

LAUNCH YOUR **Content**
MARKETING  IN FIVE STEPS

Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 syta **youth foundation**
Travel Changes Young Lives for Good

What is Content Marketing?

“**Content marketing** is the **strategic** marketing approach of creating and distributing **valuable, relevant and consistent content** to attract and acquire a clearly defined audience – with the objective of **driving profitable** customer action.”

-Joe Pulizzi, Content Marketing Institute

Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 **syta** youth foundation
Travel Changes Young Lives for Good

Content Marketing is **nothing new**...



← John Deere launched magazine called "The Furrow" in **1895**

In **1904**, Jell-O distributed free → copies of a recipe book that contributed to sales of over \$1 million in two years



Don't just sell your product. Give your clients information and they will **reward you with their patronage!**

Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 **syta youth foundation**
Travel Changes Young Lives for Good

Five Steps: Content Marketing

STEP I: Getting Started

STEP II: Crafting Your Strategy

STEP III: Creating Captivating Content

STEP IV: Content Distribution & Implementation

STEP V: Measurement

Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 **syta youth foundation**
Travel Changes Young Lives for Good

STEP I: Getting Started

Define your goal(s).

- Brand awareness?
- Growing prospect pool?
- Converting prospects to clients?
- Client retention?

Define your target audience.

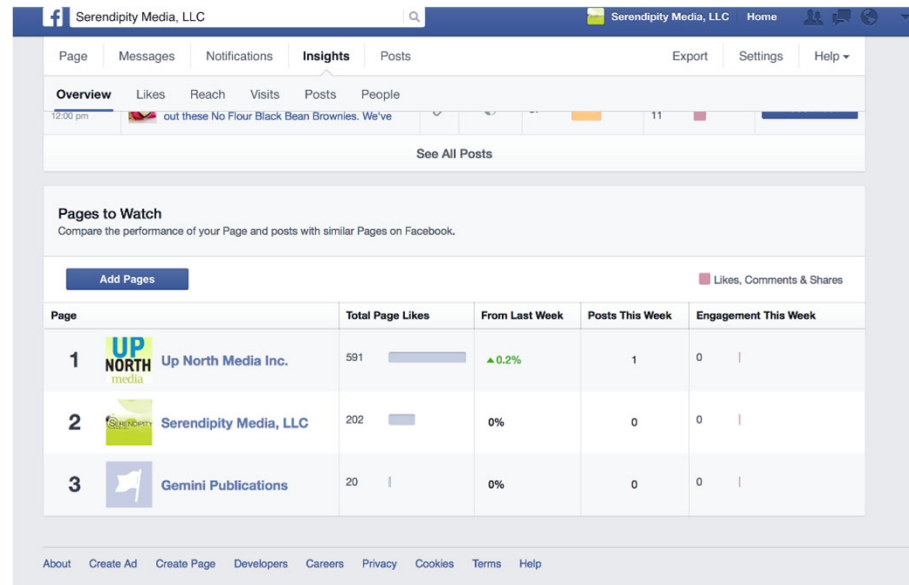
Based on your goal(s), who are the people who will be attracted and most engaged with your content?

STEP II: Crafting Your Strategy

Identify your top competitors

How do you rank compared to them?

