

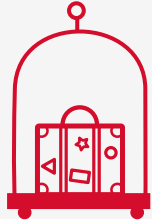
INFLUENCER MARKETING



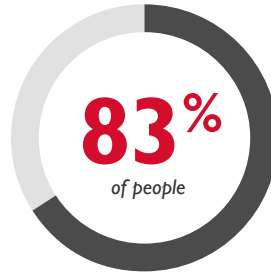
What is influencer marketing?

Marketing that focuses on a **specific individual**, rather than a target market

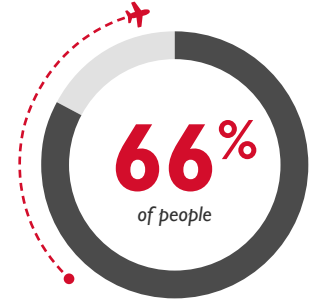
An influencer reaches potential visitors with **authentic and trusted content** that aligns with your destination's brand values



Influencer marketing matters



TRUST RECOMMENDATIONS FROM PEERS OVER ADVERTISING*



TRUST CONSUMER OPINIONS POSTED ONLINE*

*Nielsen Global Trust in Advertising Report

A 5-point

CHECKLIST TO VETTING INFLUENCERS

Use the following criteria to help determine a match:

40% of millennials consider **Instagramability** WHEN SELECTING A TRAVEL DESTINATION**



**ADWEEK

The Match Score

QUANTITATIVE

QUALITATIVE

✓ **Relevance**

strength of connection to a brand or topic

✓ **Resonance**

ability to drive a desired behavior from an audience (engagement)



✓ **Reach**

ability to deliver content to a target audience

✓ **Voice**

aligns with your brand in a similar tone (both visual and written content)



✓ **Performance**

demonstrates content experience and overall professionalism

11 to 5
points