

see
2021

Planning for 2022:
**Map Out Your
Content Game Plan**



Jake Brown



Katie Utken

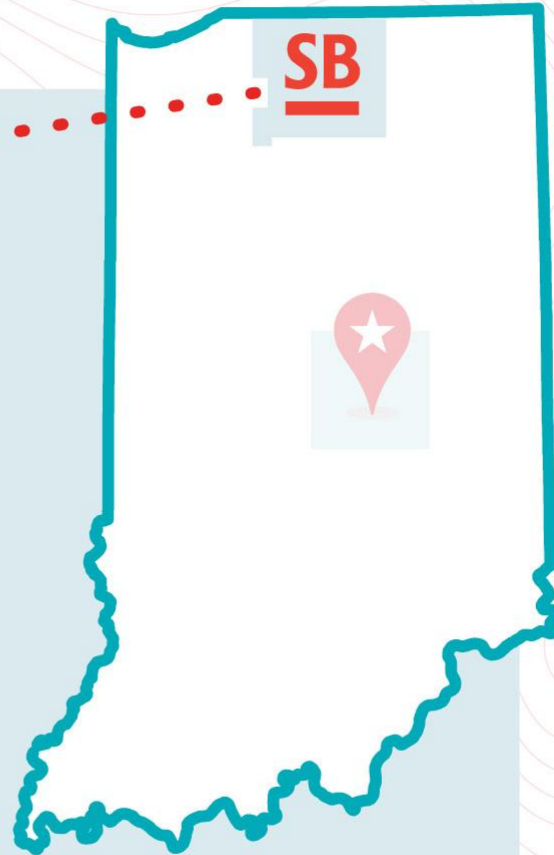




Jake Brown

Content & Digital
Marketing Strategist

Visit South Bend Mishawaka



VISIT SOUTH
BEND
MISHAWAKA

visit
hamilton
county
indiana 



Katie Utken

Marketing &
Communications Manager

Visit Hamilton County, IN



VISIT SOUTH
BEND
MISHAWAKA

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hamilton
county
indiana 

Planning 101

Planning is Personal

Find a style and system that works best for you.

Always be Planning

Try to be working ahead as much as possible.

Planning Cadence

Quarterly (or seasonal) as a place to start.

Project Management Software

Do you need it?



Planning 101

Editorial Roadmap

	A	B	C	D	E	F	G
1	Editorial Roadmap						
2		September	October	November	December	January	February
3	Marketing Themes	Fall fun Notre Dame football	Fall fun Notre Dame football	November in The Bend Notre Dame football	Holiday season	Winter - outdoors/indoors	Winter - outdoors/indoors
4	Promotions	Parks Pass - Fall reboot	Public Art Pass (tentative)	Holiday Gift Guide?	Holiday Gift Guide	Winter Hotel Deals	Winter Hotel Deals
5	Holidays	Labor Day	Halloween National Pizza Month	Thanksgiving	Christmas Hanukkah New Year's Eve	New Year's Day	
6	Significant Local Events	9/11 ND vs. Toledo 9/18 ND vs. Purdue 9/25 Sunburst	10/2 ND vs. Cincy 10/23 ND vs. USC 10/30 ND vs. UNC	11/3 RENT 11/6 ND vs. Navy 11/20 ND vs. Ga Tech	Downtown for the Holidays 12/2 Cats		
7	National Days	9/7 Beer Lover's Day 9/18 Cheeseburger Day 9/22 First Day of Fall 9/29 Coffee Day	10/4 Taco Day 10/14 Dessert Day	11/5 Doughnut Day 11/17 Take a Hike Day 11/26 Black Friday 11/27 Small Biz Saturday	12/4 Cookie Day 12/17 Maple Syrup Day 12/21 First Day of Winter 12/31 NYE		
8							
9							
10							



