



A Day in The Life of 3 CrowdRiff Users:

What Are The Workflows of These Social, Website & Digital Marketing Managers?

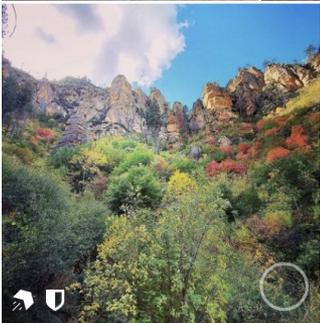
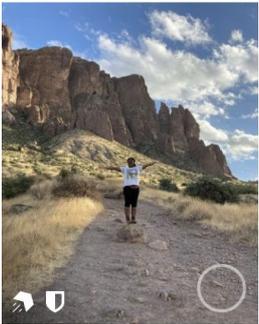
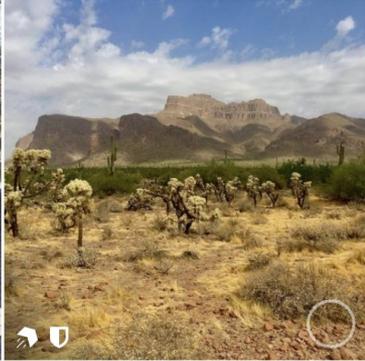
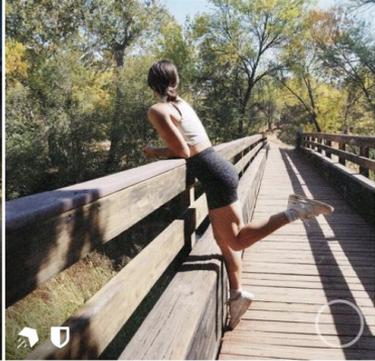
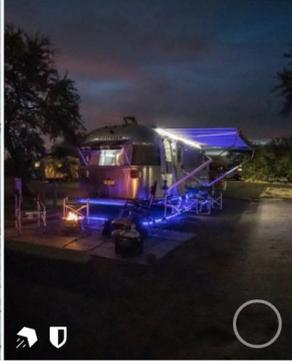
Ken "Gecko" Sliwa

Arizona State Parks & Trails

    @azstateparks

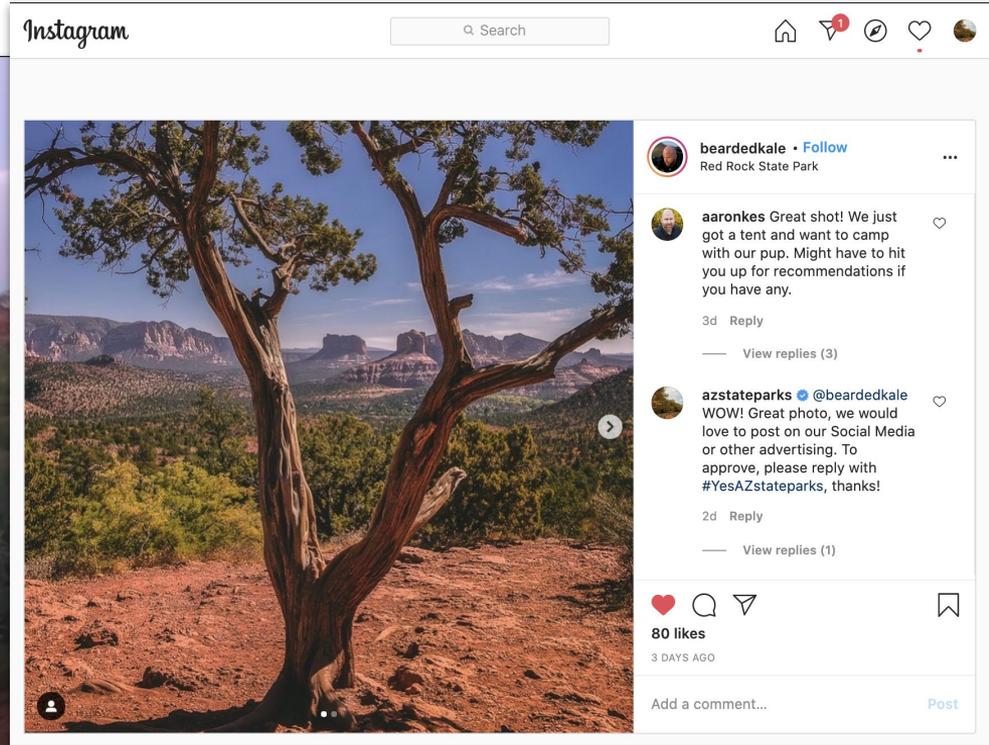
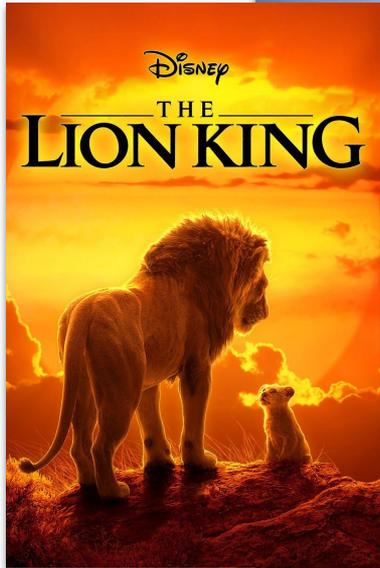


**ONE YEAR,
5000
IMAGES**



Creating the “Gecko Benchmark..”

What images to use?



How's our social media, and web growth affected?



