans'

HYGIENE: Infographics that will highlight 'The best places to run in Chicago' and Lists provided by Renaissance Concierges to feature '7 Refuges for Nature Lovers in New Orleans'

HERO: Sonia will travel across the city to help the travel discover well known and unexpected places. Infographics will also accompany this piece in addition to video

HERO



HUB



HYGIENE



CONTENT: SCHEDULE

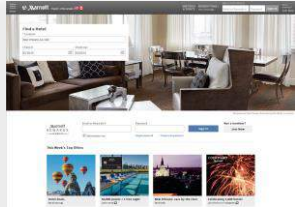
SUN	MON	TUE	WED	THU	FRI	SAT
29 01:00pm Stories 41-50 Unassigned 0/5	30 01:00pm New Orleans' Official Cocktail? Ask for a Sazerac Awaiting review 3/8	31 01:00pm A Live Music Spot's Guide to New Orleans Awaiting review 3/8	Apr 1	2 01:00pm Have to Work? 4 Terrific New Orleans WiFi Spots Awaiting review 3/8	3 01:00pm New Orleans Artist Heather Elizabeth On How She Makes Visitors' Favorite Ketchikakes Awaiting review 3/8	4
5	6 01:00pm Underground Sound: Bounce Music in New Orleans Awaiting review 3/8	7 01:00pm Best Handcrafted Cocktails in New Orleans Under review 3/8	8	9 01:00pm Infographic text: What's Your Most New Orleans Date? Awaiting review 3/8	10	11
12 01:00pm Stories 41-50 Unassigned 0/5	13	14 01:00pm Where to Find the Best Gumbo in New Orleans Awaiting review 4/8	15 01:00pm New Orleans Artist Heather Elizabeth On How She Makes Visitors' Favorite Ketchikakes Awaiting review 3/8	16	17 01:00pm Stories 5-10 Unassigned 0/5	18 01:00pm Stories 5-10 Unassigned 0/5
19	20 01:00pm How the Locals Eat (?) Under review 3/8	21	22	23 01:00pm Stories 5-10 Unassigned 0/5	24	25
26 01:00pm X Famous Movies Filmed in New Orleans Awaiting review 4/8	27	28	29 01:00pm Masterpieces: A Guide to New Orleans' Best Graffiti Art Being worked on 2/8	30	May 1 01:00pm Dog-Friendly New Orleans: Where to Eat, Sleep, and Play Awaiting review 4/8	2 01:00pm Stories 41-50 Unassigned 0/5
3	4 01:00pm Stories 41-50 Unassigned 0/5	5	6	7 01:00pm Stories 41-50 Unassigned 0/5	8 01:00pm In New Orleans, Brunch is Sacred. Here's Where to Go Awaiting review 3/8	9

DISTRIBUTION – Orchestration of Paid, Owned & Earned

MARRIOTT *TRAVELER*

DISTRIBUTION: Paid, Owned & Earned Media Plan

OWNED



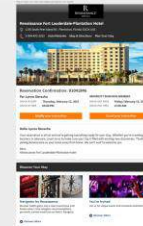
HOMEPAGE



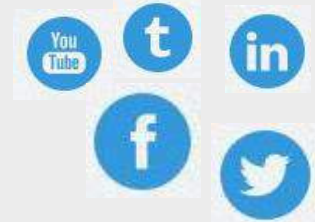
HOTEL PAGES



ENEWS



EMAIL



SOCIAL

PAID

Top NOLA Bakeries
travel.marriott.com
Find Out Where to Taste the Best
Traditional New Orleans Desserts

