

How to Identify If Media is Host-Worthy

Vetting Media + Influencers



Marshall
Communications
Maine based. Globally connected.

Tourism Talks

May 20, 2024

Why work with travel media?

Media Relations

- Core component of PR
- Share a story through a trusted third party
- Positive coverage generates:
 - Awareness
 - Credibility
 - Goodwill
 - Exposure of business, city/town, Maine overall



We have their interest. Now what?

1

Gauge needs and interests

2

Determine if they are the right fit

Gauge interests and needs



Create a press/influencer questionnaire

- Determines interests and needs
- Outlines expected results
- Provides references



MAINE OFFICE OF TOURISM

PRESS TRIP REQUEST FORM

We are pleased to consider your request for a media visit. You are asked to fill out the form below that will help us assess your needs for your visit to Maine. The following guidelines are important to note as you prepare your request:

1. We require six weeks in which to plan and arrange your trip.
2. July and August media visits are extremely difficult to accommodate and are limited during this period.
3. The Maine Office of Tourism does not cover transportation costs to Maine.
4. This form is used for press/influencer visits that are handled like press trips. All paid partnership requests will be turned over to Maine's ad agency.

We make every effort to provide accommodations at either a complimentary or reduced rate. However, it is not always possible to reserve such rates during peak periods and weekends throughout the year.

Meals are not provided unless specified on the itinerary. All incidental expenses are borne by the individual. Expenses for accompanying family/friends are not covered.

Please return the form to tourism@marshallpr.com.

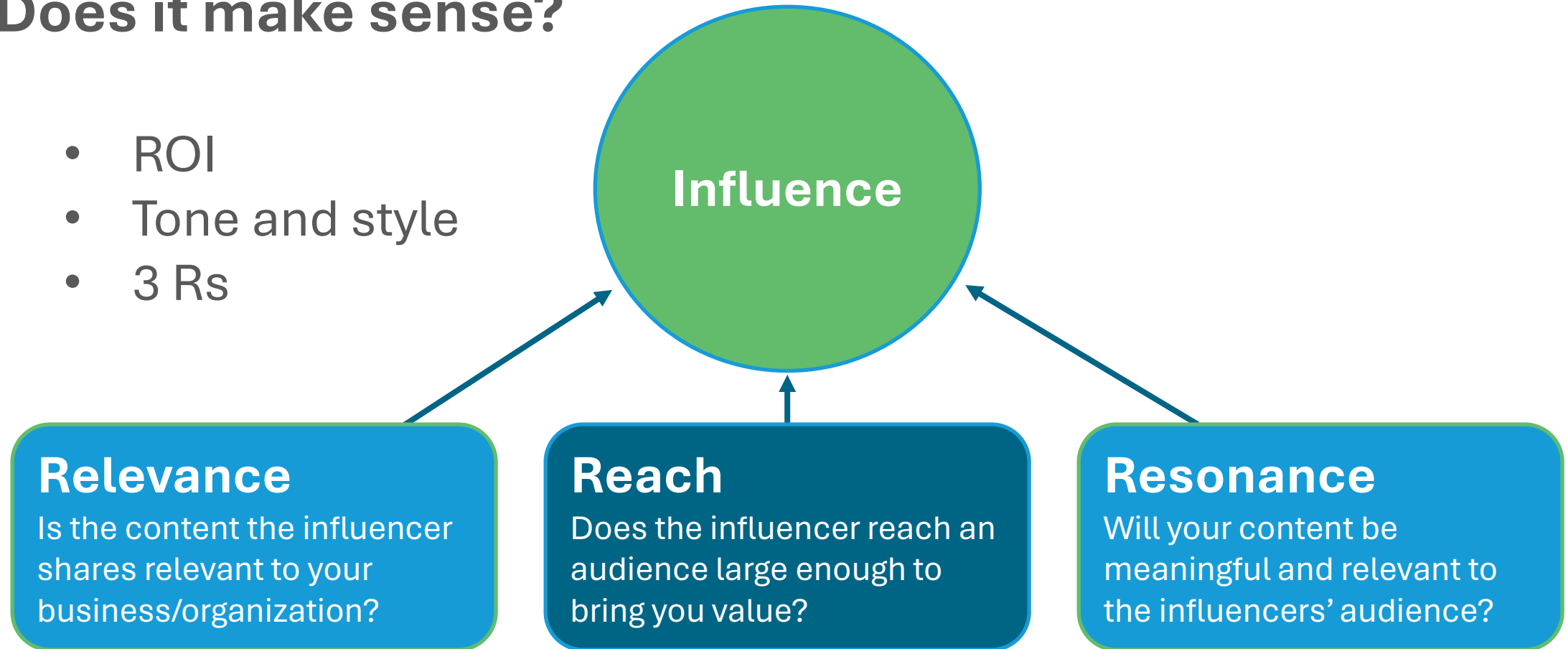
Name:	Date:
Email / Phone / Mobile phone while traveling:	
Mailing address:	
Requested dates of travel:	
Number in group / Name(s)	
If children are traveling, please list ages:	
Number of rooms and beds required:	
Outlets / Affiliations (For personal blogs, please attach a screen shot of their analytics page including UVM, pageviews and bounce rate):	
Links to recently published articles:	
Social media handles and reach:	

