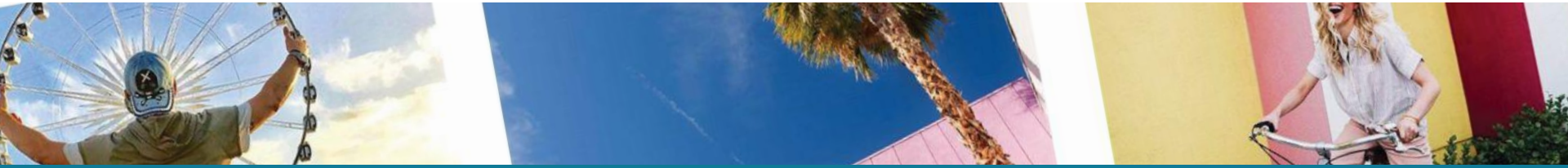
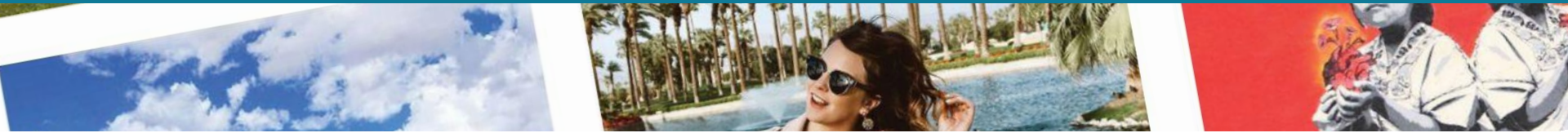


