Content Marketing Strategy for TeamOut

Goals:

1. Increase brand awareness
2. Attract and convert new customers - team managers/leaders
3. Establish thought leadership

Buyer Personas:

1. Team Leaders: Decision makers planning team offsites
2. HR/People Team Members: Involved in planning and budgeting retreats

Who else is catering to our buyer personas needs:

1. MonikerPartners
2. Theoffsiteco
3. Goflok
4. PlanRetreat
5. BoomPop

Content Pillars:

a. Educate: Focus on educating your audience about the challenges of planning corporate retreats and how TeamOut solves these problems.

b. Positioning: Establish TeamOut as an industry leader by sharing insights, trends, and tips about corporate retreats.

c. Brand Awareness: Build brand awareness by sharing success stories, testimonials, and behind-the-scenes content.

Content Types:

a. Blog Posts : Writing informative blog posts about the benefits of corporate retreats, tips for planning, and how TeamOut simplifies the process.

b. Case Studies, Video Testimonials & Ebooks: Showcasing successful retreats planned through TeamOut highlighting how TeamOut saved time, reduced stress, and improved team bonding.

Content Distribution:

a. Website: Blogs, Ebooks, and Video Testimonials to be published on the Website

b. Social Media: Distribute content across LinkedIn, Reddit and Slack Communities where HR's participate in.

c. Email: Using email marketing to distribute content directly to interested parties.

Measurement & Analytics:

Tracking key metrics such as website traffic, social media engagement, email open rates, and conversions to measure the success.

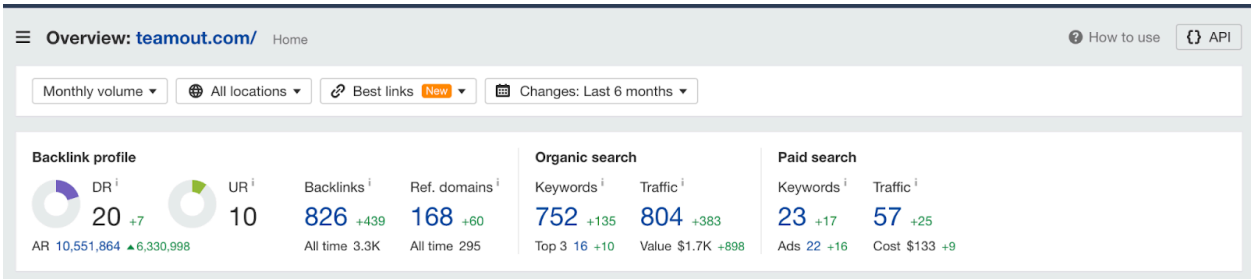
What next:

a. 80% of the effort to be put to regularly review and update the content strategy based on analytics and feedback.

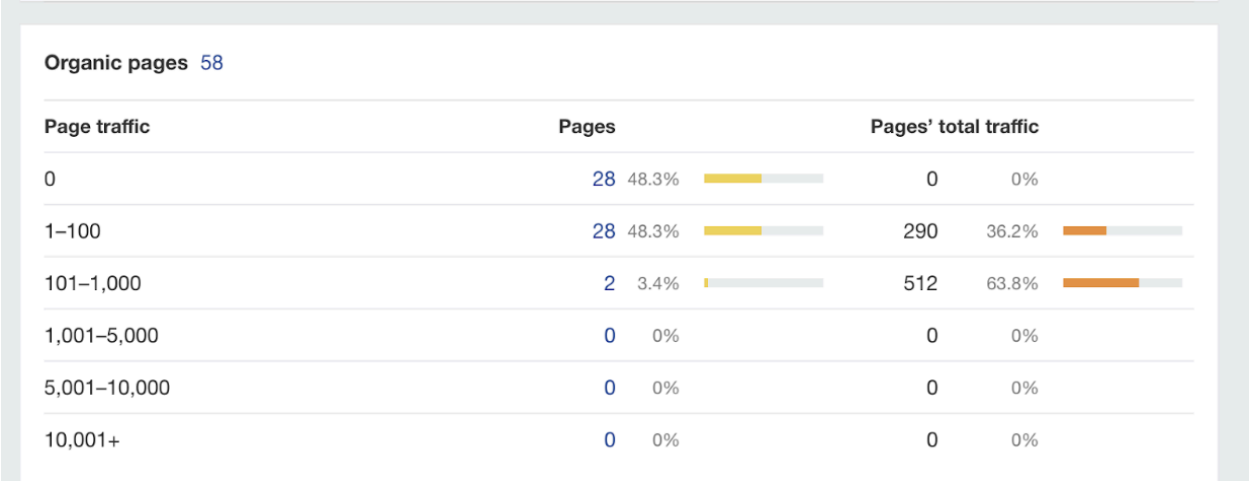
b. 20% of the effort in experimenting with new content types and distribution channels to reach a wider audience.

