

How to Engage Others to Effectively Tell Your Story

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Learning Objectives

- Benefits of Storytelling - WHY this is so key TODAY
- Methods and Meaning - WHAT formats play into conversion
- Leveraging Relationships - WHO to work with for beneficial storytelling
 - Getting Started - HOW to begin marketing thru storytelling



Benefits of Storytelling

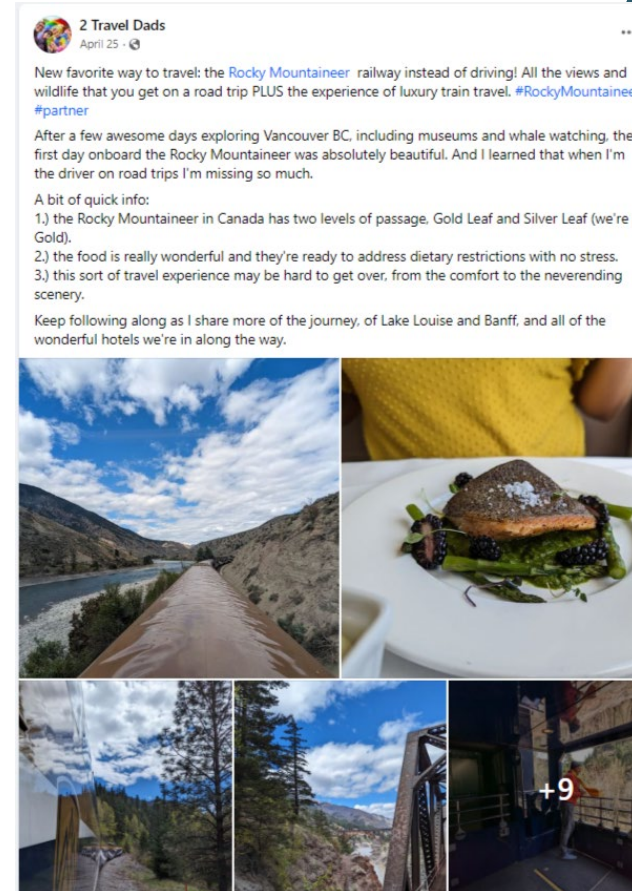
- it's an appealing form of marketing
- it's more cost effective with a bigger reach than print advertisements
- it's minimal work for YOU with big potential
- the effectiveness of communicating an experience vs suggesting a product is much higher



Benefits of Storytelling

Storytelling is consumable through many formats, thus reaching DIFFERENT types of people.

You may be the expert, but that doesn't mean YOUR take on your product or experience is always relatable to others.



[15 Things to do in Banff and Canmore Without the Crowds](#)



[Fairmont Chateau Lake Louise – a Top Shelf Experience in the Canadian Rockies](#)



[Mount Royal Hotel in Downtown Banff – Perfect Location and Rooftop Hot Tubs](#)



[Review of the Fairmont Palliser Hotel in Downtown Calgary, Alberta – WOW.](#)



[Gorgeous Canadian Rockies Road Trip: Banff, Jasper, Yoho and More](#)



[Train from Vancouver to Banff: Rocky Mountaineer First Passage to the West](#)



Methods and Meaning

Storytelling takes many forms (not just social media):

- written in print
 - can live forever if cataloged, no direct action
- written online
 - can live forever, can be updated, actionable
- videography
 - can live forever, can be published multiple places, actionable
- podcast / audio journal
 - can live forever, can be repurposed, actionable
- social media
 - expires but inspires, can be actionable



Methods and Meaning

Do you want to reach people at the

Inspire stage

inspiration, research, planning,
convincing others...

Action stage

booking, last minute research, sharing
plans with others...



Methods and Meaning

BONUS: you can partner with writers and creators to develop stories for their outlets!

articles – podcast spots – promo codes

Rafting the Flathead River on Glacier National Park's Border, Montana

By: Rob Taylor

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One of the best parts about summer is the warm weather and somewhat carefree attitude everyone seems to carry. The first couple of weeks, the heat isn't so bad. If you're in [western Montana](#), you likely endured a long, cold winter, followed by a long, wet, spring. Finally July comes around and you're itching for some vitamin D! And that's when Glacier Country rafting comes into play!

Leveraging Relationships

Who do you start with for getting somebody else to tell your story:

- CVB - Convention and Visitors Bureau
- DMO - Destination Marketing Organization (often hired by city/county/state)
- Chamber of Commerce - membership based, but may be valuable to join
- Industry Organization - journalist and partner directories
- Direct Contact - shoot your shot



Leveraging Relationships

Tips for being the Go-to Story to Tell

- be active with your local destination PR and Marketing team
- be flexible and available to host people who can share your story
- earn a reputation for being unique in your niche
- be accessible - find ways to accommodate diverse needs, diverse patrons and varied interests



Getting Started

- Set a Goal - Yes, you need to know what story you want to tell and WHO you want to reach
- Create a Budget - You should have a line item for marketing, including storytelling in this
- Ask for Help - Use your contacts and associations to get into the pipeline
- Be Open to Interpretation - Part of storytelling is understanding that everyone sees an experience differently; be ready to support different takes on your story



Getting Started

Budget Talk - ROI

What will it cost you to HOST somebody for an experience?

How many people need to be inspired by the Story to break even? - reality is usually two bookings

Should this be paid? - That's up to you; it depends on what you ask for and what you expect to get out of it all (just the storytelling or do you want assets or story control?)



Q & A

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