



MAP, TRACK + REPURPOSE YOUR CONTENT

HI, I'M SANDRA MCLEMORE!

CEO & FOUNDER OF TRAVEL MARKETING & MEDIA

- 2 decades in the travel industry
- I stand on stages next to the CEOs of the biggest travel brands in the world.. because I am a self-made successful CEO in the travel industry
- I started as a travel advisor and I now help travel advisors get from where I was, to where I am
- I help travel advisors get a consistent stream of new clients
- We are the official & only approved marketing agency for travel advisors by ASTA
- I'm a TV host on network TV and news for all things travel
- I'm a wife and a Mama to a toddler
- I love interior design and have an unhealthy obsession for fancy hotels.



TODAY YOU WILL...

- ✓ Understand the benefits of repurposing your content
- ✓ See how a content inventory can help save you time
- ✓ Learn about the variations of content that one piece can be adapted into
- ✓ Know where to spend energy and resources and where not to
- ✓ Build clarity on how and where to source "good content"

WHAT DOES IT ACTUALLY MEAN TO REPURPOSE CONTENT?

It's about taking one piece of good content and re-using it somewhere else. It sounds really simple. Cut it and paste it, right? Not really. If you're not organized and if you don't have a plan, it can be tricky and messy. So it's important to start out in on the right foot.

WHAT ARE THE BENEFITS OF REPURPOSING CONTENT?

1. You can reach a new audience on different platforms
2. Not everyone sees everything
3. Reinforce your message (drip marketing)
4. It saves time - especially when your content still holds value
5. It's good for SEO
6. Your efforts live on - just a feeling but worth it!



IMAGINE THIS...

Always on the content creation
hamster wheel



I just need to post something quickly!
Lemme check my phone for a pic.

Content paralysis because your
mind is blank and time is limited



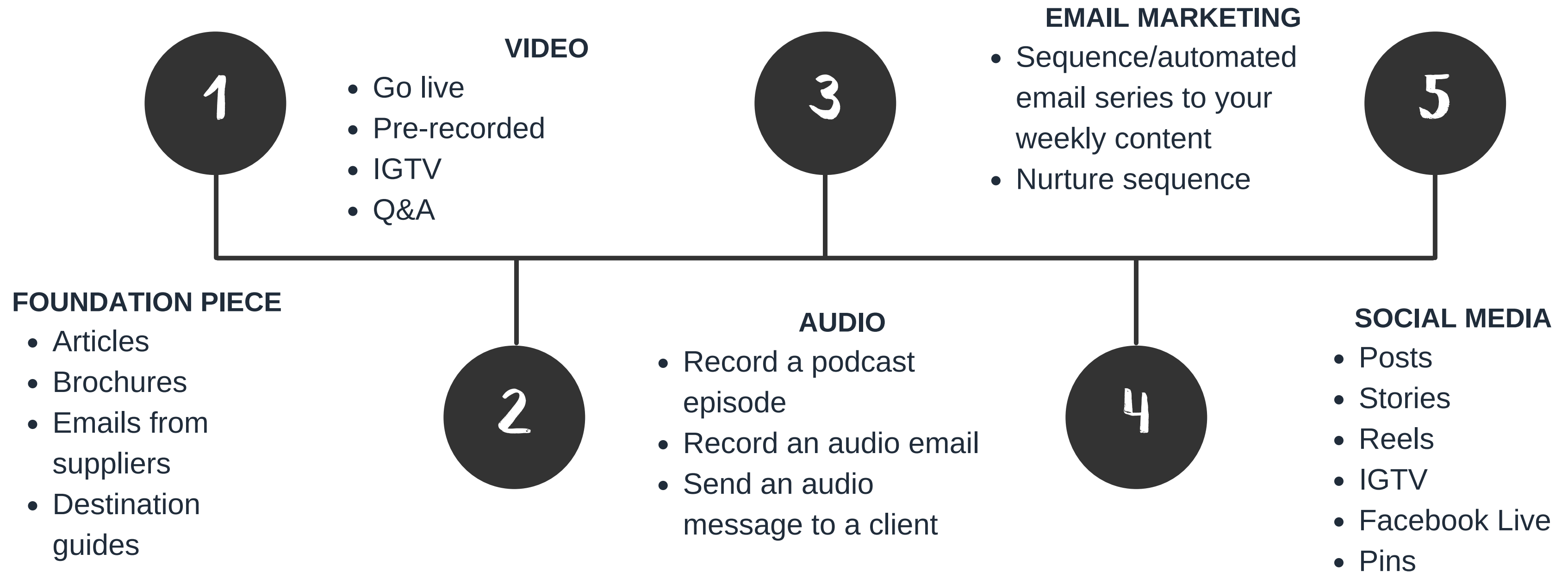
Let me just go to my scheduler and look
at the next 30 days of content there...

File? What file?



