



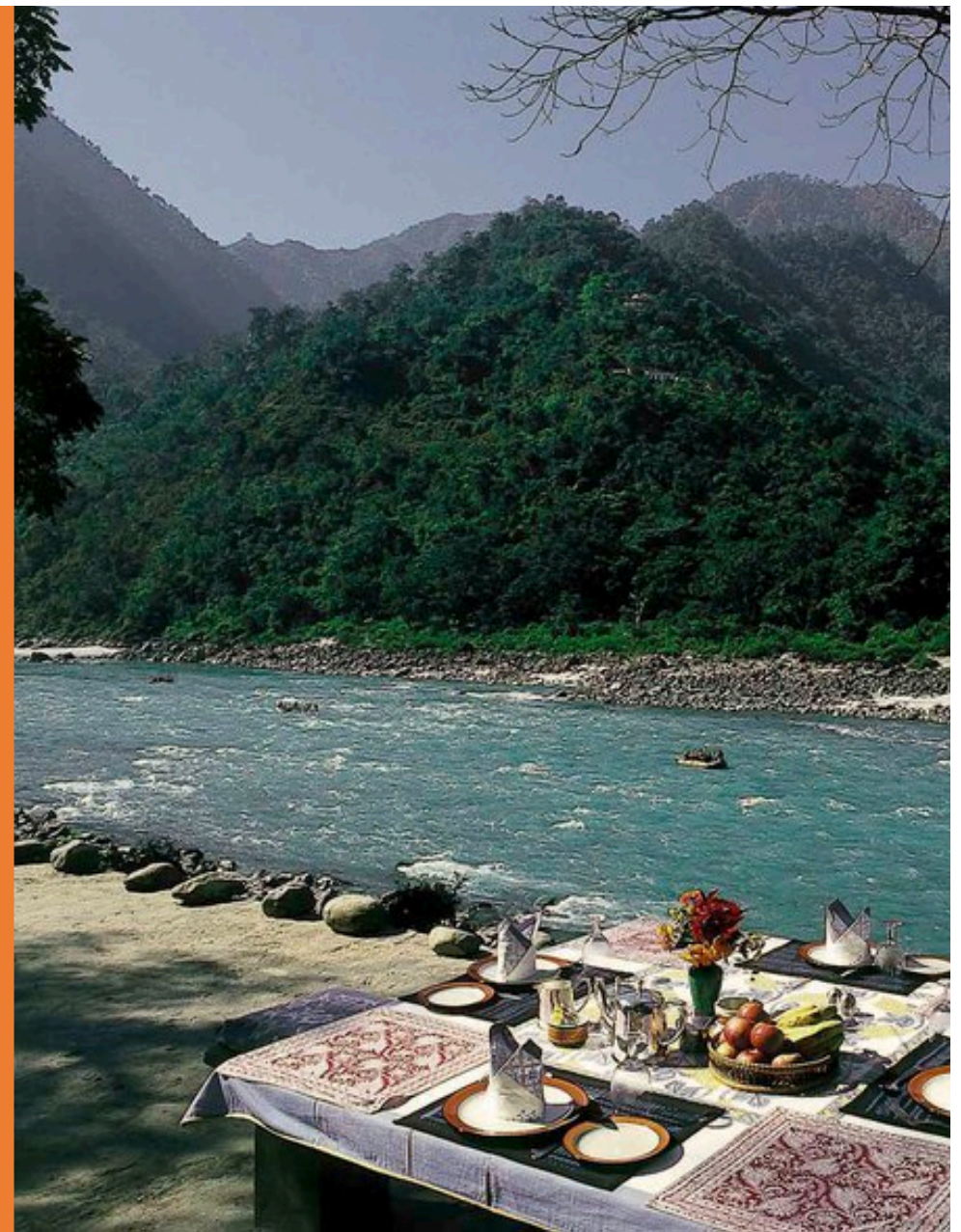
A satellite map of the Ganges river valley in India. The river is shown winding through a deep, forested valley. The city of Rishikesh is visible on the left bank. An orange square with a downward-pointing arrow marks a specific location on the right bank of the river.

