

MAKE YOUR CAIRNGORMS CONTENT KING: TOP TEN CONTENT HITS

Cairngorms
Business
Partnership

Your Local
Chamber of Commerce
Working for You





1. LEVERAGE CBP'S CHANNELS

Ensure you are aware of, and tapping into, the mix of print and online channels created by CBP, including VisitCairngorms, SnowRoads and What's On.

Facebook

VisitCairngorms FB engagement rate was 28% in September 2019 with 64K followers.

A good tip, which some members miss, is when you organise an event, co-host it with us, which means it's shared with our large audience. Also, we get a lot of requests to share content, so to maximise your chance of getting us to share your content on our channels, create good marketing materials. For instance, if you're running an event, it's easier to quickly create an attractive flyer on free websites such as Canva. Make sure you send us a jpeg or png, rather than a pdf.

Instagram

VisitCairngorms has 24K followers, SnowRoads has 1.1K. 96% of travellers go to Instagram when thinking about destinations to visit. Remember to mention us, tag us and use the #visitcairngorms and #snowroads hashtags. Mention us in your stories so we can share on our stories. Bear in mind that the SnowRoads is a new brand for us, which we are looking to grow, and so we are particularly keen to repost SnowRoads content. Use at least 10 hashtags, a mix of high traffic and niche ones, to extend your coverage. Remember that, while the main shots are usually brochure-like perfect pics, there is more scope on the stories to be a bit more informal, laid back and show your fun side.

Retargeting

We're just starting to do trials with members around Facebook retargeting with promising results, so if you're interested in trialling this with us, do get in touch. The huge advantage of retargeting is that it delivers members with warm leads, further down the sales funnel.





Consumer Newsletter

This goes out to 43K consumers approx every month. This is a great channel for offers and promotions. It's sent to people who've expressed an interest in visiting or have previously visited the Cairngorms so they are warm leads.

Member Newsletter

This goes out to 480+ businesses locally. It's a great channel to raise awareness amongst the business community of developments such as new legislation, important news or other community matters. It's also an ideal place to promote a member-to-member offer to get your brand better known in the community.

Online Calendar

This is where you can upload your events to visitcairngorms.com, which is an excellent way to ensure visitors know about your events. It all feeds into the printed *What's On Guide*.

Competitions

These are usually promoted using Facebook and our consumer newsletter. Competitions are a great way to drive traffic, raise awareness and build an email database. But bear in mind that, as VisitScotland has also found, competitions tend to attract a lower quality audience ('competition grabbers'), with low engagement and conversion to booking.

Print

What's On: 10,000 to 17,000 copies of *What's On*, the Park's free events guide, are printed each edition (currently 10 editions per year, rising to 12 next year). We are always looking out for good themes to cover in the 2 page feature, 'Insider's Guide'. If you are launching something new / different / interesting, get in touch as it could make a suitable hook for this feature. As well as being covered in the hard copy version of *What's On*, all content gets loaded up onto our website too, contributing to our evergreen, always-searchable content database. www.visitcairngorms.com/whatson



2. USE GOOD IMAGES AND VIDEOS



Use good images and videos

Social media is increasingly visual, with trendspotters predicting that less words will continue to be used in favour of images, videos and emojis. We find that, especially for Instagram, beautiful landscape shots are by far and away the biggest hits. Also, we find that, generally, the shots that work best are those without people, or with people very unobtrusively in the shot - not the focus. Animals can work well sometimes - the judiciously shot highland coo on a 'Coosday', for example. As for quality, don't worry about having a fancy SLR camera, or being a professional, today's camera phones are great for social media pictures and there are some good editing apps, too, such as Snapseed. But beware of doing too much editing - there has been a backlash against too much doctoring of images on social media - hence the rise of the hashtag #nofilter.

3. PUT YOURSELF IN YOUR CUSTOMER'S SHOES - SET A SCENE THEY ARE DYING TO STEP INTO

The biggest mistake businesses make is making their brand the focus of the message rather than the benefit to the consumer. Ensure you are putting yourself into the customer's mindset and, so, writing copy that will appeal to them, rather than just promote your business, which could come across as too salesy. Consumers are looking at our channels because they want to be inspired, so give them copy and visuals that creates a scene they want to step into.

We're at the top of the buying funnel - like the holiday brochure. For this reason, very salesy messages don't resonate nearly as well on our channels. Also, think about when is the best time for the consumer to receive notifications. We find, for example, that weekdays at 7pm-ish, or a bit earlier, is our best time. You can use analytics to identify when works for you to post and what content works best.