EXPLORING UGC | SIMPLEVIEW

10 WAYS
to **level up your website** with **CrowdRiff**

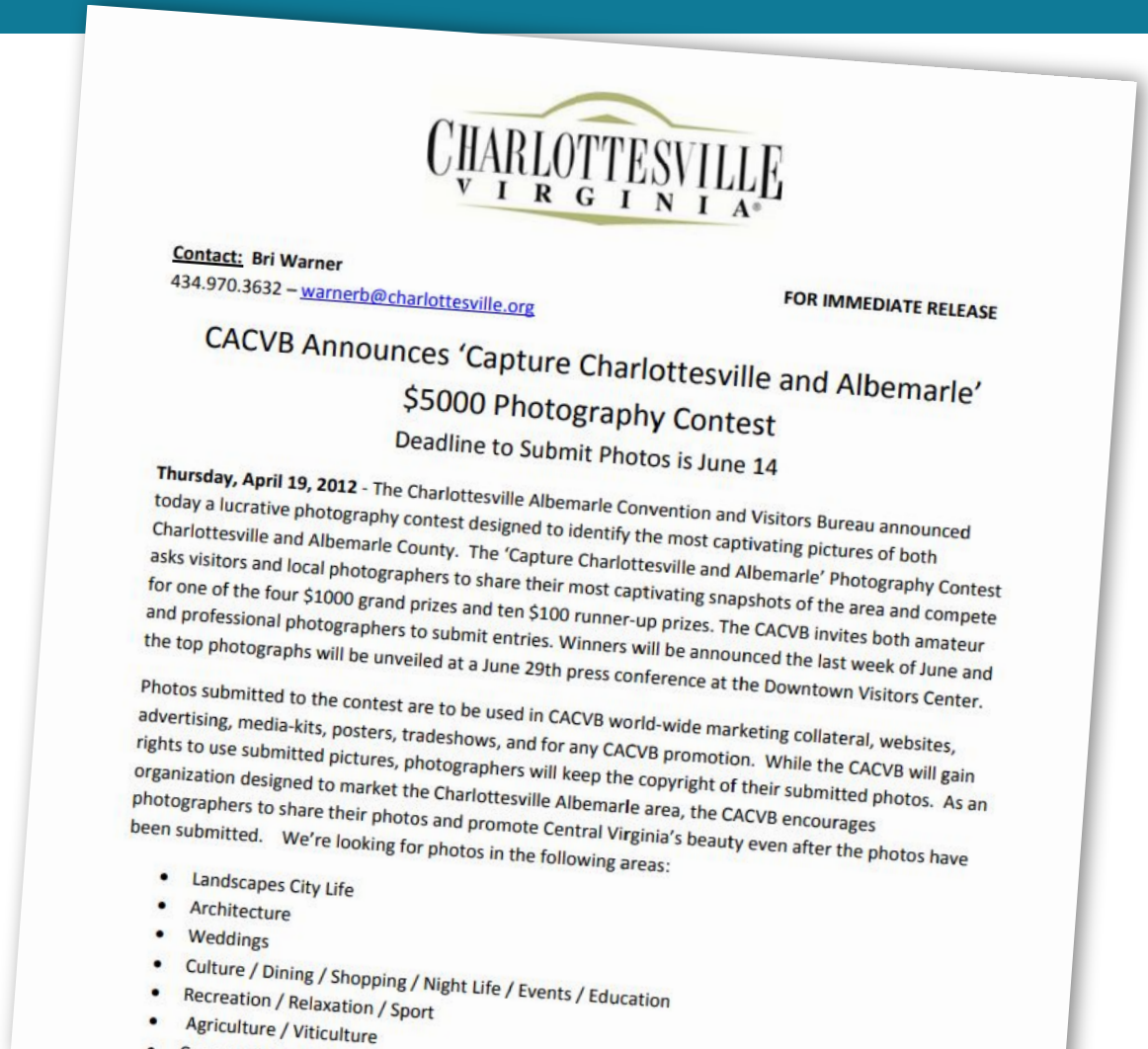


simpleview

Meet Our Expert

JOHN FREEMAN
Social Media Specialist

9 Years Ago …



CHARLOTTESVILLE
VIRGINIA

Contact: Bri Warner
434.970.3632 – warnerb@charlottesville.org

FOR IMMEDIATE RELEASE

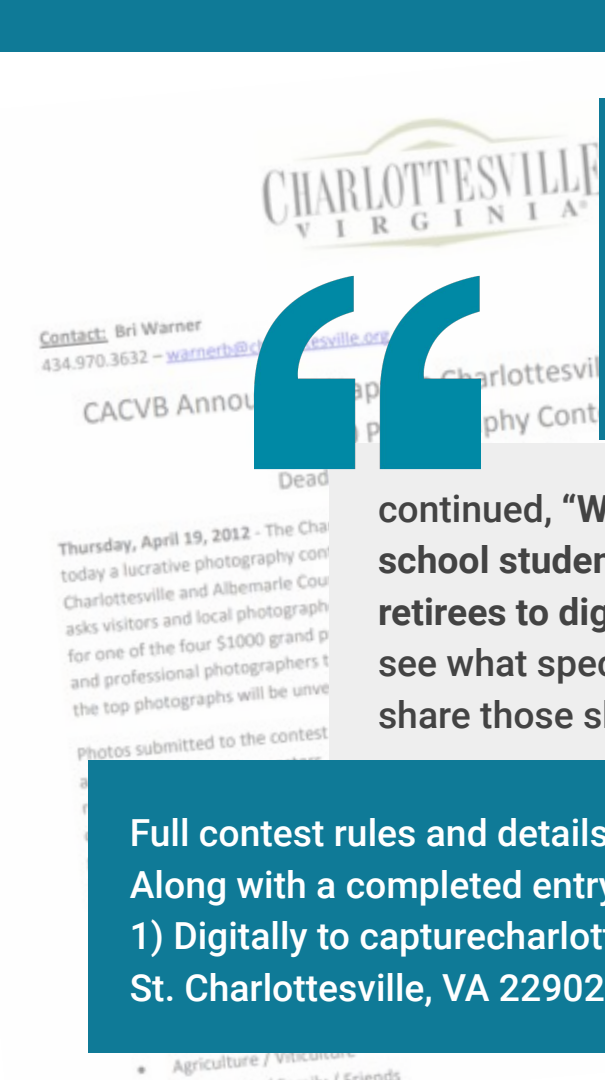
CACVB Announces 'Capture Charlottesville and Albemarle' $5000 Photography Contest

Deadline to Submit Photos is June 14

Thursday, April 19, 2012 - The Charlottesville Albemarle Convention and Visitors Bureau announced today a lucrative photography contest designed to identify the most captivating pictures of both Charlottesville and Albemarle County. The 'Capture Charlottesville and Albemarle' Photography Contest asks visitors and local photographers to share their most captivating snapshots of the area and compete for one of the four $1000 grand prizes and ten $100 runner-up prizes. The CACVB invites both amateur and professional photographers to submit entries. Winners will be announced the last week of June and the top photographs will be unveiled at a June 29th press conference at the Downtown Visitors Center.

Photos submitted to the contest are to be used in CACVB world-wide marketing collateral, websites, advertising, media-kits, posters, tradeshows, and for any CACVB promotion. While the CACVB will gain rights to use submitted pictures, photographers will keep the copyright of their submitted photos. As an organization designed to market the Charlottesville Albemarle area, the CACVB encourages photographers to share their photos and promote Central Virginia's beauty even after the photos have been submitted. We're looking for photos in the following areas:

- Landscapes City Life
- Architecture
- Weddings
- Culture / Dining / Shopping / Night Life / Events / Education
- Recreation / Relaxation / Sport
- Agriculture / Viticulture



Charlottesville and Albemarle County. The 'Capture Charlottesville and Albemarle' Photography Contest asks visitors and local photographers to share their most captivating snapshots of the area and compete for one of the four $1,000 grand prizes and ten $100 runner-up prizes. The CACVB invites both amateur ...

continued, "**We hope the generous prize money will encourage everyone from high school students, to professionals, to past or current visitors and all the way to retirees to dig into their hard drives and submit their best shots.** We're excited to see what spectacular pictures come into our mailbox and we're even more excited to share those shots with the world."

Full contest rules and details can be found at www.visitcharlottesville.org/photocontest2021. Along with a completed entry form found at the link above, photos can be submitted three ways: 1) Digitally to capturecharlottesville@gmail.com 2) On a data cd mailed to the CACVB (610 East main St. Charlottesville, VA 22902) 3) Dropped off at the CACVB offices at 610 East Main St.