SEO AUDIT

1. Teamout Overview



2. Total Organic Pages - 58



3. There are 2 pages which have a 404 Page NOT FOUND Error -

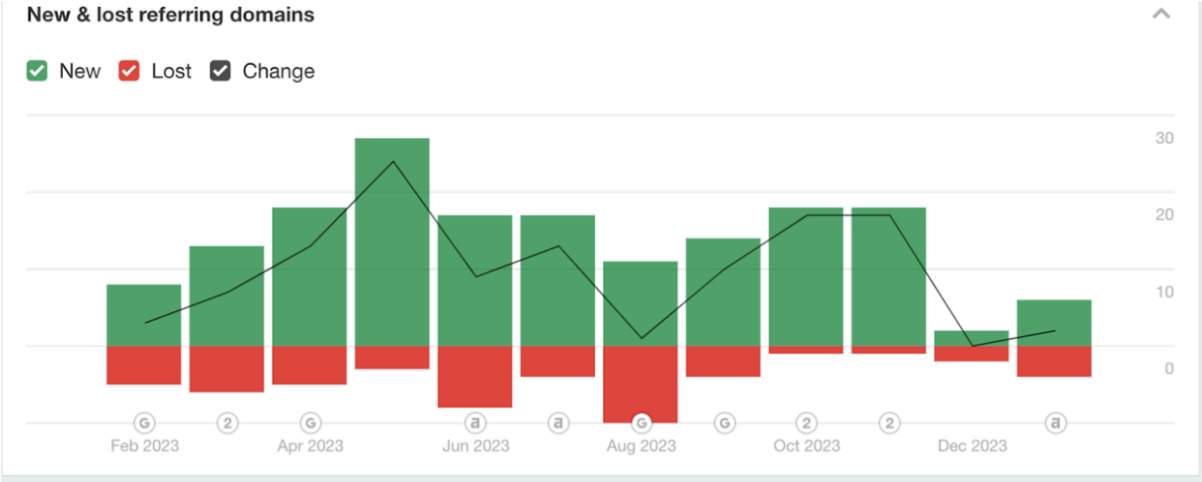
1. https://app.teamout.com/budget
2. https://app.teamout.com/venue_onboarding?tab=1

We have to fix the content of the pages.

Crawled pages 122

HTTP code	Pages		
200 OK	112	91.8%	
3XX Redirect	6	4.9%	
404 Not found	4	3.3%	
4XX Other client errors	0	0%	
5XX Server errors	0	0%	

4. We have to look into why we're constantly losing out Referring Domains and ultimately backlinks. We have to fix all the 404 not found page.



5. We have to build more backlinks from .com tld which in most cases would be relevant to our Target Demographic and help us rank higher in search results.

