



TRAVEL MINDSET

Travel Social Influencers

Demystifying Influencer Marketing To Prove ROI

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Jade Broadus, Vice President

“90% of consumers trust an influencer more than an advertisement or celebrity endorsement.” - Forbes

“1 in 5 people have selected their trip destination based off social media.” - Destination Analysts

“For Tourism Boards, Influencer Marketing results in an average of \$12.54 in earned media value for every \$1 in investment.” - RhythmOne

Destination Analysts surveyed 13,761 people from 19 participating DMOs in DMAWest to Determine the Economic Impact of Social Media and Influencers:

**On Facebook, with all 19 DMOs participating:
\$71,686,196**

**On Instagram, with 9 DMOs participating:
\$22,864,341**

TakeAways :

- Influencer Marketing should work together with your other marketing, advertising and PR efforts.
- Setting Measurable Objectives & Preparing your team with Tracking Posts will prove the ROI.
- Proper Vetting & Selecting the Right Influencer has to be a top priority.
- Time + Consistent Management to do it right.

Influencer Marketing Evolution & 2020 Forecasts:

- Long term partnerships - creating Ambassadors & full strategy that mixes in with other marketing & PR efforts
- Repurposing Content for other marketing efforts
- Boosting Influencer Content
- More emphasis on target demos and geo markets rather than follower count
- An always on influencer marketing approach

6 Myths and 6 Truths

Myth 1:

**It's impossible to find the right influencers
with my brand's target demos and geomarkets.**

Truth:

It's easier than ever with smart insights - where demographics are priority #1.

Myth 2:

FAM Trips work just as well as Influencer Trips.

Truth:

FAM & Press Trips cost just as much money as individual itineraries and the content is stale.

Myth 3:

**Influencer Marketing equals Instagram
Marketing.**

Truth:

Instagram is one part of the influencer marketing puzzle.

Myth 4:

Influencers don't create professional looking content.

Truth:



Myth 5:

Influencer Marketing is expensive.

Truth:

Rethink the way you are using your entire marketing and PR budgets - influencers can do some, for a fraction of the cost.

Myth 6:

You can't prove ROI with Influencer Marketing.

Truth:

Now more than ever in digital media can we track every single social post, add embeds to follow online users around the internet, retarget them, and even know if they entered your city.

How do you measure the success of an influencer campaign?

- **Set Measurable Objectives & Goals**
- **State your KPIs (and pick one keystone KPI)**
- **Have Tracking Methods in Place**
- **Measure them against your other marketing efforts**

Establish Your Goals : Do you want to Increase...

- brand awareness
- social media engagement
- social media followers
- Add content to your library
- email subscribers
- Website traffic
- Direct Response - bookings
- Increase in Visitation

Set Your KPIs:

- Reach
- Impressions
- Engagements
- Sales / Visitation / Event Tickets
- Brand lift / brand sentiment / Earned Media Value
- Website traffic
- # of pieces of content created

Examples of Tracking Methods:

- Branded hashtags unique to your brand & campaign
- Individual promo codes to encourage fans to act
- UTM codes or bit.ly tracking pixel on each influencer's blog so you know where referral traffic is coming from and what visitors do once they're on your site
- Branded page for each influencer referring traffic to your website
- Spikes in Google Analytics on your website, Spikes in social media followers or comments, overall brand lift

Branded URLs for Each Influencer:

TRAVEL NEVADA
Road Trip Itineraries

NEON TO NATURE
@blackstillsociety

THE RUBIES ROUTE
@calenep

GREAT BASIN HIGHWAY
@theemccanfamily

LAKE TAHOE LOOP
@thejetsettingfamily

BURNER BYWAY
@camermark

NIGHT 1
RENO
26 miles

NIGHT 2
HEAD BACK TO RENO
26 miles

NIGHT 3
CARSON CITY & VIRGINIA CITY
40 miles

NIGHT 4
LAKE TAHOE
59 miles

#LakeTahoeLoop TravelNevada.com

EXPLORE MORE ROAD TRIP IDEAS ON TRAVEL NEVADA

Detailed description: This graphic illustrates a 5-night road trip itinerary for the Lake Tahoe Loop in Nevada. At the top, five influencers are featured with their names and social media handles: Neon to Nature (@blackstillsociety), The Rubies Route (@calenep), Great Basin Highway (@theemccanfamily), Lake Tahoe Loop (@thejetsettingfamily), and Burner Byway (@camermark). Below them are icons for Facebook and Twitter, and buttons for 'WATCH THE HIGHLIGHTS' and 'VIEW ON GOOGLE MAPS'. The itinerary starts in Reno on Night 1, heading to the Reno Renaissance District, Terry Lee Holt Discovery Museum, and Wingfield Park. Night 2 is a return to Reno. Night 3 covers Carson City and Virginia City, including sites like Washoe State Park, Nevada State Museum, and Nevada State Railroad Museum. Night 4 is dedicated to Lake Tahoe, featuring Stateline and Carson Valley. The graphic is decorated with various Nevada-themed icons like mountains, lakes, and hot air balloons.

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Road Trip Itineraries

NEON TO NATURE
@blackstillsociety

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LAKE TAHOE LOOP
@thejetsettingfamily

BURNER BYWAY
@camermark

NIGHTS 1&2
JARBIDGE
104 miles

NIGHTS 3&4
ELKO

NIGHT 5
SALT LAKE CITY
324 miles

#TheRubiesRoute TravelNevada.com

EXPLORE MORE ROAD TRIP IDEAS ON TRAVEL NEVADA

Detailed description: This graphic illustrates a 5-night road trip itinerary for the Rubies Route in Nevada. It features the same five influencers at the top. The itinerary starts in Jarbidge on Nights 1 & 2, covering 104 miles and including Jarbidge Wilderness. Nights 3 & 4 are spent in Elko, covering 104 miles and including sites like Western Folklife Center, Ruby Mountain Brewing Company, and Elko State. Night 5 is a long drive to Salt Lake City, covering 324 miles and including Ruby Mountains, Paria Plateau, and Paria State. The graphic is decorated with icons of mountains, trees, and animals. Social media icons and buttons for 'WATCH THE HIGHLIGHTS' and 'VIEW ON GOOGLE MAPS' are also present.

Reporting

- Impressions
- Reach
- Social Engagements
- Time on Site
- Social Media Followers
- Pageviews, Click throughs
- Purchases
- Video Views
- Brand lift
- Arrivalist links

Break down the spend

- Put a percentage of your budget to each social media channel and to each influencer
- This way you can track which social channel outperforms the others, which blogs bring the most traffic and which influencers you're getting the most bang for your buck.

TakeAways :

- Trust that works.
- Influencer Marketing works because of the trusted relationship with an Influencer & their audience.
- Your brand is tapping into that trust.

Thank you...

Let's Connect!

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