Simpleview & Crowdriff

78

total clients spread across four continents

14,000+

minutes spent on platform every month

3,181

Crowdriff galleries created

Client with the most **galleries on website**

Total Galleries: **401**

Total Staff: **2**

EXPLORING UGC | SIMPLEVIEW

Top Ways Clients **Are Leveling Up Their Websites** with Crowdriff

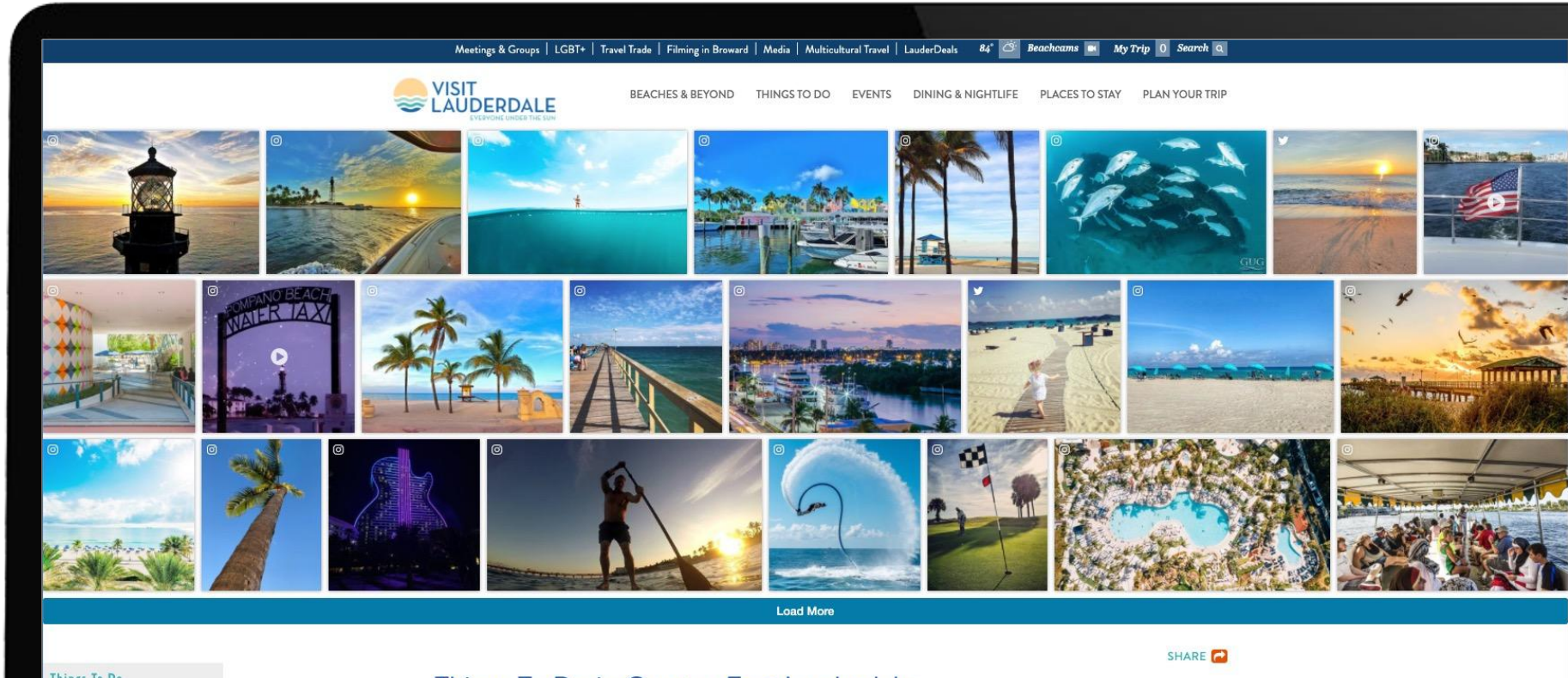
simpleview

1. **Increase** the Volume

CLIENT	BOUNCE RATE DECREASE %	SESSION DURATION INCREASE	PAGES PER SESSION INCREASE
A (County)	**30.4**	**3:24**	**1.97**
B (State)	**26.36**	**2:09**	**1.98**
C (Large City)	**33.33**	**3:44**	**2.05**
D (Medium City)	**29.56**	**1:04**	**0.8**
E (Region)	**19.21**	**1:22**	**1.19**
F (Medium City)	**20.73**	**1:44**	**1.41**
Average:	**26.60%**	**2:15**	**1.57**

