HOW TO CULTIVATE CONTENT CREATORS RATHER THAN INFLUENCE

@danjrosenbaum & @onlyinsf
ONLY THROUGH BUILDING A RELATIONSHIP, TRUST AND COMMUNITY CAN YOU CREATE CONTENT CREATORS. YOU NEED TO GET PERSONAL.
I love other people’s pets
I love to travel
I love to read.
Goal: 15 books
Status: 17 books
I play with my food
WITH LITTLE BUDGET AND LIMITED RESOURCES, WE’VE WORKED WITH CONTENT CREATORS

BROKE-ASS STUART
@brokeassstuart
Writer, SF Personality and mayoral candidate. Took over our Facebook page.

KARL THE FOG
@karlthefog
The sassiest fog in the world. Had a Twitter chat with him.

TABLEHOPPER
@tablehopper
She knows late-night eats and writes content for our site.
“DO WHAT YOU CAN, WITH WHAT YOU HAVE, WHERE YOU ARE.”

- Theodore Roosevelt
IMPORTANCE OF CONTENT CREATORS
WHY ARE THEY SO IMPORTANT TO BRANDS?

• Expand reach
• Target new audiences
• Provide meaningful connections
• Become an extension of your marketing team
• They build trust
“...BEING TRUSTED IS THE SINGLE MOST URGENT WAY TO BUILD A BUSINESS.”

- Seth Godin
AGENDA

- Identifying Your Creators
- Determining Your Value Exchange
- Making the Connections
- Creating Engaging Opportunities
- Following up
IDENTIFYING YOUR CONTENT CREATORS
CONTENT CREATORS DO ONE THING.

THEY P.R.E.A.C.H.

• They participate.
• They reach.
• They show expertise.
• They have an audience.
• They create.
• They have hooks. What other influencers are they connected to?
Participatory

Pei Ketron Photographer (Tinker*Mobile) www.pketron.com
www.penelopesloom.com
3,375 posts  858k followers  566 following
pketron  Mt. Tam is enchanting at sunset even without the fog. Fun times this evening with folks who came out for the @priime event. #priime #priime_nice

pketron  Dear Minnesotans, I get why you stay here through your winters. Your summers are perfect. // @exploreminnesota #OnlyinMN
Audience
Consistency
Hooks
DETERMINING YOUR VALUE
EXCHANGE
IT’S ABOUT WE, NOT ME.
VALUE

What can you offer them?
- Exclusivity / Access
- Exposure
- Recognition
- Money

As a brand you need to find the intersection between your needs and their skill set. That’s the sweet spot. At San Francisco Travel, we are always in need of photos, so we buy them from our community…
STOCK PHOTOGRAPHY
MAKING THE CONNECTION
SHOW THEM APPRECIATION

- Make communication personal
- Promote them and what they do
- Understand their livelihood

Make it easy for them to get behind a shared initiative.
Meet IRL. Leverage existing communities.
CREATING ENGAGING OPPORTUNITIES
Tours

@yasmineelizabeth
@danjrosenbaum
@yasmineelizabeth
Takeovers

San Francisco | The Official Guide
September 25, 2013

Dear Karl the Fog,
We’re only half a city with you (because you cover the other half) and we couldn’t live without you. Thanks for covering us yesterday.
Love San Francisco | The Official Guide
Original image: www.flickr.com/photos/34186459@N00/2935443379/

Thank you Karl...
for being everywhere.

San Francisco | The Official Guide
January 29, 2014 · Edited

Good morning, San Francisco! It’s with pleasure that I take over the San Francisco | The Official Guide feed for the day. My name is Pei and I’m a photographer who pretty regularly travels the world. At the end of my trips, I’m privileged to be able to return home to San Francisco. Spend today with me as I share some of my favorite images from in and around the city. If you missed sunrise this morning, have a look at this breathtaking sunrise view over the city from Hawk Hill in the Marin Headlands.

Photo by Pei Ketron
Website: http://www.pketron.com
SF PERSONALITY: KARL THE FOG

Karl the Fog

- **Neighborhood:** The skies of San Francisco
- **What do you love about your neighborhood?** Cheap rent and great views (I bet you thought those things were mutually exclusive)
- **Native or Transplant:** Native — born and raised in Point Reyes, now living and working in San Francisco
- **How long have you lived in San Francisco:** A few years. I took over the family business in 2006
EVENTS

We hosted 40 Influencers and their friends.

Invited a select group of partners to attend and offer exclusive experiences to attendees.

Encouraged the use of #AlwaysSF and our channel @OnlyinSF
EVENTS

This event was a way for us to say thank you. We didn’t expect this.

- The @OnlyinSF Instagram channel eclipsed 100K followers
- More than 5,000 Photos have been tagged with #AlwaysSF
- More than 750K Instagram engagements (likes and comments) on all photos
CREATE THE OPPORTUNITIES AND THEN STEP BACK
FOLLOWING UP
BECOME FRIENDS

Engulfed in fog on Hawk Hill, Marin Headlands, California

"Here's the thing: you can't make money off the system and not want to be part of it... Being part of the community is paying back and investing in it instead of coming in and just skimming off the top."

Thanks UpOut!!

Yes, Broke-Ass Stuart is Running for Mayor — Here's What He Has to Say
We recently spoke to Stuart Schuffman, a San Francisco writer and personality better known as Broke-Ass Stuart. For years, he's written about the growing pains of San...

Happy Thanksgiving. May you be thankful for the roof over your head, food to nourish you, and friends who are equally as weird as you are.
TRACK EVERYTHING

• Content / posts
• Events attended
• Photos submitted
• Email opens
• What coffee do they like?

Get personal
“IT’S NOT ABOUT A SINGLE TWEET OR ONE PHOTO. IT’S ABOUT CREATING A RELATIONSHIP.”

- @danjrosenbaum
“ONLY THROUGH AUTHENTIC, GENUINE COMMUNICATION CAN YOU HELP SOMEONE. THIS BUILDS TRUST”
- @danjrosenbaum
HOMEWORK:
IDENTIFY AN INFLUENCER IN YOUR COMMUNITY AND ASK THEM OUT FOR A CUP OF COFFEE
OWN THE RELATIONSHIP.
THANK YOU!