

**VISIT  
PHILADELPHIA®**

**VISITPHILLY.COM UWISHUNU.COM**





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Creative Director

VISIT PHILADELPHIA®



# About Philadelphia

## 50 Best Places to Travel in 2017

### Philadelphia, Pennsylvania



**“Philadelphia may surprise you”**

Philly is coming off a high-profile couple of years, between hosting Pope Francis and the DNC and being the [Organization of World Heritage Cities](#). Bathed in that ego-boosting afterglow, America's birthplace is brands like Four Seasons, W, SLS, and Study, and debuting its new [Museum of the American Revolution](#) population here is growing at a faster rate than any other major city, and tidy residential neighborhoods diversified. Here, the old guard sipping homemade limoncello at the Sicilian social club shares sidewalk

CONDÉ NAST

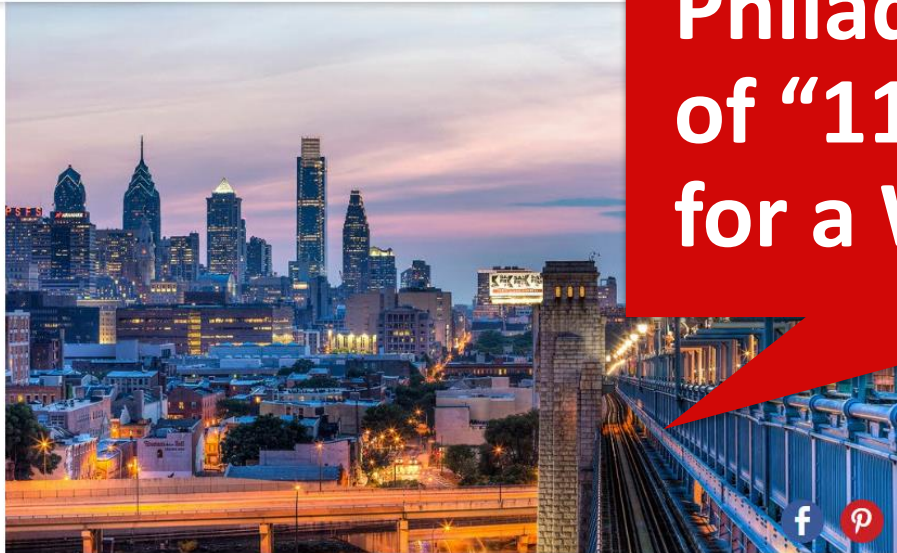
# Traveler

## 11 U.S. Cities Perfect for a Weekend Getaway



by Katherine LaGrave  
February 01, 2017

Philadelphia, Pennsylvania



Philadelphia named one of “11 U.S. Cities Perfect for a Weekend Getaway”



# 5 Historic American Cities Experiencing a Renaissance

Embrace old-world charm and urban  
across the country.

## Philadelphia

In Philadelphia, it's not uncommon to see lines of scho  
After all, shipping high school students off to Philly to a  
genesis is a common occurrence. The [Liberty Bell](#) and  
continue to draw history aficionados and student field-  
landmarks, Philadelphia also boasts some of the most

beverage restaurants in the country. Mercato, Lolita and Laurel are ju  
can bring your favorite bottle of wine or six pack of beer and cho  
concept not only  
creates a culture that brings in young college students looking  
costs, but also keeps new  
generations coming together to eat in the City of Brotherly Love over and over again.

**“Philadelphia also boasts  
some of the most delicious  
and decadent BYOBs in the  
country”**

## THESE ARE THE WORLD'S 6 BEST SHOPPING CITIES

By [Kandia Johnson](#) | December 16, 2016

### Philadelphia

Beyond the usual suspects like New York and Paris, Philadelphia has some of the best shopping around North Third Street, like [Sugarcu](#) known for its art galleries and Rittenhouse Square. Philadelphia is also obsessed. Reading Terminal Market is a great destination for a variety of fresh and prepared food, including Middle Eastern, Mexican, French, and Mediterranean, Thai cuisine.