Planning 101

Email Marketing Calendar

	A	B	C	D	E
1		August	September	October	November
2	Meetings	Aug. 4	Sept. 1	Oct. 6	Nov. 3
3	Feature update	APT recap	MVPA recap	NOW OPEN: McKenna	New meetings stuff website
4	Secondary story	Studebaker - featured venue	Bendix Arena (not just esports)	Morris Inn	Criminal Justice recap
5	Secondary story	MVPA preview	Connect preview	Experience ND - name change	
6					
7	IP Newsletter	Aug. 11	Sept. 8	Oct. 13	Nov. 10
8	Feature Update	July VSBM report	New website	September VSBM report	October VSBM report
9	Secondary story	Innkeepers Tax update	August VSBM report		
10	Secondary story	Jake - U.S. Travel	Jake - ESTO		
11			Submit events - calendar		
12			Lindsay/Nick at Connect		
13	Leisure Newsletter	Aug. 18	Sept. 15	Oct. 20	Nov. 17
14	Feature story	ND Football - Guide to Gameday	NEW WEBSITE	Howard Park reopens in November	
15	Secondary	ND Football - 24 Hours for ND fan (blog)	10 Fall Activities	Broadway is back in SB	
16	Secondary	ND football - Checklist of ND fan (blog)	6 Places for Fall Follage		
17	Feature story		Celebrating Harvest		
18					
19					
20	Sports Newsletter	Aug. 25	Sept. 29	Oct. 27	Nov. 24
21	Featured Event		New website?	Hockey town events starting	South Bend racquet club



Planning 101

Social Media Calendar

	A	B	C	D	E	F	G	H	I	J
1	Week 1	Monday			Tuesday			Wednesday		
2	Channel	Topic	Copy	Link	Topic	Copy	Link	Topic	Copy	Link
3										
4	Facebook									
5	Twitter									
6	Instagram									
7	Pinterest									
8	LinkedIn									
9										
10	Week 2									
11										
12	Facebook									
13	Twitter									
14	Instagram									
15	Pinterest									
16	LinkedIn									
17										
18	Week 3									
19										
20	Facebook									
21	Twitter									

+ ☰ VSBM Editorial Roadmap ▾ Email Marketing Calendar ▾ Social media calendar ▾ Blog Inventory ▾ Soc < >



Planning 101

Blog Inventory

	A	B	C	D
1	Title	Last update	Audience(s)	Season
2	9 Things to Do for Labor Day Weekend	8/30/2021		
3	What You Need to Know for Tailgating at Notre Dame	8/26/2021	Notre Dame	
4	Top 10 Fall Activities in The Bend	8/20/2021		Fall
5	Manufacturing Victory: A Can't-Miss Exhibit	8/18/2021	History Lover	
6	Best Ice Cream Shops in The Bend	8/16/2021	Foodie	
7	Your Guide to a South Bend Golf Getaway	8/15/2021	Sports, Golf	
8	4 Reasons to Visit New Carlisle	8/11/2021		
9	How to Spend 24 Hours in Mishawaka	8/11/2021		
10	Celebrating Shakespeare in The Bend	8/8/2021	Arts & Culture	
11	7 Instagrammable Places in The Bend	8/7/2021		
12	Restaurant Weeks in Downtown South Bend	7/20/2021		
13	7 Signs of Summer in The Bend	7/7/2021		Summer
14	Celebrate The Bend at Best. Week. Ever.	7/7/2021		
15	The Bend's Civil Rights Museum	6/16/2021		
16	Restaurants in The Bend from A to Z	5/10/2021		
17	Best Tacos in The Bend	5/4/2021		
18	6 Ways to Celebrate Mother's Day	4/24/2021		
19	Things to DO in The Bend in Spring	4/13/2021		
20	How to Spend Spring Break in The Bend	3/18/2021		
21	Studebaker National Museum: Showcasing Classic Cars	3/17/2021		

+ ≡ VSBM Editorial Roadmap ▾ Email Marketing Calendar ▾ Social media calendar ▾ Blog Inventory ▾ Soc ◀ ▶