Followers up **127%** and Engagement up 86%



Fans up **14%**, and Engagements up 95%



Followers up **13%**, and Engagement up 131%

Web traffic UP **5.2 Million** visitors and page views UP **39%**

UGC images driving traffic and sales

This video ad that included curated images, ran on Facebook and generated **420 sales** of campsites and cabins for more than **\$25,000 in sales.**

ARIZONA
STATE PARKS & TRAILS

PARKS -
BACK TO NATURE

TRAILS -
HIKING & TRAILS

ABOUT -
GRANTS & INFO

RESERVATIONS -
CAMPGROUNDS, CABINS & TOURS

Q
SEARCH

A Facebook Group
for Outdoor
Enthusiasts



JOIN THE COMMUNITY!



UGC images on web and social media



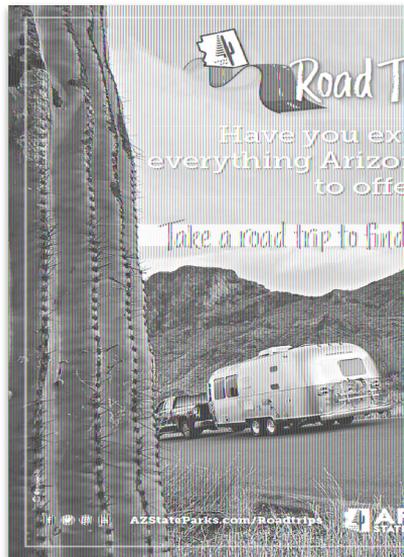
downloadable camping checklist and much more!!

 @anantaxo

UGC images in print advertising



Free Day Use passes



RV Travel



Spring Training



Annual Report

The “secret” to collecting quality images (Obvious tips-N-tricks...)

Well, it’s not Rocket Surgery...

- Hitting the feed first thing in the morning
- Check sporadically throughout the day
- Make sure you credit your submitters
- Test different Social Reposting messages

- Create incentives to post



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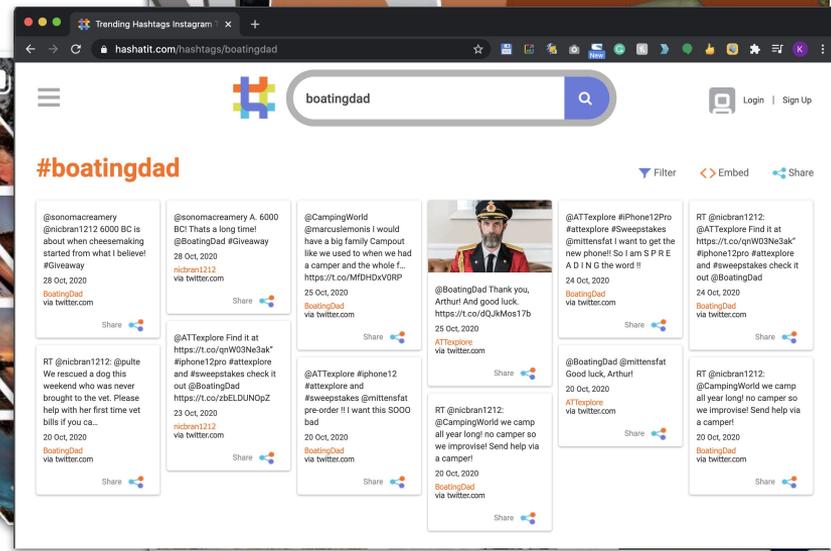
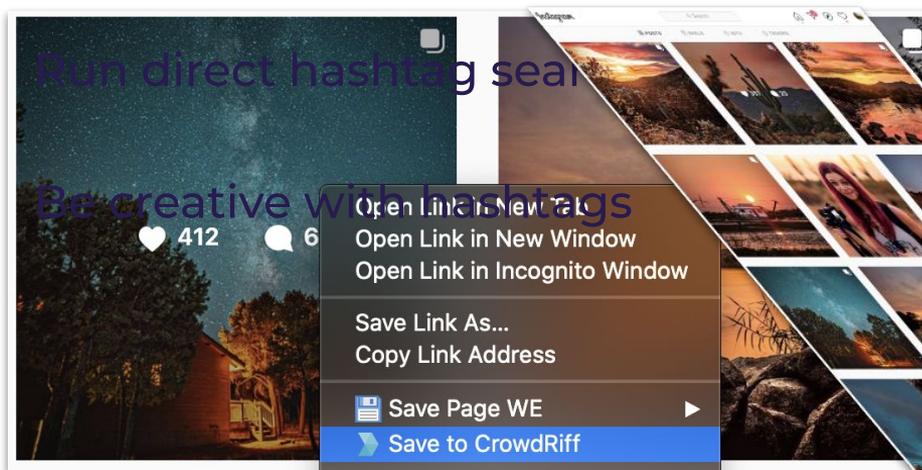
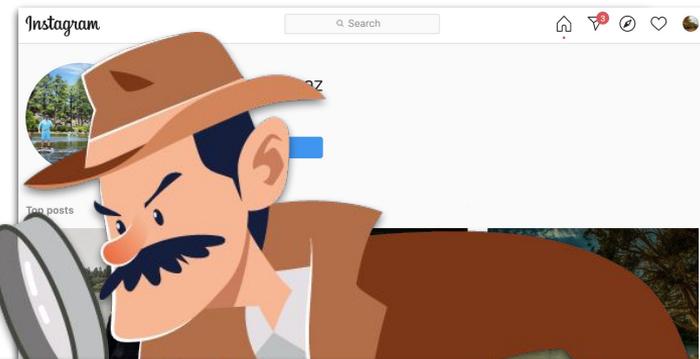


Do your research (ie. snoop around)

- See what other types of images they post
- Utilize SideKick to grab more images

- Run direct hashtag search

- Be creative with hashtags





**A final thank
you from the
team that
makes
Crowdriff
work at ASPT.**

**Neil, Randee
and Gecko**