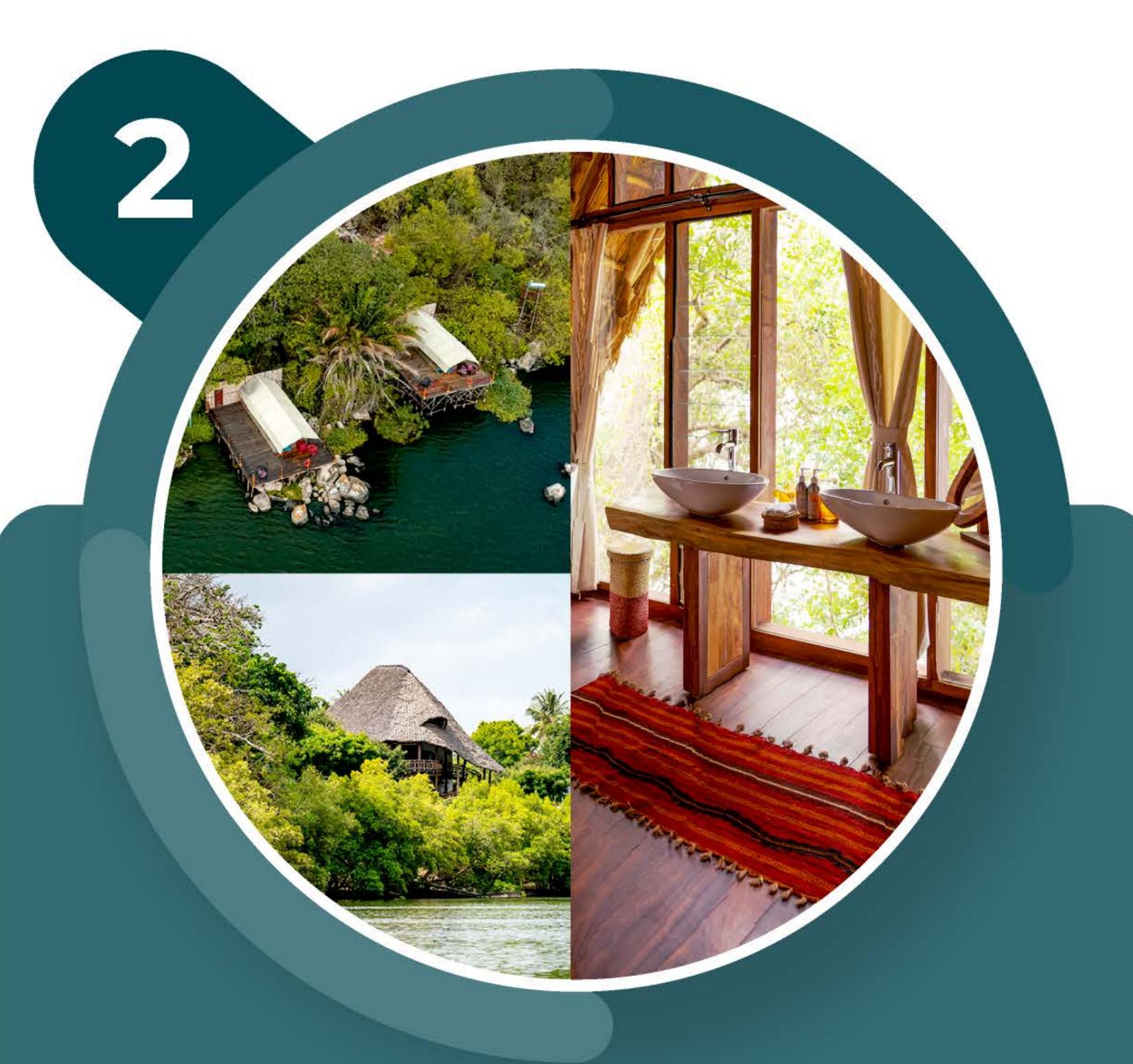
# A user guide for content that converts



## Volume & Variability

Use a mix of videos, virtual tours, and 6 to 15 images



### Storytelling

Tell a story with your pictures – from arrival to departure. Update every 6 months



## Quality

- Use high-resolution images (over 2MB)
- Check grammar and spelling
- Check accuracy of facility details
- Include activity descriptions and clearly note extra costs
  - Keep important details
    - up to date

      Credit all photos



#### Freduency

Update your content every 12-18 months. Refresh content before tradeshows to present your brand at its best

#### Content Excellence Masterclass

## Update. Impress. Repeat.

