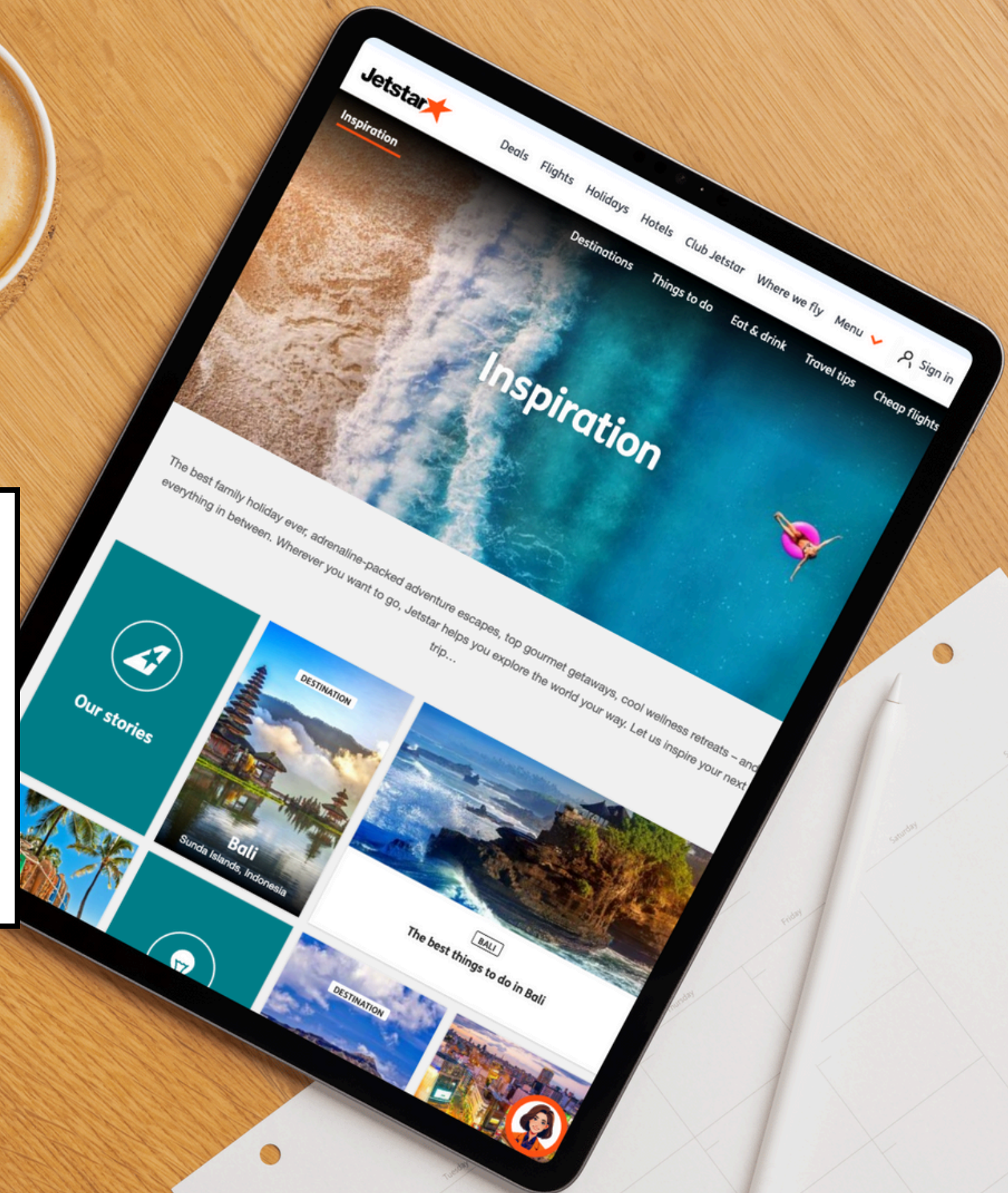


DESTINATION & EXPERIENCE CONTENT



JETSTAR INSPIRATION HUB

As Content Manager I lead the introduction of the Inspiration Hub - a strategic content project designed to engage and inform readers, while also increasing SEO traffic.

