



Boundless Opportunity

— 2017 GOVERNOR'S CONFERENCE ON TOURISM —





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Panel Introduction



Stephanie Cross
Co-Founder
SEE IT SIDEWAYS



Shawn Pahl
Photographer &
Outdoor Social Media
Influencer



Donjay
Photographer,
Musician & Social
Media Professional



Diana Brandt
Founder & CEO
Arizona Foodie



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What is an Influencer?

An influencer is a person who has the power to influence many people through social or traditional media.





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AOT Influencer Program

- How AOT Works With Influencers
- Vetting Process
 - Influencer Vetting Checklist
 - Influencer Collaboration Best Practices
- AOT Influencer Campaigns
- Successes





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Diana Brandt

Founder & CEO Arizona Foodie

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Arizona Foodie @azfoodie

Magazine

Arizona Foodie Magazine

Social Media

45,700 IG

34,900 FB



Website

www.arizonafoodiemag.com

Video

Restaurant Specials

Showcase Food

Events

Popup Dinners



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ROI

- **Posted a picture and a follower booked a stay within hours.**

Replied to your story



My wife and I were looking for a Staycation idea and I viewed these posts on Hermosa. We booked a 3 day package with the wine cellar dinner. Enjoy your posts we have tried many of the places you visit. Thank you for providing this service. We will mention you when we check in tonight!

Arizona Foodie
Published by Diana Red [?] · June 18 at 12:35pm · 🌐

This bowling alley makes a huge burger that you and your friends can feast on!



23,622 people reached

[View Results](#)

12K Views

[Like](#) [Comment](#) [Share](#)

[👍](#) [😂](#) [❤️](#) 144

[Top Comments](#)

37 shares

My boyfriend and I have ventured to so many of the spots you recommend and love every post! Keep it up!!! 💕 headed to mountain shadows for a staycation for our one year anniversary this weekend! --the stuffed french toast post you had sold us!



- **Arizona Foodie brings customers back into the store!**

marksusan This is actually going to make me go to the Koi soon. Back when they had HH ramen 🍜 for like \$8, I'd go several x per month. It's getting put back into the rotation. Thanks!



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CAMPAIGNS





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Stephanie Cross
Co-Founder SEE IT SIDEWAYS

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SEE IT / **SIDEWAYS**



SEE IT SIDEWAYS



ST REGIS
DEER VALLEY



HAWAIIAN
AIRLINES.



VIEQUES ISLAND
RETREAT & SPA

MOANA SURFRIDER
A WESTIN RESORT & SPA
WAIKIKI BEACH



ST REGIS
PRINCEVILLE

MINDY WEISS

THE WESTIN
RIVERFRONT
RESORT & SPA
AT BEAVER CREEK MOUNTAIN



ST REGIS
BAL HARBOUR

DESIREE HARTSOCK

BAREFOOT BLONDE



THE
ROYAL HAWAIIAN
RESORT
WAIKIKI

THE
LUXURY
COLLECTION



Sheraton
MAUI RESORT & SPA



@thepointsguy



@kiersten_rich



@amberfillerup



@taza

SUCCESSFUL INFLUENCERS DIRECTLY IMPACT THE OPINIONS AND BEHAVIORS OF OTHERS.



@krisitinabazan

**47% OF ONLINE CONSUMERS (18-24) USE AD BLOCKERS,
MAKING YOUR DISPLAY ADS INCREASINGLY LESS EFFECTIVE.**

THE POWER OF PEOPLE

92% OF PEOPLE TRUST RECOMMENDATIONS FROM INDIVIDUALS, EVEN IF THEY DON'T KNOW THEM, OVER A BRAND.

THE POWER OF PEOPLE

**4 OUT OF 10 MILLENNIALS TRUST THEIR
FAVORITE YOUTUBE STARS OVER THEIR OWN
FRIENDS.**

3 TYPES OF INFLUENCERS



MEGA

1M+, 2-5% engagement



MACRO

10K-1M, 5-25% engagement



MICRO

500-10K, 25-50% engagement

HOW TO IDENTIFY THE *RIGHT* INFLUENCER.

1. ALIGNMENT

2. REACH

3. ENGAGEMENT

4. CONTENT QUALITY

NAOMI DAVIS + SPG RESORTS

SEE IT / **SIDEWAYS**



TIPS TO *MAXIMIZE* YOUR INFLUENCER CAMPAIGN

1. GET A CONTRACT (non-compete)
2. NEGOTIATE (photo/video usage, blog word count, qty posts, geo-tags)
3. PARTNER UP
4. PREPARE YOUR TEAM
5. PLAY BY THE (FTC) RULES

MEASURE YOUR SUCCESS

REVIEW ENGAGEMENT

COMMENTS

IMPRESSIONS

CLICKS TO SITE

LIKES

PROMO OFFER/ CONTEST (if applicable)



INFLUENCER MARKETING:

It's here to stay. It needs to be in your 2018 plans.



THANK YOU

STEPHANIE@SEEITSIDEWAYS.COM

@STEPHANIEJCROSS

@newdarlings



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Shawn Pahl

Photographer & Outdoor Social
Media Influencer/[@Desert_Oasis](#)

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Desert_Oasis Intro:

- Arizona-based photographer
- Hiking/camping/outdoor enthusiast
- Follower base of 61K



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Brand Collaborations Include

- National Parks Foundation
- REI
- Northface
- Tomtom
- Eagle Nest Outfitters
- Jackson Pine Co.
- Budweiser
- Innovative UAS
- State Bicycle Co.



