



*Dream of  
Travel Writing*

# How to Craft a Travel Content Marketing Pitch that Gets Attention

by Gabi Logan, founder of Dream of Travel Writing

A hand holding a vintage brass compass against a blurred background of a mountain landscape. The compass is the central focus, showing its intricate design with a ring at the top and a detailed face with cardinal and intercardinal directions. The background is a soft-focus view of rolling hills and mountains under a bright sky. The text "Today, we're going to talk about..." is overlaid on the lower half of the image.

Today, we're going to  
talk about...

A wooden desk with a laptop, a succulent, and a bowl of stones. The laptop is open, showing the keyboard. The succulent is a small green plant with pointed leaves. The bowl is white and contains white and red stones.

1. Getting clear on what we need to achieve with this email

2. The 6 can't-miss sections of an effective travel content marketing pitch

3. Live demos of reverse engineering ideas to perfectly fit magazine sections

**BEFORE WE GET THIS TRAIN MOVING...**

**WHAT IS THE REAL AUDIENCE AND  
OBJECTIVE OF A CONTENT  
MARKETING PITCH?**



# The Audience:

People who **aren't** expecting to hear from you, who may need your services



# This means we need to:

- Keep it short
- Get to the point very quickly
- Prioritize keeping them engaged throughout

A scenic view of a mountain range with a river valley, overlaid with semi-transparent text. The mountains are covered in green vegetation, and a river flows through a valley in the foreground. The sky is bright and hazy.

The Objective:

Get them to respond and  
open the door for more  
communications

# This means we need to:

- Focus not on selling a full solution, just on peaking interest
- create a sense of authority that makes the prospect want to see what we can offer his or her organization
- Be sure not to give he prospect enough information to implement what we suggest on their own with their in-house team.





**THE PERFECT**  
(CONTENT MARKETING)  
**PITCH FORMULA**

# The Perfect Pitch Formula (for magazines)

All pitches are primarily composed of three things:

- the lead/lede or intro
- the outline on how you'll write the piece/what it will be about
- the "I'm so great" (ISG) paragraph or why you should be the one to write it

# Powerful Leads

- start in the middle
- too-good-to-be-true statistic
- the only thing of its kind
- one image or experience that stood out so clearly that you know someone else would want to replicate it

# What Does Need to Be in the Middle (And Nothing Else)

- the magazine section the pitch fits in your point
- what you will cover (the three steps in the thesis or examples in a round-up)
- what research you will do or have already done

# What Does Belong in the ISG (And Nothing Else)

- the information about you that is relevant to *this specific piece*
  - prior research
  - background experience
  - exclusive access
- your most impressive (or related) publication titles (even if volunteer)

# A Headline Subject Line

- “PITCH: \_\_\_\_\_ [INSERT DESCRIPTIVE TITLE ENCAPSULATING TOPIC] for \_\_\_\_\_ [INSERT NAME OF SECTION OR DEPARTMENT]
- The title should highlight the unique aspect of your idea:
  - Unearthing Rare Truffles Under 5 Feet of Snow
  - Trend Alert: Skinny Dipping in Piranha-filled Waters
  - Forget Lavender—Provence is the New Adventure Sport Capital of France
  - Ireland’s 12,000-year-old Cheesemaking Tradition

# How We Will Tweak this for Content Marketing Pitches

1. Why are we writing (keep it positive)
2. Statistic to shock them into action
3. What you noticed (negatively) on their site or social
4. How you help people
5. How your background uniquely qualifies you to help this organization
6. An easy ask painting you on the same team

A person is sitting at a table, holding a smartphone in their hands. In front of them is a laptop. To the right, there is a white coffee cup on a saucer. The background is slightly blurred, showing the person's arms and the table surface. The text is overlaid on the image.

Throughout each step, it is  
incredibly important to keep  
the conversation focused on  
**THEM** not **YOU**

Let's look again...



# Storytelling with the 5 C's

- Current state - lackluster blog, Facebook page, etc.
- Conflict - don't know how to achieve what they want. You come to show them how!
- Climax - what their business will look like once they've achieved their aim
- Consequences - how these improvements will impact their business
- Conclusion - thus you should obviously work together

# 1. Why are you writing?

- Show them that you've done your homework
- If you start too negative here, they'll hit delete immediately
- This is where you start the KLT (Know, Like, Trust) building the most important part: like!