4. BE AUTHENTIC & POST IN REAL TIME WHEN APPROPRIATE/POSSIBLE

Although particular times seem to work well for posts, there are some instances when realtime content works best - showing events as they unfold. In these instances, timeliness triumphs image quality.

An obvious piece of content that works fantastically well in realtime is the first snow falling in the Cairngorms, as it happens. This is particularly effective if shot in slow-mo, too. The more authentic, real and not just tokenistic your content looks, the better. For this reason, we're divided on whether national awareness days work or not. If you're jumping on this bandwagon all the time, your content won't seem authentic. We'd advise occasionally tapping into a landmark day if relevant to your business.

The other type of 'real' content that increasingly seems to resonate with consumers is 'behind the scenes' type content, especially for high net worth customers. Americans in particular are interested in the family stories as they're often coming here to trace their family line/history. They want to feel like they're getting an exclusive glimpse into something, that the Cairngorms is 'theirs' in some way, not just another place on a generic bucketlist. They want to uncover that cliché 'hidden gem' or highlight off the beaten path too.

5. ENSURE YOU HAVE SOME EVERGREEN CONTENT ON YOUR WEBSITE

Evergreen content is content that doesn't ever look out of date because it covers a subject that stays relevant. For instance, in the Cairngorms that might be an article on Munro bagging, for instance which is a common search on Google (to check out which terms are being searched for most, use the free tool Google Trends). These are 3 of our best performing blogs.

- **Six of the best Munros to climb in the Highlands**
- **Six great walks for beginners and families**
- **Top tips for spotting the Northern Lights**

6. KEEP CONTENT SHORT & SIMPLE

We've found for blogs that picking a straightforward subject and sticking to it makes for the most popular content. **Practical topics too** - like the bike rides and walks - seem to work particularly well.

Go for clarity not lyricism - the most important thing is to be understood (Having said that, a catchy headline can work well too but only if it genuinely works, don't try and work a blog around a headline, as tempting as that can be sometimes! For inspiration, check out *The Sun* newspaper who employs among the best headline writers of all).

Listicles - content divided into lists work well online as they are easy to skim read and still get the key points. Don't use jargon or long complicated words. Get grammar right! Use free tool Grammarly for help with this.



7. COME TO CBP'S NEW 'DIGITAL KITCHEN' SESSIONS

CBP is going to start running '**Digital Kitchen**' events. These will be informal sessions where we will pick a topic and share our knowledge in an atmosphere where you can ask questions and bring your laptop to work on live briefs. The first one will be on Facebook on the 3rd December in Aviemore costing £12 including tea/coffee and a breakfast roll. If you have any suggestions for future topics you'd like to see covered, please get in touch with us. These sessions supplement the 30+ typical events (attracting almost 1,000 people) in a year we run.

8. JOIN OUR NEW EXCLUSIVE MEMBER LINKEDIN GROUP

We've set up a new exclusive member group on LinkedIn. The reason we've chosen LinkedIn for this is that it's a professional forum. It's intended to be a place where we share valuable business content with you, as it happens, rather than in round-up style, as you get with the newsletter. You can find the group here: <https://www.linkedin.com/groups/8803311/>. You apply to join the group and get approved - please go in and introduce yourself. This is going to be a place where we also focus on the Chamber of Commerce side of our CBP remit - discussing issues across the board that affect businesses, not just marketing related. An advantage of LinkedIn is that it's used by the international travel trade and can help with recruitment of good candidates that see the tourism industry as a career.

9. DON'T FORGET THE EVER-MORE IMPORTANT CONTENT WHICH ENGAGES YOUR COMMUNITY

Over-tourism in Scotland, especially in Skye, has been a hot topic in the media and shows one reason why it's important that the tourism sector pulls together to collectively engage the local community. The people of a community are at the heart of your destination brand, according to a recent report by global travel market research specialist PhocusWright. This is especially true in the Highlands, where we pride ourselves on giving tourists a warm welcome. Tourism businesses need to recognise that their residents are customers too and create content that engages them specifically.

CBP is working hard on this front and members can tap into our content here. For instance, we are currently co-organising a 'Winter Launch' event in Aviemore on 20th December which will kick off a weekend of celebratory activities - get in touch if you would like to be part of this promotion. We are also planning a campaign next year around why the Cairngorms is such a fantastic place to live, which members can also tap into. <https://www.facebook.com/VisitCairngorms/videos/314529576160528/>



10. KEEP IN TOUCH

If you have a question or an idea you'd like to discuss, please get in touch or drop by our office - we're here to help :)

info@visitcairngorms.com

T: 01479 810200

Monday - Friday 9am-5pm.