One of the “world’s 6  
best shopping cities”



TRAVEL

# A Four-Day Feast in Philadelphia

Choice Tables

By ROBERT DRAPER NOV. 22, 2016



The dining room at Kanella. Steve Legato for The New York Times

It is, to state the obvious, a city bound up in our collective history — old by a young nation's standards but ever evolving, with neighborhoods that are distinct and at the same time reflective of a shared fearlessness. Ninety-five

**“Philly as a culinary destination feels like an organic accomplishment”**





**About  
VISIT PHILADELPHIA®**

# Mission

VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.





# A How-To On Influencer Marketing



**What is influencer  
marketing?**

# What is influencer Marketing?

The use of key leaders or influential personalities in the community or industry to drive the brand message.



# What is influencer Marketing?

The use of key leaders or influential personalities in the community or industry **to drive the brand message.**



# What is influencer Marketing?

The use of key leaders or influential personalities in the community or industry  
**to sell a product.**





# What is influencer Marketing?

The use of key leaders or influential personalities in the community or industry **to gain credibility.**



# What is influencer Marketing?

The use of key leaders or influential personalities in the community or industry **to change perception.**



# Influencer Marketing can include:

## **Advocate Marketing**

(must be current  
customers)

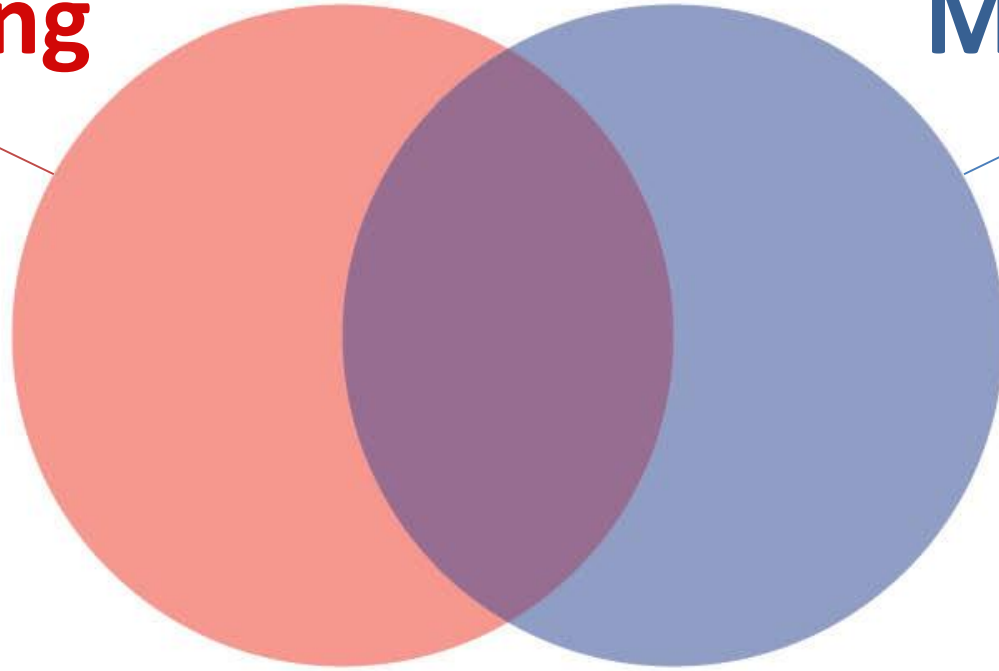
## **Word-of-Mouth Marketing**

(though not always  
via influencers)



