We are Sparkloft

31 Team Members

21 Spoken Languages

100+ Happy Customers

45,000+ Hours spent annually on social media

Social Media Strategy

Integrated Campaigns

Community Management

App Design and Development

Trend Reporting

Training and Speaking

Social Commerce

Influencer Programs

Content Marketing
Our Clients

Visit Salt Lake
ATLANTA
Travel Oregon
DiscoverAmerica.com
Germany
South Africa
Meet Puerto Rico
Austria
Arrive and Revive
Alaska Airlines
KLM
Royal Dutch Airlines
Germanwings
South African Airways
CAA
Warner Bros.
Ski Utah
Macy's
Let’s Talk

1. Research

2. Outreach

3. Coordination

4. Takeover

Weekend Wanderer
All you need is 48 hours.
CASE STUDY: 7 WONDERS
### Possible Points

<table>
<thead>
<tr>
<th>Possible Points</th>
<th># Followers</th>
<th>Photography</th>
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<th># Followers</th>
<th>Other</th>
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© 2015 Sparkloft Media
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<td>7K+ (5 pts)</td>
<td>15K+ (7 pts)</td>
<td>25K+ (9 pts)</td>
<td>50K+ (10 pts)</td>
<td>75K+ (11 pts)</td>
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<tr>
<td>Readership</td>
<td>POV &amp; Voice</td>
<td>Frequency of Posts</td>
<td>Top tier media: Print or online publication connection (culinary themed). Must write. Freelance okay.</td>
<td>Quality Engagement</td>
<td>Facebook (1K+)</td>
<td>Pinterest</td>
<td>Twitter (7K+)</td>
<td>YouTube (2K+)</td>
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<td>5-10K UV</td>
<td>&gt; 10,000 UV</td>
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<td>&gt; 3/week</td>
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Deliverables
• Compensation
• Number of posts, reach, engagement metrics
• Number of assets provided
• Follow-up activities

FTC compliance

IP and rights issues

Reimbursement if goals not met

Non-compete clause

Reference checks
WELCOME TO OREGON!

Hello, we're so happy you came to visit us! We hope you'll share your Oregon adventures through social media.

We look forward to seeing your photos and stories while you're in Oregon. If you tag us in your content we will make sure to share and start a social conversation with you. Here is where you can find us:

facebook.com/traveloregon
@TravelOregon
@TravelOregon

How can you engage with us?

#askOR
#TravelOregon

Have an Oregon question? Ask our 15 experts! Tag tweets #askOR to get the inside scoop on everything Oregon.

Document and share your adventures anywhere in the state using #TravelOregon on your Instagram photos.

The gorgeous Latourell Falls in the Columbia River Gorge.

Snap a photo to engage with Travel Oregon on We Chat!

The Oregon Coast is beautiful from every angle!

Day 1: Sunday, March 15

Welcome to Portland, Oregon! Want to stay engaged with the city? Check out the handles below:

@TravelPortland
facebook.com/travelportland

You're heading into the Columbia River Gorge! We suggest you make some stops while you're on your way and take some photos.

facebook.com/multnomahfalls
doctor
#MultnomahFalls
#ColumbiaGorge

Chanticleer Point / Portland Women’s Forum is one of the most popular places to take photographs of the Columbia River Gorge National Scenic Area. Join in on the photographic fun on ⑥ using the hashtags above!

Next up, lunch at Full Sail Brewery. Hood River, Oregon, is known for its amazing restaurants, wineries and breweries. Lucky you! Stay engaged with the information below.

@FullSailBrewing
@fullsailbrewing

How was lunch? Do you have a new favorite beer? Did you take any photos? So many many questions! We would love for you to share your thoughts. Connect with Full Sail Brewing on ⑥ using the information above!
**Takeover**

**Chris Burkard**
12 months ago - Goonies never say die...
Woke up early to find the last bit of color before the
same set in.
#thepeoplescoast
#traveloregon

**Grasse_1101, Nia_chant12, Gwenaelle_beaumesnil** and
10.2k others like this.

**Chris Burkard**
@andy_beck_rad

**Chris Burkard**

**Travel Oregon**
12 months ago - Looking North...
Chased the Moon & Stars till 3am with a few friends last
night... Found this cool arch just north of Manzanita...
Anyone know the spot?

Where are your adventures taking you this weekend?
#traveloregon for us to follow along.

Photo @chrisburkard guest takeover!

**The OPC, The Doctor School, Chucky0703** and 2,002
others like this.

**Topline Magazine**
Gorgeous shot - inspiring

**Chris Burkard**
@judiaaah just wait... There's so much more

**Chris Burkard**
@amerseraeu awesome! Thank you. Really dug this one

**Chris Burkard**
@topline magazine cheers!

**Chris Burkard**
@dennisalsah such an awesome view

**Chris Burkard**
@cdmooney yep that's the one
Nature was showing off today... #thepeoplecoast #traveloregon #happyeaster

@ochcha7611
@torihvzda
@oasauve we should make it up here one year!!
@chelseahutterbug check out his profile. Most recent is Oregon!!!
@aarofulton
@artist_and_merchants @lowheeler_hairtherapy let's go
@jackmercerrr
@roblakeman

Leave a comment...
CASE STUDY: ALASKA AIRLINES
JUSTIN HALBERT
Outdoors Explorer
@justn_sd

114k followers
HELLO JUSTIN HALBERT!

ALASKA AIRLINES EXCLUSIVELY SELECTS YOU TO BE OUR SAN DIEGO INSTAGRAM EXPLORER IN KONA, HAWAII. GET READY TO WANDER, EXPLORE AND INSTAGRAM IT ON OUR ACCOUNT. ARE YOU GAME?

FIND OUT MORE »
Weekend Wanderer
All you need is 48 hours

Digital Toolkit
Prepared for Justin Halbert
@justn_sd

Kona, Hawaii
June 5th - 7th 2015

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#WeekendWanderer
@justn_sd explores Kona, Hawaii
Weekend Wanderer

FOLLOW US ON INSTAGRAM!
@alaskaair

ACCOMMODATIONS COURTESY OF ROCKETMILES
#WeekendWanderer
Justin Halbert
dream + capture + create

@justn_sd is our San Diego #WeekendWanderer exploring his way through the Big Island.

JOIN THE JOURNEY!

@justn_sd
@AlaskaAir

All you need is a weekend of wandering to get a taste of any of our 100+ destinations.
Our #WeekendWanderer, Justin has taken over our Instagram account as he adventures through Kona. Curious what he’s doing right now? Go see for yourself: http://budurl.com/JustinKona
Thank YOU!

* sparkloft

2015

Jaclyn Osterloh
@jckieo