Let me check my content inventory &
corresponding folder directory

FROM YOUR PRIMARY PIECE OF CONTENT, YOU CAN CREATE MANY OTHERS





SO HOW DOES THE CONTENT INVENTORY WORK?

Honestly? There's no right or wrong way.

You can do it any way that works for you. I'll show you my way. Try Trello, Asana, a spreadsheet or anything else.

WATCH THIS >>>

IS EVERY PIECE WORTH REPURPOSING?

Absolutely not. You may find that you don't have very much that can be repurposed in your current library. That's OK.

Moving forward, create your content with a plan to repurpose it, especially your foundation piece.


An article of 400 - 1000 words is the most important piece because that is the perfect foundation piece for which one dozen or more new pieces can be created.

Your foundational piece must be:

- Evergreen
- Informative
- Detailed
- Aligned with your sales goals
- Interesting to your ideal client



PLAN TO
REPURPOSE



SETUP
SYSTEMS TO
STAY
ORGANIZED

FILE & KEEP INVENTORY

WHAT IS GOOD CONTENT?

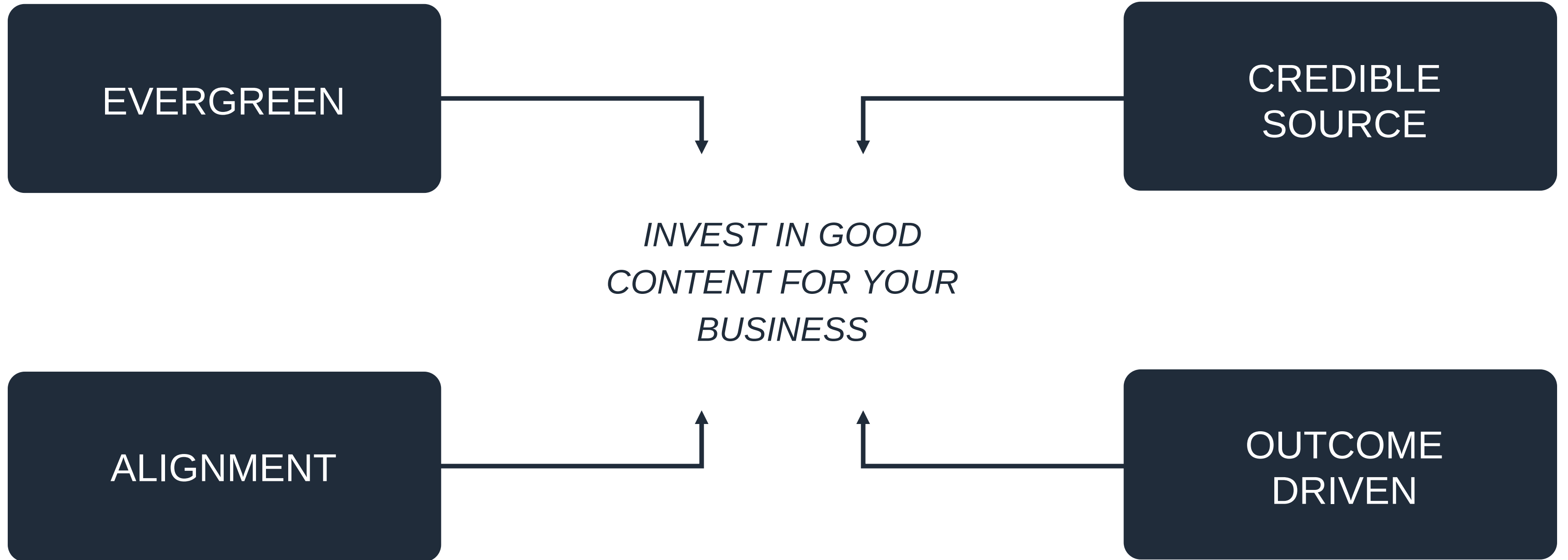
EVERGREEN

CREDIBLE
SOURCE

*INVEST IN GOOD
CONTENT FOR YOUR
BUSINESS*

ALIGNMENT

OUTCOME
DRIVEN



DOES CONTENT HAVE A SHELF LIFE? NOT THESE 4 TYPES.

01



ABOUT YOU

This is the content that lets people feel like they actually know you personally and professionally. It's where you earn their trust.

02



PLANNING & BENEFITS

This is the content that shows you have experience, that you've done this before. It's the content that reinforces why your clients are never going to consider DIY or online booking engines again.

03



DESTINATIONS

This is where you show the client that you know more about the destination than they do and that by booking with you, they are better off.