**Influencer  
Marketing**

**Advocate  
Marketing**



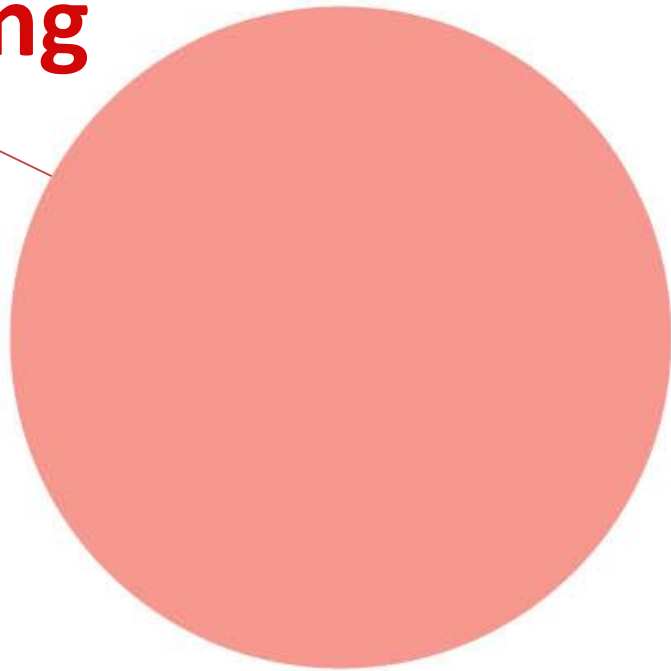
**Influencer  
Marketing**

**Advocate  
Marketing**

**Word-of-Mouth Marketing**



# Influencer Marketing



# Who is an influencer?

Someone with...

- ...large reach with general market
- ...smaller reach with target market
- ...large reach with target market  
(best of both worlds!)
- ...large/small reach but high engagement







**Why market with  
influencers?**

# Why market with influencers?

- Preference for user generated content
- Preference for friend recommendations
- Value of first-hand accounts
- Wide audience distribution
- Influencers are experts!



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**Among millennials, UGC is:**

**50%**

**more trusted**

than traditional media and non-UGC media

Source: Ipsos

**Among millennials, UGC is:**

**35%**

**more memorable**

than traditional media and non-UGC media

Source: Ipsos

# Why market with influencers?

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# How do consumers find destination ideas?

66%

**opinions of friends and family**

in-person and/or through direct contact (email, text, etc.)

Source: Destination  
Analysts



# How do consumers find destination ideas?

27.9%

opinions of friends and family

via social media channels

Source: Destination  
Analysts

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**Among Baby Boomers:**

**75%**

**use Trip Advisor for  
travel planning**

Source: AARP  
Travel Research

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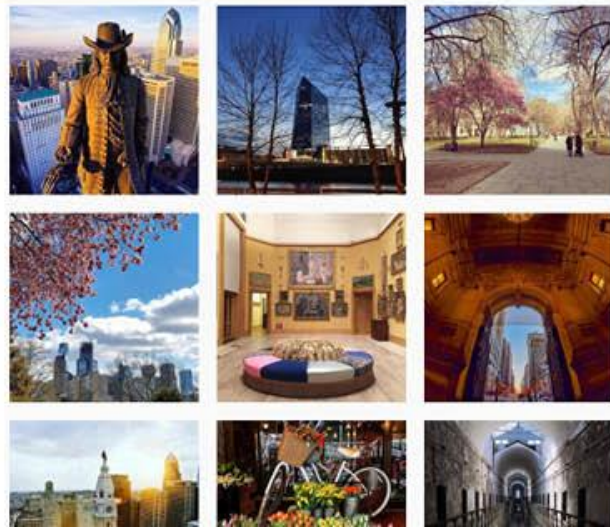
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# **Visit Philadelphia Influencer Marketing Programs**