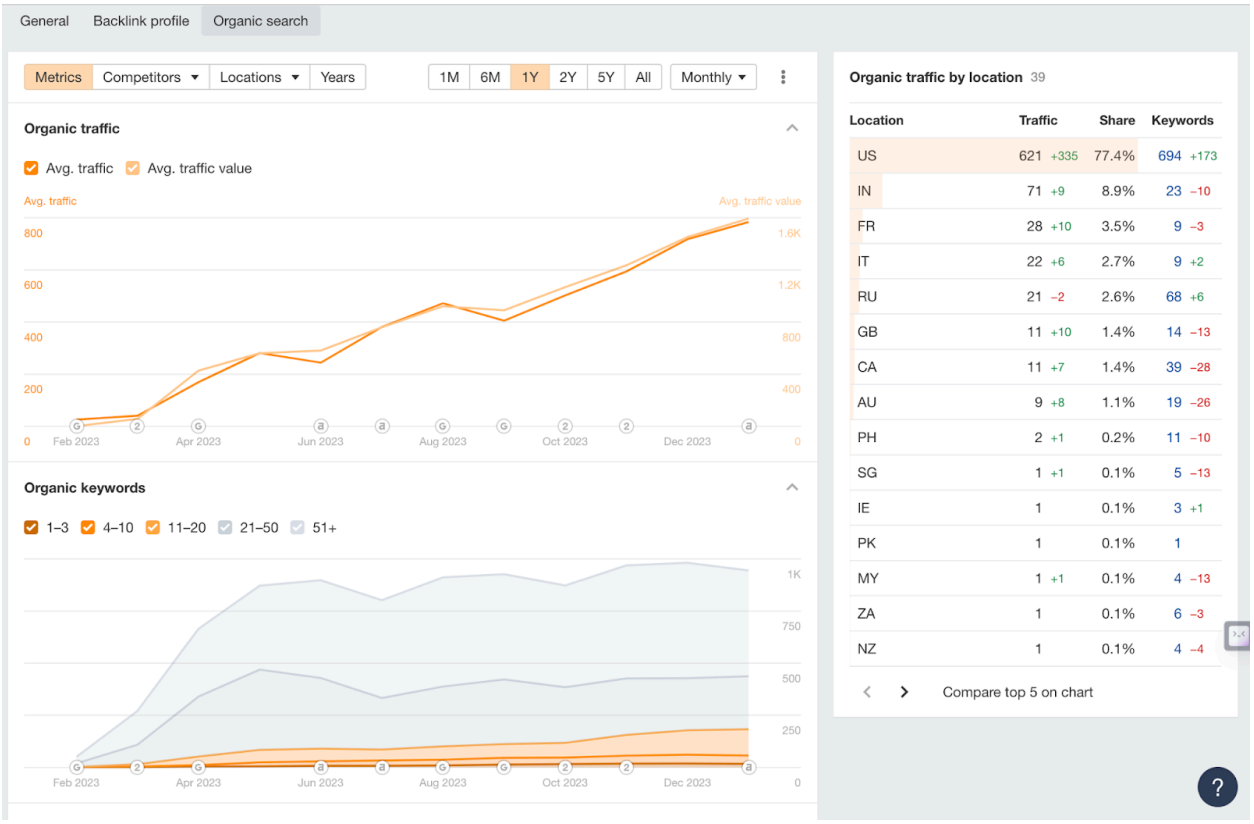
Domain		Referring domains ▾	Links to target
.com	Generic	60 35.7%	150
.pw	Palau	37 22.0%	234
.in	India	32 19.0%	237
.net	Generic	8 4.8%	51
.co	Colombia	4 2.4%	8
.org	Generic	3 1.8%	6
.io	British Indian Ocean Territory	3 1.8%	5
.vc	Saint Vincent And Grenadines	2 1.2%	3
.pro	Generic	2 1.2%	12
.dev	Generic	1 0.6%	18

6. The anchor tag used while building backlink is good.

Top anchors

Anchor text	Referring domains	Links to target
teamout.com	102 49.5%	707
TeamOut	27 13.1%	48
Empty anchor	6 2.9%	12
company retreat	4 1.9%	4
corporate retreat	4 1.9%	4

7. Organic traffic and keywords both are rising which is a great sign of the direction we're in.



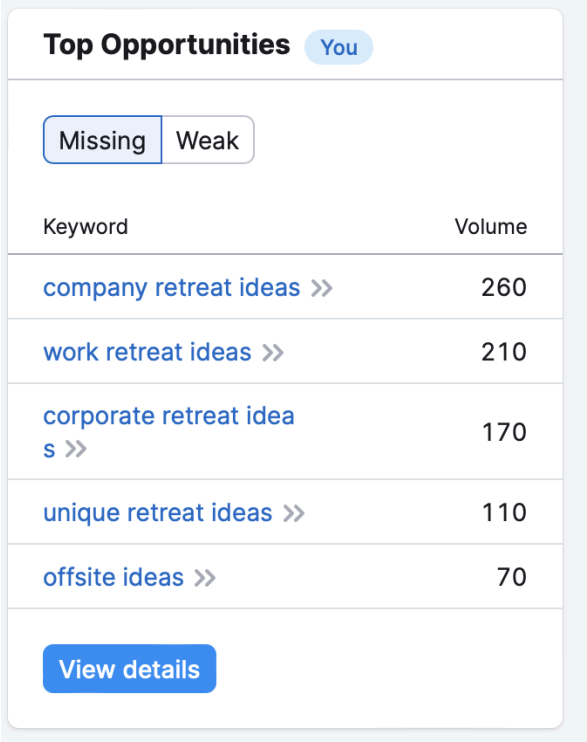
8. We have to focus more on content and build backlinks using guest outreach and HARO techniques to target more keywords which are being covered by our Competitor.