Approximate date of publication:
Do you speak English?
Special dietary requirements:
Special accessibility/mobility needs:
Allergy or health considerations:
Which region or regions of Maine are of interest:
Desired activities:
Please list all assistance you are requesting (examples: hotels, meals, contacts, guides, etc.):

Determine if they are the right fit

Does it make sense?

- ROI
- Tone and style
- 3 Rs



What is your criteria?

Do what works for **YOU** and **YOUR BUSINESS**

For press (on-staff for publication or freelancer):

- Does the writer have a confirmed assignment?
- Will the story be in print? Online?
- What is the publication's circulation?
- Will the writer be using social media during or after their trip?
- Are the demographics of the publication a good fit for my business?
- Does the story tone and topic align with our brand and strategy?
- Will the writer capture and/or use photos or video?
- Can the writer provide examples of the other travel stories written within the last year?

THE
**POINTS
GUY** 


Northern
New England

**FIELD
&
STREAM**

What is your criteria?

For online/bloggers/influencers:

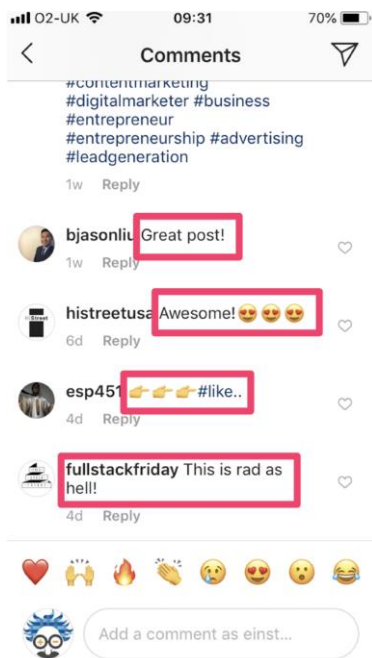
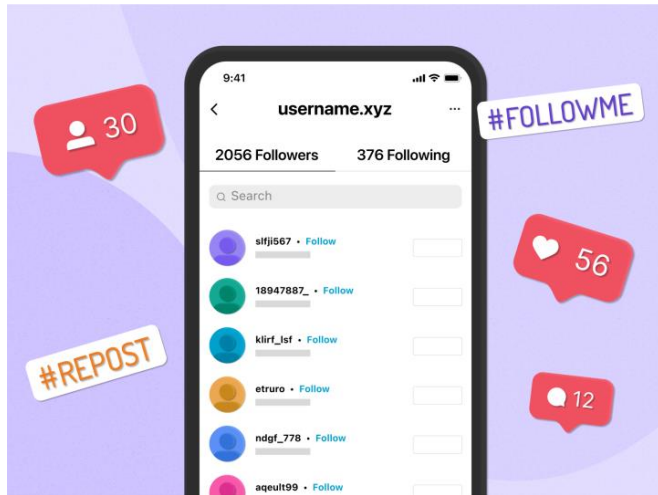
- What is the travel website or blog's UVM (unique visitors/month)?
- Can the writer provide links to other travel stories written within the last year? Other brand partnership-related posts?
- Can the blogger provide a screen shot verification of website analytics information including UVM, page views, bounce rate and demographics?
- Does the writer have a media kit with verification of reach?
- Is their audience relevant your business?
- Does the writer post quality content with proper grammar?
- Will they capture and/or use photos or video?
- Does the blog have a domain authority above 50?

What is meant by domain authority?

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages (SERPs). Domain Authority scores range from one to 100, with higher scores corresponding to greater likelihood of ranking.



What is your criteria?