Pages with UGC vs **Pages without UGC**

2. Place UGC in Header



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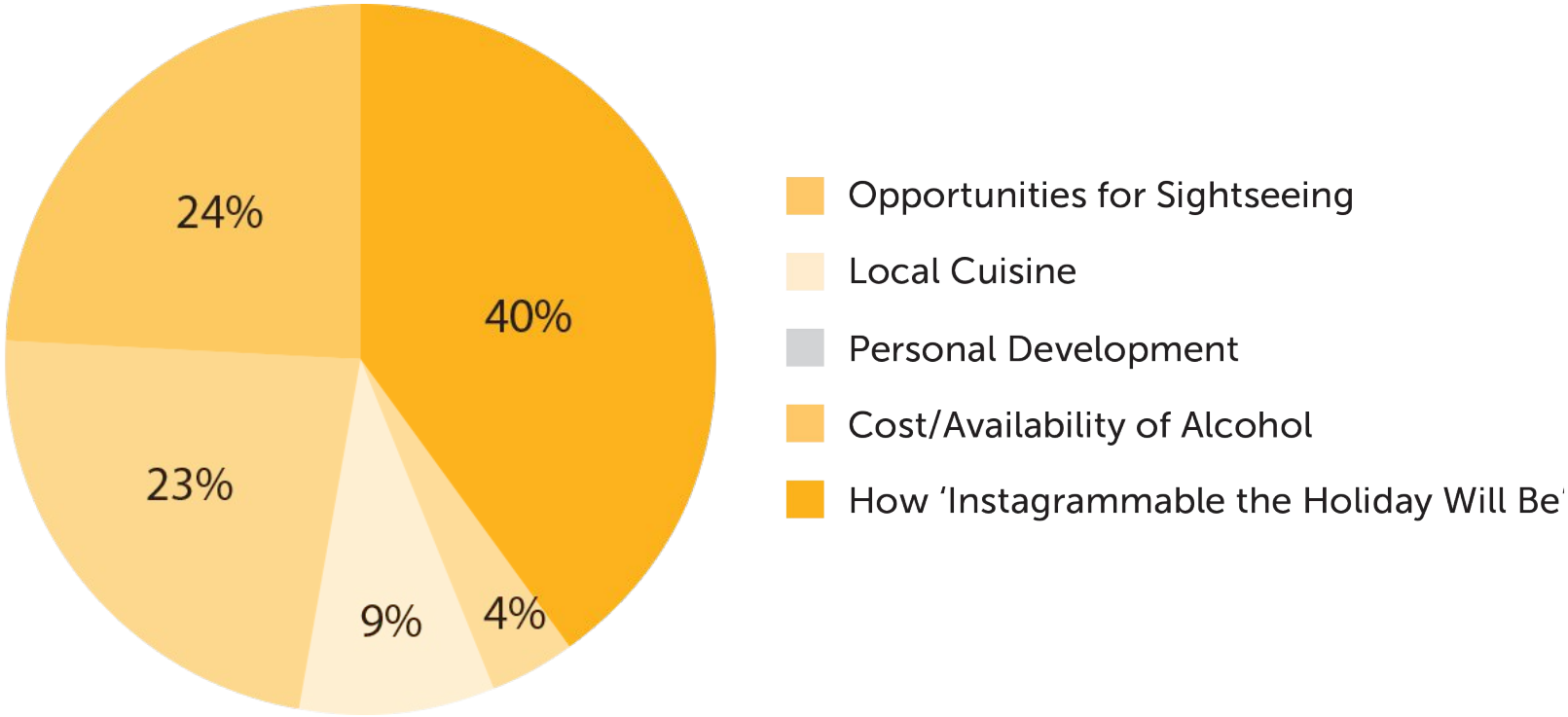
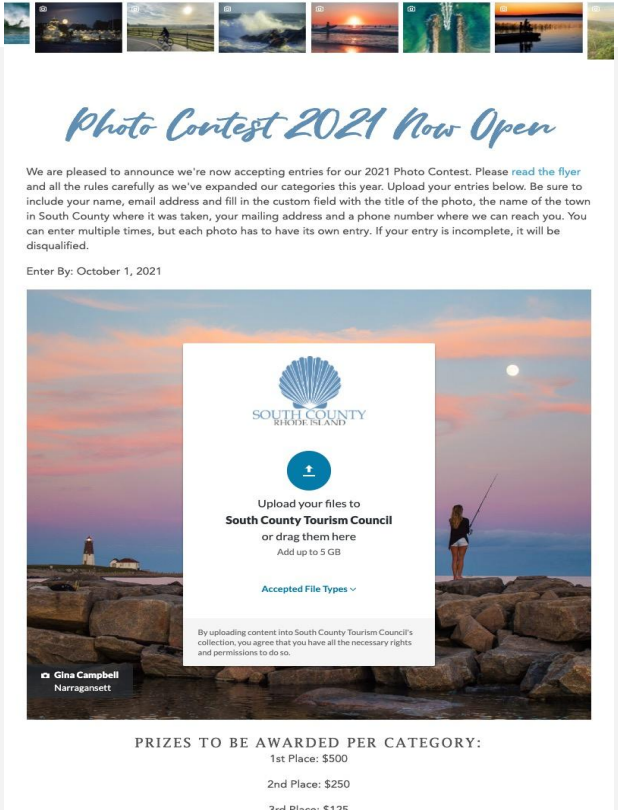


