

Storytelling & Owned Media



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01

Make Your Marketing Dollars Last Forever

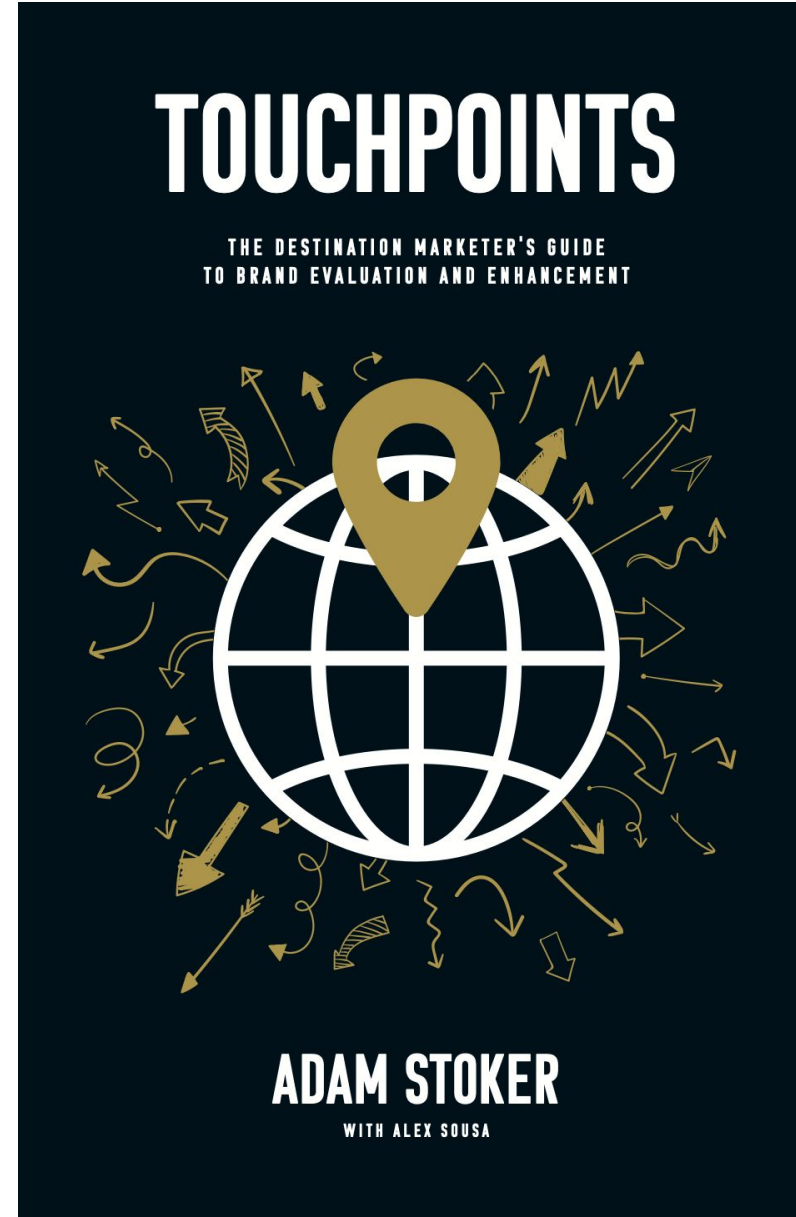
*Regardless of your budget size

Content → Community → Commerce

Touchpoints



