



A Day in The Life of 3 CrowdRiff Users:

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

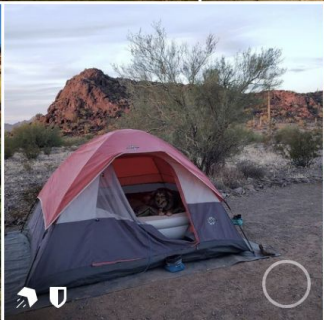
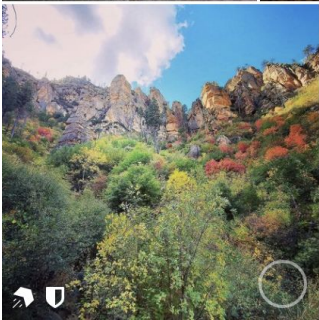
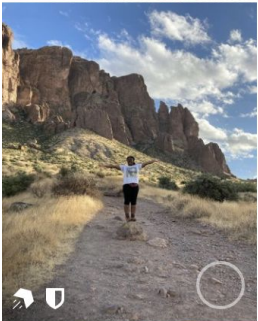
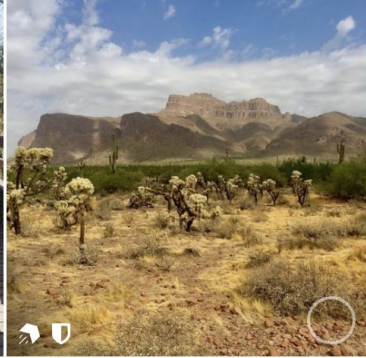
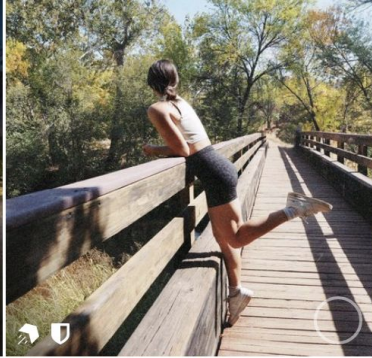
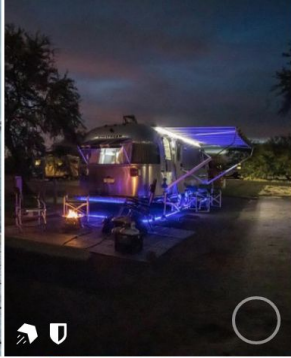
Ken “Gecko” Sliwa

Arizona State Parks & Trails

    @azstateparks

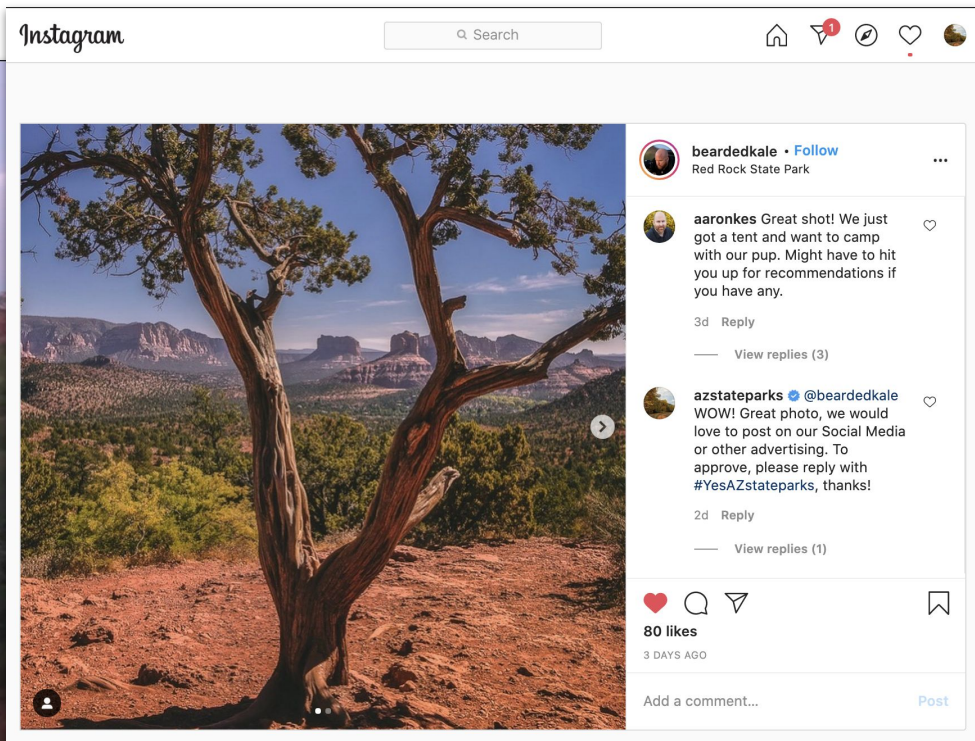
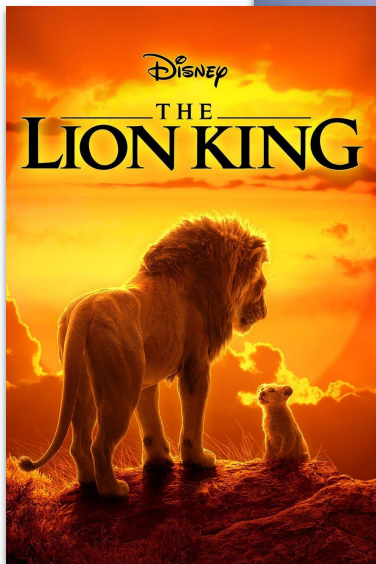


**ONE YEAR,
5000
IMAGES**



Creating the “Gecko Benchmark..”

