

A HOLISTIC P/E/S/O APPROACH

GUIDELINES FOR BUILDING YOUR CONTENT PLAN



THE CORE CHALLENGES

OVERWHELMED BY CHOICE



Travelers

THE “EVERYTHING” TRAP



DMOs

THE TARGETING PIVOT

Shifting our focus from **who** they are as travelers to **why** they want to travel.



TRAVELER MINDSETS



Need to Get Away



Want to Attend an Event



Looking for a Specific Experience

BUILDING NARRATIVE THROUGH THEMATIC CONTENT

Reactive

- **One-Off Posts**
- **Tactical Focus**
- **Low Retention**



Narrative

- **Story-Based**
- **Thematic Campaigns**
- **High Affinity**



A HOLISTIC P/E/S/O APPROACH

GROUNDING STRATEGY IN OCCASION-BASED PILLARS



THE THREE OCCASION-BASED PILLARS

Owning three distinct trip types, each answering a specific traveler need.

The Getaway That Gets You

Focus: Escape & Excitement

“Undercomplicate” planning with ease and variety. Customizable, low-stress, spontaneous fun.

Targeting the need for relief. Position MO as the “low-stress” antidote to routine.

Big Event Backdrop

Focus: Multifaceted Fandom

Come for the game or concert; stay for the destination and a variety of fan favorites.

Leveraging “fan culture.” Target travelers booking tickets to extend their stay.

Tailored Experiences

Focus: Easy, Fun & Versatile

The best place for trips inspired by the desire for specific activities with easy add-ons.

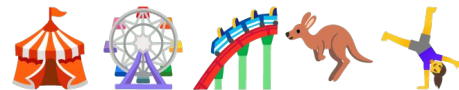
Target specific intent (Family, Lake, History) and showcase MO as the hub.

MISSOURI EXPERIENCE PILLARS

The ideal setting for *big events* and *tailored experiences*



GAME DAY GETAWAY



FAMILY FUN



**NIGHTLIFE &
ENTERTAINMENT**



OUTDOOR ADVENTURE



FOOD & DRINK

CONCERT WEEKEND



CUTE, COOL & LOCAL



LAKES & RIVERS



NATURE RELAXATION



HERITAGE & HISTORY



MISSOURI EXPERIENCE PILLARS

big events



Come for the *game*, stay for the weekend,
explore the state, follow your fandom.

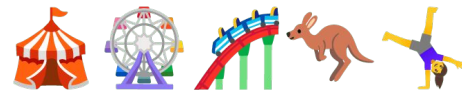


Come for the *show*, stay for the weekend,
explore the state, follow your fandom.



MISSOURI EXPERIENCE PILLARS

tailored experiences



FAMILY FUN

Theme Parks, Zoos, Aquariums,
Family Entertainment Centers, Festivals

CUTE, COOL & LOCAL



Boutiques, Antiquing, Historic Districts,
Trendy Dining, Art, Urban Parks, Festivals



NIGHTLIFE & ENTERTAINMENT

Clubs, Bars, Standup, Live Shows,
Concerts, Casinos, Festivals

LAKES & RIVERS



Boating, Marinas, Lake Resorts, Fishing,
Swimming, Float Trips

MISSOURI EXPERIENCE PILLARS

tailored experiences



OUTDOOR ADVENTURE

Hiking, Mountain Biking, Rock Climbing,
Zip-Lining, Off-Roading, Caving

NATURE RELAXATION



Glamping, Nature Paths, Botanical Gardens,
Bird-Watching, Scenic Drives



FOOD & DRINK

Wineries, Breweries, Distilleries, BBQ, Fine
Dining, Greasy Spoons, Festivals

HERITAGE & HISTORY



Route 66, Civil War, Museums, Landmarks,
Genealogy, Tours, Festivals

A HOLISTIC P/E/S/O APPROACH

AUTHENTICITY & CONNECTION



AUTHENTIC EDGE



Voice



Experience

DELIVERING ON MISSOURI'S PROMISE

Look for your “surprising combinations.”