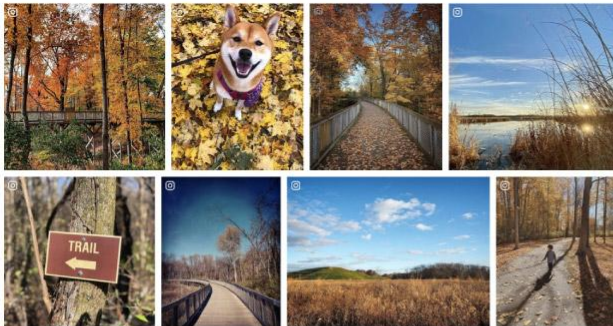
Blog Content

Audit your existing content

Five Places to Enjoy Fall Foliage in Hamilton County

By Katie Utken on Aug 12, 2021

Fall is the season of leaf peeping, the unofficial term used to describe travelers who seek out fall foliage to view and photograph. The leaves overhead will soon be ablaze in a stunning array of yellow, orange and red. Here's a list of places to view fall foliage in [Carmel](#), [Fishers](#), [Noblesville](#), [Westfield](#) and beyond - and fun family activities to enjoy along the way.



Flat Fork Creek Park

Located at 101st Street and Cyntheanne Road is [Flat Fork Creek Park](#), one of Fishers' most popular parks. The 60-acre park has hiking trails, a progressive mountain bike course, fishing pond and three treehouses, one of which is ADA accessible. Climb to the top of the 60-foot sledding hill, also ADA compliant, to the trees in their glorious fall blaze.

Family activity: Bike the picturesque wooden boardwalk to immerse yourself in the fall colors, hopping off the path to explore the hidden tree houses. Can you find all three?

Create (or update) a blog post

Unique Places to Get Coffee in Hamilton County, Indiana

By Katie Utken on Sep 10, 2021

International Coffee Day is *technically* celebrated Sept. 29, but if you're a caffeine addict who craves your morning java, you know that coffee day is every day. Try something different at one of these unique places to get coffee in Hamilton County, Indiana - just north of Indy.

- [Carmel](#)
- [Fishers](#)
- [Noblesville](#)
- [Westfield](#)
- [Northern Towns](#)

Carmel

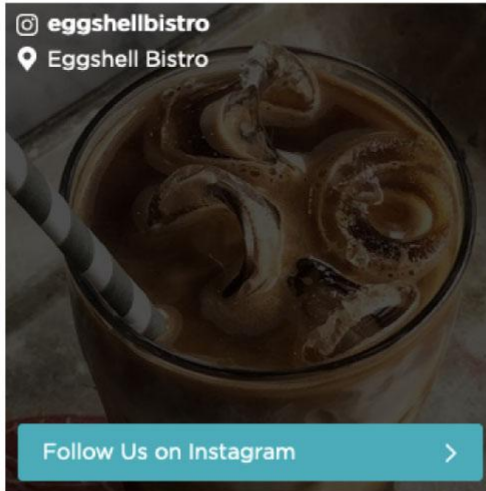


Caffè Buondi

This Italian-inspired eatery, open for breakfast and lunch, is a popular spot for breakfast meetings. Enjoy your fresh frittata with unique coffee creations using Lavazza coffee. On the menu at [Caffè Buondi](#), you'll find a classic Caffè Napoletano, Pistachio Cappuccino and other authentic beverages.

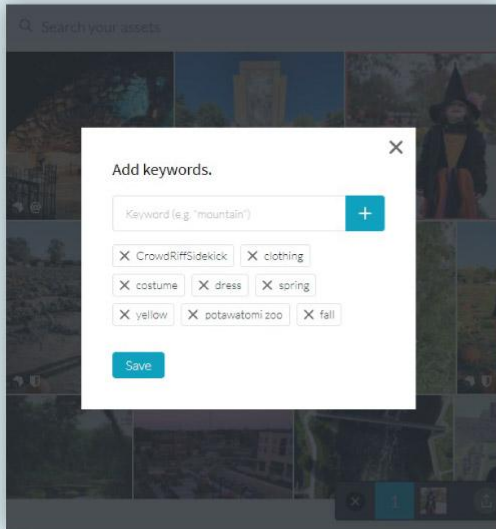
Blog Content

Source UGC and build out galleries to complement the copy.

