SHARING OUR TOURISM SUCCESS: THE MENTOR SERIES

Social Media Campaigns

SHARING OUR TOURISM SUCCESS: THE MENTOR SERIES

SPONSOR: VOICES OF MONTANA TOURISM

Mike Garcia, Director
MIKE@VOICESOFTOURISM.COM
406-431-7814

VOICES OF
MONTANA TOURISM
JOBS. COMMUNITY. ECONOMY.

GET SOCIAL in MISSOULA

#SOMET13US

DESTINATION Missoula CONVENTION & VISITORS BUREAU

OVERVIEW

Compete on a national level to bring the Social Media Tourism Symposium to Missoula in 2013

- Answered the RFP for the conference - one of 12 cities from across the nation chosen to compete
- Placed into a “Sweet Sixteen” Facebook contest using the Woobox voting app
- Bracketed and went head-to-head with Grand Rapids, Michigan; Branson, Missouri; and finally Huntsville, Alabama in the championship round

OBJECTIVES

- To create awareness of Missoula and Montana on a national level
- To create a fun and creative social media campaign using Facebook, Twitter, Instagram, Pinterest and LinkedIn
- To engage not only the city of Missoula, but all Montanans to own the contest and get out the vote
- To create an awareness of Destination Missoula on a local, regional and national level

STRATEGIES

- Use of iconic imagery
- Building partnerships
  - Tourism partners across state
  - State government
  - Businesses and community groups
  - Social media influencers
  - International spheres of influence

- Traditional marketing
  - Print
    - Press releases
    - Print ads
    - Newspaper articles – Missoula & Huntsville (online & print)
    - Live voting tickers
  - Television
    - Interviews
    - News stories
    - Live broadcasts
    - Live voting tickers
  - Radio
    - Interviews
    - PSAs
    - News stories
    - Live locations with music on voting days

- Social media campaign
  - Facebook
  - Twitter
  - Instagram
  - Pinterest
  - BuzzFeed
  - LinkedIn

Engen SoMeT13US.mov

- Guerilla marketing
  - Table tents
  - Flyers
  - Business cards
  - Street teams
  - Flight greeters
  - T-shirts
  - Free coffee
  - Free T-shirts
  - Free carousel rides
  - Voting stations

RESULTS

- Facebook
  - SoMeT voting reach – 430,240
  - DM impressions – 394,998
  - DM page posts – 36,397
  - DM new page likes – 587
  - Partners reach – 134,181
- BuzzFeed
  - Views – 60,000
- Twitter
  - DM retweets – 1,576
  - Partner reach – 249,402
- Online
  - DM & Missoulian online reach – 110,815

LEARNINGS

- Traditional media drives social media when campaign is not about social issues
- Partnerships, community support, personal connections and outreach are vital to success
- The PR value of a successful social media campaign is priceless

