

Adventures in NE Ohio

Influencer Campaigns



Who we are

Madden Media was founded in **1982** by Kevin and Jill Madden

35+ years in the tourism and marketing industry



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A person wearing a red and black plaid shirt is seated at a wooden desk, gesturing with both hands as if speaking or explaining something. In front of them is an open laptop displaying a dashboard with various charts and graphs. A smartphone lies on a notebook in the foreground. The background is blurred, showing another person in a professional setting. The entire image has a soft, purple-pink color overlay.

The agenda

Who/What are Influencers?

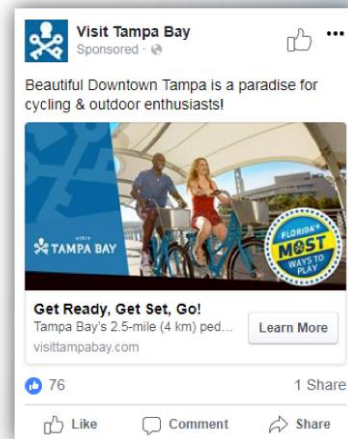
An influencer is an individual who affects purchase decisions of others because of their authority, knowledge, or relationship with their audience.



Why should you use an influencer?

In today's social media world

- People will trust a recommendation more than a banner ad.
- Consumers look for authenticity.
- The emotional and human connection with an audience can affect their purchase decisions.



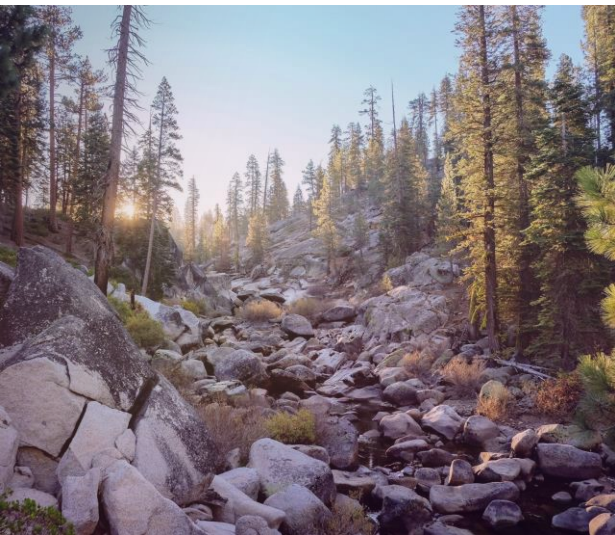
How to get started



A collage of various items including a laptop keyboard, a notebook, chopsticks, and a sneaker. The notebook is white with the text "GOING PLACES" in orange. The chopsticks are white with gold bands. The sneaker is white with red accents. The background is a mix of white and red textured patterns.

GOING
PLACES

Goals



Marketing Campaign Example

http://demo.maddenmedia.com/2019/content/st_joseph/best-st-joseph-restaurants/

Come back to this in a bit.





