DIGITAL CONTENT COORDINATION PROCESSES | WORKFLOW

01 CONTRACT CONFIRMATION

THE BUSINESS DAY FOLLOWING CONTRACT CONVERSION IN SALESFORCE OR EB EQUIPMENT ORDER:

A Trello Card is created for your contract/campaign.

CAMPAIGN SCENARIOS:

1. PROFILE OR DIGITAL SIGNAGE CAMPAIGNS {NEW CLIENT/HOST}

Materials & copy will need to be collected prior to publishing this campaign.
(NOTE: A Salesforce ID and campaign date ranges are always required.)

2. PROFILE OR DIGITAL SIGNAGE CAMPAIGNS {RENEWAL}

VisitorFun.com has enough materials and copy on file to publish, but will want to update and optimize this campaign for best ROI.

3. CONCIERGE E-NEWS CAMPAIGNS

Concierge eNews (for participating markets) is sent out on first Wednesday of each month if 6 or fewer clients have been sold. If more than 7 paying clients are sold, eNews will be sent the first AND 3rd Wednesdays of the month to accommodate all clients.

{NOTE: eNews copy deadline is 12:00 noon on the prior Friday.}

4. EXPLOREBOARD CONTENT LICENSE PARTNERSHIPS

Equipment is sold separately and ordered when payment is received.

Client will designate an in-house marketing contact to supply all profile content from their participating members and will have a dedicated Content Coordinator assigned to them for profile submission.

Content license programs typically require 4-6 weeks of lead time to build enough profile content to launch and sustain a private network.

02

CONTACT CONFIRMATION

CTM SALES:
CONFIRM YOUR CLIENT OR HOST PARTNER'S MARKETING CONTACT AND ONE OPTION BELOW.

NOTIFY YOUR CLIENT THAT HE/SHE WILL BE CONTACTED BY YOUR CONTENT COORDINATOR, (PROVIDE AN INTRODUCTION, IF NECESSARY.)

CTM SALES: Document this info on the Trello card no later than two business days from contract signing.

SALES | PROVIDE CONTACT INFO & CONFIRM ONE OF THE FOLLOWING:

1. FULL SERVICE OPTION

Client wants a screen share call/interview to build or optimize their business profile with a VisitorFun.com Content Coordinator.

2. WE BUILD | OPTIMIZE FOR THE CLIENT/HOST PARTNER

Client prefers that we build or optimize their content from their website. Content Coordinator will reach out only for proofing and specific material requests including original video files and photos.

3. SELF SERVICE OPTION

Client prefers to fill out a form or submit materials online or by e-mail/file transfer and will need spec sheet and login information.

03

CONTENT COLLECTION PROCESS

CONTENT COORDINATOR WILL PROCEED WITH PROFILE OPTIMIZATION

Client communications will be tracked inside the Trello card. Sales will assist as necessary.

CONTENT COORDINATOR | NEXT STEPS:

1. FULL SERVICE OPTION

Screen share call will be scheduled with marketing contact provided by CTM sales to collect materials to build collaboratively.

2. WE BUILD | OPTIMIZE FOR THE CLIENT/HOST PARTNER

Content Coordinator will research client/host website and build or optimize the existing profile content. Requests for specific media files including video, menus/PDFs will be made to the client if necessary.

Live/active proofing links will be sent to the client/host contact and CTM sales contacts for immediate review IF campaign dates are active. ExploreBoard screen shots will be sent for campaigns scheduled for publishing on a future date.

3. SELF SERVICE OPTION

Content Coordinator will request materials directly from the client or assist them with the ability to login to visitorfun.com and submit materials and/or changes online.

CTM SERVICE EXPECTATIONS FOR DIGITAL CAMPAIGNS:

1. REVIEW ENGAGEMENT REPORTS (IF AVAILABLE)
What is working well & what can be improved upon? (Attach in Trello.)

2. STRENGTHS & WEAKNESSES VS. COMPETITION
Are we providing in-market visitors with what they need to know to add this experience to their itinerary?

3. ENSURE IMAGES/VIDEO REFLECT AN "EXPERIENCE?"
Resolve copyright/use issues prior to publishing and optimize photo file names for SEO. Select best option for thumbnail image.

4. DOES COPY EDUCATE & ANSWER "WHY YOU SHOULD GO?"
Make sure copy includes keywords and business name variations that will come up easily in search results. (Run all copy through Grammarly.)

5. DOES COPY ANSWER COMMON VISITOR QUESTIONS OR DOES IT REQUIRE ADDITIONAL ONLINE SEARCHES?
What information and details are missing for a visitor considering a purchase decision? Menus, pricing, schedules, hours, ages, etc.

6. ARE THERE CALENDAR OPPORTUNITIES?
What is happening here that would initiate a visit today?

7. CONFIRM ALL LINKS, MAPS ARE ACTIVE & CORRECT.
Booking information, client website, social media, etc.

8. DIGITAL SIGNAGE & ENEWS MATERIALS
Confirm all campaigns are scheduled correctly and materials are received prior to campaign start dates. Schedule reminders, if necessary.

9. INDUSTRY EXPERT OPPORTUNITIES?
Is client or host partner a good candidate to contribute original content about their destination or industry? Articles?

10. CUSTOMER SERVICE:
Confirm that client knows how to request updates or edits during their campaign. Clearly document interactions and requests in Trello and confirm updates are made, and campaigns are scheduled.