Entertainment

Game Day Getaways, Concert
Weekends, Nightlife



Leisure

Family Fun, Nature Relaxation,
Lakes & Rivers



Culture & Lifestyle

Cute/Cool & Local, Food & Drink,
Heritage & History, Outdoor
Adventure

A HOLISTIC P/E/S/O APPROACH

CREATING THE PLAN

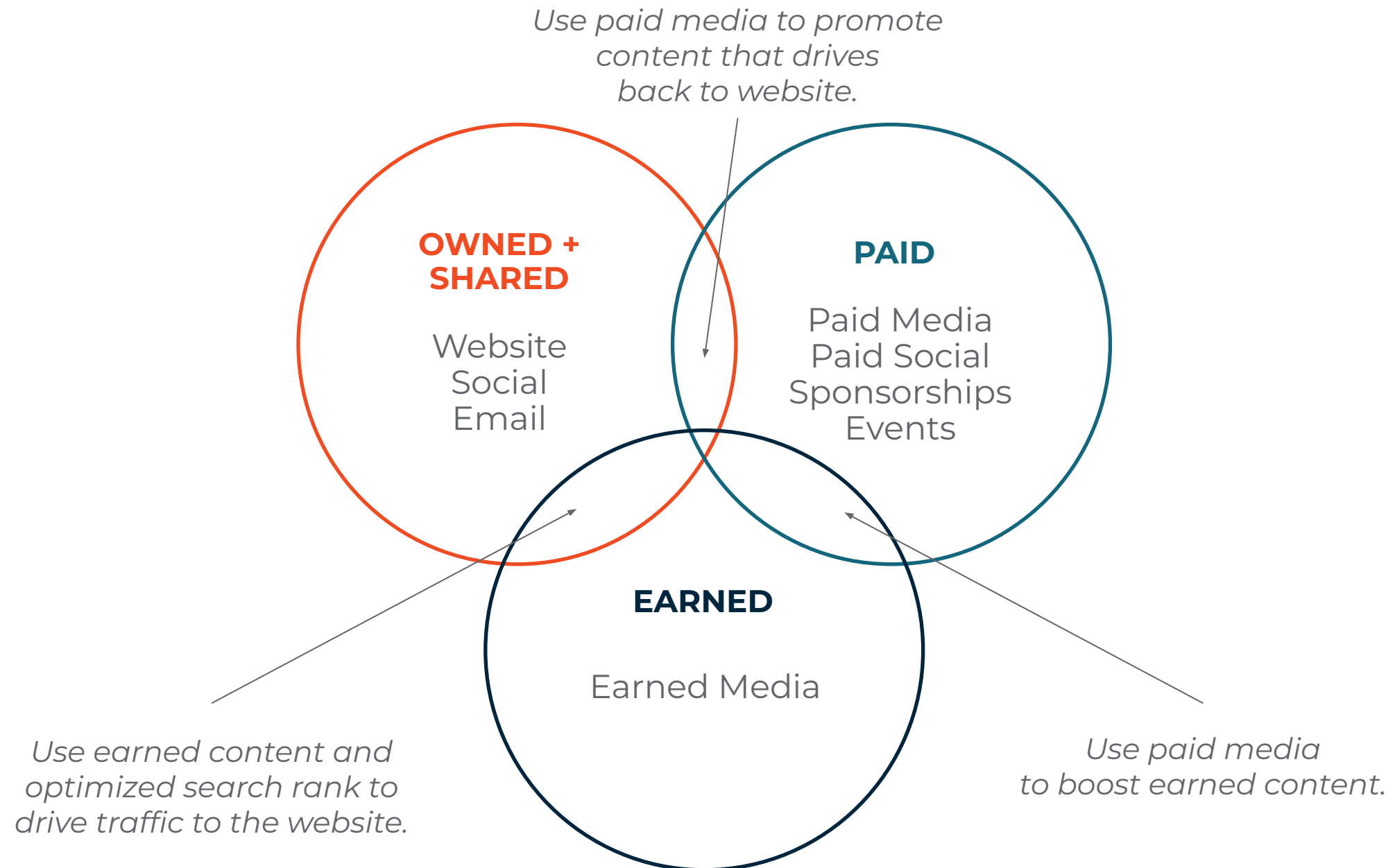


THE FORMULA

1. STRATEGIC MIX OF CHANNELS +
2. PLATFORM-SPECIFIC CADENCE +
3. TIMELINESS/CULTURAL MOMENTS +
4. INTEGRATED CONSIDERATIONS +
5. AUDIENCE-ALIGNED PILLARS =

THE PERFECT CONTENT CALENDAR

CHANNEL FRAMEWORK



PAID MEDIA SHOULD HAVE A MIX OF FORMATS



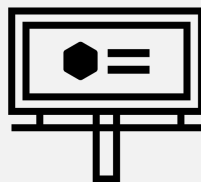
PAID SEARCH

I'm actively searching for a specific product or solution—show me what I need right away.