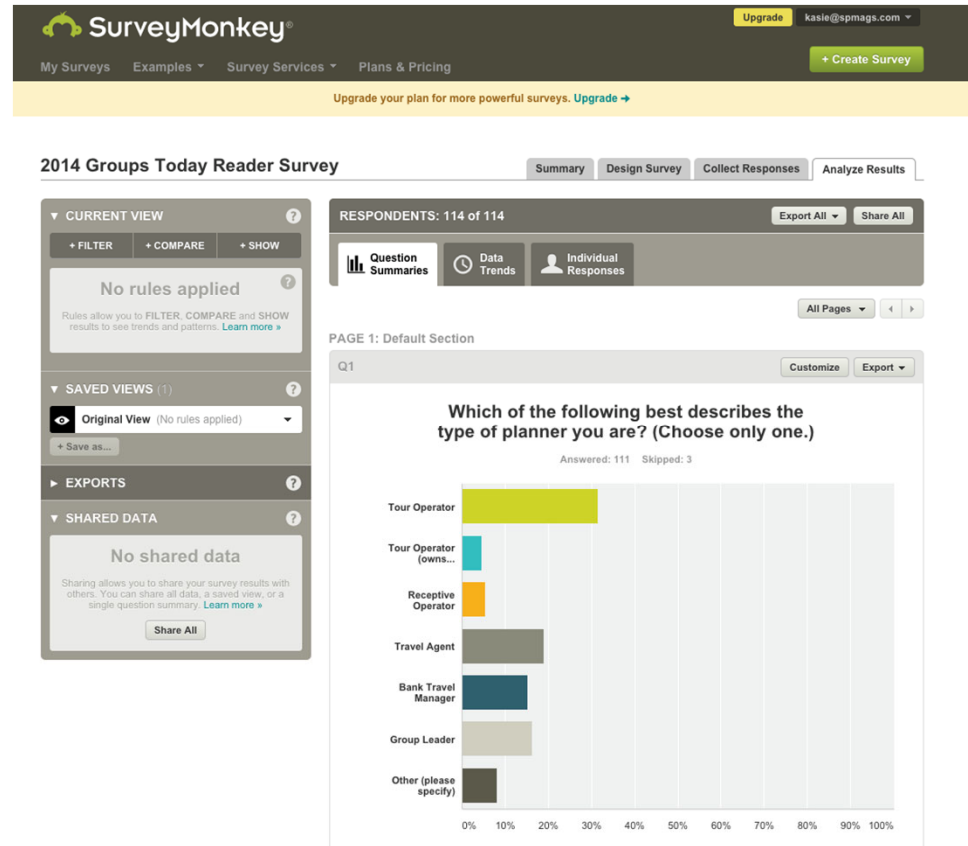
What content are they sharing and how frequently on social media, newsletters, website, etc.?



STEP II: Crafting Your Strategy (cont.)

Surveys

- Written and Mailed
- An easy to use email survey tool (i.e. Survey Monkey)



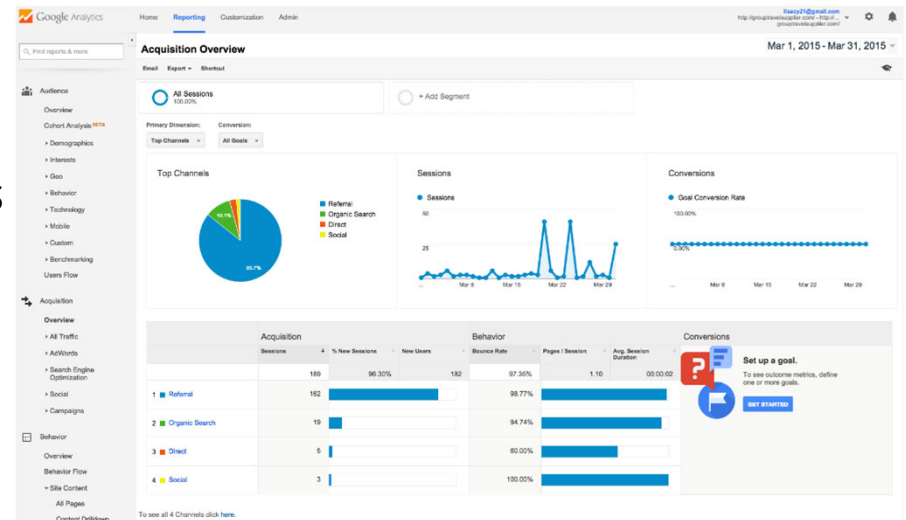
STEP II: Crafting Your Strategy (cont.)

Web Analytics

If you are more technically savvy, use Google Analytics. It's free! Ask your website host to turn it on for you

Key metrics to review for content:

- Top visited content
- Behavior>Site content>All pages



STEP III: Creating Captivating Content

- What kinds of questions do they have time and time again?
- What is your unique value proposition?
- What are your brand attributes?
- And what is your company's personality?



Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 **syta** youth foundation
Travel Changes Young Lives for Good

STEP III: Creating Captivating Content (cont.)

Create content that engages prospects or clients.

- **Be authentic**
- **Be useful**
- **Be entertaining and use emotion**



Teach&Travel
The Official Publication of SYTA

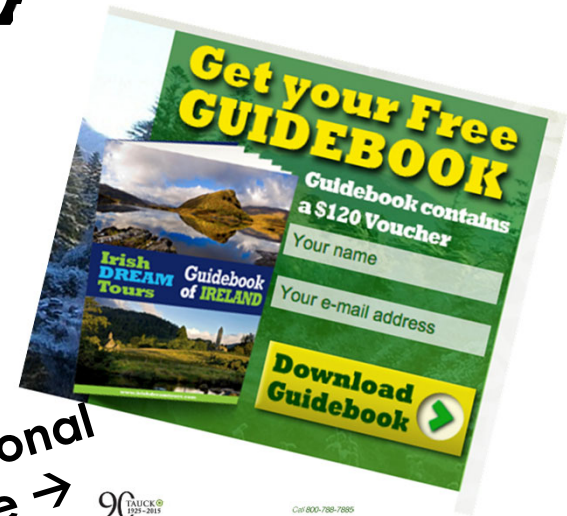
 **SYTA**
The Voice of Student & Youth Travel®

 **syta** youth foundation
Travel Changes Young Lives for Good

STEP III: Creating Captivating Content (cont.)



← Video



Informational brochure →

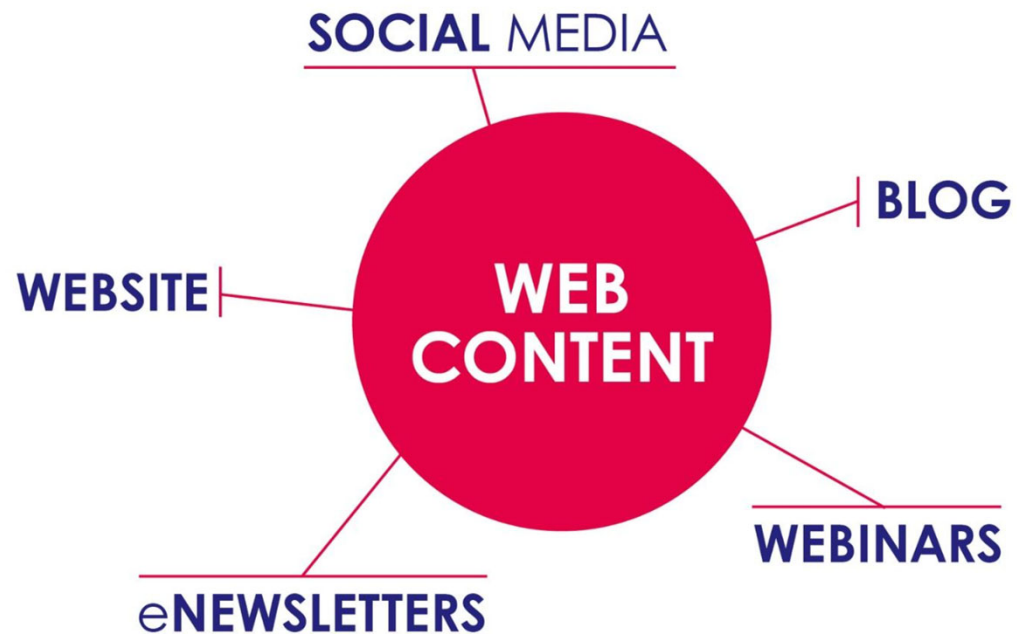


← Guest Blog

← E-newsletter

STEP IV: Content Distribution & Amplification

Increase the value of your content **AND REACH THE LARGEST AUDIENCE POSSIBLE BY AMPLIFYING IT** on channels where your potential clients are already engaged.