THANK YOU

Barbara Neilan

Executive Director

DESTINATION MISSOULA/MISSOULA TBID

director@destinationmissoula.org

406.532.3250

#MONTANAMOMENT

Montana office of tourism's FY13 warm season campaign

Governor's Conference, April 15, 2014

MONTANA
OFFICE OF TOURISM

OVERVIEW

1 #MontanaMoment

Got this beauty on the Blackfoot River. #MontanaMoment

Liz

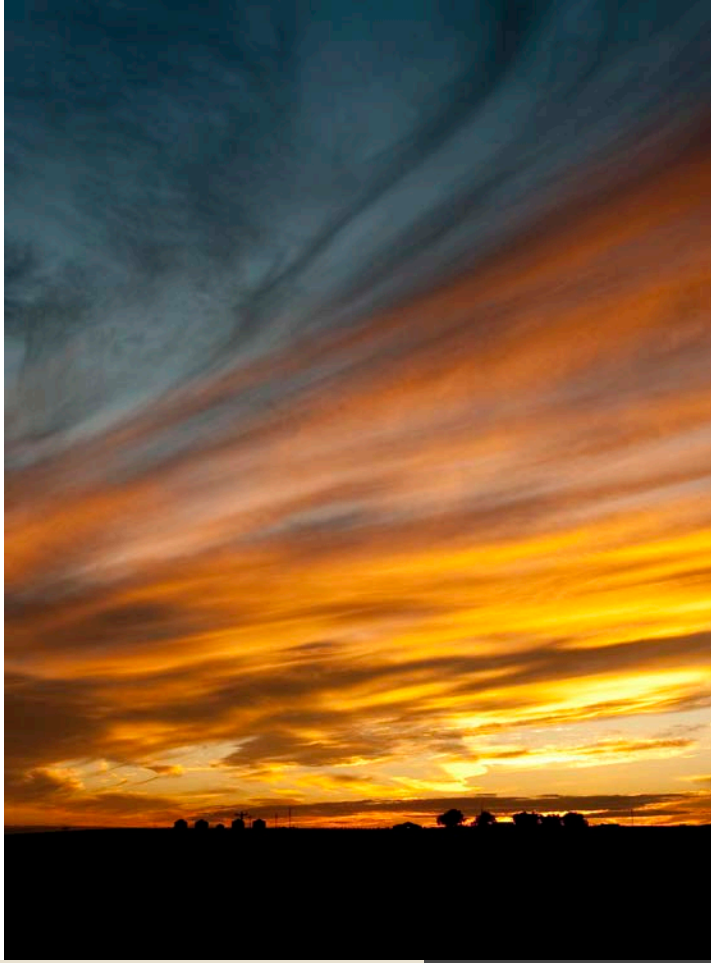
2 Tumblr highlighted submissions & encouraged contest participation

3 Sharing functionality promoted the contest

4 Drove traffic, contest submissions & #MontanaMoment usage

OBJECTIVES

- Travelers share their #MontanaMoment
- Visitation to the Tumblr
- Growth on all social channels
- Tumblr content engagement



STRATEGIES

- Local experts provided tips
- New content uploaded weekly
- Promoted tweets
- Contest
- Surprise & delight weekly prizes

visit MONTANA @visitmontana 31 Jul

What an amazing moment! RT @pusateri_: @visitmontana Our #MontanaMoment: sunrise proposal at Saint Mary Lake pic.twitter.com/drB5blv5Bt

Retweeted by pusateri_

Hide photo Reply Delete Favorite More

2 RETWEETS 7 FAVORITES

12:30 PM - 31 Jul 13 · Details Flag media

pusateri_ @pusateri_ 8 Aug

Thanks a million for the thoughtful gift, @visitmontana. Looking forward to our next #MontanaMoment pic.twitter.com/YoBkOwJOxN

Hide photo Reply Retweet Favorited More

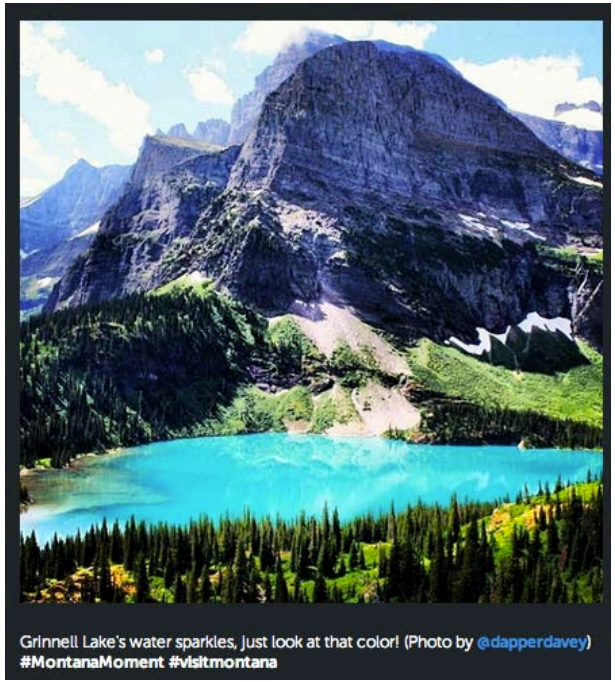
1 FAVORITE

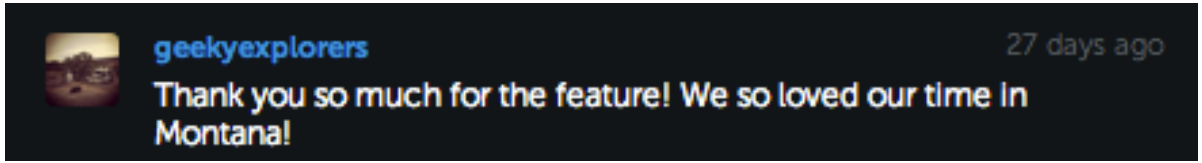
9:08 PM - 8 Aug 13 · Details Flag media

visit MONTANA @visitmontana 9 Aug

@pusateri_ You are most welcome. Thanks for sharing your big #MontanaMoment with us. Congrats again!

