Contests, Virtual Food Tours, Media Partner Programs: 3 Timely Ideas for Any CrowdRiff User

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An A-to-Z Tour of Greenville, SC

THE GOAL

- Inspire future travel
- Highlight reasons to plan a trip
- Tie content together

THE CAMPAIGN

- Food Tour
- Attractions Tour
- Both focused on “hidden gems”

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THE PROCESS

- Crowd-source letter ideas from staff
- Gather lots of photos using CrowdRiff
- Schedule series out

THE TWISTS

- No paid social - Instagram exclusive
- Media interest sped up series
- Writing evolved as we went

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THE RUN

- Began as 1 post per series, per week
- Evolved to 2 posts per series, per week
- May 5 - April 27 → May 5 - August 13

THE WRITING

- Began as one-paragraph captions
- Became mini-feature stories using most of Instagram's 2,200-character limit

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THE NUMBERS

- 2 series
- 26 posts per series
- 52 total posts
- 15 weeks of content
- 1,953 average characters per caption
- 101,603 characters used in campaign
- 16,808 words written in campaign
- 29 members featured in series
- 137 photos gathered for possible use

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THE RESULTS

- ~1 million impressions
- 869,600 people reached
- 33,900 engagements
- 3.5% campaign engagement rate
- 215 friends tagged in post comments

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yeah that greenville
About Greenville
Things to Do
Events
Food & Drink
Places to Stay
Travel Info
Health & Safety
GREENVILLE
AN A-TO-Z FOOD TOUR

An A-to-Z Tour of Greenville, SC

THE REACTIONS

wais.words 5 YEARS Ago, & This is the FIRST time I have Ever even Heard of it or even seen IT!! IT IS Quite Something!! 😊🍃🌺

taylorleigh22 @cheesychelt_ @autumnarabon

8w 2 likes Reply

Hide replies

autumnarabon @taylorleigh22 so when are you coming back so we can try it???

cocobluaus I've played soccer at this park for multiple years and never knew this piece of history. Wow

katieleed7 Omg maybe we should give Greenville a second chance

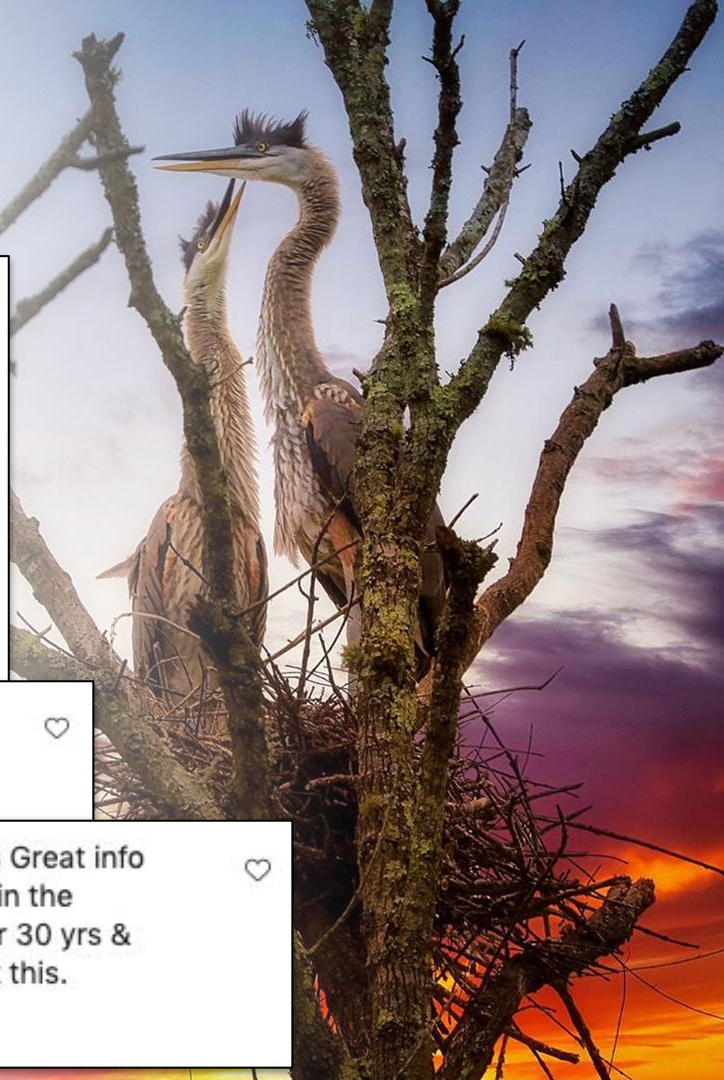
8w

notmeredith @jules.b.ross this is where I went the other weekend! It's so cool!

graciouslycreated Beautiful picture, but the writing/description is outstanding!

good_life_photos Great info here. I have lived in the Greenville area for 30 yrs & never knew about this.

9w Reply



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THE LEARNINGS

- Get weird with it!
- Take liberties with letters
- Do not fear long captions
- Tell a complete story
- Pitch local media
- Pull lots of high-quality images
- Create opportunities for web integration and evergreen content

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