BLOG

- **CONTROLLED** branding
- Increases client **ENGAGEMENT**
- **AUTHENTIC** content increases SEO
- **THOUGHT** leadership



10 Trends in Afterschool: 2014

As we welcome a new year, I want to take a moment to share ten trends I see on the horizon for the afterschool field:

1. With the mission of creating more opportunities for young people to develop and spark an interest in sci engineering, math and the "movement" and afterschool promoting learning their afterschool programs to bring together museums, libraries and other community institutions people in these creative learning endeavors. Check out what the Chicago Digital Youth their local public library system <http://www.youmedichicago.org/2-0001-us/pages/64-dc>
2. While STEM will continue to be a focus for the afterschool field, I predict 2014 will be a deeper on STEM instructional training for the afterschool workforce. This resource guide Hour Counts as part of their Frontiers in Urban Education (FUSE) initiative provides a great can address this issue. <http://www.afterschoolsystems.org/content/document/0001/0040>
3. Until recently, it's often been difficult to get recognition for skills and achievements gain Digital badges provide a way for young people to get recognition for the skills and expert afterschool programs. Potential employers, community members, and even college admissions student's online profiles to see their portfolio of badges—linked to the work and projects do badges—to get a holistic understanding of the student that goes beyond the classroom a Providence After School Alliance (PASA) <http://www.mypasa.org/hub-high-school/skill-re> amazing work in this area. I predict that we will see more programs adopting the badging that will also see an interest in what it can mean for afterschool professionals as well.
4. On the subject of technology, I am looking forward to hearing from our NAA Annual Co Speaker, Jaime Casap, Global Education Evangelist for Google, Inc. (<http://jcasapweb.org/>) to address how afterschool programs can help close the "digital opportunity gap" into technology.
5. With tremendous focus on the troubles in both college and professional sports, I predict based youth development (SBYD) programs – those that promote positive youth development of organized youth sports. Programs like Up2Us and their "Coach across America" the effort to build both life skills and athletic ability. <https://www.up2us.org/coach-across-us>
6. Because conventional schooling in most places has not been able to focus productively emotional learning and development, and because its benefits are so well demonstrated afterschool field has a huge opportunity to fill a crucial need. I predict much attention will afterschool programs in promoting the skills necessary for success in school and in life. I day-long national thought leader's summit on this issue in early March.
7. As Common Core State Standards are being rolled out in states around the country, I implementation of these standards will provide more and sharing among afterschool staff New Jersey NAA Affiliate, NJSAACC www.njsaac.org, in cooperation with the New Jersey Education, recently completed a statewide pilot training program on the Common Core to leaders. You can read more about that project and others in the [Expanding Minds and C](#) Common Core and expanded learning.
8. Similarly, "age three to grade three" initiatives that promote seamless learning between elementary will provide afterschool programs and professionals increased opportunities in early childhood and elementary classroom teachers to promote student success.
9. With her own daughters nearing college age, the First Lady is turning her attention to success. I predict afterschool programs to be major players in promoting and supporting and families they serve. National programs like the Urban League's College Track are do rates of college acceptance and completion among the low-income students in their program www.collegetrack.org
10. Finally, consider this last one part trend prediction and part New Year's resolution: 31 NAA focuses on professionalizing the field of afterschool. From our NAA Quality Standards Knowledge and Competencies, we have a tremendous framework on which to mobilize the "call to action" for creating a professional field of practice.

I hope reading this list excites you as much as it does me! With so many amazing initiatives are going to be a great year to be an afterschool professional!

Thanks to all of you for the hard work you do every day to improve the lives of children! Here's



Tryout Results Revealed

Life Lessons from the Soccer Field, Part II: The e-mail we had been anxiously awaiting arrived in my inbox late Friday afternoon. The powers that be left no room for suspense, beginning the e-mail with "Unfortunately ..."

I let me daughter read it for herself, trying to gauge any disappointment in her face. After she finished, she handed the phone back to me saying, "I'm OK with that."