SEARCH



PAID SOCIAL



DIGITAL MAGAZINES



CONTENT
DISCOVERY



DISPLAY/NATIVE

EARNED



PUBLICITY



INDUSTRY ARTICLES



INFLUENCERS
AMPLIFICATION

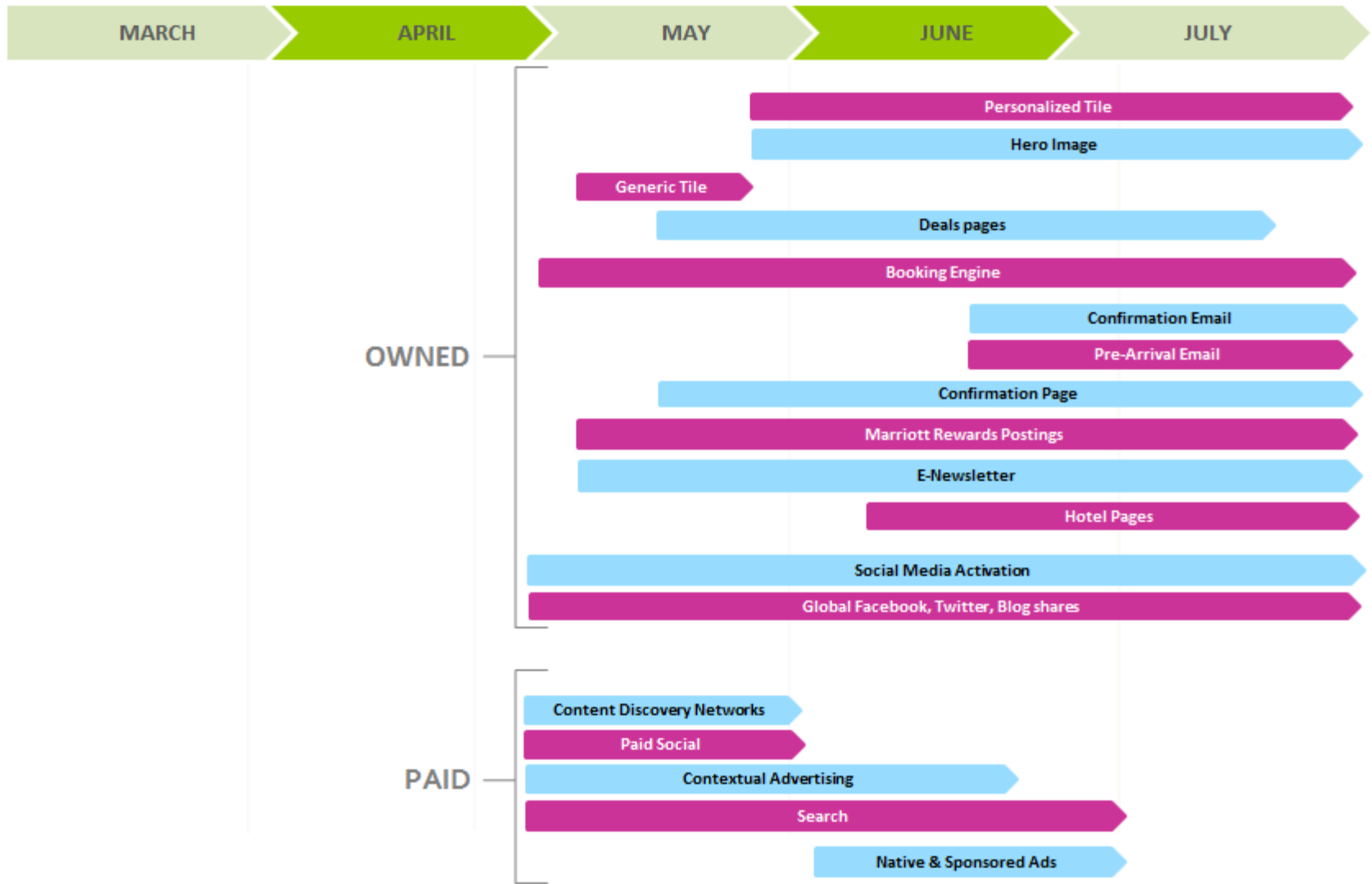


INSIDERS
COMMUNITY

OMG!
MARRIOTT
JUST BROKE
THE INTERNET..

SOCIAL BUZZ

DISTRIBUTION: Media Planning & Execution



DISTRIBUTION: Owned Media Example Highlights

EDITOR'S PICKS

Navigating New Orleans: Cory Ricks on the Secret Side of the Crescent City

by Emily Hingle



“ My genuine love for people and my son. It puts me into a position where I can serve those people and take care of my family.”

*Cory Ricks,
a Renaissance New Orleans Navigator and New Orleans native*



TRAVELCRAFT MAY 5, 2015

Are You Following Them? Best Chicago Twitter and Instagram Accounts

by Kiki Luthringshausen

Sure you can thumb through that green guide for things to do during your stay in Chicago. But the people that really know ...