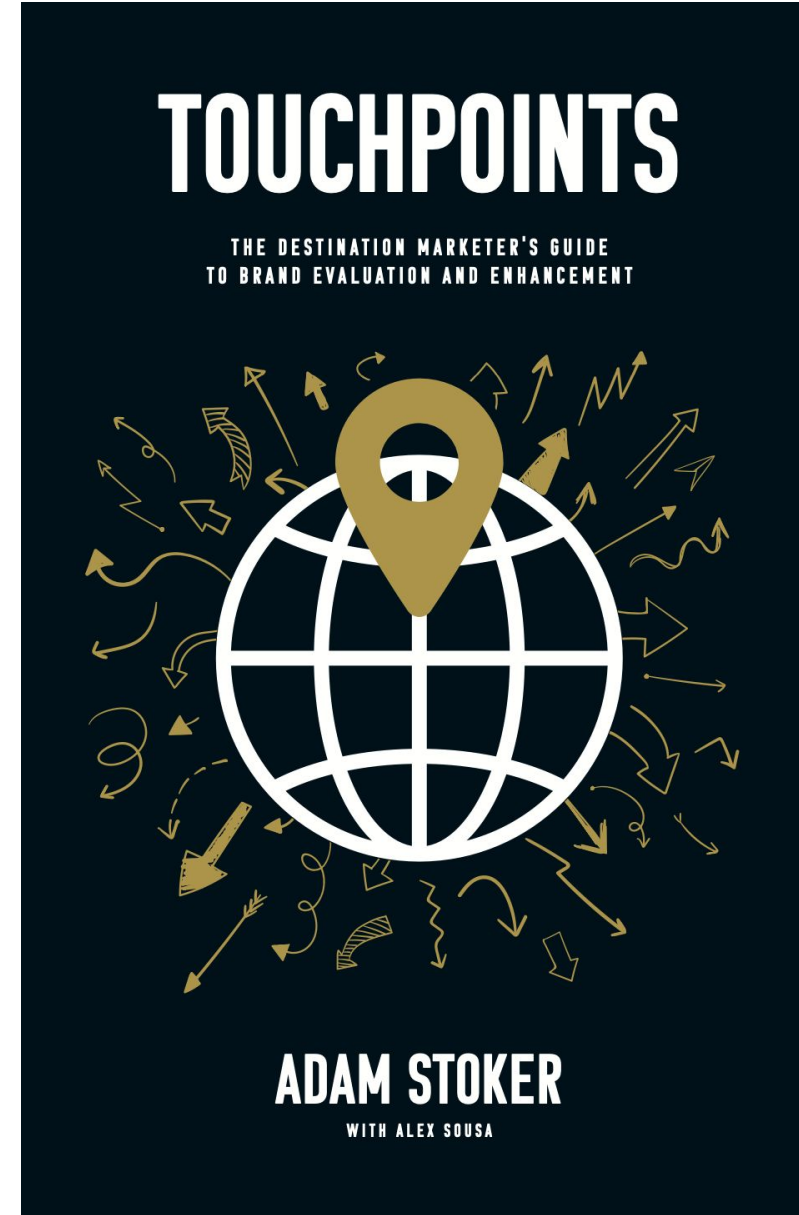
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Touchpoints



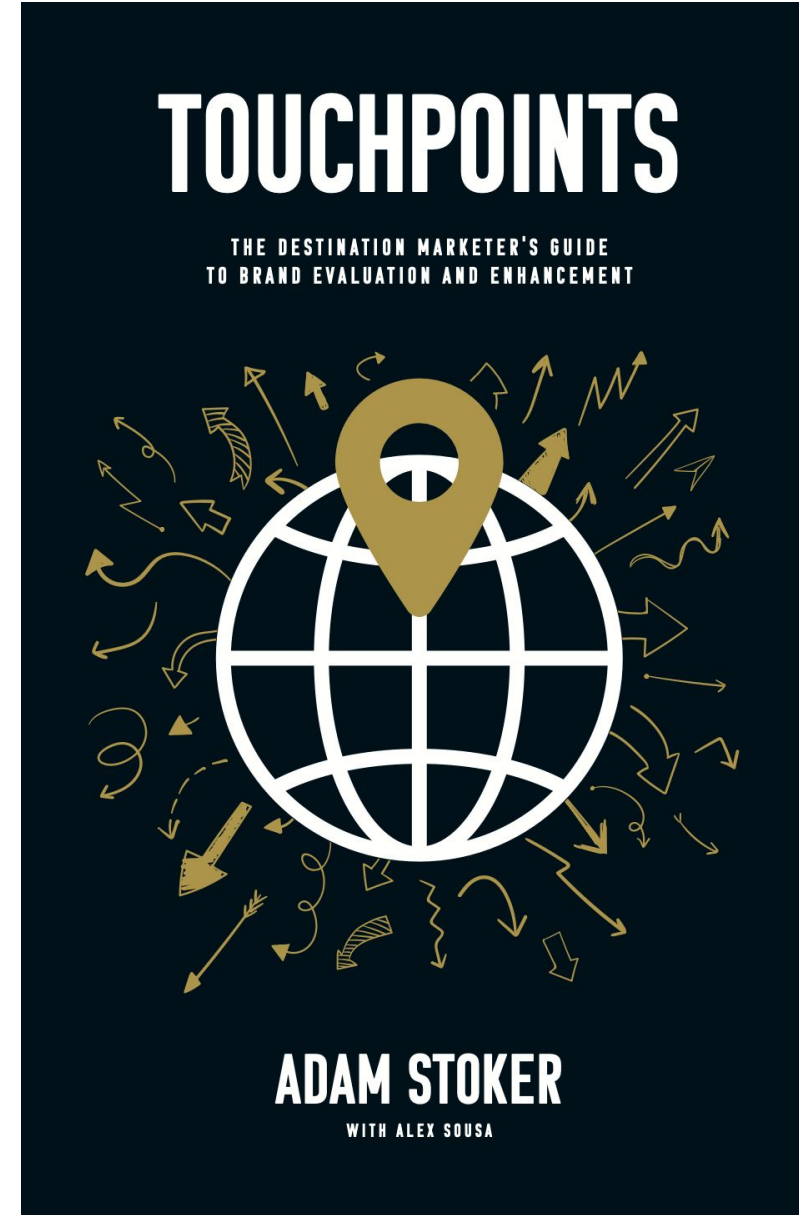
“Your brand is the sum of all the touchpoints your organization has with the outside world.”