For online/bloggers/influencers

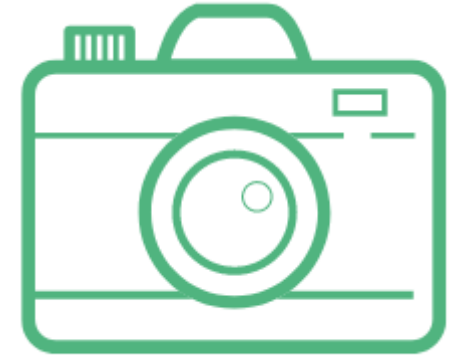
– *social media considerations:*

- How many followers do they have?
- What are your minimums for Facebook, Instagram, etc.?
- Does the influencer's style and brand compliment your brand?
- Are their photos/videos high quality?
- Is there a high level of engagement? Is it real?
- Do the majority of the influencer's posts focus on the destination/place/experience, rather than the influencer?

IF they are the right fit

Get the most out of it.

- Consider putting an agreement of deliverables in writing, especially digital influencers requesting payment
- Discuss value-adds!
 - Will they provide a selection of the photos/videos they take while here?
 - Will they create a Reel?
 - Are they willing to do a “collaborator” post or Reel?
- Discuss any key messaging and tagging requirements



TIP:

Ask for **high-resolution** photos or video that you are granted **with full, non-exclusive rights.**

Before they arrive



Do your homework

- Follow their social media channels
- Read a few previously published articles
- Alert your staff
- Have a press kit or fact sheet ready for their arrival



While they're here



Be helpful, but let them do their thing!

- Greet them!
- Lodging properties - let them settle in before a site visit
- Be helpful without hovering
- Share a business card with your contact info and social media handles
- Don't offer a product or service you don't offer every guest
 - They need to experience a place the same way their readers/viewers would

After the visit

Stay in touch

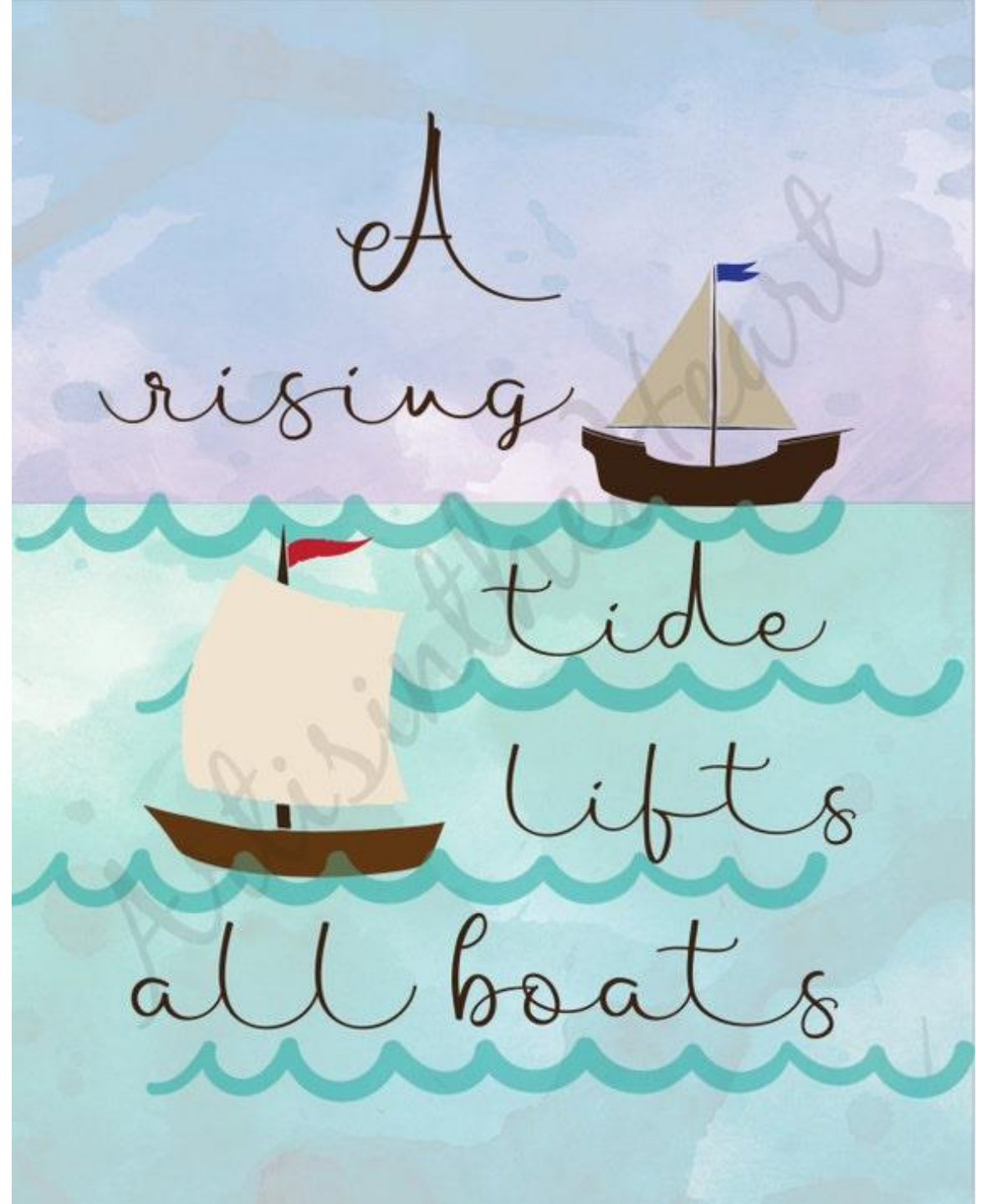
- Thank them!
- Share articles/blogs and social media content on your social channels (be sure to tag them and/or their outlet!)
- Stay engaged with them for future opportunities