## 2. Statistic to Shock them into Action

- Shared three last week for different types of content marketing:
  - Instagram's per-follower brand engagement rate is **4.21% higher than any other social network.** (Forrester Research)
  - Facebook continues to have the most engaged users - **70% log on daily**, including 43% who do so several times a day. (Pew Research Center, 2015)
  - B2C companies that blogged 11+ times per month got more than **4X as many leads** than those that blog only 4-5 times per month. (HubSpot)
- But there are tons out there. Find what fits what you are offering most closely!

### 3. What You Noticed (Negatively) About Their Site or Social

- Here's where you can be less delicate
- Always keep it fact based as much as possible to avoid offense
- Let's look at some examples

## Canta Napoli seafood restaurant near Cortona

MAY 14, 2016 - RESTAURANTS

Canta Napoli seafood restaurant near Cortona. When you travels take you to Cortona, in the valley below is Canta Niapoli, a superb seafood restaurant just north of the town called Camucia. We discovered this memorablè restaurant in June of 2014. It's unusual to find excellent seafood this far inland, therefore this restaurant, owner by 2 Neapolitan brothers should get every seafood lover's attention. The shellfish was superb, featured first on the antipasto that we started as a starter. It had...

[Read More >](#)

---

## Olive oil harvest tradition Lucca Tuscany

NOVEMBER 30, 2015 - NEWS

Olive oil harvest tradition Lucca Tuscany The arrival of late autumn in Lucca, Tuscany, signals the season of the traditional olive harvest for pressing oil. Most of the area's farmers are deeply committed to organic and biodynamic agriculture. They use the ancient method to cold-press the olives under a mill wheel on the day of the harvest. Have a look at this recent story in the New York Times: Olive oil in Lucca Tuscany Going to Lucca for...

[Read More>](#)

## La Grotta restaurant best dining Montepulciano

### Tuscan House

- One recent post (not shown here) demonstrates renewed interest
- Super sporadic and no frequent posts besides that one

DECEMBER 10, 2015 - RESTAURANTS

La Grotta restaurant best dining Montepulciano In Montepulciano you should definitely go to La Grotta fro the best meal. This is highly recommended and pleasant restaurant with refined cuisine and courteous professional service. It's the perfect place to enjoy the splendid VINO Nobile wines with your lunch or dinner. Seasonal ingredients feature truffles, porcini mushrooms, and game. We like them for their delicate hand made pasta and the chef who cooks the best rack of lamb for the main...

[Read More >](#)

---

## Osteria il Ristoro Tuscany restaurant near Siena

NOVEMBER 5, 2015

Osteria il Ristoro Tuscany restaurant near Siena Osteria di Ristoro is the only restaurant in the little village called Ville di Corsano. It's near Siena, just 15 minutes drive south from town. This is the perfect example of how good the authentic local cooking can be in a modest Tuscan restaurant. This is a charming country eatery. It has a popular coffee shop in the front and the dining room in the back. Many ingredients are from nearby farms. Most vegetables...

[Read More>](#)

# Blog



## Recent Posts

- 6 Tips On How To Rent A Villa In Italy!
- A Short Guide To Val Di Chiana in Tuscany
- 5 Great Farm-To-Table Restaurants In Tuscany
- Medici Tapestries back in Florence For the First Time in 150 Years!
- Yoga In Florence: It's Yoga Firenze

## Categories

- Living the Tuscan Dream
- Things to Do In Tuscany
- Tuscan Cuisine
- Uncategorized

# Tuscan Dream

## 6 Tips On How To Rent A Villa In Italy!

22/02/2016

You've finally decided to reward yourself and take that dream vacation you always wanted – you're going to rent a villa in Italy! You browse the internet and all the villas you're seeing look beautiful, so how do you pick the right one? We thought we would offer a few tips on how to pick the right rental villa in Italy and particularly in Tuscany so your holiday finds you living la dolce vita as...

- Hasn't posted since 2016, but was posting regularly before then
- Posts are very guide oriented. What is special about this company?