PAID SOCIAL

Engaging with my feed via creative, visual stories aligned with my interests.



OUT-OF-HOME (OOH)

Capturing attention with bold, high-impact billboard visuals.



CONNECTED TV (CTV)

I'm relaxed on my couch streaming my favorite show.



PROGRAMMATIC DISPLAY

Reading news and browsing niche sites, seeing targeted banner ads.



AUDIO & PODCAST

I'm listening on my daily routine, hearing host-read messages while I multitask.

EARNED SHOULD COVER ALL OPPORTUNITIES



PRESS & MEDIA PR

Industry journalists writing a story looking for exclusive research, unique insights or a newsworthy hook.



INFLUENCER COVERAGE

An authentic experience with a niche audience offering organic recommendations.



CUSTOMER REVIEWS

Honest third-party ratings and real customer feedback before making decisions.



EDITORIAL & GUESTING

Thought leadership pieces, guest blogs, podcast features, TV/radio interviews.



WORD-OF-MOUTH

Actively telling friends, peers, and colleagues about it in conversation.

SOCIAL CONTENT SHOULD FIT THE CHANNEL



FACEBOOK

I'd like to share a story about my recent trip.



TWIX

We're out at #TravelEvent exploring live!



INSTAGRAM

Look at this beautiful picture from my latest travels.



YOUTUBE

I'm watching a video about an avid traveler giving some travel tips.



TIKTOK

I made this quick, trendy video while traveling.



LINKEDIN

I want all my colleagues to provide their thoughts on the future of sustainable travel.

OWNED MEDIA ACTS AS YOUR BRAND ETHOS



WEBSITE & BLOG

Your digital front door—provide clear solutions, rich content, and an effortless, intuitive path to conversion.



EMAIL NEWSLETTER

Deliver value-driven updates, curated insights, and exclusive subscriber perks.



MOBILE APPLICATION

Provide seamless utility for visitors and tailored push alerts around events and deals.



SMS & MESSAGING

Send time-sensitive updates and urgent VIP offers/updates, retargeting in-person interactions.

CONTENT CONSIDERATIONS

Don't forget to pay attention to what's happening for your audience and where they are when you're trying to get their attention.

HOLIDAYS

From Valentine's Day to National Hot Chocolate Day, there's a holiday for every day in today's social media era.

LOCAL/NOTEWORTHY EVENTS

Did your city recently host a large event (like the NFL Draft) or have a celebrity come tour their latest show? Make sure your social content and cadence take these into account.

CULTURAL IN-THE(MOMENTS)

Similar to local/noteworthy events, it's also important to keep a general pulse on what your audience(s) are talking about.



CONTENT CONSIDERATIONS

It's also important to not compete and instead complement the other marketing efforts happening for your destination.

PAID MEDIA

Consider any paid advertising (digital and/or print) that is out in the world, and ensure all social content complements and does not compete.

EARNED MEDIA

Being aware of earned pitches and coverage can add a layer of integration to social, building even further awareness.

SHARED MEDIA

Social content that is diversified across platforms and ladders into other content efforts.

OWNED MEDIA

Consider all owned media channels alongside PESO content (email, web content SEO efforts, etc).



Visit Missouri can reach potential visitors along their travel journey to move Missouri into stronger consideration.



Inspire

Show potential visitors the wide variety Missouri has to offer and why it should be at the top of their list.

More **PASSIVE:** *Living their normal lives*



Guide

Enhance the experience of visitors who are planning their trip and/or currently exploring MO.

More **ACTIVE**



Culture

Contribute to relevant societal conversations from a Missouri tourism perspective.