Remember...

Keep the big picture in mind

- Build relationships
- Create long-term results/opportunities
- Journalists talk
- “We all win!”



Tips for success

When meeting a journalist:

- Know who they are
 - Did you do your homework?
- Think like a journalist
 - What do they need to make their audience interested?



- Know your “hook”
- Make it short and sweet
- Treat journalists with TLC
- Be aware of specific needs

What works

If you're reaching out to media/influencers, here are things to think about.

- What's new
- Best deals
- Special events
- Exclusive or distinctive attractions, services, etc.
- Good human interest stories



What's in it for you?



BostonGlobe.com

New England's best source for news, sports, opinion and entertainment. The Globe brings you breaking news,...

90

Domain Authority

Provided by
MOZ

9.12M

Unique Visits

WEATHER | METRO | SPORTS | BUSINESS | POLITICS | OPINION | HEALTH | RHODE ISLAND

SIGN IN

SUBSCRIBE NOW
\$19.99/mo

Rhode Island Report
Small state, big stories. Get bigger perspectives. A new weekly podcast from The Boston Globe.

TRAVEL

Weekend of romance on the blustery coast of Southern Maine

By **Diane Blair** and **Pamela Wright** | Globe Correspondent
Updated February 9, 2023, 12:00 p.m.



Some luxury rooms at the York Harbor Inn have four poster beds and gas fireplaces. PATRIKA MCNAMARA/YORK HARBOR INN

Can you find romance along the cold and raw coast of Southern Maine? Of course, you can find romance anywhere with the right person and circumstances, but Southern Maine sets the stage perfectly, even for the most jaded lovers. Think: a room with a fireplace and soaking tub; long, quiet walks on secluded beaches; cross-country skiing in snowy forests; a corner table in a cozy, local bar. In summer, acclaimed restaurants are packed; come winter you'll have no trouble getting a table (or finding a beachside parking spot.)

The Southern Maine coast, from Kittery to South Portland, is filled with unaint



AAA | American Automobile Association

In addition to Roadside Assistance, AAA also offers members insurance from a trusted name, thousands of...

82

Domain Authority

Provided by
MOZ

2.18M

Unique Visits

CHICAGO PARENT

THINGS TO DO

PARENTING

EDUCATION

TRENDING

MORE



AAA Magazines

5 waterfront New England spots for a romantic winter weekend



With a harbor view in Rockland, Maine, 250 Main could provide a good base for a romantic weekend. Photo courtesy Visit Maine

By **Gina DeCaprio Vercesi**

January 13, 2023

Twinkling lights and cozy inns. Snowy woods and windswept beaches. Summer's tourists have gone home to hibernate, leaving New England's waterside communities in a state of peaceful repose. These days, more and more local businesses choose to stay open year-round, making winter a mellow—and romantic—time to head to the region's best-loved shore towns. Here are 5 New England towns perfect for a cozy Valentine's Day weekend.

Maine

1. Rockland and Camden

Greet the day with steaming lattes and breakfast burritos at **Rock City Coffee**, an inviting, employee-owned café and coffee roastery on Main Street. Afterward, peruse the lovingly curated inventory of good reads and quirky merchandise at **Hello Hello**

Rockefeller's carriage roads, which cars are not allowed on.

Where to eat near Acadia National Park

Bar Harbor (or "Bah Hah-bah" as pronounced by the locals) is an adorable coastal town dotted with shops and restaurants. Start your day at **Choco-latte** for coffee and **2 Cats Restaurant** for yummy breakfasts. Lobster is on the menu everywhere you go. I tried to eat as much seafood as possible, from fried clams and The Lobster Boat Salad at **Stewman's Lobster Pound** to crab cakes at **Gayln's**.

