Fareportal

Fareportal is an online travel agency that maintains partnerships with airlines, hotels and car rental companies to resell their services. The reason why customers would choose Fareportal over its competitors, or over booking directly through the airline or hotel, is because Fareportal is the only online travel agency (OTA), that provides dedicated 24/7 phone support.

The Content department at Fareportal is responsible for all content that goes out and making sure it uses unified copy and consistent branding across all channels. The team has been using Mintent to manage newsletters, landing page copy, and blog posts for two separate brands. Recently, they've made the transition into more operational copy, such as writing sales messaging for sales rep's phone calls, writing content for their app's alerts, and internal copy for their company portal.

We sat down with **Dave Odegard**, Content Strategist, and **Morlette Cowan**, Content & Creative Director, to ask them about how they use Mintent to manage their content marketing.

How does your team use Mintent?

Dave: The Fareportal comms team uses Mintent for two main purposes. The first is for planning and scheduling social media posts, and the second is for planning and scheduling blog posts. We've recently started using the tool to allow other departments to make ad hoc requests though the requests feature.

I'm focused on making sure there is enough content to keep the blog running at all times. Most of the other writers on the team use it to handle all of the other requests. By using Mintent to plan and create content that aligns with the buyer's persona and customer journey stage, our team can make sure all of our goals and deadlines are being met.

What were some of the challenges your team faced Before Mintent?

Dave: Some of the challenges that Fareportal faced before using Mintent were related to time management. With in-house and out-of-house contractors all working on different projects, it became difficult to manage using spreadsheets. Items were getting lost and deadlines were being missed. Version control also got pretty messy. Once we were able to create and upload content to a single source, everyone gained visibility into what was coming down the pipe, and who was working on what. Our process was very complicated and near-sighted before. It wasn't as visually simple as it could have been.

What are your primary and secondary objectives with regards to your content?

Morlette: The primary goal was to cut through the chaos that existed, and let our team manage their time and tasks in a more efficient way. Gathering all of the content from all different departments was becoming really chaotic.

The secondary goal was to be able to measure the effect our output was having on the business. We wanted to put in place a process to make things more streamlined and allow us to measure, store content requests from different departments and stakeholders, and be able to plan content that was mapped to a sound strategy.

How much time do you spend in Mintent?

Dave: Well, if it's an 8-hour workday, then I'd say I spend 8 hours in the app! I keep the tab open on my screen whenever I'm working.

What are your favorite features in Mintent, and why?

Morlette: We love the customization of the calendar. Being able to see everything in a calendar view makes it so accessible to the whole team. Everyone can see what they have to get done each day. The ability to add fields and views and see how many posts we have from each writer and which theme it corresponds to is essential for us. We now have so much insight into all of our different content types and which audience they are for. For me, that is the greatest appeal of the app, the calendar view with customization so you can focus and balance out workload.

How much time do you think it's saved you?

Dave: I'd say it's saved us a ton of time. Before Mintent, we were using spreadsheets

and publishing about 40 posts per month across our two blogs. Since we've adopted Mintent, we now publish about 70 posts per month. We're able to produce a higher quantity of content, in the same amount of time, in a much more efficient way. We're also scheduling posts so much further in advance. Before, we'd be (at the most) about a month ahead of planning, now, we're at least 2 month ahead at all times. It also makes recycling high-value content, reporting, and content audits super easy.

Any other advantages you'd like to comment on?

Dave: From my perspective, using Mintent also helps us with our SEO footprint. Our organic search increased noticeably after we switched to Mintent. Part of this had to do with our process before, where a freelancer would log into our Wordpress site and add their post themselves. Now, there is an added barrier. They have to go through Mintent first and set up the post in the Creative Brief, fill out the Theme and Personas, and then an internal team member will grab the post and optimize it for SEO before uploading it to the site. This gives the team more insight into the audience for the post, and we can make sure they keyword strategy is aligned with the audience.

Another benefit for us is the automated Workflows. This really helps the team understand the entire content production process. After the writer finishes the draft, it is automatically assigned to the reviewer, and from there, onto the SEO expert, and then manager for approval and publishing.

Most of our core blog engagement metrics come from Google Analytics, and we can create fields in the creative brief for keywords, and then categorize posts by keyword in Mintent. That way, we can easily see if certain types of posts are working, which writer is getting better results, and other metrics such as unique page views, average time on page, returning visitor rate, etc. We have seen our organic search results increase as a result of using Mintent.

What made you decide to choose Mintent?

Morlette: Other vendors offered part of the solution but not everything. If we went with DivvyHQ, calendar was missing the ability to create companies (brands, unique sections for one travel, different departments, types of users, etc.). We also found the other platforms we were evaluating were a great deal more complicated to use than Mintent, which feels intuitive right from the start.

What have people been saying since using the tool?

Morlette: Our core team of users are all in agreement that the tool was super easy and intuitive to pick up. Once we were able to get all of our content into it and started using

it as a single source of truth, there was really no turning back. We would never want to go back to the way things were before using a tool like this!

How are you using Mintent to meet your marketing goals?

Morlette: Using the OKRs (objectives and key results) system, we've been able to implement key metrics into our content planning. A good example of this would be us aligning our content with our SEO goals, integrating long tail and bottom of the funnel keywords, which enabled us to create a more effective content strategy.

What has your experience been like working with Mintent?

Morlette: We have a great relationship with our account manager, and we're always able to get a hold of someone (a real person on the phone!) if we need anything. Any issues we've ever had were always resolved swiftly.

What advice would you give to teams tackling similar problems to the ones you had?

Dave: I would say figure out what your content and goals are and rank them in order of importance. Once you figure out which one or two are the most important, focus on those until you improve to a level where you can expand your focus to other ones. It's all about planning and concentrating on the first step before moving onto everything else!

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- Dave Odegard, Content Strategist

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