04

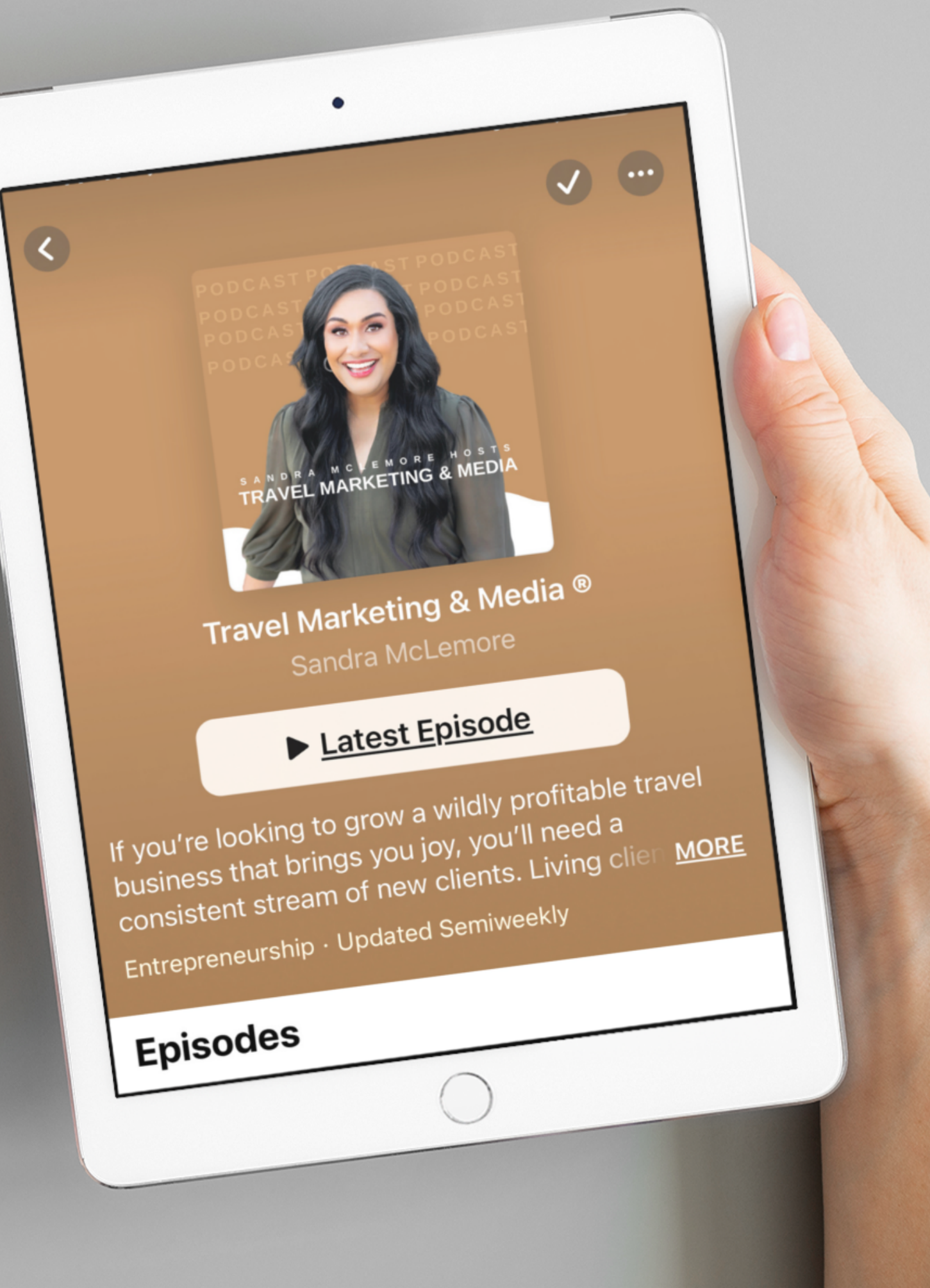


EXPERIENCES

This is the content where your clients get excited because you show them experiences that they never would have considered that will enhance a destination they already are excited to explore.



WHERE TO FROM HERE?



- Download our Google Sheet if you think it will help you to get organized in mapping out and tracking your existing content or your new content moving forward.
- Listen to my podcast. I give AMAZING free training there.
- Get ready for our new training app. It will have dozens of free how-to videos.
- Create your content inventory and enter in the bundles you have or content currently sitting on your computer. Consider a second tab for your "wishlist". Remember that you don't have to have an existing inventory to do this. You can consider this a perfect way to start out.



QUESTIONS?

Send them in and I'll answer them in the Townhall Q&A section of the new app launching soon.

It will have a section just for content creation.

We'll send you an email with a direct link to submit your question.



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APR 2022 | TRAVEL AGENCY WEBSITES THAT CONVERT

Don't have a website?
Hate the website you
have? This magazine will
bridge the gap from where
you are now to the
website you need.

THE WEBSITE YOUR BUSINESS NEEDS

2022



AND IF I CAN NOW HAVE JUST A FEW
MOMENTS OF YOUR TIME....

thank you!

SANDRA MCLEMORE