Could be either **PASSIVE** or **ACTIVE**

CONTENT STRATEGY AT A GLANCE | SAMPLE

MARKETING OBJECTIVE	INCREASE DESTINATION VISITORS & SPEND Maximize total tourist arrivals and destination revenue.					
COMMS OBJECTIVE	CREATE INTEREST IN VISITING Build awareness of and consideration for the region based on DMO goals.					
AUDIENCE	VISITOR ACQUISITION			IN-MARKET & ADVOCACY		
CONTENT OBJECTIVES	ATTRACT POTENTIAL TRAVELERS Deliver inspiration to build a pipeline of new visitors.	GATHER PLANNING SIGNALS Drive specific planning interactions, like guide requests.		GUIDE IN-MARKET VISITORS Provide real-time help to enhance visitor experience.	EMPOWER DESTINATION ADVOCATES Turn visitors into content creators and recommenders.	
PLANNING STAGE	AWARENESS / INTEREST	DESIRE / ACTION		AWARENESS / INTEREST	DESIRE / ACTION	
CONTENT TYPES	CONTENT TYPE 1	CONTENT TYPE 2	CONTENT TYPE 3	CONTENT TYPE 4	CONTENT TYPE 5	CONTENT TYPE 6
EXAMPLES*	Top 10 Hidden Gem Beaches (Short-form Video)	Plan your Spring Break (Blog)	Romantic Getaways (Email Newsletter) Why I love St. Pete (Instagram Reel)	Today's Events (App Push)	Where to Eat (Interactive Map) Weekend Trips (Video Series)	Weekend Trip Ideas (Blog) Meet our Locals (Video Series)

**These are to illustrate concept formats, not actual concept ideas.*

MEASURING WHAT MATTERS



Engagement

Measuring standard interaction metrics across channels to evaluate real-time audience interest and ongoing brand connection.



Perception

Attitudinal Metrics

Tracking strategic improvements in overall destination perception, brand sentiment and quantitative interest lift.



Conversion

Behavioral Metrics

Monitoring direct Travel Guide downloads, digital itinerary link clicks and end-to-end user conversion attribution.

LET'S TAKE A BREAK



A HOLISTIC P/E/S/O APPROACH

TOOLS



TOOLS

DMO Strategizer

Identifying/Tailoring Pillars — which should be your focus? How do you make them your own?

Content Planning Tool

Translating to Tailored Plan

Asset Toolbox

A HOLISTIC P/E/S/O APPROACH

DMO STRATEGIZER TOOL





Destination



Market



Advantages



Traveler



Strategy

Step 1 of 4

Your Destination

Let's start with the basics. What area of Missouri are you promoting?

Destination Name

e.g., Hannibal, MO or Lake of the Ozarks

City, town, county, or region name

Region

Select a region...



Continue →



AI Strategist

YOUR BRAINSTORM PARTNER

Welcome! Type in your destination, and I can suggest its primary Missouri region and brainstorm its top tourism draws.

Suggest Context & Region



CONTENT STRATEGY AT A GLANCE | BLANK

MARKETING OBJECTIVE	MARKETING OBJECTIVE HEADLINE Summarize high-level marketing objective statement as it applies to content here.					
COMMS OBJECTIVE	COMMUNICATIONS OBJECTIVE HEADLINE Summarize high-level comms objective statement as it applies to content here.					
AUDIENCE	MESSAGING OBJECTIVE 1			MESSAGING OBJECTIVE 2		
CONTENT OBJECTIVES	CONTENT OBJECTIVE 1 Describe how the objective will apply to brand content here.	CONTENT OBJECTIVE 2 Describe how the objective will apply to brand content here.		CONTENT OBJECTIVE 3 Describe how the objective will apply to brand content here.	CONTENT OBJECTIVE 4 Describe how the objective will apply to brand content here.	
PLANNING STAGE	AWARENESS / INTEREST		DESIRE / ACTION		AWARENESS / INTEREST	DESIRE / ACTION
CONTENT TYPES	CONTENT TYPE 1	CONTENT TYPE 2	CONTENT TYPE 3	CONTENT TYPE 4	CONTENT TYPE 5	CONTENT TYPE 6
EXAMPLES*	Example content headline here	Example content headline here	Example content headline here	Example content headline here	Example content headline here	Example content headline here
<i>*These are to illustrate concept formats, not actual concept ideas.</i>	Example content headline here	Example content headline here	Example content headline here	Example content headline here	Example content headline here	Example content headline here

PILLAR 1	PILLAR 2	PILLAR 3	PILLAR 4	PILLAR 5
What is it?	What is it?	What is it?	What is it?	What is it?
Why do we care about it?	Why do we care about it?	Why do we care about it?	Why do we care about it?	Why do we care about it?
Why does our audience care?	Why does our audience care?	Why does our audience care?	Why does our audience care?	Why does our audience care?
Content could look like ...	Content could look like ...	Content could look like ...	Content could look like ...	Content could look like ...

