CrowdRiff for Pros

How to Create UGC Maps & Visual Business Directories

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@fruitlessfig

visit turku
@hartsaj

About Turku

The oldest city and the original capital of Finland

@hartsaj

@olgahenriksson

@post.destination

@olgahenriksson

About Turku
At the mouth of the Aura River, facing an archipelago of 40,000 islands
@jessejamsen

About Turku

All the hallmarks of a medieval and contemporary European city

@jessejamsen

KISS
MY
TURKU

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explore
experience

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Business Cards, both placed on a map and organized in a directory

Each contains:

- Description blurb
- **Instagram UGC with captions**
- **Link to website**
- **Operating hours**
- **Map and address**
- **Phone number**

It's 100% up to the businesses to keep their data accurate and their IG posts high quality and timely

CrowdRiff API

manually written

Google Places API

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How the CrowdRiff API is used

- **Pull Instagram hashtagged pictures from Turku's CrowdRiff platform via a search:**

- **"Show the five most recent posts from @[businessname] that uses #kissmyturku."**

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How this API application has helped Visit Turku

- Promotes the city's businesses through a practical and uniform experience with authentic visuals
- Frees up Turku's time and effort in maintaining listings
- Small source of revenue from 200+ local business opt-ins
- Modest membership fee incentivises the businesses to keep their data clean and be active on social
- v2.0 → Google Map directions from your current location to any destination

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