Touchpoints



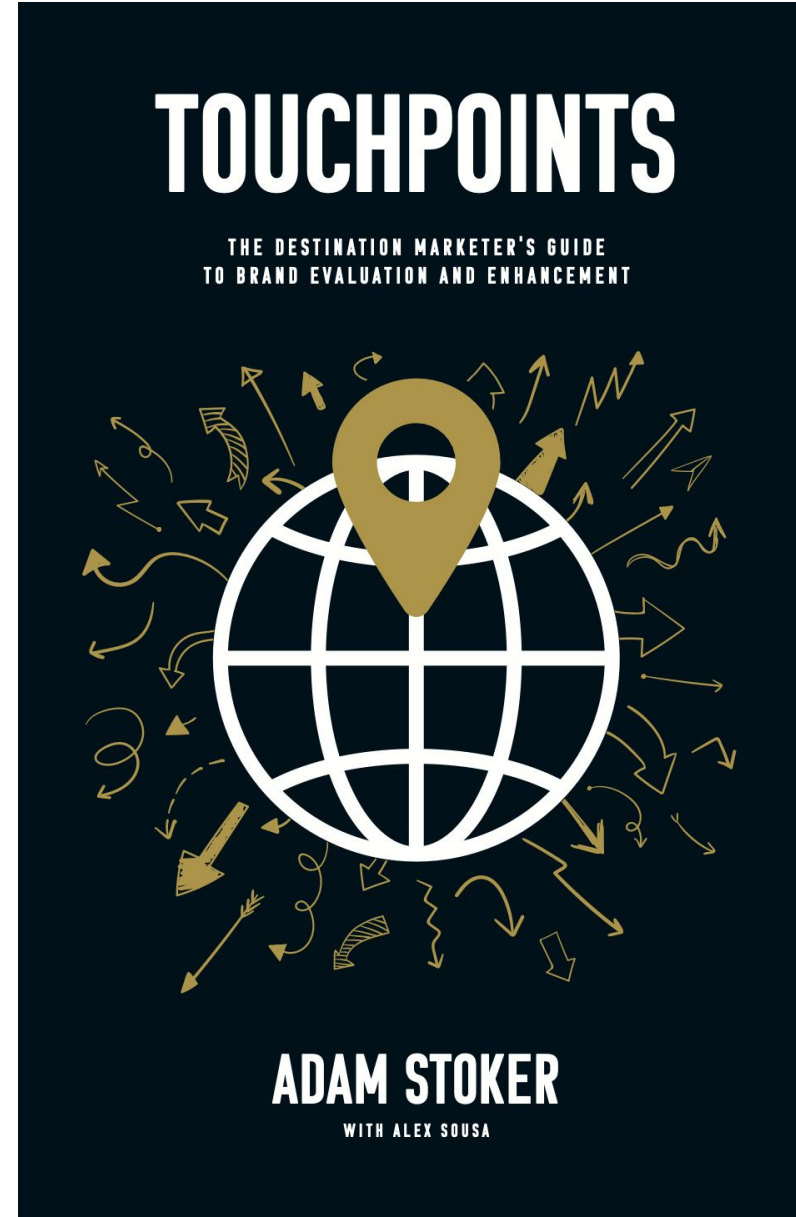
There are touchpoints
you can control and
touchpoints you can't.



