Brand Journalism, Making your Mark

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What is Brand Journalism?

Brand Journalism is a way to record what happens or has happened to a brand and create communications around that and over time tell a brand’s story. It is rooted in the principles of traditional journalism and good storytelling.
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.
Who has a content strategy?

YOU!
What are the advantages of Brand Journalism?
Advantages

1. You tell your own story
Advantages

BuzzFeed

10 Amazing Things You Never Knew About Nevada

How much do you know about the Silver State? You’re about to know a whole lot more! Check out all of Nevada’s wonders for yourself when you Travel Nevada.

1. With a total of 314 ranges, Nevada is the most mountainous state in America.

2. An estimated 28,000 wild horses roam free in the state of Nevada.
Advantages

2. Creates a sense of reciprocity with customers.
Advantages

Nevada is the second major garlic producing state.

WWW.NEVADAGROWN.COM
Advantages

"I just want to go back to school and begin my career as a social worker."
- Alecia T.
3. Engages with interested consumers directly
Dear North Lake Tahoe Adventurer,

Thanks for taking our "Which Tahoe Type Are You?" quiz! You have been entered to win a one-night stay in the Village at Squaw Valley. With May here, it's time to put your tax return dollars to good use with a getaway in North Lake Tahoe. To help you get the most out of your newfound wealth, we've created a personalized guide to your perfect Tahoe trip. We've also attached a printable guide. Stick it to your fridge to remind you of the great adventures and deals that await you in #TahoeNorth!
Advantages
Advantages

4. Brand Journalism creates content that gets shared
Advantages

Explore Oregon's 7 Wonders

We see your Wonders, world. And raise you 7 of our own. Add your adventures to our gallery by tagging them #traveloregon.
Popular '7 Wonders of Oregon' campaign returns

There are Seven Wonders of the World and seven wonders in Oregon. This year Travel Oregon, officially known as the Oregon Tourism Commission, is bringing back the state's most successful advertising campaign of all time, the 7 Wonders of Oregon. Created in a partnership with famous Portland ad agency Wieden + Kennedy, the 7 Wonders campaign grabbed the attention of locals and visitors alike raising statewide lodging revenue by 10% and growing the state’s online fan base by 120,000 in 2014.

“This is some of the strongest work for Travel Oregon in our 25-year history of working together,” said Dan Wieden of Wieden + Kennedy. “What I really like about the creative, aside from how beautiful Oregon looks, is it gives people a checklist of things to see and do.”
Advantages

5. Brand Journalism provides a SEO benefit.
Advantages
Advantages

6. Brand Journalism is highly targeted.
Advantages

Family Weekend in Bandon and Coos Bay
by Emily Forsha / March 25, 2015

When my husband needed to make a quick trip to Bandon for work, it seemed like the perfect time to take one more family vacation before we all jump into our busy season.
Continue reading this story...

A Year of Family Hikes
by Emily Forsha / January 1, 2014

My little family of four is busy. The four of us collectively manage three jobs, two schools and a seemingly endless stream of soccer practices, birthday parties and homework. We spend a lot of time together, but a lot of it is spent rushing to the...

Family Fun on the Three Capes Scenic Loop
by Eileen Gavin / February 25, 2014

We've been in the cramped confines of the family minivan for hours. It's threatening to rain and the slope looks insurmountable, but these children are adamant:

Family Road Trip: Black Butte Ranch
by Kim Cooper Findling / July 24, 2013

There is no smile more satisfying than one on the face of your own child. I am looking at two of these gorgeous smile specimens: huge toothy grins plastered on the visages of my daughters, each of whom rides astride her very own horse. The sun...
Advantages

7. Traditional Media Relations Coverage
Advantages

where®

Reno-Tahoe

Get insider information on the cities you local guides. Worldwide.

A Human-Powered Movement Takes Over Reno-Tahoe

By Greg Fine on 08/15/14

When he started the Reno-Tahoe Odyssey in 2005, Eric Lerude registered 36 teams for a total of 400 runners. In 2014, the 178-mile relay race sold out.
What Content Should I Produce?
Rivers Run Through It

by Greg Robeson and Aaron Longton – August 5th, 2014
Social Media / Gifs / Memes

5 DAYS OF HAPPY
HAPPY HOUR WEEK: APRIL 27 - MAY 1

Presented by: Los Angeles Convention & Visitors Bureau
A North Lake Tahoe Guide to Human-Powered Sports

North Lake Tahoe is a human-powered sports paradise. From the simple act of lacing up hiking boots and hitting the trail, to the pure pleasure of slicing across Lake Tahoe on a paddleboard, Lake Tahoe has an endless array of outdoor options. In fact, at times, there are so many options for North Tahoe residents and visitors that it is hard to choose which sport to tackle on a summer day.