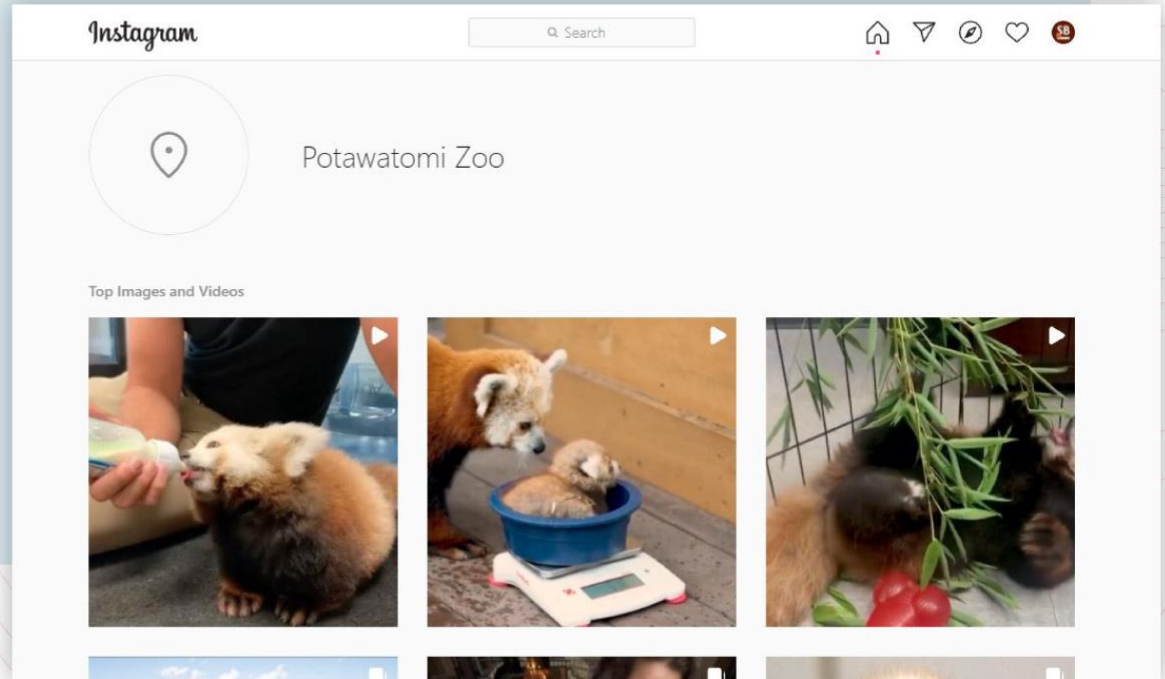


CrowdRiff Tips & Tricks

Keywording



Sidekick



CrowdRiff Tips & Tricks

Collector

Web Stories

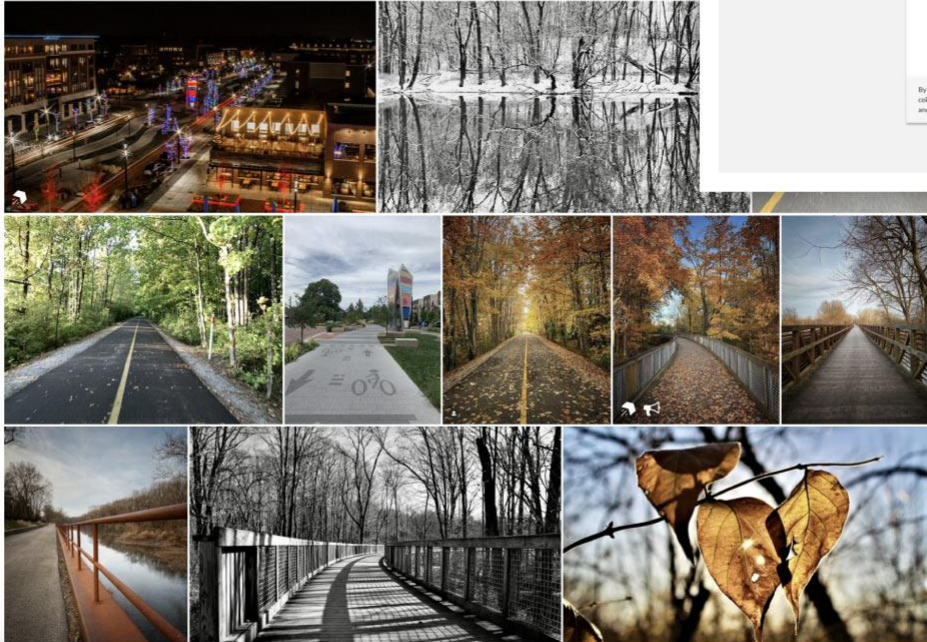
CrowdRiff

- All Assets
- Social Assets
- Uploaded Assets
- Assets Added by Sidekick or URL
- Rights-Approved Assets
- Recommended Assets
- My Instagram Stories
- My Instagram @mentions
- Social Publisher
- CrowdRiff Insights

Saved searches

- #VisitHC
- @mentioned content filter

(keywords:"collector-portal-960" AND keywords:"travelguide2021")



Share Your Photos

Share your Hamilton County adventures by uploading your photos (and videos!) below. Your photo(s) and video(s) could be featured on our website and/or our social media channels. You can also share your experience by posting on social media using the hashtag #VisitHC.

Tag your photos
WITH
#VISITHC

Upload your files to
Hamilton County Tourism
or drag them here
Add up to 5 GB

Accepted File Types

By uploading content into Hamilton County Tourism's collection, you agree that you have all the necessary rights and permissions to do so.

CrowdRiff Tips & Tricks

Build relationships with local photographers.

The screenshot displays the CrowdRiff interface. On the left is a sidebar menu with the following items: Social Assets, Uploaded Assets, Assets Added by Sidekick or URL, Rights-Approved Assets, Recommended Assets, My Instagram Stories, My Instagram @mentions, Social Publisher, and CrowdRiff Insights. Below these is a 'Saved searches' section with a list: Ambassadors (highlighted), Best Bets, Instagram @ mentions, and Manual Rights Approvals. The main content area is titled 'Ambassadors' and features a search bar with the text 'Search within saved search'. Below the search bar is a grid of 15 thumbnail images representing various outdoor scenes like parks, rivers, and forests. A 'Manage saved search' button is visible in the top right corner of the main area.

