



Truth in Marketing

Aligning Your Community's Story
With An Authentic Visitor Experience

Jodi Schwan

owner, Align Content Studio



SIoux FALLS.BUSINESS
WITH *Jodi Schwan*



Align Content Studio



AFTER HOURS, PARTNERS, PEOPLE YOU SHOULD KNOW

With new team members, solid pipeline, city's tourism arm attracts more visitors

It's an exciting time to work in the visitor industry! Here's a peek at what this team is doing to support Sioux Falls tourism.

🕒 4 weeks ago

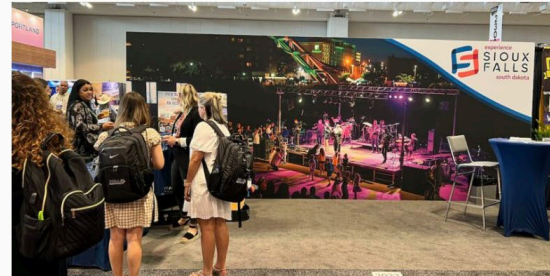


AFTER HOURS, PARTNERS

10 things to do with family during Thanksgiving weekend

Do you have family traveling to Sioux Falls for Thanksgiving weekend? This top 10 list of things to do will ensure they love their visit — and you do too.

🕒 1 month ago



AFTER HOURS, PARTNERS

Experience Sioux Falls team hits the road to promote city for future visitor events

After more than a two-and-a-half-year hiatus, the Experience Sioux Falls sales team is back on the road full time promoting the city.