Here is a guide to eight human-powered sports perfect for North Tahoe’s summer months. They range from a relaxed floating of the Truckee River to heart-pounding mountain biking on Tahoe’s most technical trails. Read on to learn how to spend your next summer day in North Tahoe, whether you want to spend the day in spandex or bend yourself into a pretzel while bobbing on a paddleboard.
Infographics

A North Lake Tahoe Guide to Human-Powered Sports

SUP YOGA
This combination of stand up paddleboarding and yoga is a great way to stay fit and have fun.
90 MINUTES
The typical class length is 90 minutes.

MOUNTAIN BIKING
Tahoe’s mountain bike trails are some of the most spectacular in the world. They offer foot, trail, and singletrack as well as technical, rocky descents.
126 MILES
Tahoe’s mountain bike trails cover 126 miles.

ROAD BIKING
1,000 CALORIES
Burned during a 30-mile bike ride.

AERIAL FABRICS
This sport is a combination of trapeze artistry and yoga. Participants use a special lake to perform.
12 FEET
Height of the trapeze standing on one hand.

PADDLEBOARDING
Paddleboarding, whether you are sitting or standing on the board, can be an incredible, meditative workout on the beautiful backdrop of North Lake Tahoe.
12 +
Locations where you can rent paddleboards.

AERIAL FABRICS
This sport is a combination of trapeze artistry and yoga. Participants use a special lake to perform.
12 FEET
Height of the trapeze standing on one hand.

HIKING
Lacing up a pair of boots and walking into the wilderness is one of the most popular activities in Lake Tahoe.
1,600 PEOPLE
Have completed the 165-mile Tahoe Rim Trail.

DISC GOLF
Participants throw discs towards a disc golf basket that acts as the hole. Just like golf, the goal is to throw the disc into the basket in the fewest number of throws.

165 MILES
Tahoe Rim Trail.

10,776 FEET
Highest peak in Nevada.

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theabbiaagency.com
72 AROUND LAKE TAHOE
7+ ROAD BIKE RACES EACH SUMMER
https://www.youtube.com/watch?v=bCQLoVFkUwI
Branded Channels
ARTICLES BY GUEST AUTHOR

ten of 43 Articles

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**Perfect Wine Country Weekend**  
written by Greg Robeson and Stephanie Pearl Kimmel on August 9th, 2014  
Stephanie Pearl Kimmel has been inspired by the bounty of the Willamette Valley for more than 40 years. Considered by...

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**Rivers Run Through It**  
written by Greg Robeson and Aaron Longton on August 5th, 2014  
You could say that salt has been in Aaron Longton’s blood for just about his entire life. Born in Roseburg, he began...

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Social Media
Travel is about individual experiences, enrichment via experiences, and capturing and sharing those moments with friends and family.
Show Us Your Travel Selfies!

Win an Olloclip for your iPhone

Follow @smartertravel on Instagram and tag your best shot with #STselfie for your chance to win!
Our second runner-up is this submission from @abhijayne, who Bly says "brings an infectious joy to her group shot of a mud-caked clan at Nevada’s Black Rock Desert Hot Springs."
Tell Your Story

FEATURED

LISTOGRAPHY

Top things to do in LA, suggested by the people who live here. View More

MAGIC JOHNSON'S
LOS ANGELES

"Via Alloro is one of the best Italian restaurants outside of Italy."

MAGIC JOHNSON
LA ICON

VIA ALLORO

See Full List

FELICIA
LA ACTRESS

MARIO
LA ACTOR

AZIZ
LA COMEDIAN

ROB
LA ACTOR
OREGON FOOD TRIPS

TURN YOUR FEAST PORTLAND WEEKEND INTO AN OREGON ROAD TRIP

So, what makes Portland’s food scene so buzz-worthy? Well, it has a lot to do with what happens outside of the city — that’s where you’ll find the real bounty of Oregon. Turn your plans for Feast Portland into an Oregon foodie excursion with tasty road trips designed to help visitors experience where all our good ingredients come from and meet the folks who make them. Check into an intimate country inn. Head out into wine country for a tasting with one of our vintners. Hit the coast and grab some seafood right on the docks. Here are a few itineraries to get you inspired.

SEE THE 7 WONDERS OF OREGON

- [Head for Cowboy Country: the Wallowas and Painted Hills](#)
Human Powered Sports: A Case Study in Multi-Channel
A North Lake Tahoe Guide to Human-Powered Sports

North Lake Tahoe is a human-powered sports paradise. From the simple act of lacing up hiking boots and hitting the trail, to the pure pleasure of pedaling across Lake Tahoe on a paddleboard, Lake Tahoe has an endless array of outdoor options. In fact, at times there are no many options for North Tahoe residents and visitors that it is hard to choose which sport to enjoy on a summer day.