RISHIKESH

## THE GLASSHOUSE ON THE GANGES







**21st C, Above Rishikesh, Uttarakhand. INDIA**



## Background

The Glasshouse on the Ganges is guest house north of Rishikesh lying in the lap of the Himalayas. It honours an extraordinary geographical site where the Ganges Rivers turns around and flows north towards its source. It is a magical natural spot. Set in a lychee and mango orchard with a garden of tropical plants.



The guest house has endured a flagging rate in bookings and has asked for a one-month multiplatform content strategy to stimulated growth.

This content marking strategy will make heavy use of evergreen content. Two pieces of evergreen content will be produced per week. Each piece will consist of high quality text and suitable feature images. The content will be posted every Monday and Friday. Once an item of content is posted, links to the content will be published on Facebook, Twitter and Instagram in a format that is suited to each platform on the same day. For the two days after the content has been published, quotes from the post will be posted on Twitter to drive content back to blogs. Thursday will used as day to link back older or random evergreen content by use of quotes or images. Every Wednesday will feature an image posted to Instagram.

Reviews can be a powerful tool and the Glasshouse currently underutilizes their wealth of high praise. Quotes from the 256 reviews posted on Travelocity will be posted daily from Monday – Friday on twitter and linked back to the homepage.













Feature Image	Headline	Sub-Header	Type	Owned Featured?	Paid Featured?	Social Platform
	<b>Himalayan Foothill Hike</b>	Hike one of the biggest parks in North India and at the meeting point of the Himalayan foothills	Blog New Content Evergreen	Expanded from old site content as a new blog article and piece of evergreen content. This piece would be featured on the site blog and under the Activities tab	The image from the piece could be used in paid advertising in the west on adventure travel sites, hiking sites, lifestyle magazine sites. This piece could also be content featured with paid advertiser such as NYTimes .	This piece would go out on Twitter, Facebook and Instagram. Being evergreen, quotes could used on twitter to frequently link back to content
	<b>How I planned my wedding in a glasshouse next to the Ganges.</b>	Destination weddings are no small feat, learn how I planned my wedding next to the Ganges River.	Blog New Content Evergreen	This piece would be featured on blog page and under the wedding section. The piece details how to plan a beautiful wedding at the Glasshouse	This piece could be paid content piece on wedding blogs, or wedding magazines. Also, similarly placed with yoga lifestyles companies.	This piece would go out on Twitter, Facebook and Instagram. Being evergreen, quotes could used on twitter to frequently link back to content



	<p><b>Choose your room, choose your experience at the Glasshouse</b></p>	<p>Each room has a history and is designed differently. Find out about each unique experience.</p>	<p>Blog New Content Evergreen</p>	<p>This content would be featured in the blog section and linked to in the rooms sections.</p>	<p>The images from this post could be used in paid advertising on travel booking sites. Also, architectural sites may be a possibility.</p>	<p>As with other evergreen content this piece would go out on Twitter, Facebook and Instagram. Being evergreen, quotes and images could be used on twitter to frequently link back to content</p>
	<p><b>What I found by the Ganges River</b></p>	<p>I sat by the river for days and listened</p>	<p>Blog New Content Evergreen</p>	<p>Feature on the blog section this not exactly about Glasshouse but is more a piece of content marketing.</p>	<p>The article could be placed in a content marketing section of paper (NYTimes). Also, placed in yoga and meditation sites.</p>	<p>This piece would go out on Twitter, Facebook and Instagram. Being evergreen, quotes could be used on twitter to frequently link back to content</p>
 <p>Harry1300 Dehradun, India</p> <p> 2 reviews</p> <p> 1 helpful vote</p>	<p><b>5 Star Review - "Amazing Place"</b></p>	<p>The high point is location of this property, right along the river, sky blue water, white sand beach along holy Ganges. Our room was the closest to the river and sound of water throughout is so refreshing. Amazing Place!</p>	<p>Review Modified existing content. Evergreen</p>	<p>Reviews are powerful tool. To date, the guest house does not use them to their full advantage. These reviews (256 found on travelosity) will be posted on a review page.</p>	<p>The reviews or paraphrases of could be sent out as paid advertisements on any number of travel sites, blogs, and airline sites.</p>	<p>The majority of twitter posts will be quotes from reviews. These could go out at frequently and link back to home site.</p>









































