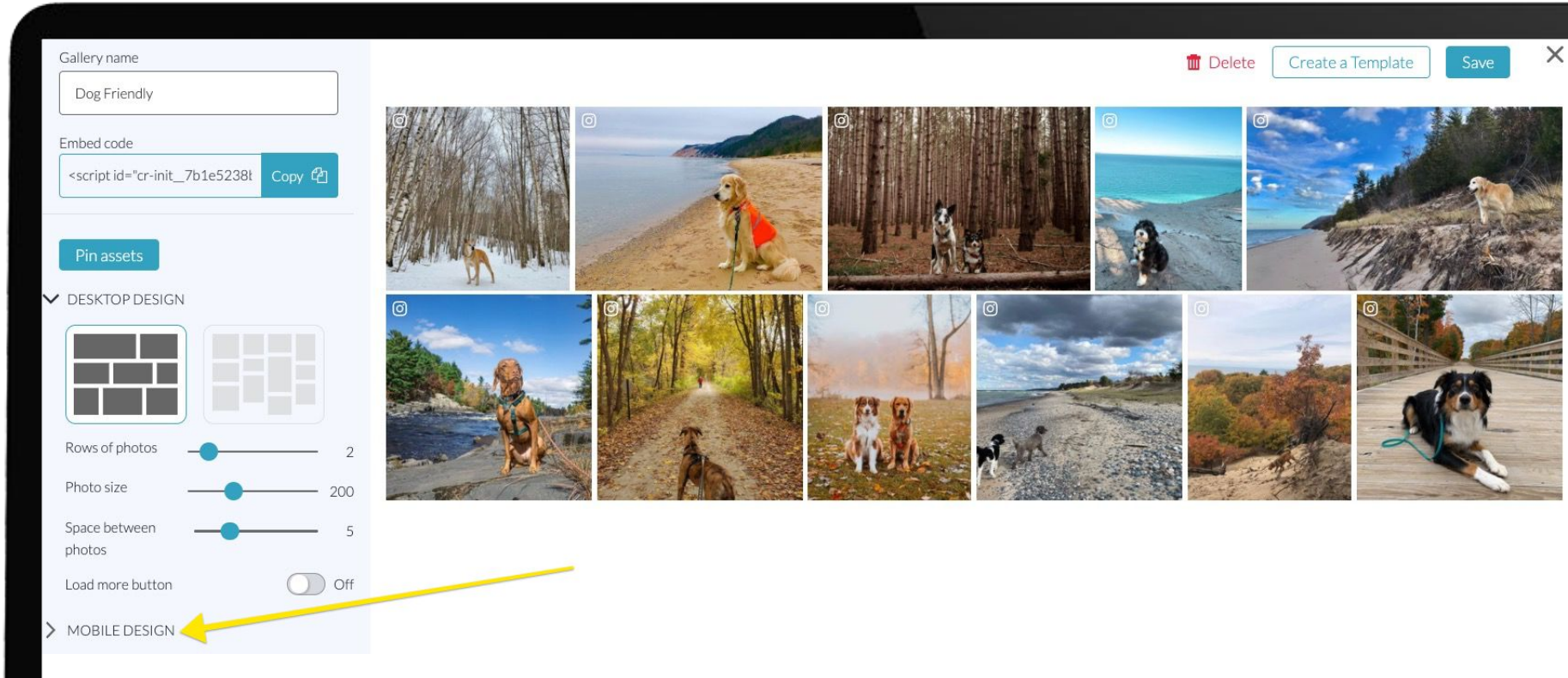
Source: Expedia Travel

3. Implement **Multiple Collectors**

- Photo contests
- Partner specific
- General uploader on website
- Campaigns