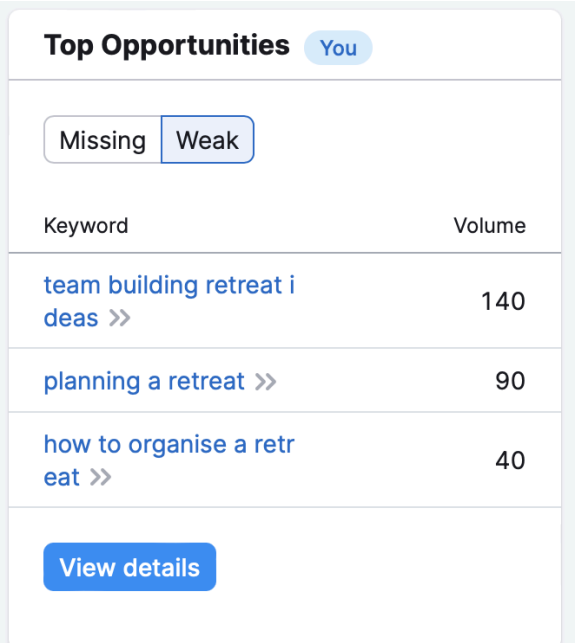
Top competing domains

Domain	Keyword overlap	Competitor's keywords	Common keywords	Share	Target's keywords	DR	Traffic	Value	Pages
monikerpartners.com		1,943	265	10.0%	429	55	1.8K	$3.6K	103
theoffsiteco.com		693	237	17.1%	454	33	516	$1.7K	90
goflok.com		189	142	18.2%	447	28	969	$876	26
discoverwilder.com		105	103	17.2%	388	10	88	$262	18
planretreat.com		1,347	80	3.9%	614	13	111	$176	317
top50ranches.com		3,510	77	1.8%	617	53	7.3K	$4.0K	269
conference-source.com		1,815	76	3.0%	618	20	1.1K	$594	80
mohonk.com		18,782	67	0.3%	627	65	57.8K	$17.9K	521
corporateretreats.com		58	64	15.6%	288	1.1	37	$118	21
nextretreat.com		135	61	11.3%	340	44	67	$127	63
adelestickland.com		125	51	9.3%	372	6	108	$189	20
camphideaway.com		483	37	3.2%	613	13	597	$412	22
retreatatcrystalcreek.com		44	29	9.7%	225	12	42	$52	9
maiaconsciousliving.com		1,902	24	0.9%	670	9	736	$402	136

9. Keywords to focus on - (Aka Gap with our competitors)

Keyword	Volume	KD	CPC	SERP	Highest position			
					monikerpartners.com	theoffsiteco.com	goflok.com	discoverwilder.com
corporate retreats	700	18	3	SERP	7	45	84	12
company retreat	700	13	3	SERP	22	8	–	70
company retreats	450	24	3	SERP	14	4	70	34
corporate retreat locations	450	2	3	SERP	8	27	14	50
business retreat	300	13	2	SERP	27	9	96	74
holiday happy hour	250	1	–	SERP	–	7	–	–
corporate retreat locations near me	250	4	2.5	SERP	3	57	33	–
team retreats	250	7	2.5	SERP	25	9	–	–
company offsite	200	29	5	SERP	41	5	–	25
retreat activities	200	12	1	SERP	7	53	–	–
team building retreat ideas	200	6	1.6	SERP	10	20	–	–
corporate retreat venues	200	2	4	SERP	10	11	32	39
retreat ideas for team building	200	10	1.6	SERP	7	26	–	–
executive retreat	200	0	2	SERP	9	14	–	–
company retreat locations	200	2	3	SERP	7	14	4	34
retreat team building activities	200	7	1.3	SERP	2	71	–	–
executive retreats	200	3	2	SERP	61	10	–	–
retreat agenda	150	3	2.5	SERP	6	–	–	–





10. These 5 pages have a title length of around 90 characters whereas the ideal page title limit recommended under SEO is under 60 characters.