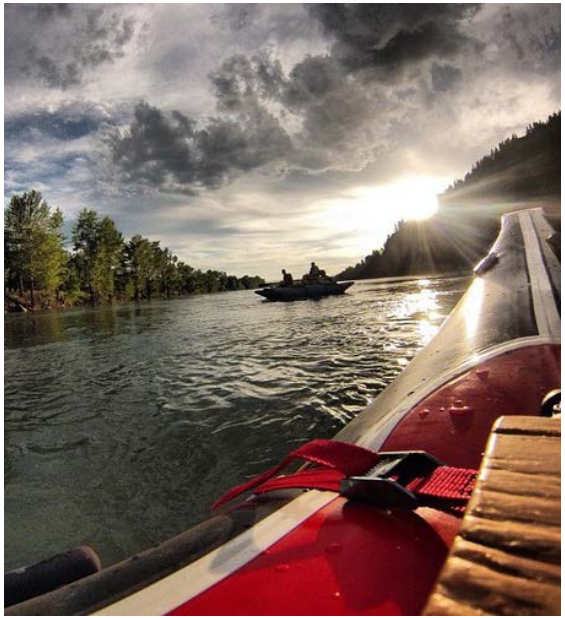
Hide conversation Reply Delete Favorite More





Source: Statigram, Data through 8/31/13

#**Montana**Moment



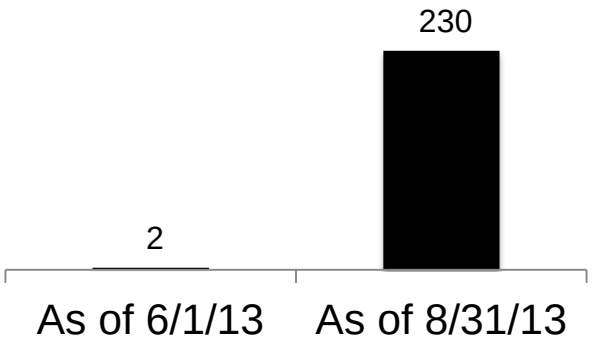
RESULTS

KPI	Hashtag Mentions	Tumblr Visits	Tumblr Content Views	Tumblr Content Engagements
Program to Date	5,386	13,009	147,170	6,652
Campaign Goal	4,242	8,244	138,293	5,477
% to Campaign Goal	127%	158%	106%	121%