Here is a guide to eight human-powered sports perfect for North Tahoe’s summer months. They range from a relaxed floating of the Rockies to heart-pounding mountain biking on Lake’s sport symbol, Mount Tallac. So kick back and spend your next summer day in North Tahoe, whether you want to compete the day in a canoe or test yourself in a paddle while paddling on a paddleboard.

Ebook

Total Likes: 1,263
Total Views: 893
Total Shares: 76
Total Impressions: 21,237
Images for Social Media

- Total Graphics: 8
- Total Likes: 424

Mountain Biking

Nevada’s mountain bike trails are some of the most spectacular in the world. They offer fast, fluid singletrack as well as technical, high-elevation riding.

Aerial Fabrics

This sport is a combination of trapeze artistry and yoga. Participants use a special fabric to wrap, suspend, fall, swing and spiral their bodies into and out of various positions.

- Total Comments: 30
- Total Shares: 19
- Total Impressions: 6,906
How-To Video: Paddle Boarding

Views: 16,406
Impressions: 28,324
Minutes Watched: 24,518
Infographic

- Total Likes: 530
- Total Comments: 6
- Total Shares: 40
- Total Impressions: 6,206
Instagram Post Examples

1. **TAHOENORTH**
   - tahoehnort
   - 280 likes
   - It's the perfect day in #TAHOENORTH for HumanPoweredSports! (Photo: Daily Lake Tahoe Photos)
   - #TAHOENORTH #LakeTahoe #SUP #Kayaking
   - View all 23 comments
   - @carebearwnc this looks similar to my new fav beach

2. **TAHOENORTH**
   - tahoehnort
   - 61 likes
   - This weekend, get out in the crisp fall air and take a hike! Find out about some of #TAHOENORTH's best hiking spots on our Facebook page.
   - @Like Comment

3. **TAHOENORTH**
   - tahoehnort
   - 117 likes
   - This weekend, get out and try paddleboarding in our beautiful #TAHOENORTH sunshine! Find out more on our Facebook page.
   - @mocachinh @my3dolls @josh68484 next time we go we should try this! 😊
   - my3dolls @mocachinh for sure!! Next year let me start working out so I can get into a titty bitty bikini.
<table>
<thead>
<tr>
<th>Platform</th>
<th>Details</th>
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| **FACEBOOK** | 24 Facebook Posts:  
  • On average each post resulted in 1,200 likes and 26 comments, 90% of which were positive  
  • Total Likes: 29,952  
  • Total Shares: 2,256  
  • Total Comments: 624 |
| **YOUTUBE** | 4 Videos:  
  • Total Views: 56,513  
  • Total Impressions: 85,772 |
| **PUBLIC RELATIONS** | 15 Placements:  
  • Markets: Local; Regional; Bay Area; National  
  • Reach: 230,000  
  • Total Advertising Value: $20,100 |
| **INSTAGRAM** | 21 Posts:  
  • Total Likes: 2,199  
  • Total Impressions: 52,713 |
| **CONTENT** |  
  • 1 Press Release  
  • 7 Blog Posts  
  • 2 Newsletters |

**TOTAL IMPRESSIONS: 5 MILLION**
It’s a marathon, not a sprint

- Keep creating **great content**
- **Entertain people**, inform people, educate people… make them love & share your content
- Keep posting **regularly and consistently**
- Keep **connecting to people** in your target group
- Keep **promoting your content** wherever you can
- Keep **networking** with other authors, entrepreneurs and influences
- Keep **measuring**, learning and improving your efforts
How to develop a Brand Journalism strategy?
Who: Who is the story about? Who are the central actors of the piece and why do they matter? What’s relevant about them that audiences should identify with?
The Five W’s

What: With a custom content piece, it’s critical that you define your “what” in terms of a story that’s going to be interesting to a broader audience.
The Five W’s

*When*: Stories perform better when there is a relevant hook. For example, environmental stories trend around Earth Day. If you can find a natural fit between the story you’re trying to tell and when you release it, you’ll be best positioned to garner interest.
The Five W’s

Where: If you’re publishing for a local or regional audience, the “where” factor can be critical. This is true for two reasons: many readers are always on the lookout for local information, and this content can help improve your local SEO.
The Five W’s

**Why:** The “why” is the other serious question with brand journalism – specifically, why does a general audience or reader care about this particular issue? Ensure that you don’t just focus on company news or aspects that are internally reflective. It’s critical that your pieces establish the “so-what” with a very clear focus on your audience’s needs.
Thank You!