Framework Template



bit.ly/3TlsgSc

DMO Strategizer App

mo-dmo.obp.dev

LET'S EAT



A HOLISTIC P/E/S/O APPROACH

DMO CONTENT PLANNING TOOL





Seasonal Content Plan

Hermann, MO · 5 pillars · 7 channels

01



Spring (Publish Feb–Apr for Mar–May travel)



Season Theme

Spring in Hermann invites heritage seekers, wine enthusiasts, and romantic retreaters to shed winter's chill and embrace an authentic European awakening, where blossoming vineyards and historic trails beckon with unhurried charm.



Flagship Beats

Vineyard Vistas & Heritage Hikes — 🏞️ Outdoor Adventure · cultural relevance · PR / earned-media pitch · "Hermann's [Heritage Hikes]: Unearth German settler stories on tranquil vineyard trails. Authentic cultural immersion."

Framework Template



bit.ly/3TlsgSc

DMO Content Planner App

mo-content.obp.dev

A HOLISTIC P/E/S/O APPROACH

TRANSLATING TO A TAILORED PLAN



CONTENT STRATEGY AT A GLANCE | BLANK

MARKETING OBJECTIVE	MARKETING OBJECTIVE HEADLINE Summarize high-level marketing objective statement as it applies to content here.					
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	MISSOURI TRAVEL EXPERIENCE PILLARS				
CONTENT MODES	PILLAR 1	PILLAR 2	PILLAR 3	PILLAR 4	PILLAR 5
INSPIRE					
GUIDE					
CULTURE					

PLATFORMS	CADENCE	HOLIDAY/TIMELY CONSIDERATIONS	INTEGRATED CONSIDERATIONS
PLATFORM 1	PLATFORM 1 CADENCE	JULY CONSIDERATIONS	JULY CONSIDERATIONS
PLATFORM 2	PLATFORM 2 CADENCE		
PLATFORM 3	PLATFORM 3 CADENCE	AUGUST CONSIDERATIONS	AUGUST CONSIDERATIONS
PLATFORM 4	PLATFORM 4 CADENCE		

AUGUST 2026

SUN	MON	TUES	WED	THURS	FRI	SAT
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 2026

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER 2026

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER 2026

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER 2026

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

A HOLISTIC P/E/S/O APPROACH

BUILDING AN ASSET LIBRARY



ASSET LIBRARY FRAMEWORK

LEVEL 1

Foundational

- DMO elevator story
- Static assets of core POIs (attractions, downtown, events, etc.)
- Basic info

LEVEL 2

Layered

Adding human elements and authentic storytelling (UGC, personalities)

LEVEL 3

Advanced

Ensuring seasonal variety and a mix of people vs. landscape shots

FOUNDATIONAL

DMO Elevator Pitch

- Short description of the vibe of your destination; a short story about what makes it unique (ideal for social media, longer version for website)
- Images and video that represent the DMO's unique experience

Static Imagery of POIs

At Their Best

- Main attractions
- Key activities & experiences
- Downtown
- Notable areas
- Outdoor areas
- Hotels & unique lodging
- Restaurants, cafes & unique dining
- Nightlife & cultural experiences
- Key events

Why: *A short narrative and a few good images provide the foundation to tell your DMO's story in a number of ways.*

LAYERED

Characters

Personalities, local celebrities, influential people

- Headshot
- Bio
- Social handles/website/where to find them
- Photo of person doing something they are known for
- B-roll of person doing something they are known for

Testimonial/User-Generated Content

- Video of people talking about an experience in DMO
- Collect tags/re-sharing/community content creation

Why: *Once basics are achieved, start layering in more engaging features of content.*

ADVANCED

Seasonal Variability

Ensuring assets have a version to use each season

- Main attractions, key activities & experiences, notable/outdoor areas, etc. featured in each season of the year for easy pairing with content plan

Cadence for Series-ified Content

- Capturing similar content on a weekly/monthly/quarterly/seasonal basis to ensure consistent posting cadence
- Snippets/sections can be used on an ongoing basis

Why: *Keep your story timely and fresh with in-season variations. ensuring a robust library of content assets that can be used year-round.*