Sources: Google Analytics, Netbase, Statigram. Data as of 8/31/13

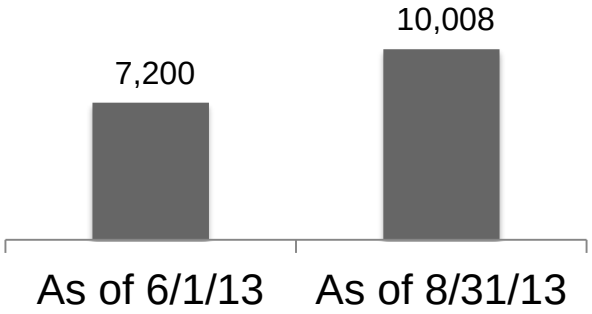
RESULTS

Tumblr



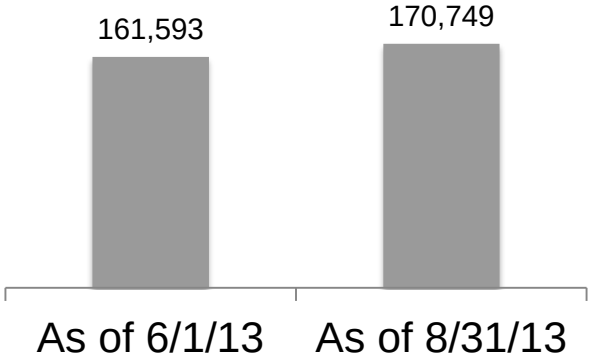
228 new followers

Twitter



2,808 new followers

Facebook

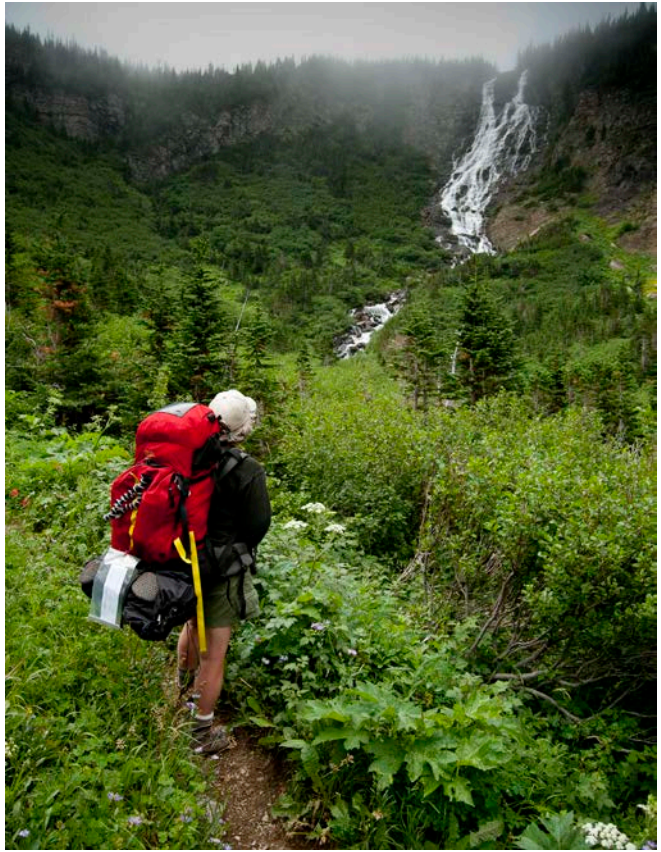


9,156 new fans

Sources: Facebook Analytics, Twitter Analytics, Tumblr. Data as of 8/31/13

LEARNINGS

- Top promoted tweets emphasized the beauty of Montana, while challenging the viewer to do better
- Professional quality image paired with strong CTA generated strong engagement and clicks
- Event-specific posts tend to perform less strongly on all channels



RECOMMENDATIONS

1. Use more animal images on Facebook, Tumblr and Instagram
2. Continue to reward fans and source content through regram strategy
3. Spread out posts surrounding events in content calendar; publish only top priority events

THANK YOU

Riana Davidson
Social Media Manager
MONTANA OFFICE OF TOURISM

rdavidson@mt.gov
(406) 841-2948

SHARE YOUR #BILLINGS #MONTANAMOMENT

Billings

MONTANA'S TRAILHEAD

OVERVIEW

- Inspired by MTOT #MontanaMoment campaign
- Focused on #Billings
- Woobox contest with voting to encourage engagement with the brand

OBJECTIVES

- Contest held during the high season to stimulate engagement in a time with less advertising
- Encourage locals and enthusiastic visitors to share why we promote our destination and why summer is a great time to visit – instead of doing it ourselves
- Have fun with our brand!

STRATEGIES

- Photo contest with great prize
- Two part participation:
  - Photo submissions collected
  - Voting determined winner
- Showcased fan perspectives and raw imagery

Billings, Montana's Trailhead

There are just 3 days left to enter our **#MontanaMoment** photo contest. Share your **#Billings** moments with us and you could win free hotel stays, gas cards, and more!

Enter before it's too late - voting opens July 19th!

Share your photo and caption here: http://woobox.com/vy3m9q

Create your #montanamoment in Billings

What are you doing this summer? Snap a photo of your #montanamoment near Billings, Montana's Trailhead, include a brief description of why this moment is photo-worthy, and let the voting begin! Get the most votes and you could win a weekend getaway in Billings, along with other prizes!