We all agreed the two-week-long tryout process had been a good experience. It was physically demanding, as she battled against girls much taller,

much faster, and more skilled than she. She came home every night exhausted. In the end, forty-eight girls made the travel squad and thirty-six did not. My daughter was one of the thirty-six. But she assured me she was OK with it.

And I was OK with it, too, because she had tried, she had failed, and she had shown that she could go on.

Besides, she got some really great news last week: She was selected for safety patrol. She is ridiculously excited about it. From the dramatic draping on of the belt every morning to the passionate daily recitation of the "Safety Patrol Pledge," I am surprised (and somewhat amused!) by her commitment to this newest endeavor. I think she's learning one of those life lessons we try to remember as adults--that whenever there is a disappointment, a new opportunity often paves the way to quicker healing.

Besides, who hasn't learned a lot of life lessons on the school bus?

Written by Gina Warner, president and CEO of the National AfterSchool Association.



[Read more Blog articles](#)

Tagged under [Blog](#) [Gina Warner](#) [Life Lessons](#) [Soccer](#) [Tryouts](#) [results](#) [Safety Patrol](#)

[Read more Blog articles](#)

Tagged under [trends in afterschool 2014](#) [kids students learning](#) [expanding minds STEM](#)

Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 **SYTA**
youth foundation
Travel Changes Young Lives for Good

Social Media

PAY TO PLAY

- Boost Posts
- Advertising

#HASHTAGS

- Search what's being used
- Determine topic engagement

TAG, TAG, TAG

Engagement



SYTA: Student and Youth Travel Association
Published by Buffer [?] · January 29 at 1:44 PM · 🌐

Traveling with kids makes them better in school. We never said they have to be your own kids 😊

[About this website](#)

MATADORNETWORK.COM

Traveling with your kids makes them better in school, new study says

4,349 People Reached **296** Engagements Boost Unavailable

Michael J. Breyette, Jim Nickles and 23 others 32 Shares

Like Comment Share

Write a comment...

Enewsletters

- Clients, prospects, **OR BOTH?**
- **EMAIL SIGN UP** should be easy.
- Be **SHORT, SWEET, AND TO THE POINT.**
- **EASY FUNCTION** to unsubscribe.
- Test subject lines for **EFFECTIVENESS.**
- **FREQUENCY** with less content wins!

Join Our Newsletter Site Search

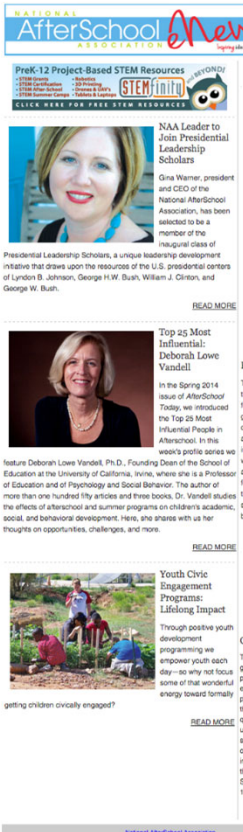
Sign up to receive information about events, scholarships, and SYF news! Search ...

free eNewsletter

Contact Us

We are always open for a quick chat! Give us a call or email us any time and we will respond shortly.

703-610-1263
info@stayouthfoundation.org



NAA Leader to Join Presidential Leadership Scholars


Gina Warner, president and CEO of the National AfterSchool Association, has been selected to be a member of the inaugural class of Presidential Leadership Scholars, a unique leadership development initiative that draws upon the resources of the U.S. presidential centers of Lyndon B. Johnson, George H.W. Bush, William J. Clinton, and George W. Bush.

Top 25 Most Influential: Deborah Lowe Vandell

In the Spring 2014 issue of AfterSchool Today, we introduced the Top 25 Most Influential People in AfterSchool. In this week's profile series we feature Deborah Lowe Vandell, Ph.D., Founding Dean of the School of Education at the University of California, Irvine, who is a Professor of Education and of Psychology and Social Behavior. The author of more than one hundred highly articles and three books, Dr. Vandell studies the effects of after-school and summer programs on children's academic, social, and behavioral development. Here, she shares with us her thoughts on opportunities, challenges, and more.

