



2019 Content Marketing Theme: Where/How To Guides

January

Persona – Road Tripper

- 2019 Travel Goals (New Years Resolutions)

Micro-Influencer

- Travel to a Bucket List Location

Notable Events

- Last Tues – Plan Your Vacation Day
- 1/29 - Kansas Day

Byway

- Route 66

February

Persona - Foodie

- Where to Find Delicious Kansas Bites

Micro-Influencer

- Chocolatier, chocolate beer, chocolate trail

Notable Events

- National Food Holidays: Chili, Margaritas, Pizza, Wine, Pancakes

Byway

- Flint Hills

March

Persona – Bird Watcher

- How to Begin Birding

Micro-Influencer

- Bird watch (talk to KWEC or Ray Martinez)

Notable Events

- 3/3 – Nat'l World Wildlife Day
- 3/15 – Nat'l Kansas Day

Byway

- Wetlands and Wildlife

April

Persona – Angler

- How to Kayak Fish

Micro-Influencer

- Kayak fishing, or mom fishing (Pro teaching them)

Notable Events

- 4/24 – Earth Day (sustainable fishing, aquatic nuisance species)
- Tournaments?

Byway

- Gypsum Hills

May

Persona - Cyclist

- Where to Gravel Grind, or Rails to Trails/FHNT

Micro-Influencer

- Switchgrass Mountain Bike Trail

Notable Events

- 5/18 – Nat'l Museum Day
- 3rd Friday in May – Nat'l Bike to Work Day
- Nat'l Bicycle Month

Byway

- Post Rock

June

Persona – History Buff

- Where to Honor Military History

Micro-Influencer

- Fort Tour or Eisenhower sneak-peak tour

Notable Events

- 6/6 – D-Day
- 6/9 – Nat'l Archives Day
- 6/20 – Nat'l Eagle Day
- 6/22 – Baby Boomers Nat'l Recognition Day
- National Camera Day (date?)
- 6/30 – Nat'l Social Media Day

Byway

- Frontier Military

July

Persona – Family Traveler (Kansan)

- Where to Hit the Beach in Kansas

Micro-Influencer

- Water activity with family, or agritourism

Notable Events

- 7/7 – Take a walk – dad/daughter day
- 2nd Friday – Nat'l Motorcycle Day
- 7/25 – Nat'l Merry-go-round Day
- 7/28 – Nat'l Water Park Day
- 3rd Sunday – Nat'l Ice Cream Day
- 4th Sunday – Nat'l Parents Day

Byway

- Prairie Trail

August

Persona – Agritourism

- Fun on the Farm – Where to “You Pick”

Micro-Influencer

- KC Hopps tour

Notable Events

- 8/19 – Chef Appreciation Day, Nat'l Honeybee Day, Nat'l Mead Day
- 3rd Saturday – Farm to Table Day

Byway

- Land and Sky

September

Persona - Motorcyclist

- How to Rent a Motorcycle in Kansas
- Where to Ride your Motorcycle Rental

Micro-Influencer

- Motorcyclist (talk to Mona)

Notable Events

- Nat'l Americana Month
- Nat'l Tailgating day (date?)
- 4th Tuesday – Nat'l Road Warrior Women Day
- 9/22 – Car Free Day
- 9/28 – Nat'l Drink Beer Day
- 9/29 – VFW Day

Byway

- Native Stone

October

Persona – Outdoor Adventurer

- How to Disc Golf/Slack Line/Hammock

Micro-Influencer

- Night Photography, or Zombie Paintball

Notable Events

- Photographer Appreciation Month
- 10/4 – Nat'l Golf Lovers Day

Byway

- Glacial Hills

November

Persona - Hunting

- Where to WIHA

Micro-Influencer

- Cooking wild game

Notable Events

- 11/22 – Nat'l Craft Jerky Day
- 1st Thursday – Nat'l Men Make Dinner Day
- 3rd Thursday – Great American Smokeout
- 4th Thursday – Thanksgiving

Byway

- Western Vistas

December

Persona – Holiday

- Where to Follow the Yellow Brick Road

Micro-Influencer

- Holiday Lights and Displays
- 12/20 - Wizard of Oz / Wicked Movie

Byway

- Smoky Valley

