

MY MARKETING SYSTEM BLUEPRINT

Social That Serves the Strategy • Dorien Morin-van Dam • moreinmedia.com

Strategy first. Always.

1 DEMAND DRIVERS

What actually brings visitors here?

- **Foliage season** September – October
- **Ski & winter recreation** December – March
- **Farm & food experiences** Year-round
- **Arts, crafts & makers** Year-round
- **Drive market proximity** Boston & NYC, 2–4 hr
- **Outdoor adventure** Hiking, cycling, paddling
- **Culinary tourism** Breweries, cheese, maple
- **Wellness & retreats** Yoga, spas, slow travel

Add your destination's driver:

2 QUARTERLY NARRATIVE

One story. One sentence. This quarter only.

WHAT MAKES A STRONG NARRATIVE?

SENSORY It makes people feel something before they arrive.

SPECIFIC Grounded in a real season, place, or moment.

SINGULAR One idea — not three ideas crammed together.

ACTIONABLE It points toward a reason to book, not just browse.

Q1 EXAMPLE NARRATIVE

"Vermont winter isn't something you endure. It's something you choose — and people who choose it never forget it."

YOUR NARRATIVE THIS QUARTER:

If you can't say it in one sentence, you don't have one yet.

3 PLATFORM ROLES

Every channel has one job. Name it.

INSTAGRAM Inspire the dream — "I want to go there." Reels, car...

YOUTUBE Show the full experience — longer-form, searchabl...

FACEBOOK Inform the planner — events, hours, practical info, c...

EMAIL Convert the interested — booking nudges, exclusive ...

TRIPADVISOR Build trust — review responses, accurate listings, ...

LINKEDIN Build partnerships — B2B, press, tourism industry co...

PINTEREST Drive discovery — evergreen pins linked to blog pos...

Add your channel + its job:

4 CONTENT PILLARS

3–5 themes that serve your demand drivers.

THE LAND Trails, forests, farms, seasons, weather, ou...

THE PEOPLE Makers, farmers, innkeepers, chefs, artists,...

THE EXPERIENCE What it feels, smells, sounds like to be here

THE PRACTICAL Hours, directions, booking links, FAQs, acc...

THE COMMUNITY Events, festivals, partnerships, local news

THE STORY Guest testimonials, UGC, before/after visits

THE INSIDER Staff picks, local secrets, off-season gems

Your pillar:

MY MARKETING SYSTEM BLUEPRINT — continued

Social That Serves the Strategy • Dorien Morin-van Dam • moreinmedia.com

Strategy first. Always.

5 MEASUREMENT

Not likes. What connects to someone actually showing up.

Website clicks from social

Are people going deeper into your site?

Booking inquiries sourced

Did content drive a direct booking action?

Email list growth

Are they giving you permission to stay in touch?

Return visitor rate

Are they coming back — and bringing others?

Review sentiment trends

What are visitors saying after the experience?

Story/Reel completion rate

Are people watching all the way through?

YOUR KEY METRIC THIS QUARTER:

"If your metric doesn't connect to a real human showing up or coming back, reconsider it."

6 REMIX STRATEGY

One strong original. Ten outputs. AI does the cutting — humans make the call.

OUTPUT

↓ Starting point →

	VIDEO	BLOG POST	PODCAST	WEBINAR
Transcript / show notes	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Blog post	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Email newsletter	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Pull quotes & graphics	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Short clips (60–90 sec)	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Platform captions x5	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Reels / Stories script	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Pinterest pin + link	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
FAQ / help content	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
LinkedIn insight post	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

● AI can help produce this output ■ Not the natural output for this source type

HUMAN CHECKPOINTS — THE NON-NEGOTIABLES

- Quarterly narrative: yours, not AI's. Local knowledge cannot be automated.
- Brand voice: AI writes in a style you describe. Every piece needs a human read before it goes live.
- Accessibility: alt-text, captions, inclusive imagery — a human checks every time. No exceptions.
- Quality over quantity: does this piece deserve to exist? That judgment cannot be automated.