🕒 4 months ago



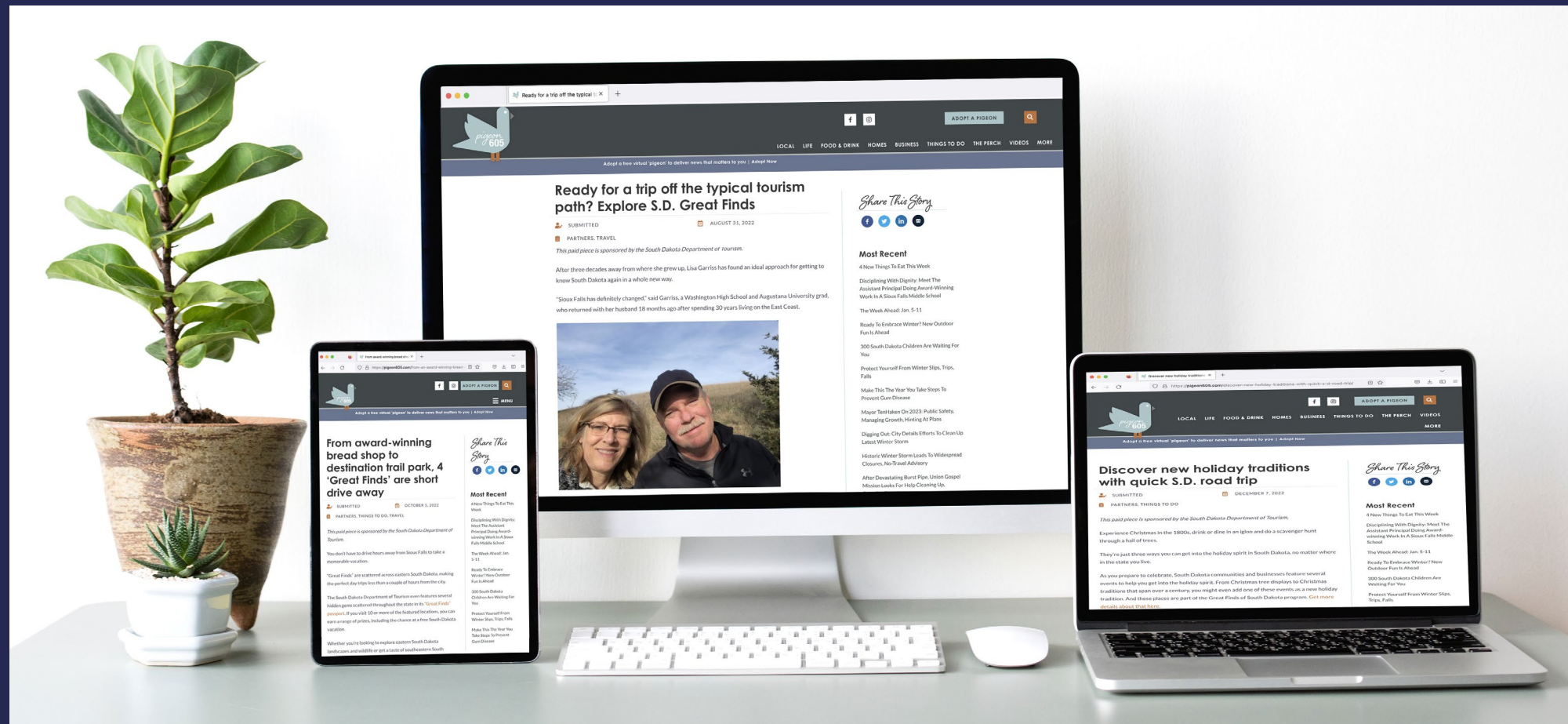
AFTER HOURS, EVENTS, PARTNERS

Sioux Falls to host National Veterans Golden Age Games next week

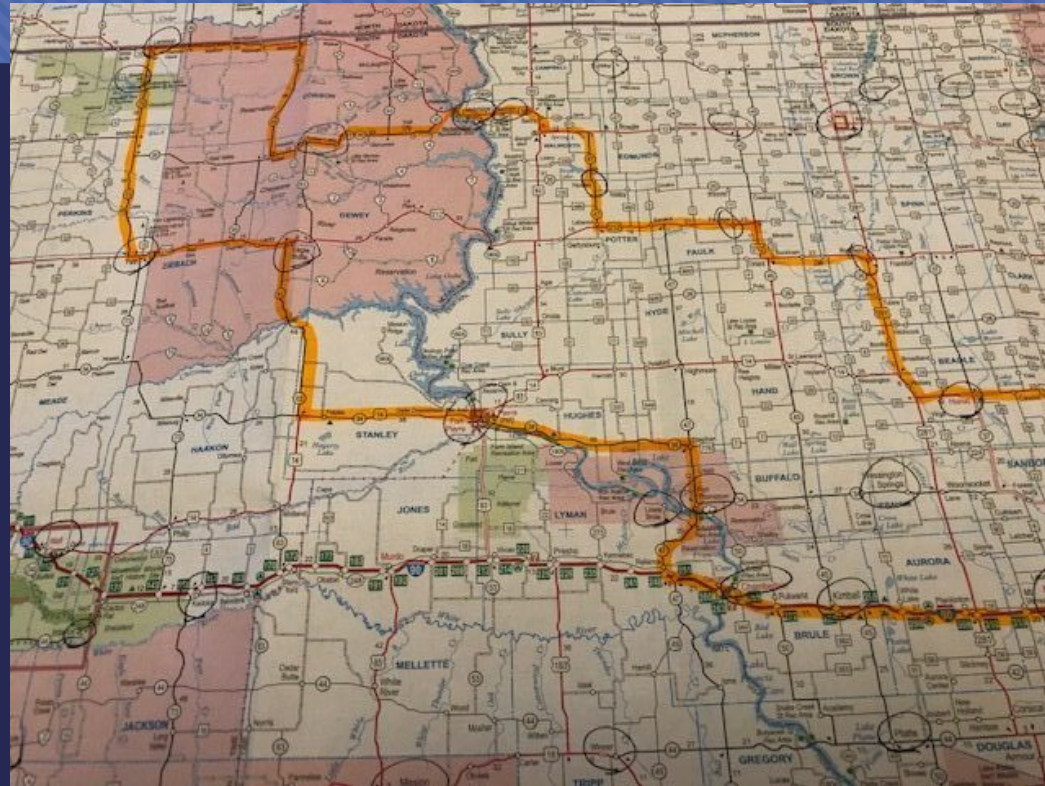
Inspiring athletes from across the country will compete at a national event being held in Sioux Falls next week.

🕒 5 months ago

Content Partnerships



Think Like A Storyteller



- *"I don't think I would have explored some of these areas without the passport. It's taken us to a lot of fun, neat destinations."*
—Lisa Garriss

Visual Storytelling



Collaboration Is Key



“Our Gate is Open”



Bob The Bridge



Horse's Eye View



Mixed Messaging



Experiential Approach



Finding Your Story

- What's new
- What's memorable
- What's sharable

Telling Your Story

- Find your storyteller/s
- Find your platform/s
- Find your digital ambassadors

The Rest of the Story



Most Memorable Moment



Most Memorable Moment



Big Win



- *“Think about all the people who played a role in turning them from one-time tourists into regular visitors.” –Teri Schmidt*

Read 9,000+ times,

Average read time 4:37,

Reach: 100,000+

Questions?

Contact:

jodi@siouxfalls.business

