

2025 - GLP FILMS



CONTENT STRATEGY DEVELOPMENT GUIDE

Unlock the potential of your brand with our comprehensive Content Strategy Development Guide, designed to help you craft compelling narratives and drive meaningful engagement.

[GLPFILMS.COM](https://glpfilms.com)

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STEP 1

BRANDING BRAINSTORM

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When you talk about your place/organization to people from outside the region, what is the first thing you talk about? Think in keywords [adventure, nature/outdoors, arts, architecture, food, history, culture, etc.]

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What is unique to your place and/or organization?

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If you had one emotion to connect to your place, what would it be?

STEP 2

BRAND POSITIONING

DEFINE YOUR BRAND VOICE + VALUES

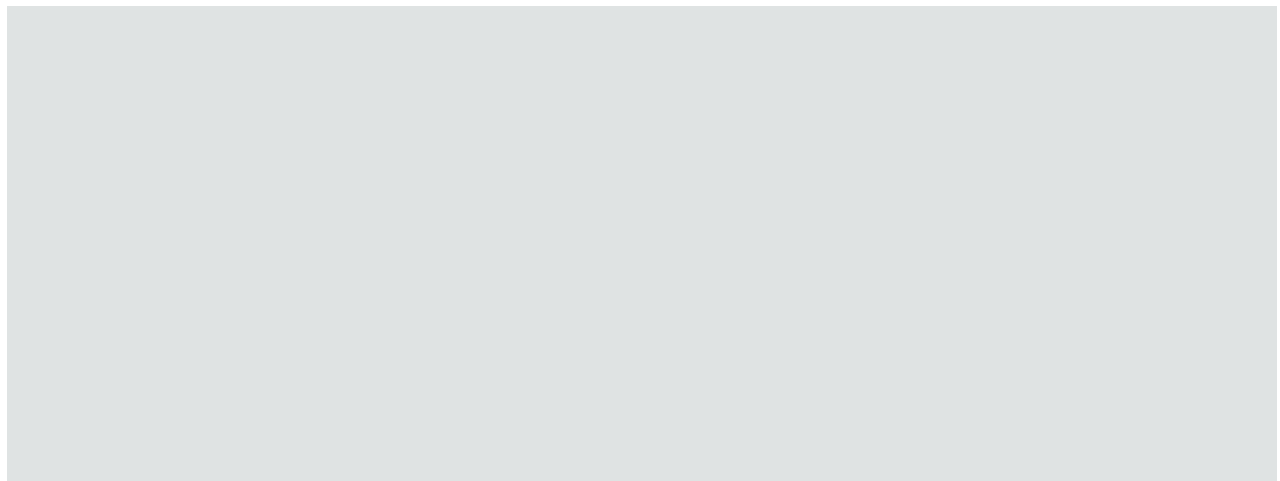
☐

Voice: How do you talk to your customers? What are 3 personality traits for your organization?

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Values: What are your organization's beliefs? What motivates and inspires your work?

NOTES:



STEP 3

CONTENT STRATEGY

IDENTIFY TARGET AUDIENCE

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Who are you trying to reach? What **type of community** do you want to attract to your destination or business?

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Where do consumers or outdoor recreation trade professionals look for information? (i.e. social media, online magazines, newsletters, websites, etc.).

STEP 4

CONTENT STRATEGY

STRATEGIC STORYTELLING

☐

What stories, content, and traveler experiences can be identified to best appeal to this audience?

☐

What **stories** do you want to tell? Are they...

- Unique to your destination – and support your destination goals
- Preserving – environment, culture, heritage, social structures, etc.
- Connecting and experiencing – nature and the outdoors
- Supporting and helping – local communities and their economies

☐

Do these stories align with sustainable and regional growth areas?

- Nature & Outdoors
- Community-based Tourism
- Adventure
- Health & Wellness
- Food & Agriculture
- Cultural & Indigenous

NOTES:

STEP 5

CONTENT CREATION + MARKETING

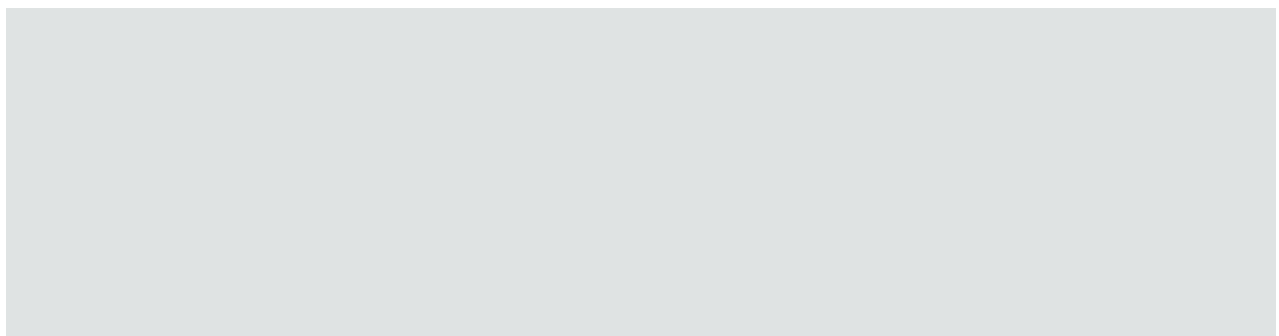
- ☐ What **type** of content best tells these stories? Does that content align with your brand's vision and values? (Ex: articles, videos, blogs, webinars, podcasts, etc.)
- ☐ What **type** of content best draws in your target audience and showcases the unique offerings of your place/organization?
- ☐ **How** can you strategically place your created content in front of your target audience?
 - Social Media Campaign
 - Media/Press (Earned + Paid Media Placements)
 - Strategic Local Partnership Distribution
 - Outdoor Recreation Magazines and Publications
 - Podcasts
 - Email Newsletters

STEP 6

ONE FINAL (CRUCIAL) STEP

- ☐ Create a strategy document and editorial calendar for your team with specific due dates for each step of your campaign
- ☐ Set metrics for what you consider to be a successful campaign (i.e. increase in bookings and sales, newsletter sign-ups, social media engagement, etc.)
- ☐ Track the results!

NOTES:



**We hope this
simple guide
was helpful.
Keep us posted
on your results!**

Team GLP



Any questions? Contact us at info@glpfilms.com or visit our website: www.glpfilms.com