Touchpoints



Are you controlling
your story?



Let's Talk About The History Of Advertising

How did legacy brands get so big?

01

The Backstory

Our Podcast

- The flagship podcast on The Destination Marketing Podcast Network (Launched in 2019)
- 107K All-Time Listens
- 26,594 listens in 2022
- 279 Total Episodes



Destination Marketing Podcast

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Our Podcast Network



**DESTINATION
MARKETING**
PODCAST NETWORK

RELIC

Shows Powered By Relic



ARCHITECTS OF
DESTINATION
ADVOCACY

LOUISIANA'S
PLAYGROUND

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02

Four Types of Media



Paid Media



- Purchased/rented access to media outlets and platforms
 - Digital media platforms
 - Traditional Media Outlets
- Measurable and effective
- Transactional

Earned Media

- Public relations
- Social posts by others/influencers
- Others telling your story to their audiences
- Major impact on the perception of the destination

Shared Media

- Social platforms
 - Meta platforms
 - Tik Tok
 - X
 - LinkedIn
- Organization owns content, shared platform owns distribution
- Organic content

Owned Media

- YouTube Channel
- Podcasts
- Video series
- TV show
- Streaming series
- Documentaries
- Email marketing
- Website content
- Text messaging list

Owned Media Benefits

- Owned audience vs rented
- Hunting vs. farming
- Control the narrative
- Value of audiences is increasing
- “Future-proof” against unexpected changes to rented platforms
- Major influence on both paid and earned media when done right
- Builds a deeper connection with the audience

03

The Value Of Building An Audience

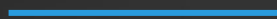


The Trend

- Reese Witherspoon- Hello Sunshine
- Daily Wire- Jeremy's Razors
- Mr. Beast- Mr. Beast Burger
- Good Good Golf
- All-In Podcast