Case Study: Grand Canyon

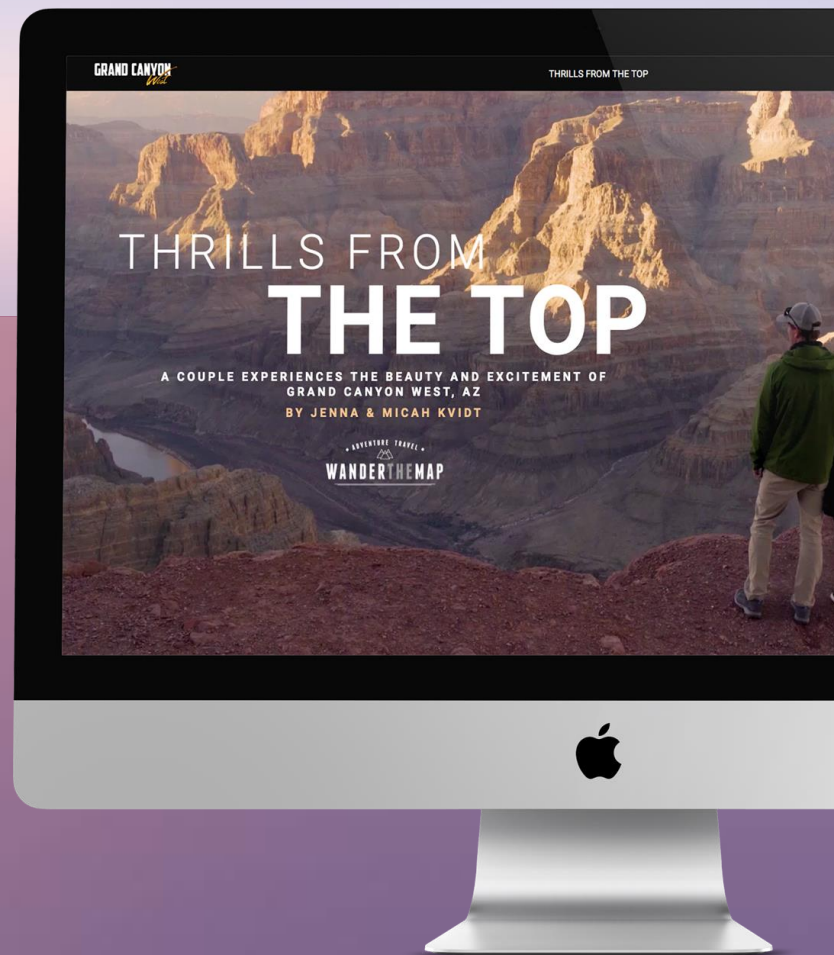
94.63%

of readers were new to Grand Canyon Resort Corporations site.

3,070 clicks
to the story at a CTR
of .07%

Readers engaged an average of
4:53 minutes,
a 155% increase
when compared to the site average

1,475 post
interactions
On Wander the Map's
Instagram posts



A photograph of three people sitting on concrete steps outdoors. On the left, a woman with long brown hair is looking at a silver laptop. In the center, a woman with blonde curly hair and glasses is holding a smartphone and looking at it. On the right, a man with short blonde hair and glasses is looking towards the woman with the phone. The background shows a building with a slatted facade. The word "Vetting" is overlaid in white text in the center of the image.

Vetting

Vet out the Deliverables...

Social coverage

- X Instagram Images
- X Instagram Stories
- X Instagram Lives
- X Facebook Posts
- X Facebook Lives
- Tweets, Pins, and More

Long form coverage

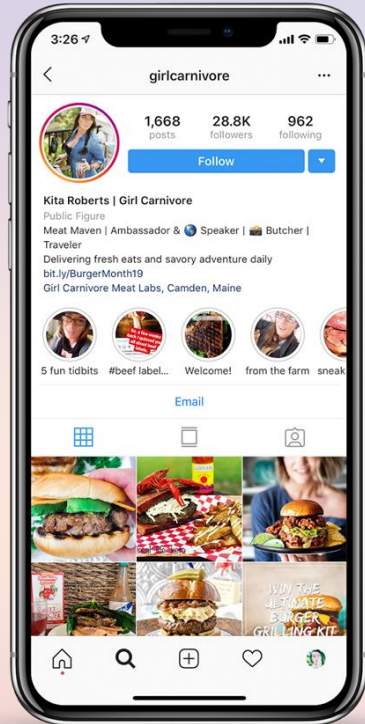
- Blog posts on either party's site or content on other travel sites
- Future content curation

Additional offerings

- Footage
- Drone footage
- Additional stock photos
- Event hosting
- Retreats, guided events, & demos

TIP:

Ask for a media kit to see everything the influencer offers and discuss additional opportunities.



girlcarnivore • Follow
Girl Carnivore

girlcarnivore Leftovers make the best pizzas.
Dough recipe from the Baking Steel cookbook grilled on the Cuisinart Griddle Grill.
Leftover pastrami, Smoked in the Pit Barrel cooker, ipas cheese fondue, sauerkraut, arugula with a 1000 island drizzle.
Happiness

View all 20 comments

bilb0a Is it me or is that the Milenium Falcon? Lol. 😂 @girlcarnivore. May the force be with you and your pizza

james_reazor Is it meant to look like The Millennium Falcon or is that an involuntary expression of your nerd roots?

julesfood Pastrami pizza ?! ❤️❤️❤️👍



1,191 likes

APRIL 2

Vet out the “ask”...