 <p>Urmila D</p> <p>Level <b>2</b> Contributor</p> <p> 4 reviews</p> <p> 3 hotel reviews</p>		<p>5 Star Review - <i>“Out of the world experience”</i></p>	<p>The place was as wonderful as we imagined! We stayed in the tent which is like a luxury room and right on the bank of the holy river Ganga!</p>	<p>Review</p> <p>Modified existing content.</p> <p>Evergreen</p>	<p>Posted on new reviews page</p>	<p>The reviews or paraphrases of could be sent out as paid advertisements on any number of travel sites, blogs, and airline sites.</p>	<p>Frequent Twitter posting</p>
 <p>anooba2016</p> <p>Mumbai (Bombay), India</p> <p>Level <b>3</b> Contributor</p> <p> 15 reviews</p> <p> 6 hotel reviews</p> <p> 2 helpful votes</p>		<p>5 Star Review - <i>“Ganges and nature within reach”</i></p>	<p>Glasshouse on the Ganges is a vintage property. White building with high ceilings. Mind blowing closeness to the Ganges flowing by. Out of a movie.</p>	<p>Review</p> <p>Modified existing content.</p> <p>Evergreen</p>	<p>Posted on new reviews page</p>	<p>The reviews or paraphrases of could be sent out as paid advertisements on any number of travel sites, blogs, and airline sites.</p>	<p>Frequent Twitter posting</p>
		<p>The Ganges River in the Morning</p>	<p>The view and the Ganges from outside Glasshouse</p>	<p>Photo</p> <p>New Content</p> <p>Evergreen</p>	<p>Posted on Photos page</p>	<p>Featured on travel blogs, yoga, and mediation sites and magazine sites</p>	<p>Instagram Post</p>



	History of Rikishik	People have been traveling to Rishikish and the Ganges for thousands of years	Blog New Content Evergreen	Featured on Blog Page	The image from the piece could be used in paid advertising in the west on adventure travel sites, hiking sites, lifestyle magazine sites. This piece could also be content featured with paid advertiser such as NYTimes .	Post would be sent out on Facebook, and Twitter and then link to frequently with twitter with the use of quotes.
	Morning Yoga on the Ganges	At Glasshouse there are yoga classes every morning.	Blog New Content Evergreen	Featured on Blog Page	Featured on Yoga pages and yoga magazine sites	Post would be sent out on Facebook, and Twitter and then link to frequently with twitter with the use of quotes.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>1</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>2</b>  Mon. Blog quote  <b>Review Quote</b>	<b>3</b>  <b>Instagram Photo</b>  <b>Link to Photo</b>  Mon. Blog quote  <b>Review Quote</b>	<b>4</b>  <b>Older Blog quote</b>  <b>Review Quote</b>	<b>5</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>6</b>  <b>Fri. Blog quote</b>	<b>7</b>  <b>Fri. Blog quote</b>
<b>8</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>9</b>  Mon. Blog quote  <b>Review Quote</b>	<b>10</b>  <b>Instagram Photo</b>  <b>Link to Photo</b>  Mon. Blog quote  <b>Review Quote</b>	<b>11</b>  <b>Older Blog quote</b>  <b>Review Quote</b>	<b>12</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>13</b>  <b>Fri. Blog quote</b>	<b>14</b>  <b>Fri. Blog quote</b>
<b>15</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>16</b>  Mon. Blog quote  <b>Review Quote</b>	<b>17</b>  <b>Instagram Photo</b>  <b>Link to Photo</b>  Mon. Blog quote	<b>18</b>  <b>Older Blog quote</b>  <b>Review Quote</b>	<b>19</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>20</b>  <b>Fri. Blog quote</b>	<b>21</b>  <b>Fri. Blog quote</b>
<b>22</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>23</b>  Mon. Blog quote  <b>Review Quote</b>	<b>24</b>  <b>Instagram Photo</b>  <b>Link to Photo</b>  Mon. Blog quote	<b>25</b>  <b>Older Blog quote</b>  <b>Review Quote</b>	<b>26</b> <b>Blog – 9am</b>  <b>Blog promo</b>  <b>Blog promo</b>  <b>Blog Promo</b>  <b>Review Quote</b>	<b>27</b>  <b>Fri. Blog quote</b>	<b>28</b>  <b>Fri. Blog quote</b>