CitySights NY  
@CitySightsNY

- Home
- About
- Photos
- Reviews
- Likes
- Videos
- Posts
- Events
- Twitter

Create a Page

Like Follow Share More [Book Now](#) [Message](#)

Status Photo / Video

Write something on this Page...

Tour Agency in New York, New York  
4.1 ★★★★★ [Open Now](#)

Search for posts on this Page

Invite friends to like this Page

Photos



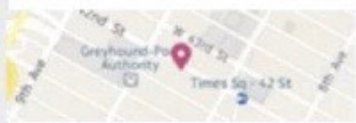
The Best Sightseeing Tours and Cruises in New York

61,847 people like this and 61,091 people follow this

753 people have been here



About [See All](#)



234 W 42nd St  
New York, New York

(212) 812-2700

Typically replies within a day  
[Message Now](#)

[www.citysightsny.com/](http://www.citysightsny.com/)

Tour Agency

Hours 8:00AM - 8:00PM  
[Open Now](#)

Reviews  
4.1 ★★★★★ 226 Reviews

Tell people what you think  
★★★★★

Beth Jones Parrish

APPS



# City Sights NY

- 61,000 fans
- Last post in October, 2016
- Low engagement

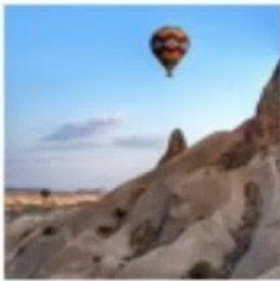


atlasbalon

Follow

48 posts 8,858 followers 17 following

Atlas Balon [www.atlasbalons.com](http://www.atlasbalons.com)



# Atlas Balon

- 8,800 followers
- Beautiful photography
- Low engagement
- Very inconsistent posting – several weeks between posts



# 4. How You Help People

- This is where you bring in the specific package ideas we discussed last week
- Keep the focus on how each thing you offer benefits the client
- Don't drown in specifics... focus on results



## 5. How Your Background Uniquely Qualifies You to Help

- You can't shoehorn these - it will show in your selling
- This is why it's so important to stick with areas, geographically or content-wise, you know well
- What qualifications do you have that are irrefutable?
  - First-hand experience
  - Quantitative results

## 6. Close with a Simple Ask

- I like “Do you have a few minutes next/this week when we can jump on the phone and talk about how to...”
  - Get your blog turning out qualified leads
  - Bring more visitors to your site through Instagram marketing
  - Get more reach on your Facebook page so your tours reach the people that are looking for them?

The background features several stylized, light gray skyscrapers with grid-like window patterns, arranged in a perspective view that recedes into the distance. The text is centered in a bold, black, sans-serif font.

**Let's build  
some of these  
pitch letters  
live.**

SUBJECT: A quick questions about your blog

Dear \_\_\_\_\_,

I've spent some time on your gorgeous website [MENTION SOMETHING YOU LIKED ABOUT IT], and I wanted to get in touch with you about how your blog can do more than just host testimonials from happy clients — it can actively cultivate future business.

Did you know that blogs are the single most important inbound marketing tool for small businesses — and they cost half as much as outbound marketing per lead generated? Companies with blogs generate 67% more leads per months on average than their non-blogging

competitors. Companies that frequently post content relevant to their audience generate 3.5 times as many leads as those with outdated or untended blogs.

For a business of your size and needs, I recommend one or two blog posts per week on topics that interest your audience to keep both you and their next great vacation front of mind for them. I can ghostwrite the for you at a package rate for an initial 2 month trial period to see how we fit together and help you start to experience the SEO and lead-generating benefits of an active blog. I'm also available to advise you and your staff on how to effectively promote your blog to receive the best ROI on your marketing.

I'm a professional travel writer who's covered [YOUR TOPIC] on [OUTLET] and also [YOUR OTHER IMPRESSIVE BACKGROUND EXPERIENCE]. But, more importantly, I've developed blogs, content strategies, and share-worthy blog posts for countless clients based on my training in web writing. I've increased email newsletter open rates and Facebook likes by more than ten percent for many clients.

Can we schedule a brief chat (no more than 30 minutes needed) to talk about how we can work together to ramp up your blog and your business?

Best regards,  
[YOU]

Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com).