# Guest Instagram Program





# Guest Snapchat Program





# Instagram Meetups





# Surprise & Delight



# Blogger Press Trips & Meetups

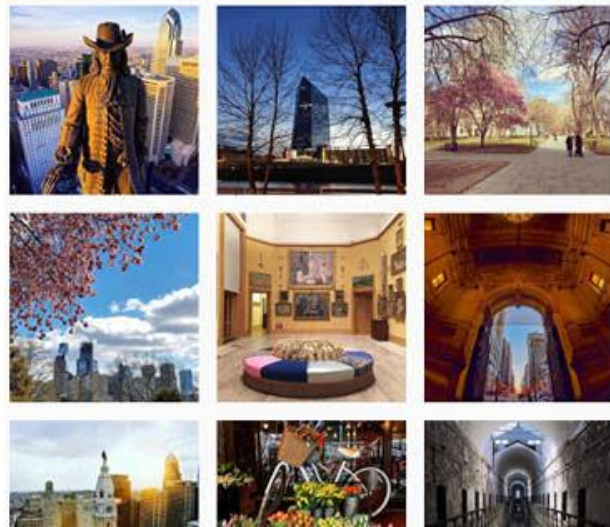




# Repurposing UGC









**Process**



# Scheduling

- Schedule 3 months out
- 1 takeover per month
- Factors to consider: weather, holidays (and what day they fall on), festivals, current events, their availability



# Tracking Results

- How engaging are the influencer's posts?
- How many comments and likes resulted?
- How many new followers resulted?



# Contract

- They provide their own equipment
- Announcement graphic on their account
- 3-5 posts daily
- Appropriate photo captions/hashtags
- Nominal fee negotiated





# **Learnings & Best Practices**

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- Choose a theme
- Stay involved throughout the process
- Manage expectations
- 3-5 posts per day
- Change the password!



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visitphilly  
A La Mousse

Follow

1,190 likes

6w

**visitphilly** Did you save room for dessert? Chinese people love green tea so how about a cake made entirely of matcha (green tea powder) with some green tea ice cream. Zero calories right? Mmmm  
[@alamousse](#) ... I This is my last post for VisitPhilly. Thank you so much for giving me the opportunity to showcase chinatown during Chinese New Year! Happy New Year everyone!!! (Photo by guest instagrammer [@urphillypal](#) ) #visitphilly #chinesenewyear #cny #philadelphia #philly #igers\_philly #whyilovephilly

[view all 50 comments](#)

**khrysoros** Looks so good!

**christiecast** [@vanct123](#)

**bad.to.the.jones** [@lala\\_meintel](#) didn't you make a green tea dessert once?

**lala\_meintel** [@bad.to.the.jones](#) I did! Green tea cheesecake! I still make it I'm obsessed

[Log in to like or comment.](#)

...





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...



visitphilly  
Devils Pool

Follow

1,862 likes

28w

visitphilly Cooling off after a long day. Great times at #devilspool tonight! Photo by Guest Instagrammer @dankingphotos #visitphilly [edit: Although it is gorgeous to visit, fair warning, it's dangerous to swim.]

[view all 111 comments](#)

[meg\\_grim](#) [@bk\\_daddydoggs](#)

[always\\_shady\\_in\\_philadelphia](#) Directions and navigation here on #bigswings app 🙄 Always check water for depth and dangers. #LeaveNoTrace

[mrsjendonahue](#) [@visitphilly](#) people have died here. So irresponsible to advertise.

[dev\\_marie](#) [@juliamille](#) !!!

[gabrielleshap](#) [@shelbyweiss22](#) wait I've been!

[\\_crusin](#) The amount of trash there this weekend was unacceptable. People disgust me

[Log in to like or comment.](#)

...





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Devils Pool

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# The Future of Influencer Marketing

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- Mega-influencers will become less accepted
- Authenticity will become more valuable
- Sacrifice reach for authenticity
- Guest Instagrammer Exchange Program







# Key Takeaways

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- Influencer Marketing is a great way to reach consumers with a voice they'll listen to
- Create an official program
- Choose your influencers well
- Stay involved throughout the process
- Authenticity



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**Thank you!**