

**CLIENT International Content Marketing
Content Marketing Strategy Partner Brief
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Background

CLIENT International, Inc is based in Bethesda, Maryland, USA, and encompasses a portfolio of more than blah blah blah. CLIENT operates and franchises hotels and licenses vacation ownership resorts all around the world. The company offers CLIENT highly awarded travel program.

Content Marketing is a newly distinct team at CLIENT Intl. encompassing Editorial/CLIENT, CLIENT Content Studio (video-focus); and Social Marketing (across CLIENT U.S & Canada). The team is leading the development of this enterprise-wide Content Marketing Strategy.

The Opportunity

Currently, our relationship with customers is heavily transactional and overly reliant on the actions involved in booking a hotel. Historically, it has also been more focused on business, corporate and group travel. In order to win with leisure travelers as they begin to journey again and are the group recovering quickest post pandemic, we need to forge emotional connections so that they **view CLIENT BRAND as a trusted partner with a vast portfolio of diverse hotel brands and platform to build their travel experience** – from inspiration on destinations, curated experiences, places to stay for every traveler, and seamless booking.

However, we can't forge those connections without synergizing our content efforts across the enterprise. Now content is coming from numerous silos, without centralized guidance, quality control or cohesive messaging. The fallout:

- Disparate brand messaging – leading to consumer confusion.
- Inefficient expenditures on duplicative content creation versus getting more mileage out of each production (one story told many ways)
- Not leveraging insights from audience behavior and content performance to universally inform and optimize content creation.
- Missing opportunities to engage our audience throughout the customer journey both on CLIENT and third-party channels.

- Missing opportunities to engage people who have different content appetites (prefer video vs article etc.) and engage with different platforms.

What are we trying to achieve?

Our goal is a **holistic, centralized content strategy that engages travelers across the travel journey on CLIENT + third-party channels with consistent, impactful and relevant storytelling.**

We're looking to:

- Develop an integrated content workflow that is more efficient, telling one story many ways, eliminating redundancies and saving time and money—across entire customer journey and all target segments.
- Create a system for data-driven and optimized content (across content types, topics and channels) that deeply connects with audience needs and interests.
- Develop evergreen storytelling pillars that ladder from the overall brand vision, goals and messaging and connect with the current and future state of travel.
- Create a system for content development taking into account many elements, e.g., audience segment, hotel brand, region, BRAND, travel journey, channel
- Broadening and versioning existing content guidelines to apply across the entire enterprise, versioning for different regions and audiences, and formulating access system.
- Determine how content will be strategized, crafted, distributed and measured
- Determine resourcing: i.e., what will be done by in-house Content Marketing team vs. other CLIENT units with Content Marketing guidance/management/support vs. outsourcing to vendors/partners.
- Identify partners and vendors to fulfill strategy.
- Develop content best practices across brands, channels, platforms to inform other CLIENT units
- Devise a system for personalizing and localizing content (from strategy and creation through delivery) – in partnership with internal Digital Team
- Advise on DAM needs and CMS integration needs and migration plan (CLIENT International likely to utilize Adobe Experience Manager as enterprise CMS)- in partnership with internal Digital Team.

How Will We Do This?

We're looking to evolve and build on our relationship with existing and future customers through a holistic content strategy that delivers compelling and relevant content to our travelers at the right moments throughout their customer journey:

With global travel for business suppressed, we are focused on our Leisure Traveler segment with a priority on localizing and personalizing our content delivery by audience segment, member tier and hotel brand.

We see this work developing across phases and inclusive of recommendations for in-house versus out-of-house resourcing:

1. **Research & Discovery:** analysis of existing research, stand up custom research, support for ongoing research and analysis need. Develop understanding of CLIENT structure, identify and involve key stakeholders, and map content ecosystem, i.e., examine the current state of how content is created and activated across digital today and how we may be able to gain efficiencies/greater impact
2. **Strategy Formulation:** develop definition of Content Marketing at CLIENT, overall content architecture, overarching content messaging framework, content direction and best practices across the different facets of the enterprise, plan for content development and production, define channel strategy across CLIENT and third-party channels and plan for optimizing SEO of content.
3. **Operationalize, Iterate & Optimize:** recommendations for optimal organizational structure, ensure integration and adoption into the different facets of the enterprise, CLIENT's content management system(s) and develop approach for content creation/licensing, tracking and measurement, DAM, workflow and processes. Start with priority focus (below) then broaden.
4. **Ongoing Content Strategy Support:** updating overarching strategy at least 1x/quarter, supporting content strategy tied to specific initiatives, share out updates on research/trends at regular intervals

Implementation phases:

Phase 1- Priority Focus:

- US and Canada Leisure travelers (more defined segment info to come)
- CLIENT BRAND
- 10 (of 30) priority hotel brands
- Emerging business lines (CLIENT Homes and Villas, Credit Card partnerships, Tours & Activities,)

- Approach for Integration with updated Creative Platform launching mid-2021
- Browse, Shop & Book customer journey phase

Phase 2- Secondary Focus, Expand to:

- Global continents/regions; China channel-specific strategy as priority
- Full portfolio of hotel brands
- Additional audience segments
- Full customer journey
- Additional Emerging business lines (Eat Around Town, Work From Anywhere)

How Will We Measure Success?

- Engage & Expand Audience to mass Leisure Traveler
 - Lift & Shift: Brand Perception & Sentiment (CLIENT BRAND + 10 priority Brands)
 - Brand lift studies, time spent with content, scroll depth, video completion rates, social actions
 - Monthly Active Users – App
 - Digital Visits – Monthly Average
 - Mobile App Downloads
 - Email Marketing – better connect with non-members + “less active” members and deepen connection with “more active” members
 - Owned channel pageviews, content views/downloads, social following, community building
- Deepen Loyalty
 - Member Enrollments
 - Point Active Members
 - # New Cardholders

What Are We Looking For?

A proposal that includes:

- A plan for formulation of a holistic content strategy across the enterprise that achieves the above goals, implementation and ongoing strategic support
- Timing of the plan, specific to phases. We’re looking for R&D and Strategy Formulation initial phase to take no longer than ~90-120 days
- Budget of the plan
- Your case studies of other b2c global, enterprise content strategies

- How you will measure success (against strategy adoption/integration and long-term content goals)
- Thoughts on your agency's ability to package strategy in a digestible way to successfully implement through our matrixed organization
- The potential **dedicated** Account team

Examples of current/recent content and channels

***note these are not comprehensive of all channels*

- Email Marketing
 - CLIENT BRAND Monthly Active User (MAU) emails
 - METT (brand/property promotions)
 - ATM (Targeted Marketing to MBV Members)
- [CLIENT BRAND Traveler](#)
 - Newsletter
 - Podcast

- Global Partnerships (Chase, Amex, NFL, NCAA, Manchester United, etc.)
- On-property pull through

Please refer to the email for timeline and next steps.

Thank you!