FAMILY MAY 4, 2015

5 Totally Free Ways to Have Fun with the Kids in Chicago

by Samantha Lande

Kids may be small, but they're certainly expensive! Luckily, some of Chicago's best attractions are free -- or offer a special kid-friendly rate --



FOOD & DRINK MAY 3, 2015

6 Questions For Chicago "Plant-vangelist" Jessica Murnane

by Emily Filler

Jessica Murnane wears many hats, both literally and figuratively. The Ohio native and spirited entrepreneur has lived in Chicago for over a decade. Her ...

SPEAKING OF ... CHICAGO

Chicago's neighborhoods have always been the city's greatest strength.

— Jane Byrne



FIND A HOTEL ON MARRIOTT.COM

Where: Stay: Book:

CITIES:

CATEGORIES:

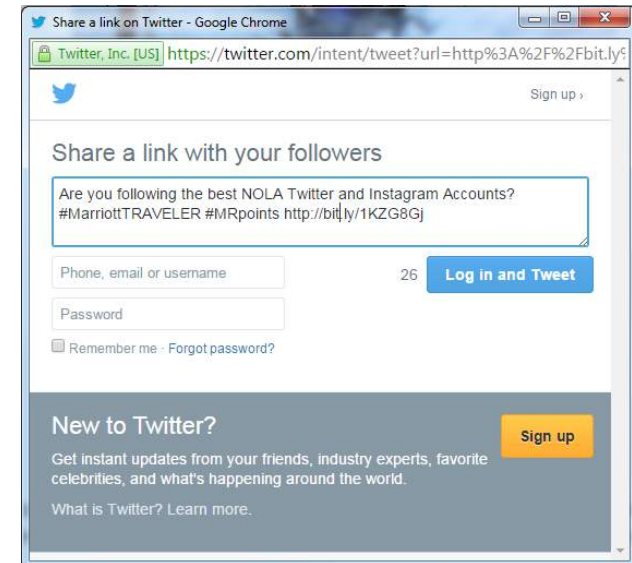
ABOUT MARRIOTT TRAVELER

Follow Us:

DISTRIBUTION: Owned Media Example Highlights

#MRpoints Activation

- Mobile enabled social experience that allows Marriott Rewards members to earn points for sharing Marriott content within their social networks



Photographer @frankrelle finds beauty in eccentricity.

Do you use Twitter or Instagram as your guide when you travel, or just as your travelogue? Share this story and tell us in a tweet, then get Marriott Rewards points. Use #MarriottTRAVELER #MRpoints and [register](#) to earn points instantly.

DISTRIBUTION: Paid Media Example Highlights

Google brunch orlando

About 42,700,000 results (0.32 seconds)

Orlando Brunch Spots - marriott.com
traveler.marriott.com/Orlando
 In Orlando, Brunch is Sacred. Here's Where to Go When in Town.
 Orlando Free For Kids Orlando Food Trucks
 Orlando Hiking Orlando Car Free

Brunch near orlando

Rating Price Hours

Dexter's of Thornton Park
 4.2 ★★★★★ 56 reviews - \$\$ - American
 E Washington St - Casual cafe for American fare
 Opens at 7:00 pm

OLV
 3.6 ★★★★★ 34 reviews - \$\$ - Cafe
 W Crystal Lake St - Modern cafe with a global menu & wine

Café Osceola
 4 reviews - \$\$ - American
 Universal Blvd - Resort's upscale-casual American buffet
 Opens at 3:30 pm

More brunch

Orlando Brunch Restaurants: 10Best Restaurant Reviews
www.10best.com/destinations/florida/orlando/restaurants/brunch/
 Get Orlando Brunch restaurants in Orlando, FL. Read the 10Best Orlando Brunch restaurant reviews and view users' Brunch restaurant ratings.