4. Design Mobile Galleries



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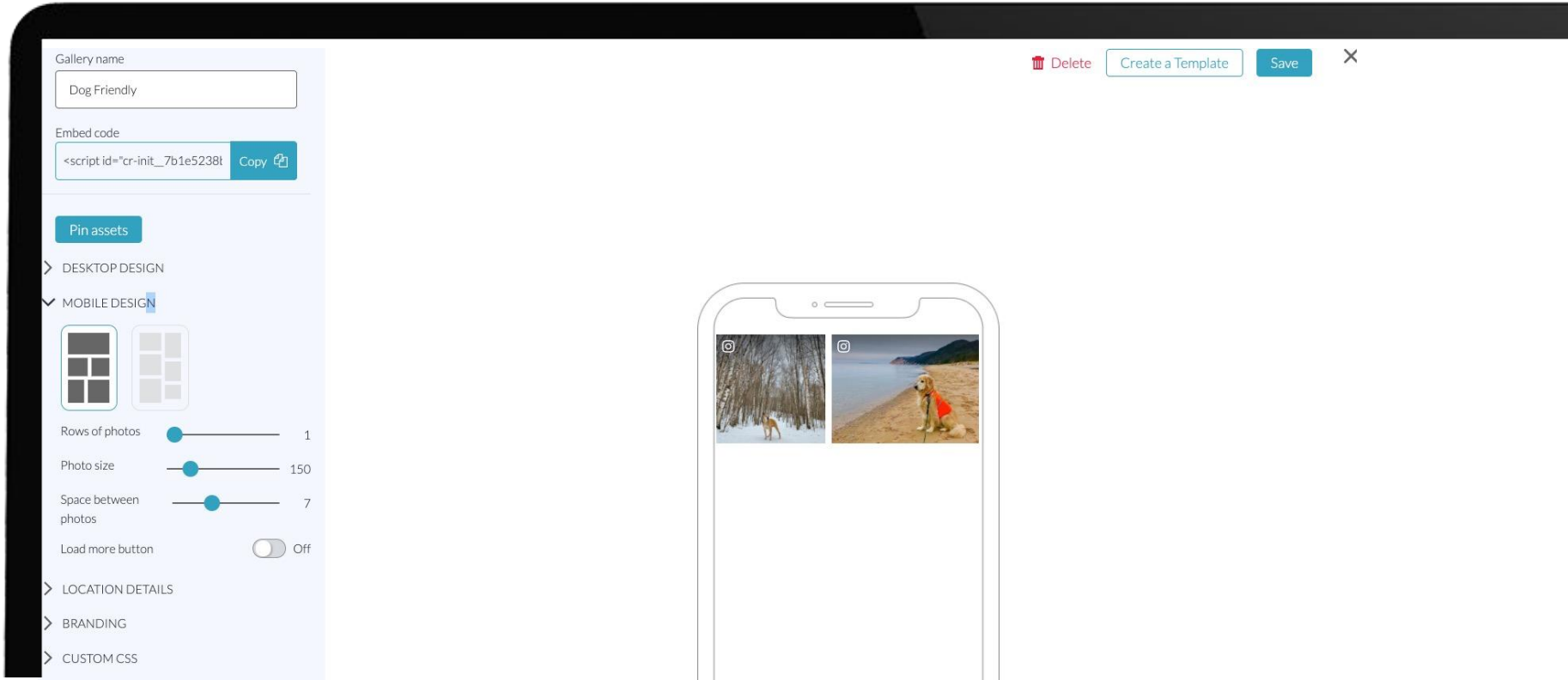
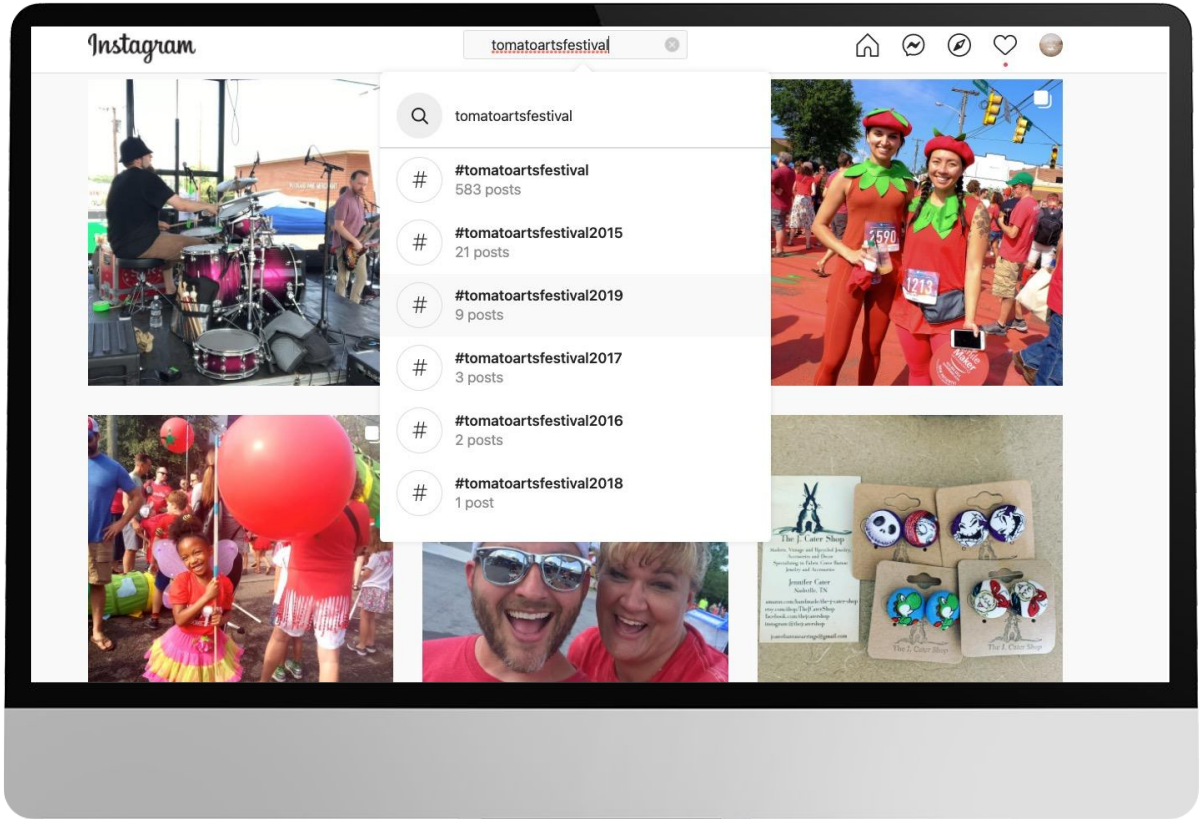
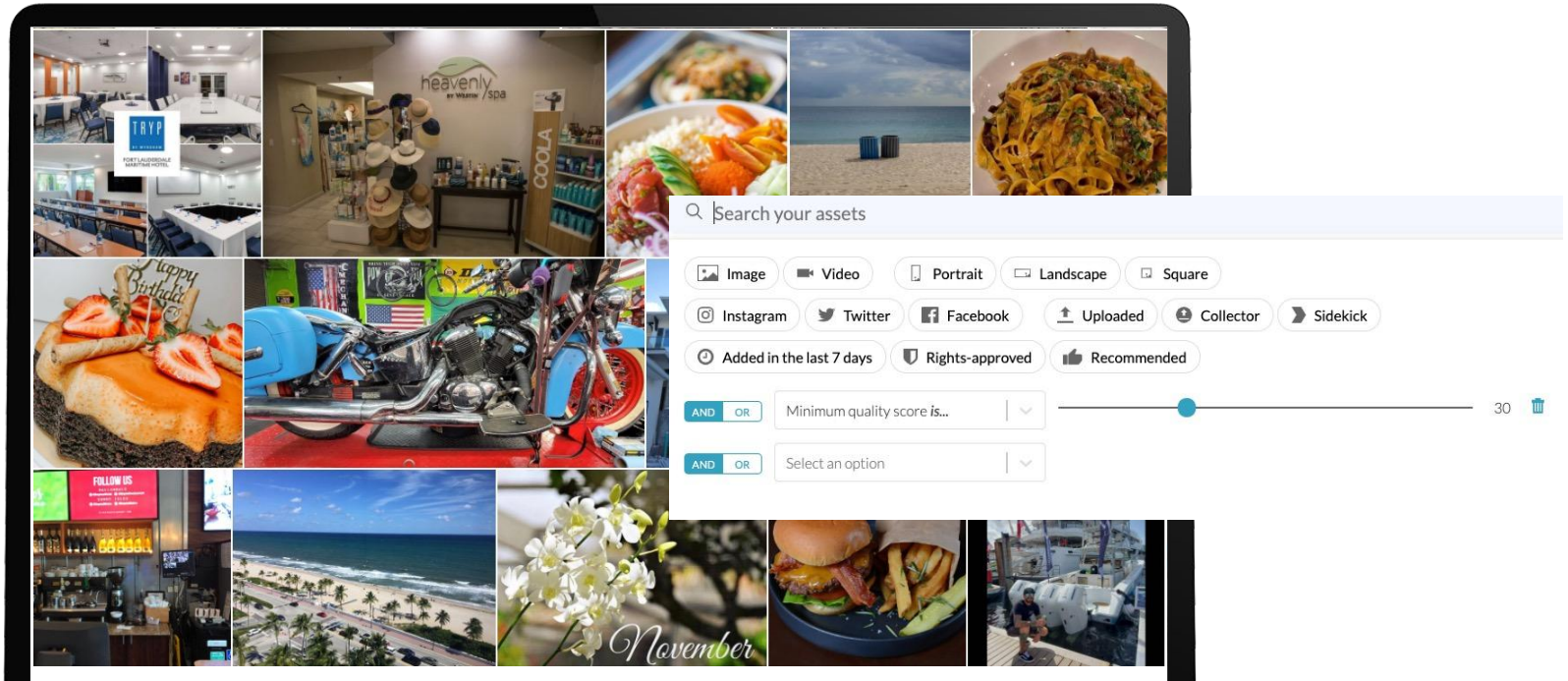