The lobster roll at **Beacon Bar and Grill** was warm and buttery on a soft roll and reasonably priced. Located in Trenton, this restaurant was on the way to the lumberjack show. **Side Street Café**, **Geddy's**

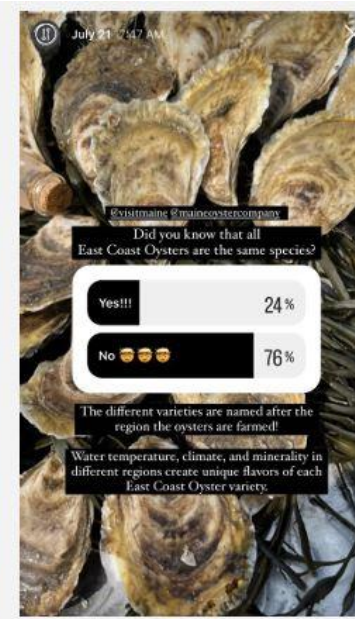
Where to stay near Acadia National Park

Glamping is a glorious way to experience Maine in the fall. Smell the sweet autumnal breeze and soak in the rusty burgundies and golden yellow hues on the surrounding trees. **Terramor Outdoor Resort** gets the ecstatic-to-be-outdoors vibe just right. The tents are more like private hotel rooms, with comfy beds, warm showers, porches for sipping pour-over coffee and firepits for telling stories of the day. Our tent even included a private outdoor shower! There's a heated outdoor pool and events like yoga, live music, nature talks and beekeeping classes. The lodge is buzzing with activity, from happy families filling their bellies with pancakes in the morning to friends toasting amazing hikes in the evening.

We flew into Bangor, Maine, and were very happy to stay at the **Bangor Aviator Hotel**, connected to the airport, at the end of a long day. That way, we woke up fresh and ready to drive the 1.5 hours to



feedfeed



A food-focused influencer campaign with The Feedfeed

OBJECTIVES

- Increase awareness of Maine's culinary scene to support the overall focus on food tourism
- Partner with and highlight a range of Maine food and beverage businesses, including established, well-known food brands and smaller, under-the-radar noteworthy food locations



feedfeed

A food-focused influencer campaign with The Feedfeed

CONTENT

- Feedfeed social content: trip recap video, Instagram Stories, recipe video
- Influencer social content

RESULTS

- 382K engagements and a total reach of 5.02MM
- An outpouring of positive sentiment on social media

SENTIMENT

- *These are all amazing local spots! 🥰*
- *I haven't been but it seems amazing!*
- *Love this place! 😍❤️*
- *I'm convinced I need to visit 🤗👏*
- *Oh yum! Adding the oysters to my bucket list!*
- *The most amazing trip ☐ so much love for Maine*
- *What a beautiful place, nature, food and the chocolate factory is amazing! 😊😄🔥*
- *Making me miss Maine all over again! 😭🍷🍷*
- *I ❤️ this! 🍷🍷🍷*
- *Obsessed!!!! Bring me back!!*
- *It's so beautiful, and the food looks amazing.*
- *So fun! I love Maine and it looks like you ate some delicious seafood!*
- *This trip looks beautiful!*
- *Looks like a good time 🍷🍷🔥*
- *I looove Maine!!!!❤️❤️*
- *I love the deck and that lobster roll! My kind of vibe*
- *This looks amazing!*
- *What a fun trip! So much to see and do!*
- *I mean! The food alone has me looking at flights.*
- *Those lobster rolls! 🤤*
- *Oh my gosh all the food and bevs look incredible!! 😍*
- *I'm ready to go to Maine now!!! Such a fun, delicious trip you had!*
- *Everything looks so good! I need to go there*
- *Vacationing there next month for a week. Thanks for the foodie post....can't wait!*
- *Looks so perfect! 😍❤️*
- *Mouth watering 😊*
- *I can't get enough of this lobster roll 😊*
- *This roll is on 🔥*



**How you can
participate**

MAINE.

- Join the PR Partners Program
- Connect and tag @VisitMaine
- Keep us posted on “what’s new”

Tourism@marshallpr.com

More about PR Partners

REMEMBER:

The goal is providing an authentic Maine experience. We can help shape the message but cannot control the outcome.

- Provide accommodations, meals, passes, tours and other relevant amenities at a discount or free of charge—*no obligation!*
- Your discounted or complimentary offering is an investment in marketing your property.
- You are helping to generate visibility and valuable firsthand experience for your property/service.
- We will pre-screen the journalists and help guide their coverage.
- We will track coverage and provide resulting articles.

motpartners.com/programs-services/pr-opportunities/

Thank You!



Questions? Need Help?

Whitney Raymond
wraymond@marshallpr.com