But, **what is a fair ask from the Influencer?**

Things to consider...

- Meals
- Hotel
- Travel to and from
(including baggage fees and parking)
- Daily per diem / Compensation
- Experiences
- Your wants and coverage needs
- And a Contract



Building an Itinerary

A man in a red polo shirt and a woman with long dark hair are standing in front of a whiteboard. The man is pointing at a diagram on the whiteboard with a red marker. The diagram consists of several hand-drawn boxes and arrows. At the top, there is a box labeled 'url' with an arrow pointing to it. Below it is a box labeled 'Bio' with an arrow pointing to it. In the center, there is a box labeled 'EVENT' with an arrow pointing to it. At the bottom, there is a box labeled 'Content' with an arrow pointing to it. There are also some scribbles and other markings on the whiteboard.

Sample Itinerary

Friday, May 10th - Forest Park + Laumeier Sculpture Park

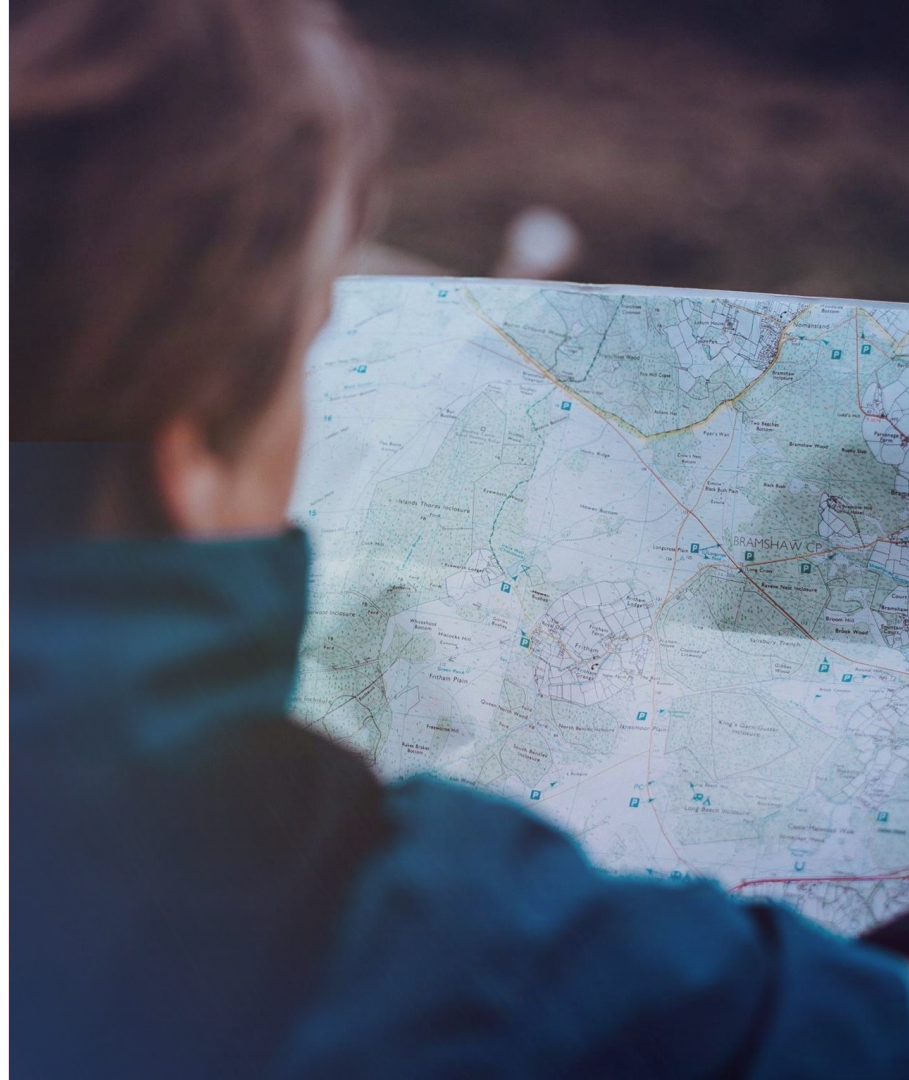
1. Forest Park - Zoo, Science Center, History + Art museums + Boathouse for lunch
2. Laumeier Sculpture Park for Sunset photos (time permitting)
3. Downtown at night for photos