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What Companies Gain by Using Influencers

- Brand exposure to a specific audience
- Companies benefit from your credibility
- Collaborations create mutual value
- Official Instagram insights



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Questions?



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Donjay

Photographer, Musician &
Social Media Professional

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Donjay Introduction

- Photographer from Phoenix, AZ
- Large Instagram following, shooting photos of people and landscapes (follow along @donjay)
- Featured by Instagram, TIME, World Photography Org, + more...
- Founder and Community Manager for @instagramaz, the premier Arizona community for Instagrammers





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Previous Work

- Worked with many brands and organizations to create content and help market to a worldwide audience
- Sports Teams: Suns, Diamondbacks, Vikings
- Food/Beverage companies: Dos Equis, Take5, Pepsi Recycling
- Travel/Leisure: Hilton, Hyatt Unbound Collection, Marriott Resorts...



Worked with JW
Marriott Phoenix Desert
Ridge Resort & Spa





Working with Influencers

- ...Including the fact that most influencers don't like referring to themselves as "influencers"
- "Blogger" "Photographer" "Content Creator" are all preferable alternatives

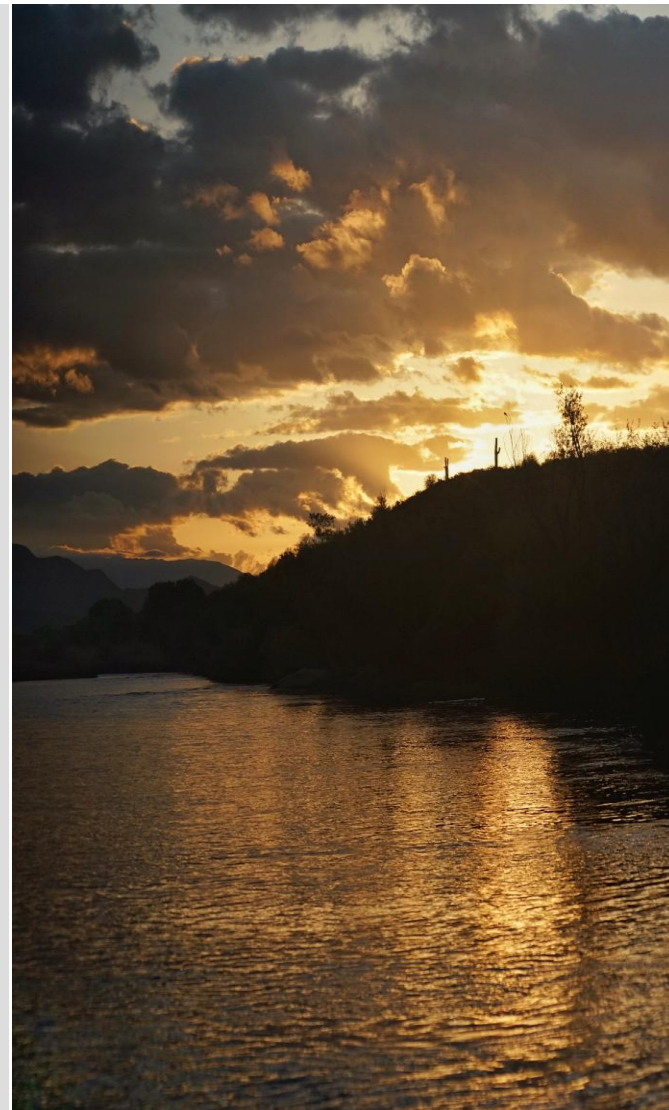
Tips & Ideas:

1) Be open and collaborative with your campaign objectives

- Influencers want the campaign to succeed as well
- May have good ideas to help achieve goals

2) Take into consideration influencer costs

- Travel expenses and shoot times
- Equipment maintenance and insurance
- Time to edit content – many, many hours
- Intellectual property rights
- Loss of credibility with fan base





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Tips & Ideas (continued):

3) Have a liaison/helper available to guide and assist

- Facilitates easier navigation of grounds
- Keeps influencer's mind on creating content

4) Itineraries

- Keeps influencer engaged with a wide variety of activities
- More chances to create unique content
- Shows followers full spectrum of reasons why they should be excited about your brand

5) Keep communication lines open after campaign

- Influencers know each other and can recommend others that might be a good fit for your brand
- May have extra content they're willing to share
- Possibility of working together again on future campaigns





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FTC Endorsement Guidelines

- **When You Must Disclose**
 - Anytime an advertiser or ad agency has paid or provided something of value in exchange for an endorsement of any type.
- **How You Must Disclose**
 - Verbal disclosure: “Company X gave me this product to try . . .”
 - Disclose using words or hashtags like *#Sponsored*, *#Promotion*, *#PaidAd*, *#Ad* or begin with “Ad:”
- **What if the influencer doesn’t disclose our relationship?**
 - There is no fine for FTC violations,





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FTC Endorsement Guidelines

- **What if the influencer doesn't disclose our relationship?**
 - There is no fine for FTC violations, however, legal action could be taken by law enforcement.
 - Action against the advertiser, ad agency and sometimes the endorser can be taken.





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