LET'S WORKSHOP

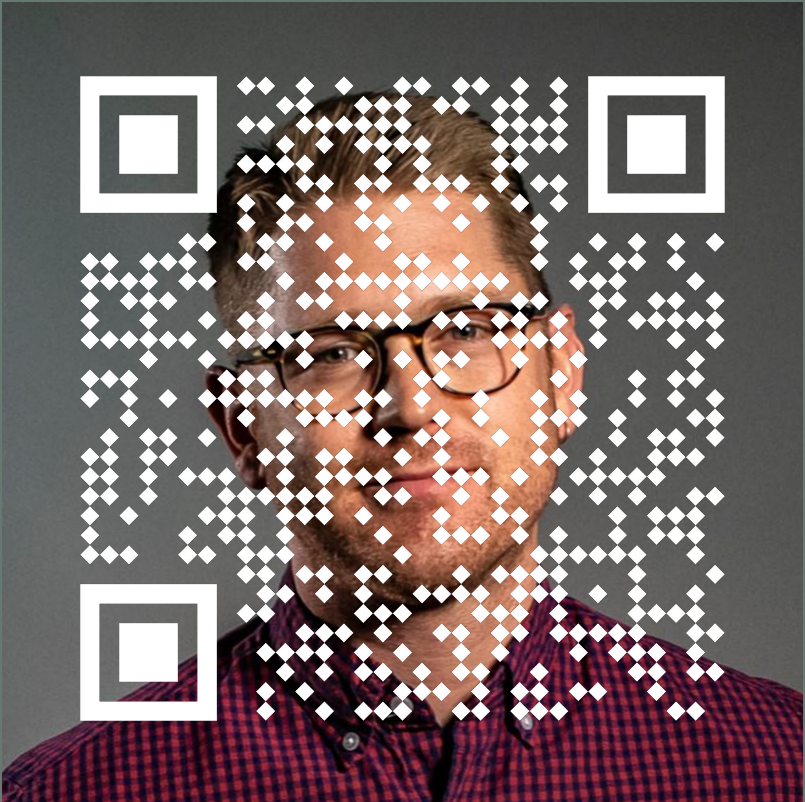


CONNECT WITH US



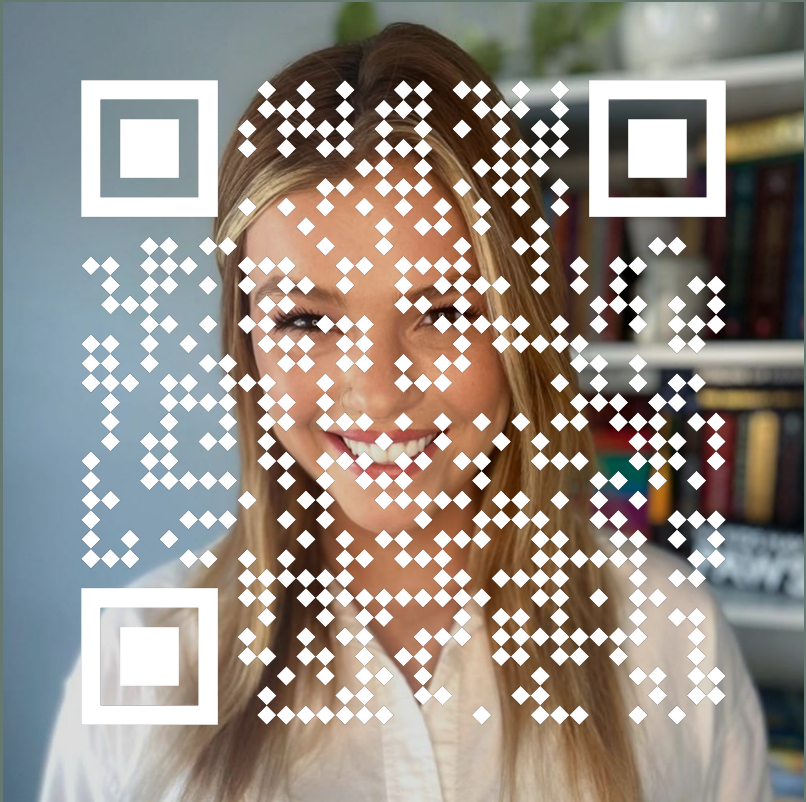
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THANK YOU

