



The Loop Head Peninsula  
Digital Academy



Zucca Films



Masterclass

# Content Marketing Planning #LoveLoopHead

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financial support from:



Rialtas na  
hÉireann  
Government  
of Ireland

Tionscadal Éireann  
Project Ireland  
2040



# AGENDA

- ✓ Content Marketing Goals
- ✓ Channels
- ✓ Content Marketing Contributors
- ✓ Audiences
- ✓ Content Calendar (Annual, Monthly, Weekly)
- ✓ Repurposing
- ✓ Tools, apps and software
- ✓ Taking the First Steps

# Content Marketing Goals for #LoveLoopHead



# Goal Setting

- **Brand awareness** in key markets
  - 'putting Loop Head on the map'
  - Place name recognition
  - The product offering is known
  - Curious about living on the Loop
  - Leading brand in sustainable, regenerative tourism
  - Community awareness so local people can sign-post visitors
  - Collaborations (Grow Remote, WDC, travel bloggers, travel writers)
  - Nature watching all year-round
  - Escapism destination
- Audience **engagement** (experience Loop Head through our digital content)
  - more website traffic
  - collaboration on product & place marketing
  - events calendar, experiences all year round
- **Convert** into customers for our members
  - Go-to location for a low traffic, high quality, authentic experience in Ireland and abroad
  - Year-round not seasonal destination
  - Exceptional customer experience (UGC – user-generated content & using hashtag to amplify and advocate for Loop Head)

# Digital Channels



# Digital Channels

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- Owned
  - Partner (formal)
  - Collaborator (informal)
  - Affiliates
  - Media
  - Sponsored
- 
- Website/s
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - Podcast
  - LinkedIn
  - TikTok



# Content Contributors

# Let's make a list.....

Bloggers

Podcasters

Livestreamers

Stories Reporters

Video Creators

Interviewees

Case Studies



Audiences

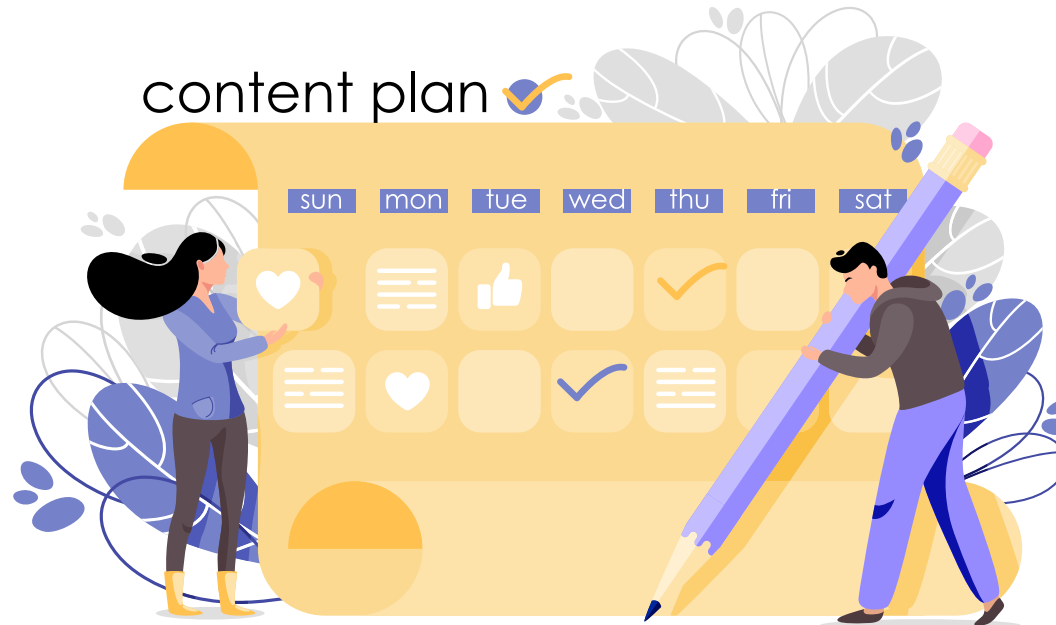
# Segmented Audiences

- Staycation
  - UK
  - European
  - US
- 
- Adventurers
  - Families
  - Corporate
  - Socially conscious / sustainability tourists
  - Honeymooners
  - Cultural Tourist
  - Nature Watchers

# Content Calendar

# Let's make a plan!

**Align content** with **pillar messages** which are a **priority** for your target audiences **and nurture and sign-post them to your products and services.**



# Planning content should reflect 4 key calendars



# How they are used as part of your strategy

## 1. 12-Month Focus: Planning & Processes

- Main content calendar developed (70% planned V 30% real-time content)

## 2. Quarterly Focus: Campaign & Editorial Planning

- Engage members to brainstorm key topics and campaigns in the next quarter
- **TOP TIP** this should be done the quarter before execution

## 3. Quarterly Focus: Organise

- Plan and your long-form content:: videos, webinars, podcasts, livestreams, blogs

## 4. Monthly Focus: Create

- Create your long-form content / monthly team meeting

## 5. Weekly Focus: Execute & Engage

- Schedule & publish content
- Social media management in real-time (30%)
- Engage with your tribe