Saturday, May 11th - The Arch + Baseball

1. The Arch tram + Old Courthouse + Old Cathedral + Kiener Plaza + Malcolm W Martin Memorial Park
2. STL Cardinals baseball game at Busch Stadium + Cardinals museum
3. Cherokee Street + LaVallesana for dinner

Sunday, May 12th - City Museum

1. City Museum (The Magic House)



A man and a woman are sitting at a table in a dimly lit room, working together on a laptop. The woman, on the left, has blonde curly hair and wears glasses and a blue shirt with a patterned scarf. The man, on the right, has dark hair, a beard, and glasses, wearing a red and black plaid shirt. They are both smiling and looking at the laptop screen. In front of them are two mugs: a white one with colorful patterns on the left and a green one on the right. The background shows a doorway and framed pictures on the wall.

Creating the Contract

The contract...

- How many and what kind.. (social shares, blog posts, etc.) of content
- Include word and image count (300 - 500 words = average) if requiring such
- Will photos be owned or can they be purchased
- Required hashtags & social tagging
- When the content will be delivered
- What sort of exclusivity may be required
- FTC compliance
- Signatures and Date



Results



Case Study: Charleston CVB

2,296

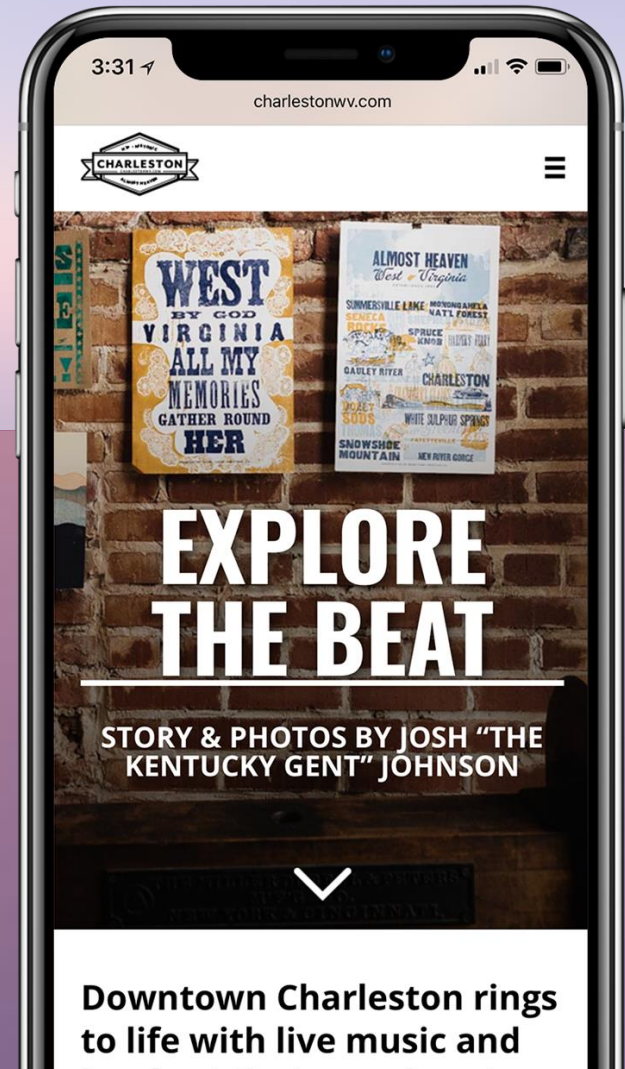
Instagram post interactions

The story received
10,024 clicks

96.08%

of visitors were new to
Charleston's site

Readers spent average of
7:04 minutes
on page



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Summary

- What are Influencers?
- How do they work?
- Why should you buy?
- Q&A





MADDEN
CONNECT PEOPLE TO PLACES