



## **INSPIRE WITH CONTENT MARKETING**

**Slaven Reljić, CORAL GROUP DMC/PCO Croatia**

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## FOUR MAIN TOPICS (& hopefully some benefits!?)

1. Steps before content marketing
2. Content marketing in meetings industry
3. Collaboration of public & private sector
4. Production of operationally and commercially tangible 'wau content'

## 1. IMPORTANT ELEMENTS BEFORE CONTENT MARKETING

- ✓ Complete Business plan
- ✓ Clear definition and strategy of your brand
- ✓ Product and services
- ✓ Targeted audience
- ✓ Communication strategy



➤ DO ALL THESE STEPS BEFORE YOU START WORKING ON CONTENT MARKETING!

## 2. CONTENT MARKETING IN MEETINGS INDUSTRY

### ❖ Who is your audience?

1. AGENCIES handling multi million CORPORATIONS or corporations themselves
2. ASSOCIATIONS whose members might be even Nobel prize winners

➤ BE AWARE - OUR CLIENTS ARE ELITES!



## 2. CONTENT MARKETING IN MEETINGS INDUSTRY

### ❖ What is that Content Marketing?

- ✓ My simple definition: Content marketing is sharing business and personal stories and experiences which are interesting and useful to your targeted audience.
- **BY ALL MEANS, A STRATEGIC MARKETING APPROACH IS NEEDED!**



## 2. CONTENT MARKETING IN MEETINGS INDUSTRY

### ❖ What exactly should I share and how to produce it?

- good text about a good story (let someone correct it!) 😊
  - images and videos (not too many, not too long)
- And the great news is - you don't need to be a professional photographer – smartphones help us take some great photos!



## 2. CONTENT MARKETING IN MEETINGS INDUSTRY

### ❖ Which story is a good story?

- ✓ any meaningful & motivating business and personal story can work
- ✓ the content has to be fresh, relevant and informative
- It might be a story about food, your citizen's life story, memorable incentive programs... Even rock'n'roll at your events (but no sex & drugs! 😊)



## 2. CONTENT MARKETING IN MEETINGS INDUSTRY

❖ Does it mean that me and my marketing team have to acquire journalistic skills?



➤ AND DO NOT BE AFFRAID OF IT!





## 2. CONTENT MARKETING IN MEETINGS INDUSTRY

### ❖ Which media is the best and easiest to use?

### ❖ Digital, by all means:

✓ website's blog

✓ social media accounts – LinkedIn, Youtube, Instagram, Facebook

✓ newsletters

➤ We do B2B market, so do not exaggerate! & do not forget the oldest media - word of mouth. It also counts!



### 3. COLLABORATION OF PUBLIC & PRIVATE SECTOR

#### ❖ Do we live same lives and ‘play the same music’?

➤ Yes and no! Because:

✓ Public sector does the general branding and promotion and has ‘public money’

✓ Private sector sells services on the market and lives from its own profit

➤ We just play different instruments, but all together should sound as an attractive destination orchestra!



### 3. COLLABORATION OF PUBLIC & PRIVATE SECTOR

- ❖ Is **private sector** familiar with the marketing strategy of a destination defined by the local tourist organization?
- ❖ Brand communication or content marketing plan?
- So private sector - pls find their plans on websites or ask them to share it with you. And if you have any new suggestions, do contact them – they will appreciate it!



### 3. COLLABORATION OF PUBLIC & PRIVATE SECTOR

- ❖ Do people from **public sector** report only to their directors and politicians?
- ❖ Yes, in most cases 😞
- So public sector – pls contact the private sector to test some content marketing plans or other activities, even if we are not in the formal bodies of your organizations or a contracted blogger!