5. Use Chrome Extension for events



6. Set Your Standards

Pick a Score and Follow It



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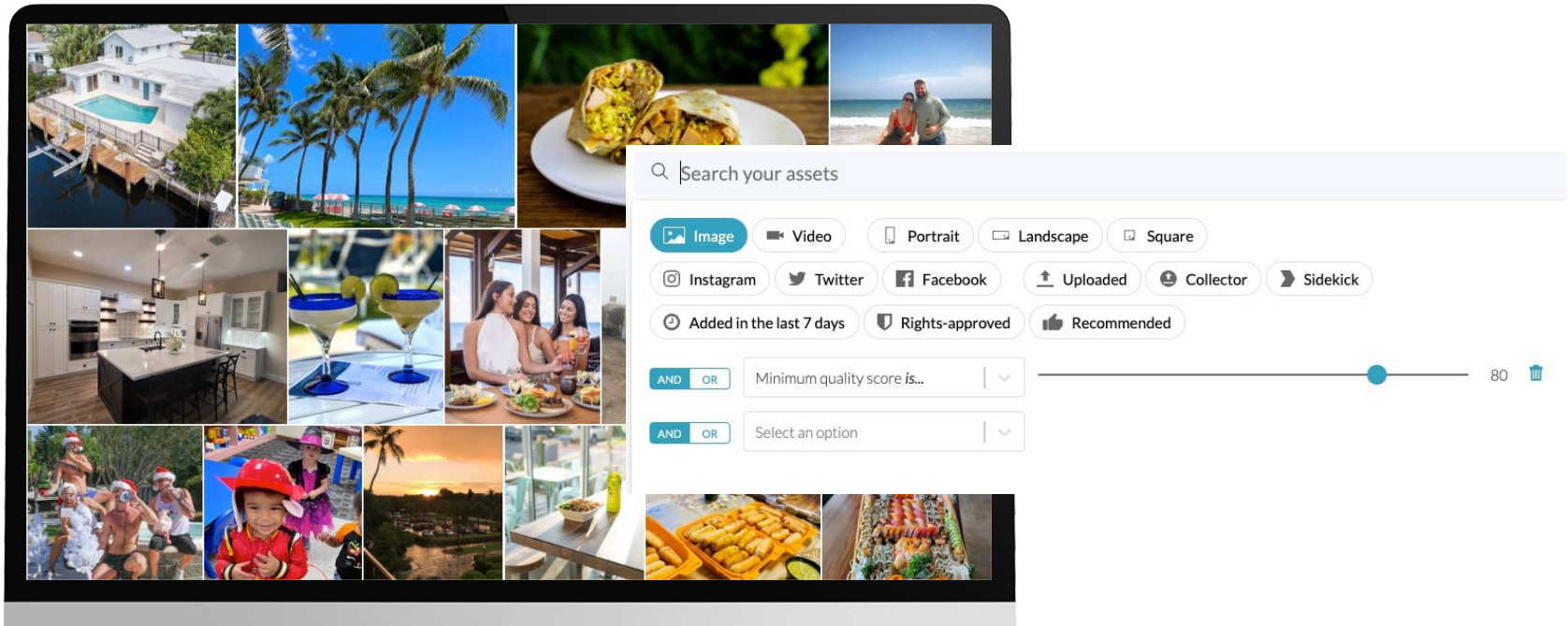