# Quarterly Calendar Sample

## MONTHLY TOPIC PLANNER

JAN *	FEB *	MAR *	APR *	MAY *	JUN *
<b>Live Show #1</b> 2021 Social Media Sorted (Solo /Webinar) <b>Live Show #2</b> Why a Strategic Approach to Digital Communications gets Results (Solo / Membership) <b>Live Show #3</b> How Accredited Learning Results in Career Progression (Solo + pre-recorded CPD Interview/Video testimonials PSMI graduates) <b>Live Show #4</b> Winning at Social Media (Panel SOSM winners)	<b>Live Show #5</b> Why the efficacy of a Covid-19 communications strategy must be as strong as the vaccine itself (Mike Ryan, WHO) <b>Live Show #6</b> Mastering vaccine communications (IV Katie Owens) <b>Live Show #7</b> How to disrupt digital disinformation (IV Tom Moylan) <b>Live Show #8</b> Tackling negativity on social media (IV Tony <u>Rino</u> )	<b>Live Show #9</b> An all-government approach to digital communications (IV Claire <u>Pimms</u> UK Gov) <b>Live Show #10</b> Mastering Content Management in Complex Gov Agencies (IV <u>Kaet</u> Lovell)	Add output for month	Add output for month	Add output for month



Repurposing

# Weekly Calendar Sample

Day	Time / Frequency	Content	Channel
Monday	11:00am	*Live Show Teaser (1-min)	Facebook, Instagram, Twitter, LinkedIn
Tuesday	11:30am	*E-zine Takeaway / subscribe CTA Show Quote Graphic	Facebook, Instagram, Twitter, LinkedIn
Wednesday	11:00am	*Live Show	Facebook & YouTube  Links shared on Twitter & Insta Stories
Thursday	8:00am	*Podcast (scheduled on Captivate.FM)  Show promo graphic	Announcement post on  Facebook, Instagram, Twitter, LinkedIn
Friday	8:00am	Blog Post (transcription on Rev from live show – include featured image)	Publicsectormarketingpros.com website
Saturday	12:00pm	Audiogram from Podcast (prepared in Wavve)	Facebook, Instagram, Twitter, LinkedIn
Sunday	4:00pm	Video Clip from Live Show (edited and sent to Splasheo)	Facebook, Instagram, Twitter, LinkedIn

# Calendar Footnotes

CONTENT	NOTES
<b>Social Posts Formats</b>	<p><b>TEXT ONLY POSTS DONT GET TRACTION</b></p> <ul style="list-style-type: none"> <li>*Facebook – Epic Video, Infographic, Quote Graphic, Blog Link, Audiogram</li> <li>*Twitter – Epic Video, Infographic, Quote Graphic, Blog Link, Poll, Audiogram</li> <li>*LinkedIn – Epic Video, Quote Graphic, Article Link. Audiogram</li> <li>*Instagram - Long Video, Epic Video, Infographic, Quote Graphic, AudioGram, Carousel Quote/Tip</li> <li>*YouTube – Footer boiler plate (Below), hashtags, tags, 100-word description</li> </ul> <p>Become a member of the Public Sector Marketing Institute: <a href="https://publicsectormarketingpros.com/membership/">https://publicsectormarketingpros.com/membership/</a></p> <p>Buy my Book: <a href="https://publicsectormarketingpros.com/book/">https://publicsectormarketingpros.com/book/</a></p> <p>FREE Mastering Social Media Book <a href="https://publicsectormarketingpros.com/mastering-social-media-ebook/">https://publicsectormarketingpros.com/mastering-social-media-ebook/</a></p> <p>State of Social Media in the Public Sector Report: <a href="https://publicsectormarketingpros.com/state-of-social-media-report/">https://publicsectormarketingpros.com/state-of-social-media-report/</a></p> <p>Take one of our accredited courses: <a href="https://publicsectormarketingpros.com/training-courses/">https://publicsectormarketingpros.com/training-courses/</a></p> <p>Full website <a href="https://publicsectormarketingpros.com">https://publicsectormarketingpros.com</a></p>
<b>Blog Optimisation</b>	<p><b>Aim for green</b> on Yoast SEO (let me know if you need me to show you this)</p> <p>Don't forget social optimisation (pre-load Tweet/Facebook Post)</p> <p>Look at this blog post for correct optimisation</p> <p>Include a Quote Tweet</p> <p><a href="https://publicsectormarketingpros.com/irelands-top-government-public-sector-agencies-on-social-media/">https://publicsectormarketingpros.com/irelands-top-government-public-sector-agencies-on-social-media/</a></p> <p>Hashtags shared on Drive</p>
<b>Repurposing</b>	<p><b>December: YouTube Video &gt; Epic Video &gt; Blog Post &gt; LinkedIn Article &gt; Medium Article &gt; Blog Post Link &gt; Infographic / Carousel Quote Graphics</b></p> <p><b>January: Live Show &gt; Epic Video &gt; Podcast &gt; Audiogram &gt; Blog Post &gt; LinkedIn Article &gt; Medium Article &gt; Blog Post Link &gt; Infographic / Carousel Quote Graphics</b></p> <p><b>Stories – JS to do Stories</b> – however can you create Stories graphics from what you are already designing</p>



Tools, Apps & Software

# My Top Content Apps

- **Splasheo** – video repurposing
- **Rev** – transcriptions for blog
- **Canva** – graphics and thumbnails
- **YouTube & Facebook** for scheduling
- **Wavve** – audiograms
- **Ecam Live** (live-streaming to multiple platforms - software)
- **Stream Deck** (produce my show - hardware)

Next Steps





Today's Takeaway



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