Youth Civic Engagement Programs: Lifelong Impact

Through positive youth development programming we empower youth each day -- so why not focus some of that wonderful energy toward formally getting children civically engaged?



Historically Different

Is the Tablet the New Textbook?

Buying new textbooks every ten years or so is a financial burden. Any teacher who's had to get by with a "classroom set" of textbooks -- instead of having one for each student -- can attest it's usually an inefficient compromise, at best. Is providing each student a tablet the answer?

Cyberbullying

Parents love the idea of easily reaching their children via smart phone or iPad to give them a message, send a photo, or check up on them. Unfortunately, they now have to be wary of who may contact their children through this technology and badge it cyberbullying.

March: Women's History Month

No matter the subject you teach, there are likely several women of adventurous spirit that you could include in your curriculum to highlight women's contributions to the field.

Gettysburg Heritage Museum Now Open

These coming to Gettysburg in 2015 will have the opportunity to see the new Gettysburg Heritage Center, located at the former site of the American Civil War Wax Museum.

Teach&Travel
The Official Publication of SYTA

SYTA
The Voice of Student & Youth Travel®

syta youth foundation
Travel Changes Young Lives for Good

Webinars

- **INCREASE Client RETENTION.**
- **LEAD GENERATION** through webinar registrations.
- Positions your organization as a **THOUGHT LEADER.**
- **DRIVE TRAFFIC BACK** to your website with the webinar download.



Webinar Reminder: Tuesday, June 9, 12-1 p.m.
REGISTER TODAY!

U.S. and Canadian Border Crossings Webinar

Presented by: Canadian Advisory Committee

Do you have questions about land border crossings between the U.S. and Canada? If so, join the Canadian Committee in partnership with Ontario Motor Coach Association (OMCA) on this upcoming webinar to receive up-to-date information from experts on what you need to know from document requirements for students, land border crossing locations, crossing the border with food products, crossing the border with ch Program, the new "kiosk" document readers, voluntary us and more.

[Register Here](#)



15 MINUTE
webinar series
ENGAGING YOUTH IN LANGUAGE AND LITERACY

Complete series and materials **now available!**

Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

 syta
youth foundation
Travel Changes Young Lives for Good

Website

- **MOBILE OPTIMIZED**
- Social sharing is **EASY AND IDENTIFIABLE**
- **JOIN** our Newsletter
- **DON'T WORRY** about the scroll

SYTA
The Voice of Student & Youth Travel*

CONTACT SYTA YOUTH FOUNDATION FIND A TOUR OPERATOR CONFERENCE MEMBER LOGIN

f t in + Q

Why Travel Matters Travel Tools Buyers' Guide Our Community Events In the News About Us

YOUR SOURCE for All Things Student & Youth Travel

Advocacy
On a global level, SYTA engages with international organizations to develop, promote and advocate for safe, professional, group student travel across all sectors.

Teach & Travel
From student travel articles, tools and resources, to travel and safety content, we provide you all the information you need to plan and execute exceptional travel experiences for your students.

Membership
Membership in SYTA provides access to a set of specialized tools, resources, information, and services designed specifically to address the demanding needs of travel executives and their companies.

SYTA Youth Foundation
SYF's mission is to impact the lives of at-risk students and youth through travel experiences that change their lives.

Screenshot

Teach&Travel
The Official Publication of SYTA

SYTA
The Voice of Student & Youth Travel®

syta youth foundation
Travel Changes Young Lives for Good

STEP V: Measurement

How?

- **Survey** (again and again!)
- **Email Statistics** (including open percentage, click thru rate)
- **Web & Social Analytics** (this time key metric to review is Acquisition>Overview)
- **Action** (track buyer behavior via your CRM)

Recording

[Click here for the audio recording.](#)