Manage saved search.

Saved searches can be easily accessed from the main streams, allowing you to easily repeat a query as part of your daily workflow.

Name

Search query

Social Media

Bricks & Feathers

Visit Hamilton County, Indiana @VisitHamiltonCo · Sep 18

There are 10+ donut shops in Hamilton County!

How many have you been to? 🍩



Your Guide to Local Donut Shops in Hamilton County, Indiana
Start your day off right and visit one of these dessert-for-breakfast spots.
visithamiltoncounty.com

Visit Hamilton County, Indiana @VisitHamiltonCo · Apr 8

@jacksdonuts is featured in our guide to local donut shops!

How many have you been to?

Click to see the full list: ow.ly/Ni7B50EeGuS



Visit Hamilton County, Indiana @VisitHamiltonCo · Apr 10

We "donut" believe how pretty this treat is from Quack Daddy Donuts in Westfield! 🍩

Check out the full list of Hot & New Businesses in HamCo --> ow.ly/sDg350E2FdU

📸: donut.enthusiaist on IG

#VisitHC



Visit Hamilton County, Indiana @VisitHamiltonCo · Apr 12

@KrenoliesDonuts is featured in our guide to local donuts shops!

See the full list --> visithamiltoncounty.com/blog/post/loca...




Social Media



Bricks & Feathers



 Visit Hamilton County, Indiana  @VisitHamiltonCo · Apr 22

 @RiseNRollBakery in @FishersDistrict is featured in our guide to local donut shops!

See the full list → visithamiltoncounty.com/blog/post/loca...






 visithamiltonco  Titus Bakery and Deli - Westfield

 visithamiltonco  Donuts for days 🍩

Titus Bakery is featured in our guide to local donut shops! How many have you been to? Find the full list at the link in our bio.