03

Paid Media Concerns/ Marketing Funnel

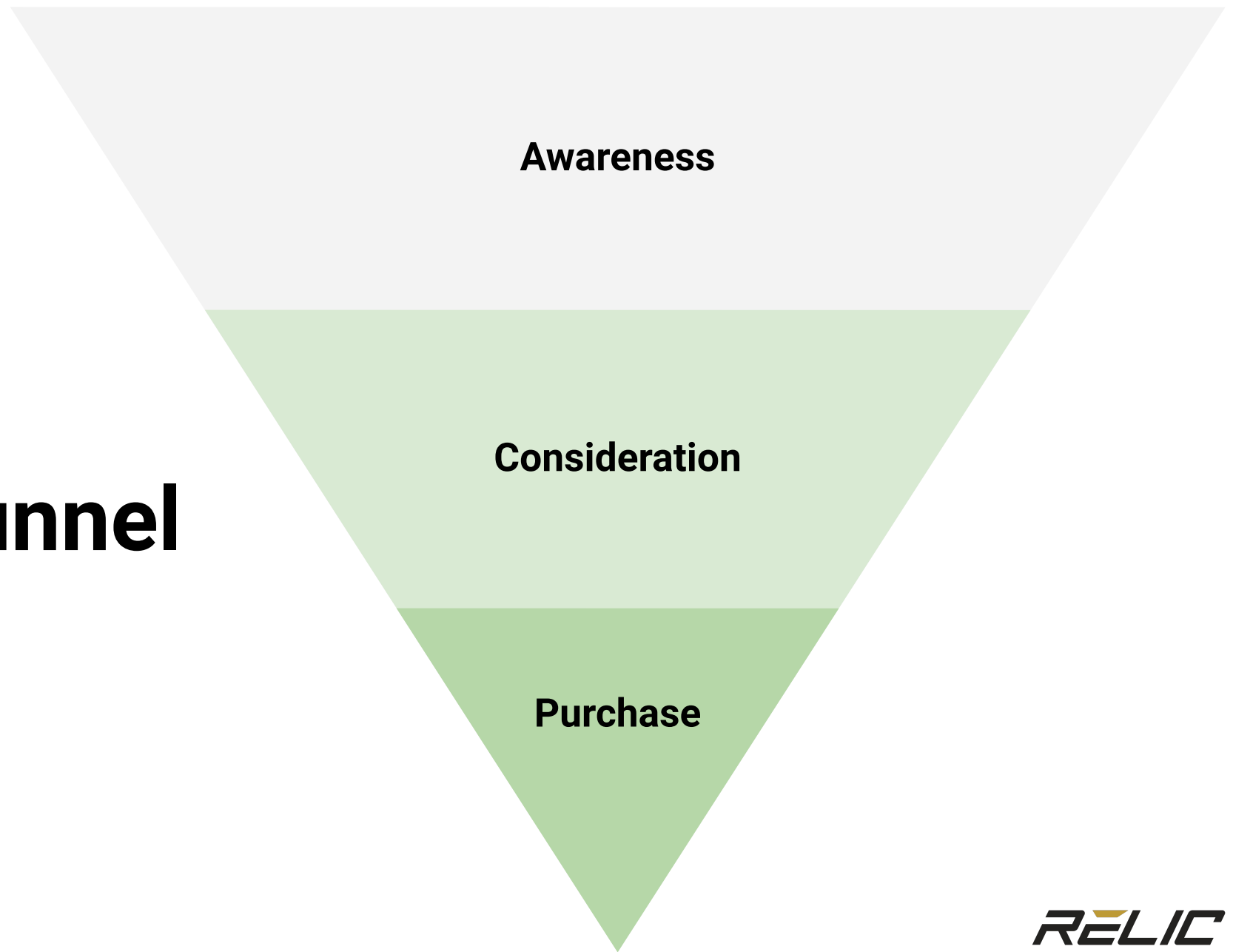


Paid Media

- Costs go up annually
- Salesforce example in q4 2022
- 1st party data issues
- Renting vs. owning
- Asking too much of a visitor in a paid ad

Paid Media Marketing Funnel

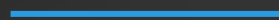
Capturing Demand



***Capturing* demand is one thing.
Creating demand is another.**

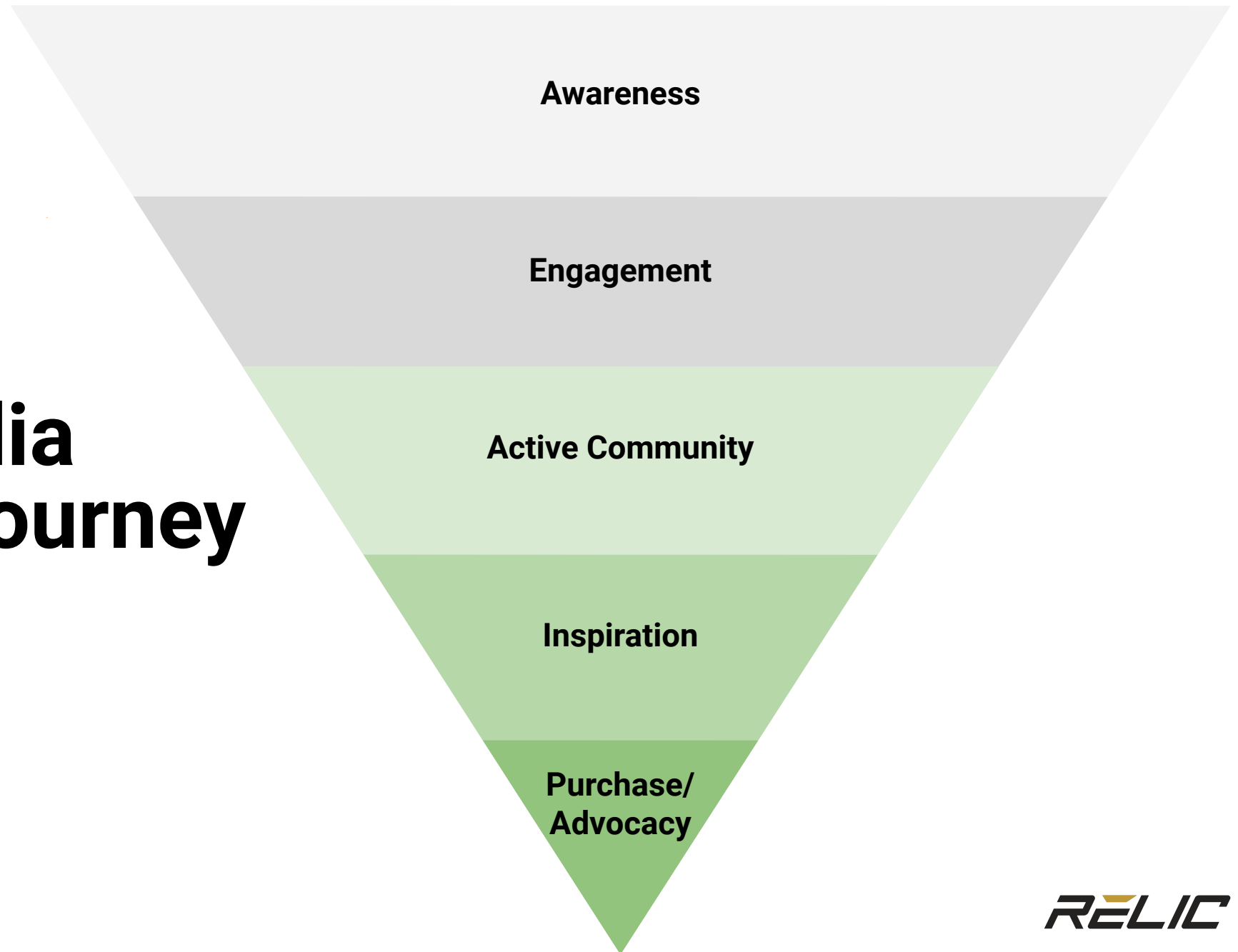
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Owned Media Audience Journey