What images to use?



Some images always “sell it”



@rahuljayan_t

@rahuljayan_photography



@aforeigner.abroad

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.**



UGC images on web and social media



downloadable camping checklist and much more!!



@anantaxo

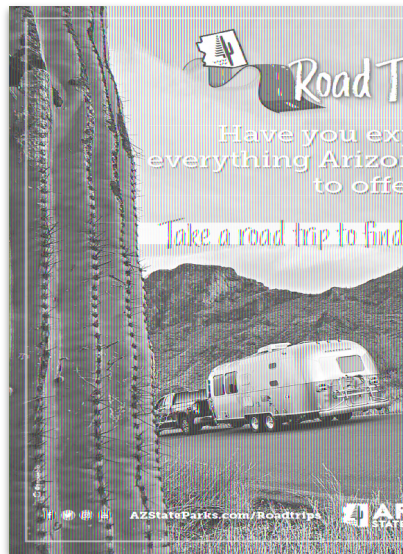
UGC images in print advertising



Free Day Use passes



Spring Training



RV Travel



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



@anantaxo

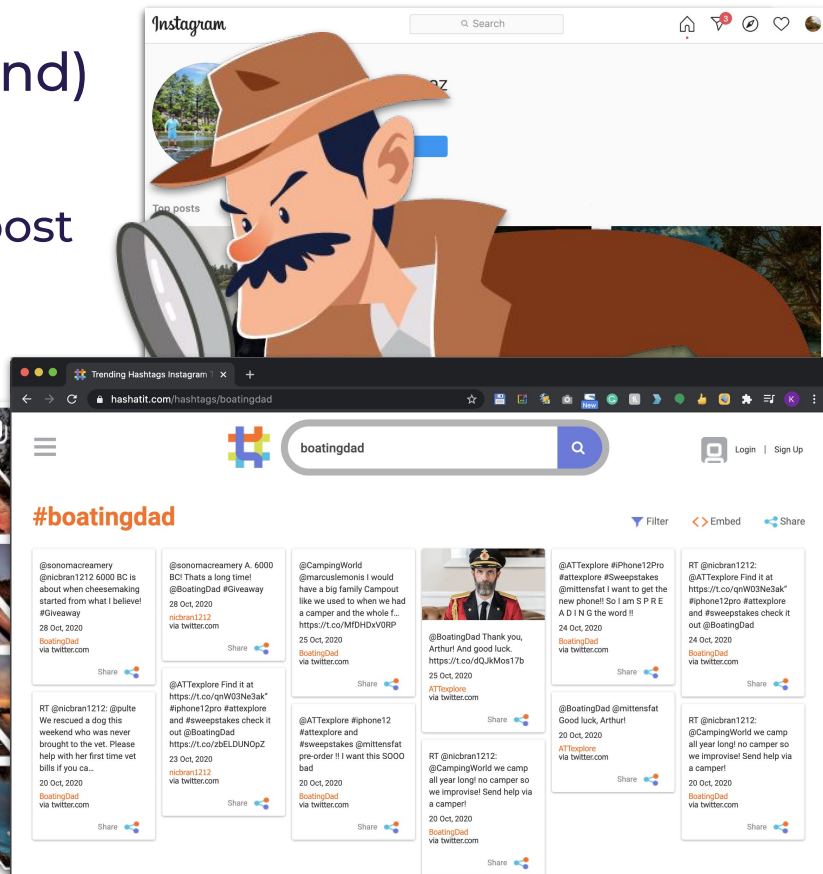
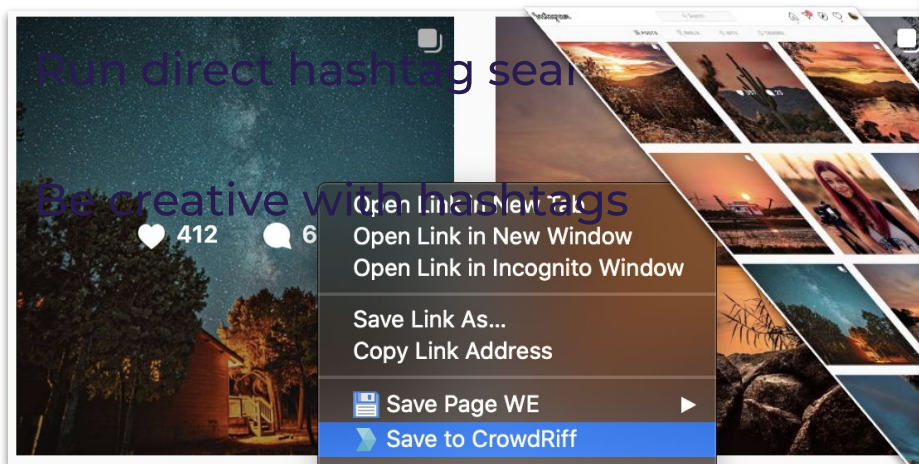


Do your research (ie. snoop around)

- 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**