WOOBOX.COM

July 15, 2013

Like Comment Share 37 Likes 4 Comments

14,138 people saw this post

See Results

Add Photos | Edit | Tag

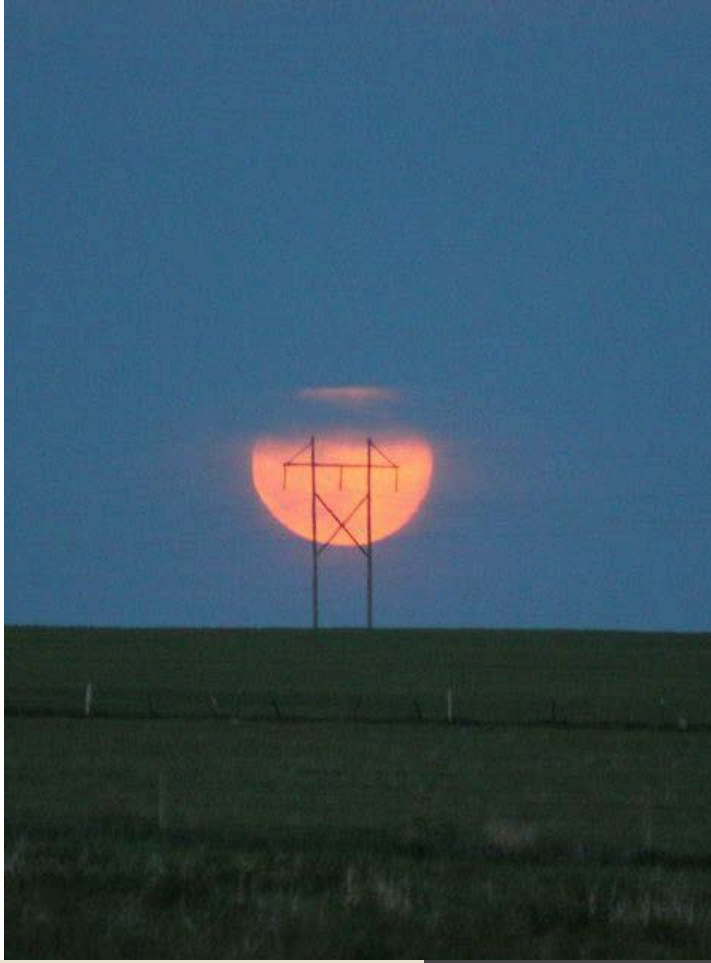
Summer 2013 Photo Contest

Updated about 7 months ago

Photo contest to share your #Billings #MontanaMoment

RESULTS

- 300 new likes (in one month)
- 29 entries
- 21 shares
- 368 views
- 661 votes
- Total cost: $200



Billings
MONTANA'S TRAILHEAD
MONTANA
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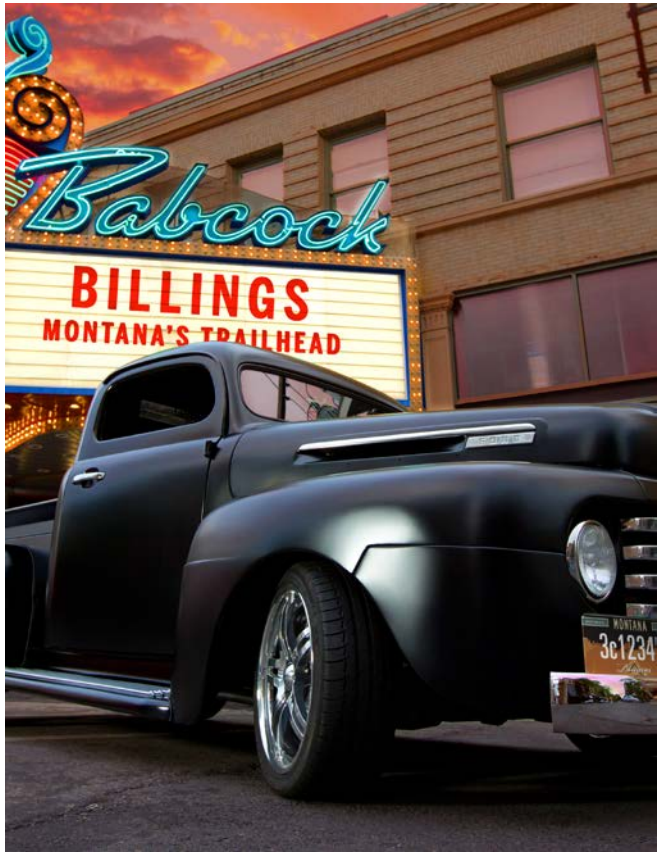

LEARNINGS

- Simple, fun
- Intriguing incentive
- Ask yourself, “Would I “like” this? Would I enter this contest?”

THANK YOU

Kelly McCandless

Communications Manager

BILLINGS CHAMBER OF COMMERCE/
VISIT BILLINGS, MONTANA'S TRAILHEAD

kelly@billingschamber.com

(406) 869.3732