Google things to do in orlando

Web Maps Shopping Images Videos More Search tools

Orlando > Points of Interest

Things to Do in Orlando - Orlando's Official Tourism Website
www.visitorlando.com/things-to-do
 Find Things To Do While You're Here
 Visit Orlando has 1,231 followers on Google+
 Things to Do: Power Attractions, Free Visitor Guide, Theme Park Tickets

Orlando
 City in Florida
 Orlando, a city in central Florida, is home to more than a dozen theme parks. Chief among its claims to fame is Walt Disney World, comprised of 4 parks, including Magic Kingdom and Epcot, and 2 water parks. Another major player, Universal Orlando, offers 2 parks, Universal Studios and Islands of Adventure, with the Wizarding World of Harry Potter straddling both.
 Area: 110.7 mi² (286.7 km²)
 Weather: 85°F (29°C), Wind NW at 11 mph (18 km/h), 35% Humidity
 Hotels: 3-star averaging \$120, 5-star averaging \$350 View hotels
 Local time: Thursday, 1:56 PM
 Population: 255,483 (2013)
 Colleges and Universities: University of Central Florida, More

Chicago Gluten-Free - marriott.com
Ad.travel.marriott.com/Chicago
 Discover Our Curated List of Top Gluten-Free Spots in Chicago.

9 Fun, Kid-Friendly Things to Do in Chicago
 Chicago offers amazing adventures the whole family will adore. Here are nine of our favorite places to explore.
 Marriott Hotels & Resorts Sponsored

Google food trucks chicago

About 9,960,000 results (0.53 seconds)

Chicago Food Truck Finder
www.chicagofoodtruckfinder.com/
 First food trucks on the streets of Chicago by time and location. Results are updated in real time throughout the day.
 Weekly Schedule - Trucks - Boozy Spots - Timeline

Weekly Schedule - Chicago Food Truck Finder
www.chicagofoodtruckfinder.com/weekly-schedule/
 Weekly schedule of the most-popular food truck stops in Chicago.

Chicago Food Trucks | Roaming Hunger
roaminghunger.com/ch/
 Roaming Hunger is the hub for all things street food in Chicago. Find and follow all CHI food trucks and food carts live!

Chicago Food Truck Fest
www.chgofoodtruckfest.com/
 Wendy Williams pre-viewing Chicago Food Truck Feet at US Cellular Field. Chicago Food Truck Feet 2015. Dates: Saturday, June 27th & Sunday, June 28th, ...

18 Awesome Chicago Food Trucks | Chicago magazine ...
www.chicagomag.com/Radar/Dish/May-Chicago-Food-Trucks/
 Chicago - May 30, 2013 - Here's where to find the best food trucks in Chicago this summer, and what to order when you get to the window.

FoodTruckCorner: Chicago Food Trucks
www.foodtruckcorner.com/
 Find your favorite Chicago food trucks all in one place.

Chicago Food Trucks
traveler.marriott.com/Chicago
 Discover The Best Of Chicago Food Trucks and Where To Find Them.

Food Trucks Chicago
www.roscoewesterngarage.com/
 Food Trucks In Chicago
 Contact Us Today.

Food Trucks for Sale
www.customconcessionsusa.com/
 Create your own custom food truck and start your mobile vending sales

Starting A Food Truck?
www.j.org/vending/
 Before you start a mobile business, research the laws in your city.
 See your ad here >

Sponsored

Where to Find the Chicago Blues and Feel Real Good

Marriott Hotels & Resorts

More

DISTRIBUTION: Paid Media Example Highlights

The screenshot shows a 'Health' article page with the title '16 Ways to Lose Weight Fast'. A yellow box highlights the 'Promoted Stories' section, which contains two items: 'Orlando's Best Running Trails' by Marriott Traveler and 'Skillet Franks and Potatoes (Recipe)' by Hebrew National. Below the highlighted section, the main article text is visible, including a paragraph about healthy switch-ups and a 'Next' section. At the bottom, there are social media sharing icons and a newsletter sign-up button.

Health Go

Healthy & Happy | Diet & Fitness | Food & Recipes

16 Ways to Lose Weight Fast

Promoted Stories

Orlando's Best Running Trails
Marriott Traveler

Skillet Franks and Potatoes (Recipe)
Hebrew National

office and... healthy happy... progress... eating... lose...
This is a better way: Swap the all-or-nothing approach for one of two healthy switch-ups in your daily routine. "Doing this can lead to more weight loss than you ever imagined," says Marissa Lippert, RD, author of *The Cheater's Diet*.

In fact, we talked to readers who knocked off 10, 25, even 60 pounds with some easy tweaks. Borrow their slim-down secrets to transform your body the real-world way.