Owned Media Audience Journey

Creating Demand

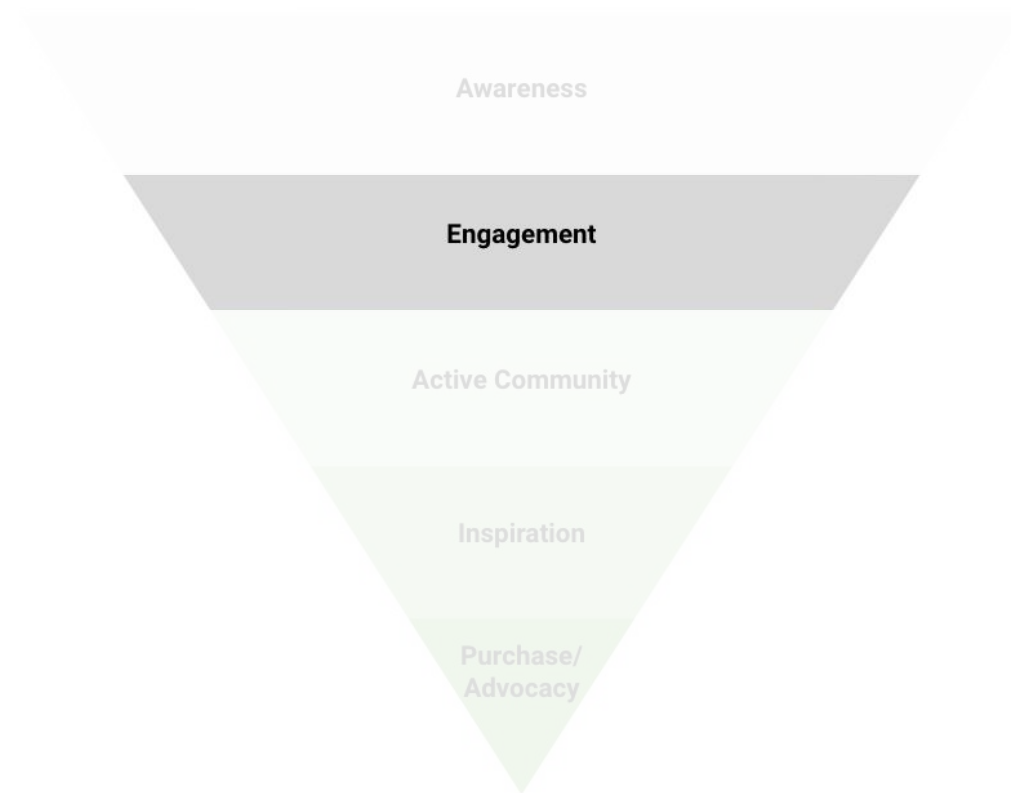


Awareness



- Amazing storytelling
- Destination showcase as a secondary priority
 - Podcast
 - TV Shows
 - Murals
 - Video
 - Social channels
 - Youtube shows/channels
- Drive traffic/attention to content vs. visitation