### 3. COLLABORATION OF PUBLIC & PRIVATE SECTOR

- ❖ Light professional briefings might be of strategic importance
- One monthly briefing should be introduced to enhance the energy and destination synergy, also in domain of content marketing



## 4. PRODUCTION OF OPERATIONALLY AND COMMERCIALY TANGIBLE 'WAU CONTENT'

- In meetings industry, there is a formula for smart content – it is content that addresses business needs, that is relevant, useful
- Don't offer impossible stories or solutions to clients, it is spam, a confusion!



## 4. PRODUCTION OF OPERATIONALLY AND COMMERCIALY TANGIBLE 'WAU CONTENT'

- Negative example: a content which includes your summer beach barbecue party 'in the wild' with friends or family

Not good – barbecuing in open is forbidden by law (at least in Croatia), therefore impossible to offer in corporate events!



## 4. PRODUCTION OF OPERATIONALLY AND COMMERCIALY TANGIBLE 'WAU CONTENT'

- Positive example: a spectacular 'underground city' in the Velebit mountain (NP Paklenica), former bunker, has just been opened for visitors

Good – the story is fresh, really attractive and the tunnel has a functionable meeting/event room with 100 seats





## 4. PRODUCTION OF OPERATIONALLY AND COMMERCIALY TANGIBLE 'WAU CONTENT'

- Your final piece of content should include a nice, short video or a few images, and it could quickly go viral
- Asian Proverb: 'Better to see something once, than to hear about it a thousand times.'



## 4. PRODUCTION OF OPERATIONALLY AND COMMERCIALY TANGIBLE 'WAU CONTENT'

- Many same topics and conclusions go around just recycled and do not impress the readers
- Don't be boring copying the others, be yourself, be your best own blogger!

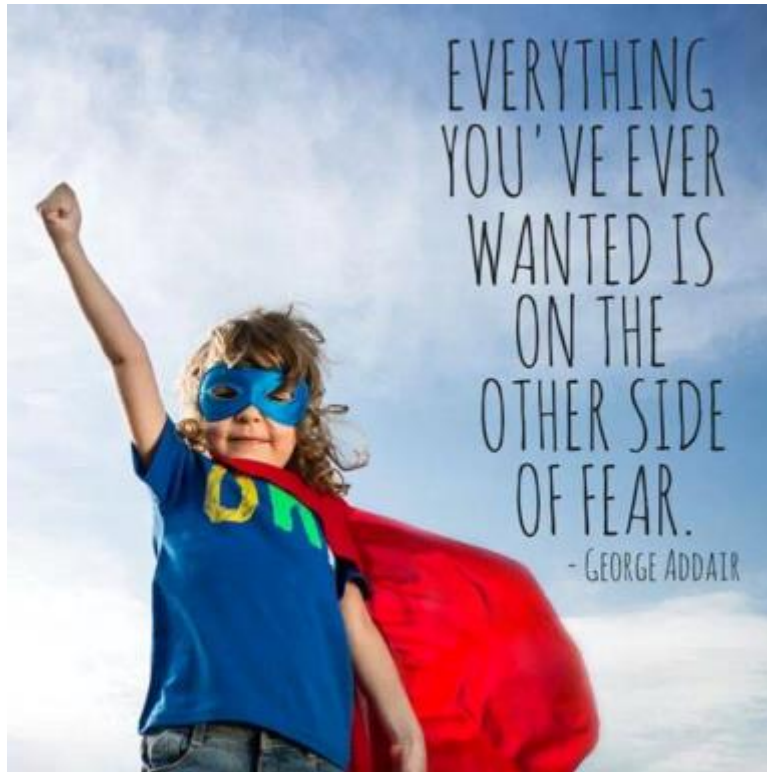


## 4. PRODUCTION OF OPERATIONALLY AND COMMERCIALY TANGIBLE 'WAU CONTENT'

- Talk about real business cases or ideas and develop content which causes discussions around those topics.
- If you motivate people to talk about your topic, you have succeeded!



Wish you success with content marketing  
& I'd like to remind you of this credo:



Thank you! Slaven Reljić, CORAL GROUP DMC / PCO Croatia