Next: Swap your go-to order

1 of 18

Promoted Stories

Orlando's Best Running Trails
Marriott Traveler

Skillet Franks and Potatoes (Recipe)
Hebrew National

Study Reveals Low-Calorie Sweetener Use Can Help Weight
The Skinny on Low Cal

Slow Cooker Beef and Broccoli
Ready Set, Eat

Recommended by Outbrain

Sign up for our FREE newsletters

The screenshot shows a mobile app interface with a 'Design' toggle and a 'PROMOTED' section. The featured article is '7 Orlando Tourist Traps to Avoid' by David K. Gibson, with a photo of alligators. The article text discusses what separates Orlando from other cities. At the bottom, there are social media icons and a 'VINTAGE' button.

Design

PROMOTED

#MARRIOTT TRAVELER **Marriott**
Marriott Traveler

7 Orlando Tourist Traps to Avoid

traveler.marriott.com · by David K. Gibson

(Photo: Malgorzata Litkowska/Shutterstock.com)

What separates Orlando from most other cities is its ability to separate tourists from their dollars. We've worked hard to make sure no one leaves ...

VINTAGE

MEASURED IMPACT – So what happened?

MARRIOTT *TRAVELER*

MARRIOTT TRAVELER KEY STATS

+61K SITE VISITS

+2K SOCIAL INSTANCES

+400 BOOKINGS
14 DAY PERIOD

AVERAGE ATTENTION TIME **1MIN 20s**

67% SMARTPHONE USERS:
7% TABLET 32% DESKTOP

MEASURED IMPACT: Driving awareness through earned

MARRIOTT TRAVELER

INDUSTRY FIRST TRAVEL LIFESTYLE PUBLICATION



TRANSPORT DESTINATIONS ROOMS DIGITAL

Trends Reports
Other Products
Shift Jobs
SKIFT Forum

Behind Today's Launch of Marriott's New Digital Travel Magazine

Greg Oates, Skift
@gregoates

The Washington Post

Capital Business

Marriott launches new travel guide site to woo younger travelers

Facebook Twitter LinkedIn Email +

Flash out-of-date

A Print 0

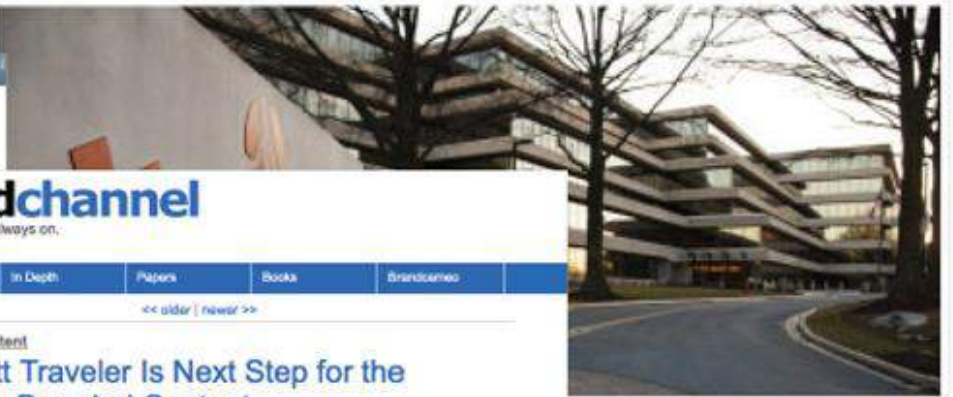


MediaPost News Events Awards Members More

Marriott Launches Online Travel Guide

by Tanya Gazdik Iwini, 10 hours ago

Comment



brandchannel

always branding, always on.

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branded content

Marriott Traveler Is Next Step for the Chain's Branded Content

Posted by Dale Buss on March 23, 2015

HOTELS

THE MAGAZINE OF THE WORLDWIDE HOTEL INDUSTRY

HOME EDITORIAL ARCHIVE BLOGS SUBSCRIBE

NEWS

Marriott launches digital magazine

Facebook Tweet LinkedIn Email ShareThis

Comment email editors Print



HotelChatter

'Marriott Traveler' Wants To Be Your Next Digital Destination Guide

NEW ORLEANS

WASHINGTON BUSINESS JOURNAL

News People Events Jobs Resources Store

With new digital magazine, Marriott aims to be world's largest publisher of traveler content