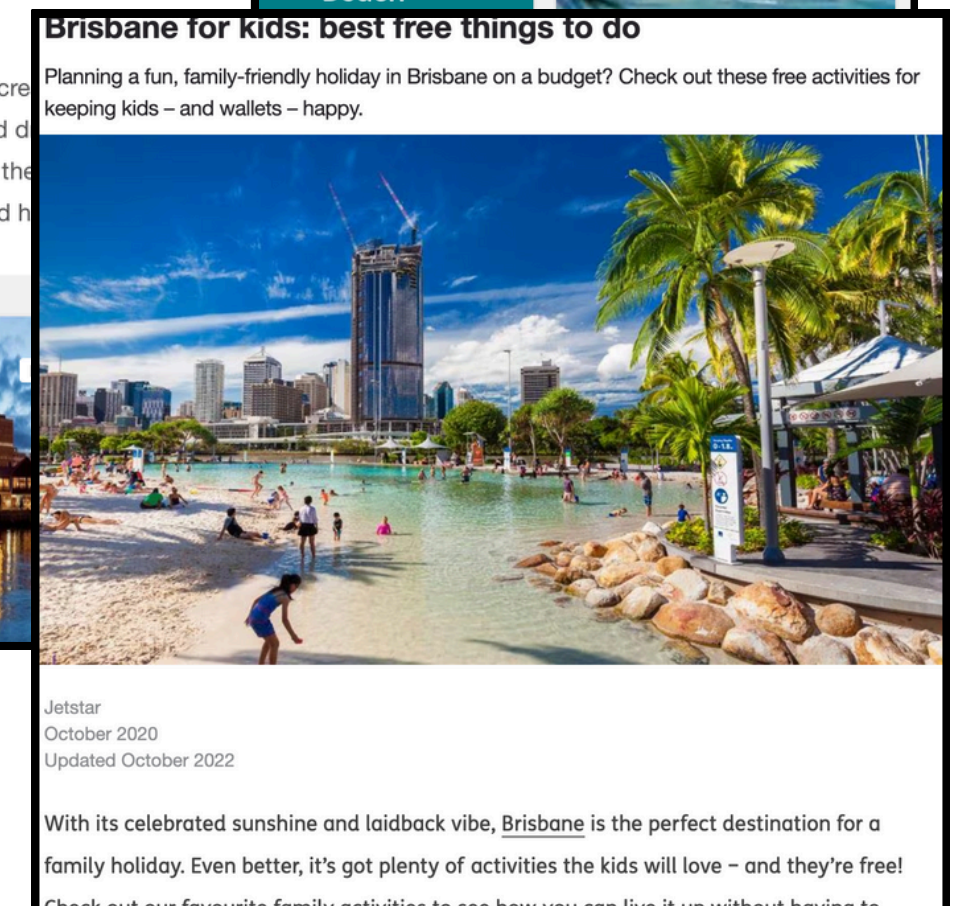
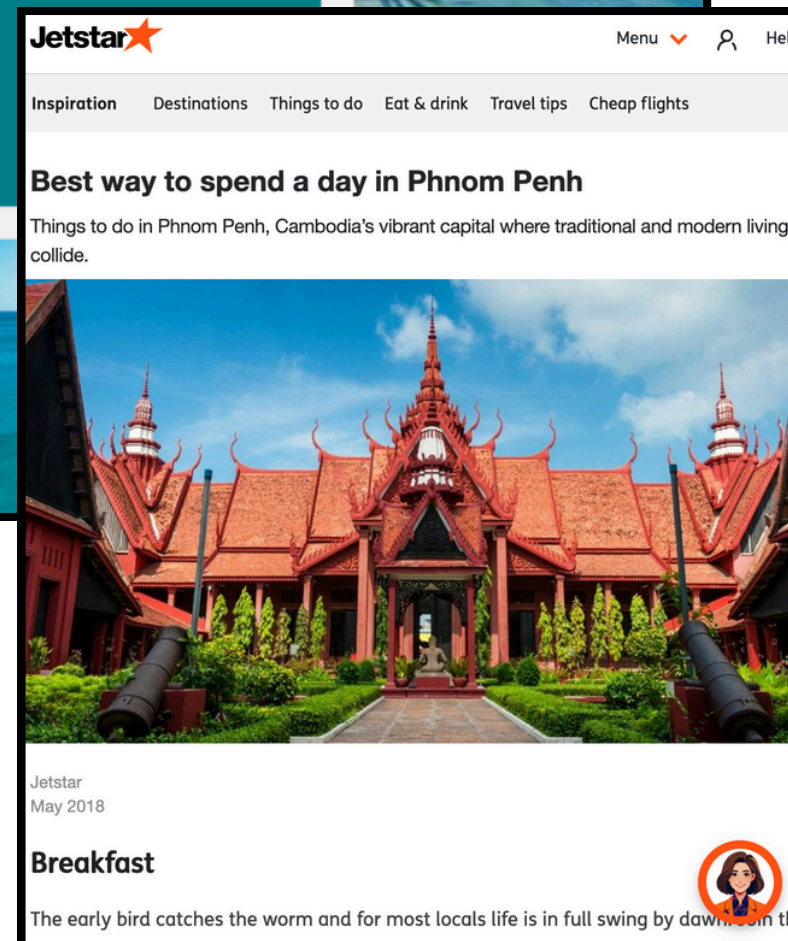
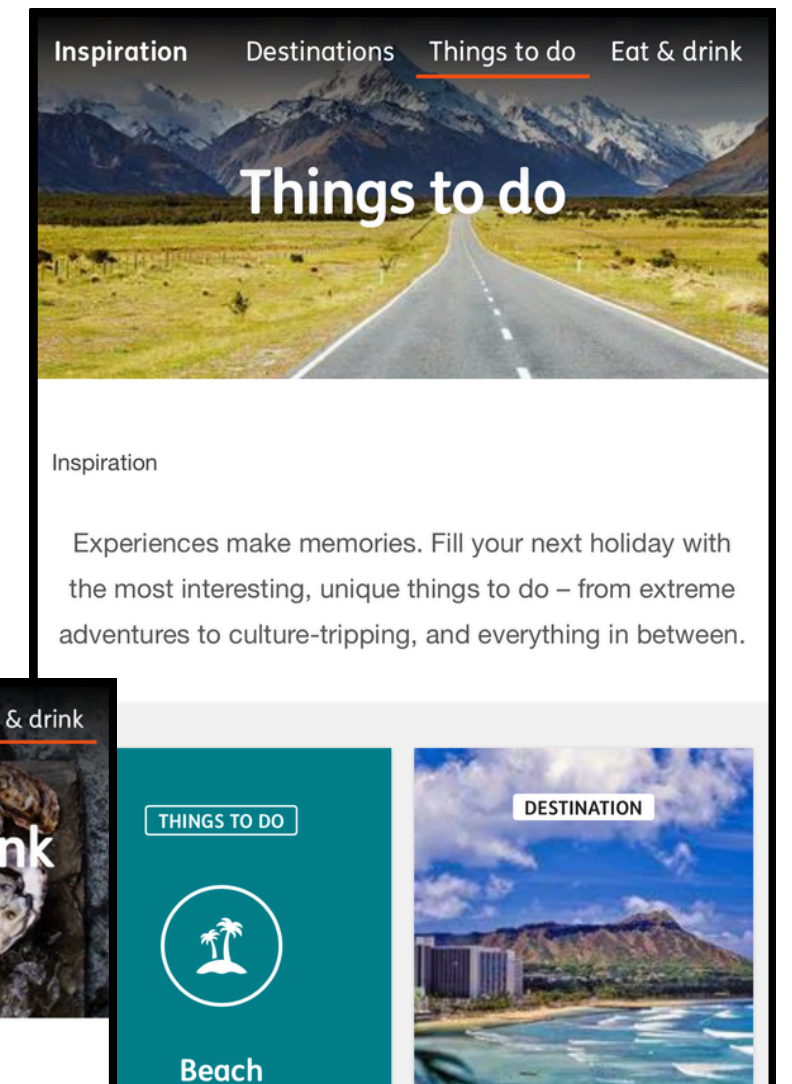
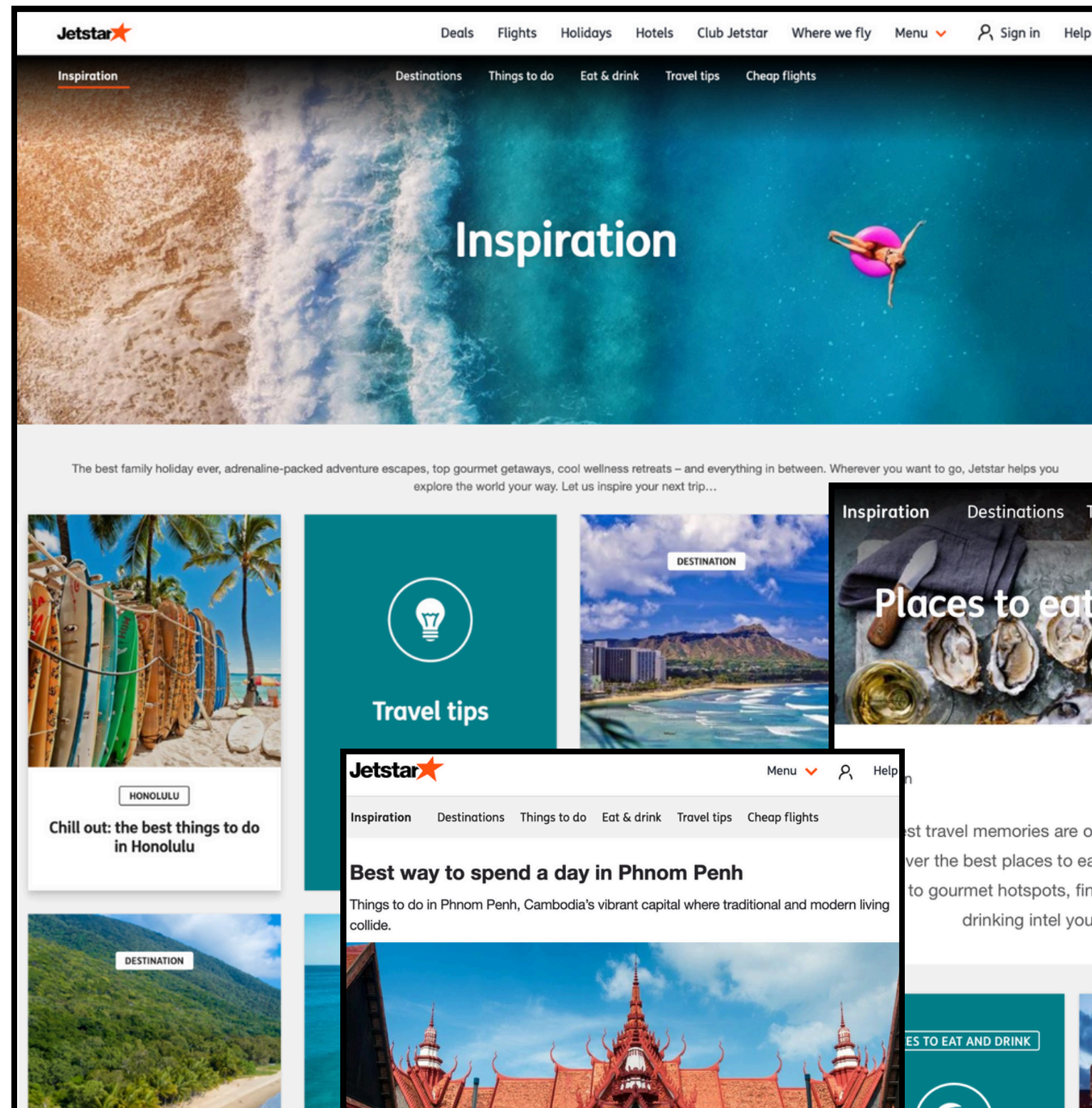
This involved writing and editing content - repurposing former print articles and developing a fresh pipeline of destination articles in line with audience interests and needs.

Content goal

To create engaging marketing content that entertains and educates consumers on the value of the Jetstar offering, inspiring them to travel more often and book at Jetstar.com - drive direct traffic to the website.

Editorial goal

The place online where budget-conscious travellers find useful and practical information about travelling smarter, and become inspired to travel more often.



<https://www.jetstar.com/au/en/inspiration>