Engagement



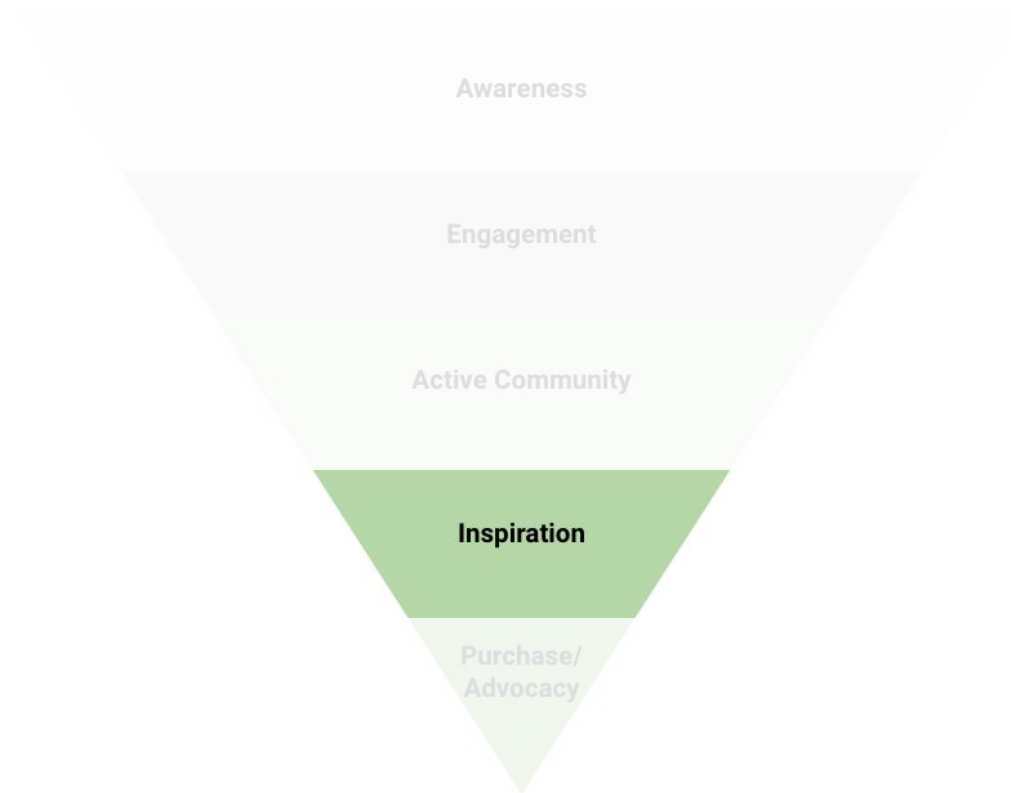
- Content
 - Premium Content
 - Content Slices
 - Blog/Email
 - Video Shorts
 - Social Posts
- Tactics
 - Audience-driven storytelling
 - Meet & greets
 - Talent appearances
 - Merchandise
 - Cross-show promotion/appearances
 - FB/LI groups/etc.
 - Retargeting/engagement

Active Community



- Permission
 - Email
 - Text
 - Social groups
 - Social follows
 - Direct mail
 - Subscription (podcast follow, etc)

Inspiration



- Personalized content based on permission data
- Custom content
- Organization and distribution of existing content based on permission data

Purchase /Advocacy



- Booked trip & destination visit, or
- Development of lifelong destination supporters

05

The Content



Great Storytelling

- Removes budgetary limitations
- Removes geographical limitations
- Builds advocacy
- Builds a long-term relationship with the audience

Content → Community → Commerce

05

Podcasts



By the numbers

55%

Have listened to a podcast

37%

Listen to podcasts at least once a month

24%

Listen to podcasts weekly

Podcast listeners skew toward the more highly educated and younger. ([Edison and Nielsen research](#)).

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Why Are Podcasts So Popular?

**Passive
consumption**

VS.

**Active
consumption**

By the numbers

80%

of listeners listen to most or all of a single episode

(Edison and Nielsen research).