Mar 23, 2015, 2:54pm EDT | UPDATED: Mar 23, 2015, 5:20pm EDT

Sprint Business

MEASURED IMPACT: Search visibility

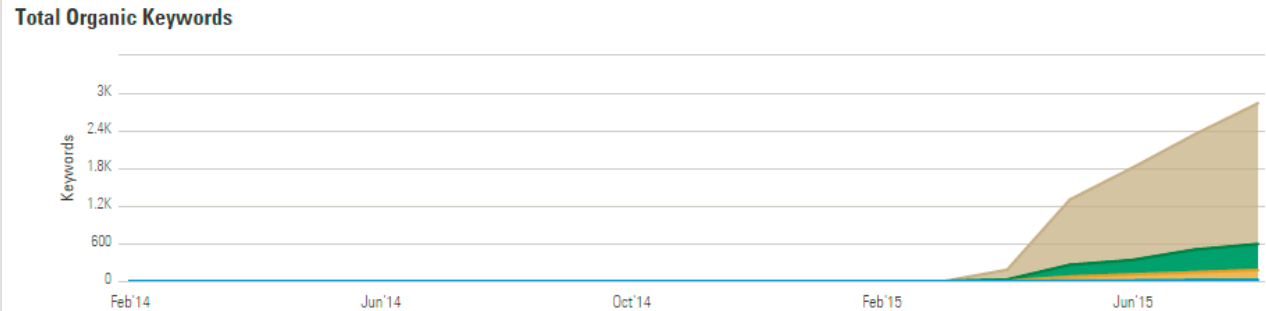
- Grew keyword rankings by 600+ in the first 30 days

Google US | traveler.marriott.com

Overview | High Ranking Keywords | Long Tail Keywords | Content Strategies | Site Comparison | Filter

Keyword	May Blend
sazerac	5
new orleans hamburger and seafood	7
traveler	3
antoine's new orleans	7
underground chicago	5
new orleans attractions	6
wishbone chicago	5
best desserts	9
world of bounce	5
new orleans voodoo	8
eater new orleans	17
free things to do in orlando	30
places to eat in new orleans	27
visit new orleans	32
sports fanatics	37
brunch new orleans	53
worknola	75
the dinner party	82
new orleans travel	35

171 ↓9% Data Cube Score - Search Vol x CTR | 2,837 ↑21% Total Organic Keywords | 19 ↑27% Ranked on Page 1 | 157 ↑26% Ranked on Page 2 | 415 ↑14% Ranked on Page 3



Keyword	May Blend	Ranking	Volume
eater new orleans	17	↑	84
free things to do in orlando	30	↑	71
places to eat in new orleans	27	↑	74
visit new orleans	32	↑	69
sports fanatics	37	↑	64
brunch new orleans	53	↑	48
worknola	75	↑	26
the dinner party	82	↑	19
new orleans travel	35	↑	66

- We are gaining search exposure for high volume keywords including **'New Orleans attractions'** and **'free things to do in Orlando'**

Source: Google, Yahoo, Google Analytics 3/25 – 5/30/15

MEASURED IMPACT: User feedback

“This content is DEFINITELY Millennial-driven and is so great! Especially since Marriott is trying to re-brand itself as a travel company, and not just a hotel company.”

“In the past it felt like Marriott was more concerned with selling rooms than travel experiences.”



69% agreed it was easy to navigate around the site

We should take away the Marriott branding.

13 Lessons Learned – How to make it all work better

MARRIOTT *TRAVELER*

1. Know who is owning the project

2. Have a clear project manager

3. Plan meticulously

4. It will never go as planned

5. So be ready to fail fast and react

6. Paid distribution is important, but you've got to earn it

7. Make the content rich and repurposable

8. Think mobile first

9. Clearly define success metrics

10. Create authentic content

11. Listen and monitor your readers feedback

12. Turn your customers into brand advocates

13. Think long-term

LESSONS LEARNED: The 13 Things You Need to Know

1. Know who is owning the project
2. Have a clear project manager
3. Plan meticulously
4. It will never go as planned
5. So ready to fail fast and react
6. Paid distribution is important, but you've got to earn it
7. Make the content rich and purposable
8. Think mobile first
9. Clearly define success metrics
10. Create authentic content
11. Listen and monitor your readers feedback
12. Turn your customers into brand advocates
13. Think long-term

Share

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Transforming Marriott's Content Marketing: Marriott Traveler

The leading industry event by digital marketers for digital marketers