#visithc #lovehc #visitindiana #indiana #discovermidwest #MWtravel #loveindiana #loveindy #myindiana #igersindy #igersmidwest #igersindiana #hoosiergrammers #indygrammers #exploreindiana

[View Insights](#)

   Liked by sarahelizabethbuckner and 172 others

APR 24



 visithamiltonco  Ohana Donuts & Ice Cream

 visithamiltonco  Be the office hero and bring in a dozen delicious doughnuts today to celebrate Friday and #NationalDonutDay! 🍩

Not sure where to go? Find a full list of donut shops in HamCo at the link in our bio.

Ashley S. on Yelp


#visithc #lovehc #visitindiana #indiana #discovermidwest #MWtravel #loveindiana #loveindy #myindiana


[View Insights](#)


   Liked by sarahelizabethbuckner and 232 others

JUNE 4

 Add a comment... [Post](#)





 visithamiltonco  Rise'n Roll Bakery - Fishers

 visithamiltonco  We "donut" believe our eyes -- look at that lineup! 🍩


Rise'n Roll Bakery Fishers is featured in our guide to local donut shops! How many have you been to? Find the full list at the link in our bio.

#visithc #lovehc #visitindiana #indiana #discovermidwest #MWtravel #loveindiana #loveindy #myindiana #igersindy #igersmidwest #igersindiana #hoosiergrammers #indygrammers #exploreindiana

[View Insights](#)

   Liked by sarahelizabethbuckner and 280 others

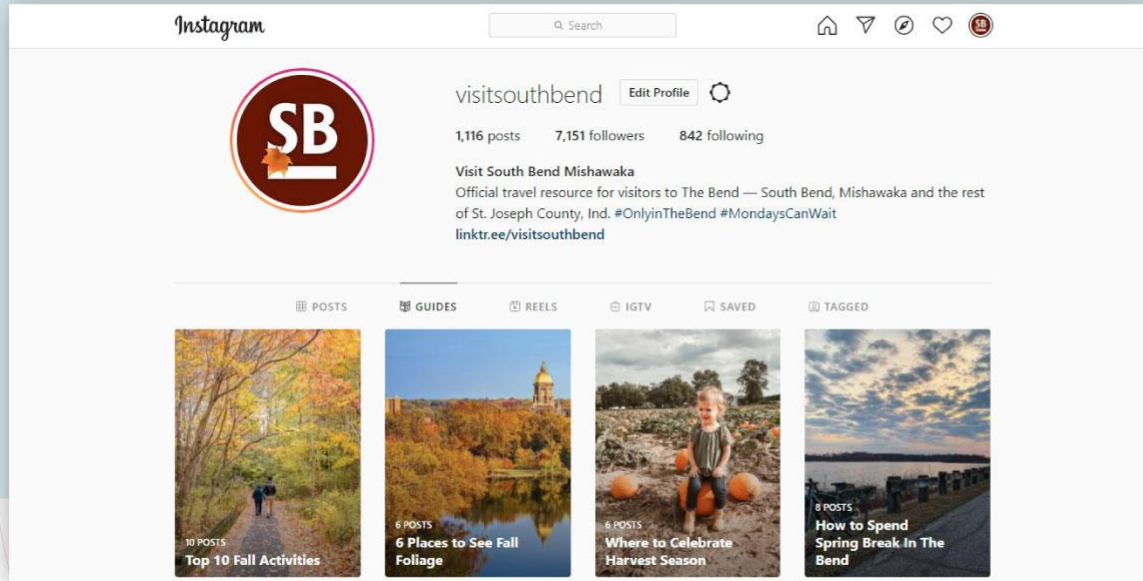
MAY 8

 Add a comment... [Post](#)

Social Media

Use UGC from CrowdRiff in social posts.

Repurpose content for Instagram Guides & Reels.



NO.1

Fall Foliage Tour

One of the best things about fall has to be the change of colors. Bright oranges and reds dot the landscape as trees prepare to shed their leaves before winter. And there are plenty of places to snap photos. Find a park or path that suits your eye. Or maybe explore them all.



Thank You!



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Visit Hamilton County, IN



Get the planner: bit.ly/SEE2021planner