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Bonus Benefits

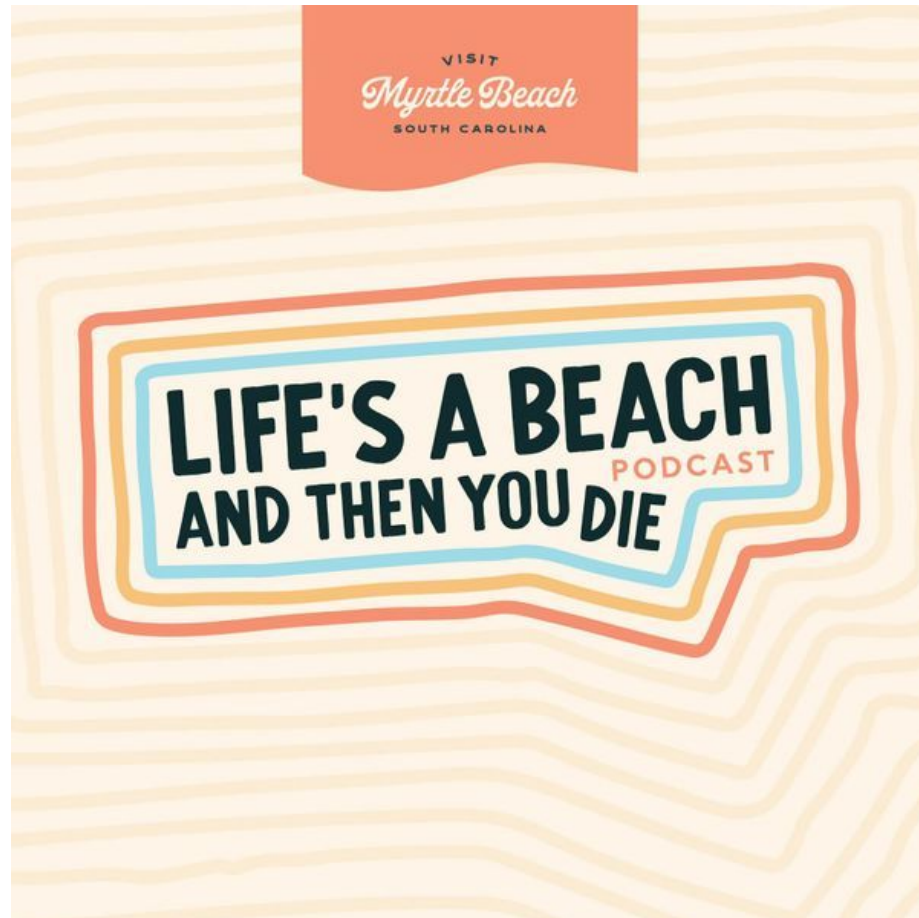


- Content to **slice, dice and repurpose**
- Transcriptions for an **SEO boost**
- Another piece of **evergreen content** for additional audiences
- Added **brand value** for the destination

Visit Myrtle Beach



Life's a Beach and then you Die



- Life's a Beach and Then You Die, is a story first podcast highlighting the people of Myrtle Beach.
- It's designed to appeal to people first, which will in turn grow a loyal audience who will develop a curiosity for Myrtle Beach itself.
- People love stories, and that's why this show is successful, when you put the audience experience first, they will keep coming back.

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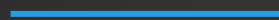
Life's a Beach and then you Die

- Through storytelling and social media the audience members feel a connection to the guests and therefore with Myrtle Beach



06

So What's The
Point?



Organizational Use Cases

- Support a struggling stakeholder business
- Have a built-in audience for events
- Fill in shoulder seasons
- Get better visitor research and feedback
- Influence return visitation
- Reach new audiences based on the content, not intent to visit
- Create a lot of content on a limited budget!

How We Do It

- **Hosting** // A Relic representative to collaborate with on content and conversation points.
- **Production & Editing** // The hardest and most time-consuming part off your plate.
- **Distribution** // Episodes published to all podcast platforms with optimization.
- **Analytics** // Frequent analytics reports to measure progress and success.
- **Marketing, if desired** // Transcriptions, blog posts, social posts - you name it, we can do it.
- **Ad Space Sales** // 50/50 Revenue split (Brand New Feature!)

01

Make Your Marketing Dollars Last Forever

*Regardless of your budget size

You're Not Ready For My Pitch



Want To Tell Your Organization's Story?

- [Grab me or Pratt](#)
- DestinationMarketingPodcast.com

thank you

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