



Let's Give Them Something to Talk About

Montana Governor's Conference on Tourism



Showcase Montana's spectacular skiing experience.



Objective

Visit Montana wanted to tell the “more acres per skier” story in an age where multi-resort passes and corporate conglomerate messaging are prevalent across the industry.

Our objective was to inspire a ski-specific audience in key markets across the United States and Canada to travel to Montana for a spectacular skiing experience.

Strategy

Develop a social media influencer program featuring Influencers with ski-industry and mainstream travel clout would tell Montana’s winter story through third-party endorsements to their respective audiences.

Social Goals and Objectives

Increase



Awareness



Affinity



Intent

among Geotravelers in key markets as measured by

Impressions

Engagement

total clicks

Social Goals and Objectives



Impressions

30,000,000



Engagement

1,500,000



Clicks

400,000

Influencers



Trevor Lee



Andy Best



Stevin Tuchiwsky



Scott Borrero



Grete Eliassen



KC Deane



Laura Lawson Visconti



Chris Burkard



Tim Kemple

Top Influencer Content



Social Goals and Objectives



Impressions

105,851,360



Engagement

5,355,373



Clicks

266,331

ROI



**Additional
Photos**

\$8,666



**Total
Engagement**

\$214,662



**Total
Impressions**

\$122,267

Net Profit / Total Investment * 100 =

TOTAL ROI:

332%

Influencer Relations

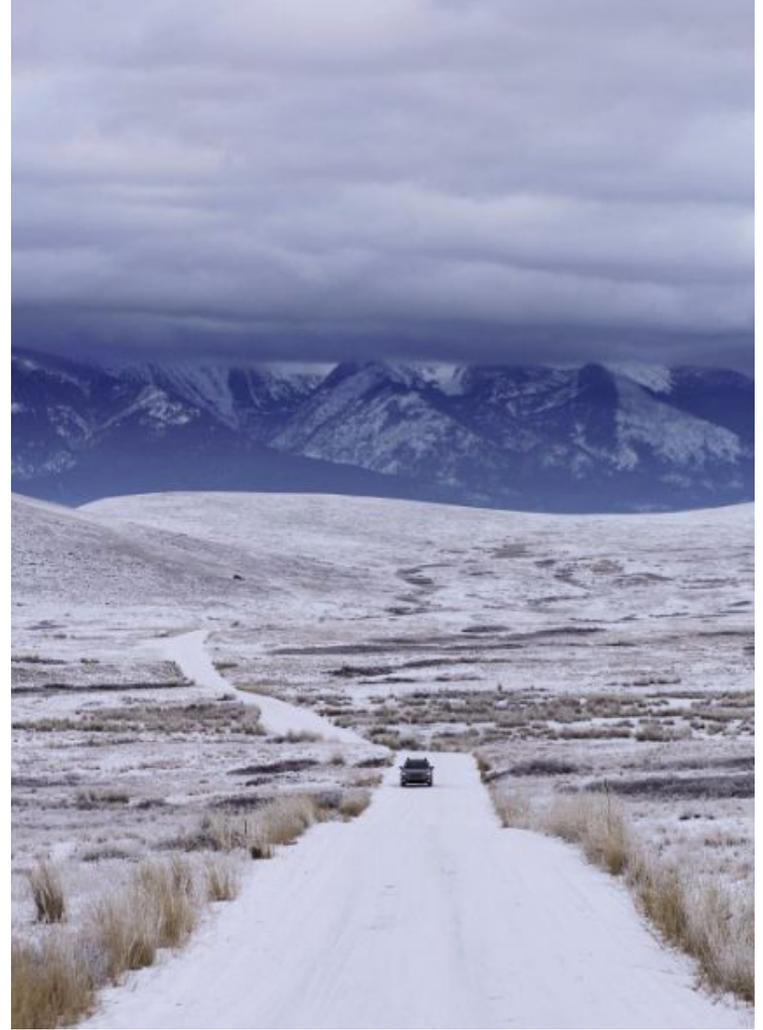




The Right Influencer, Negotiation, and Relations

- The (right) influencer makes an organic and fulfilling experience a priority when choosing partnerships with organizations.
- The best deliverable an organization can get from an influencer is that the influencer has an amazing experience and promotion (on- and offline) is organic.
- Negotiations are different for each influencer and what they want out of their experience and what story your organization wants to tell.
- Full-circle relations are key. Make sure your organization is familiar with this influencer and vice-versa. Follow along and follow up!

Trevor Lee



QUESTIONS