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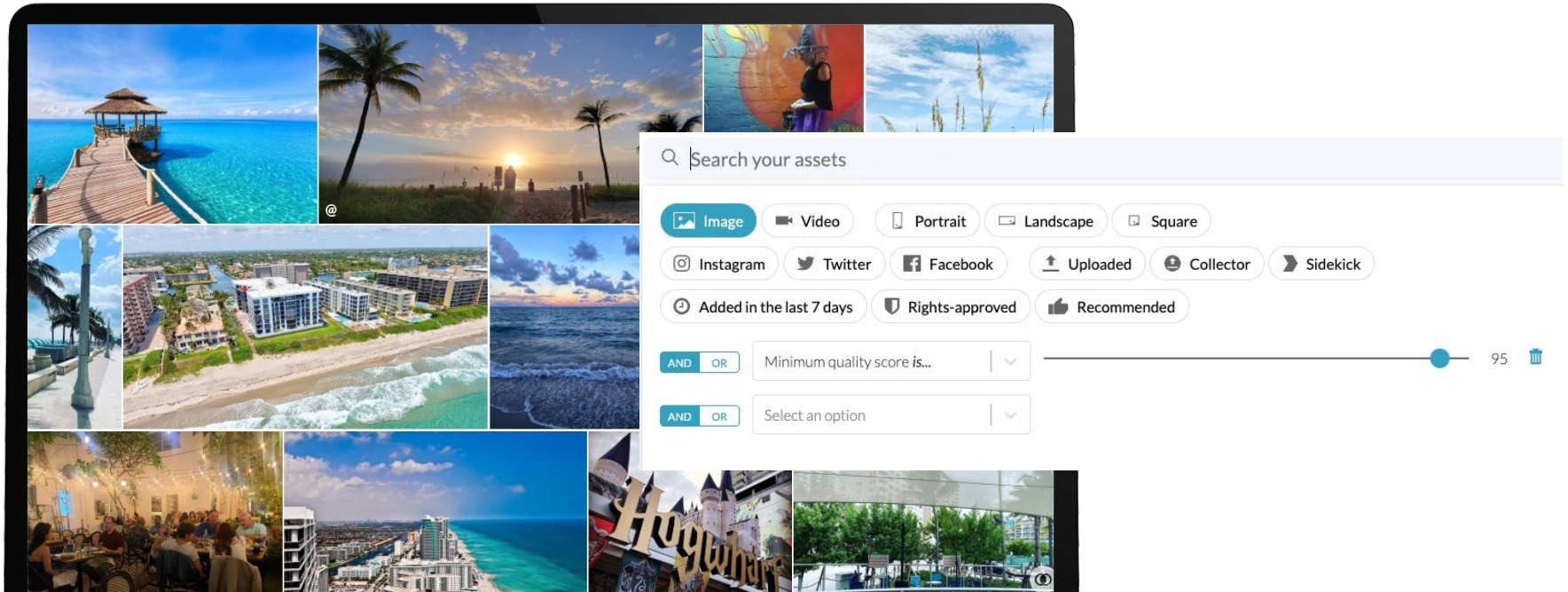
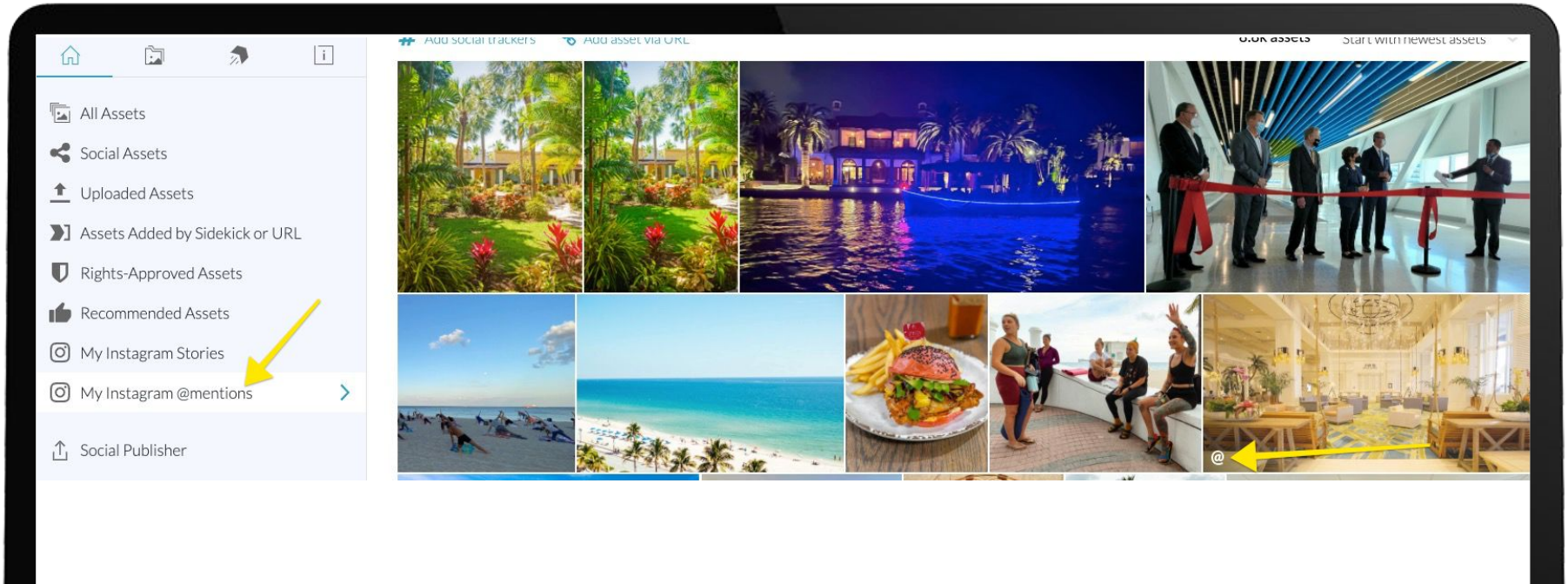


7. Get Quick Wins with Mentions

Ask permission on photos that have mentioned you

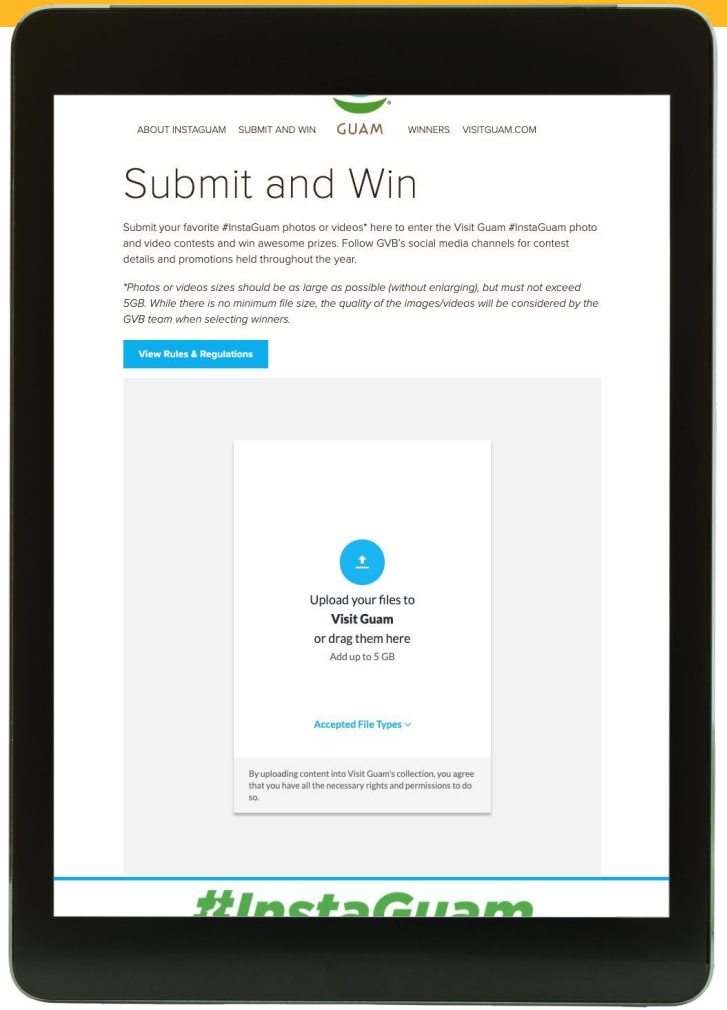


7. Get Quick Wins with Mentions

35% vs. 55%

Success rate of requesting photos
without mentions vs. with mentions

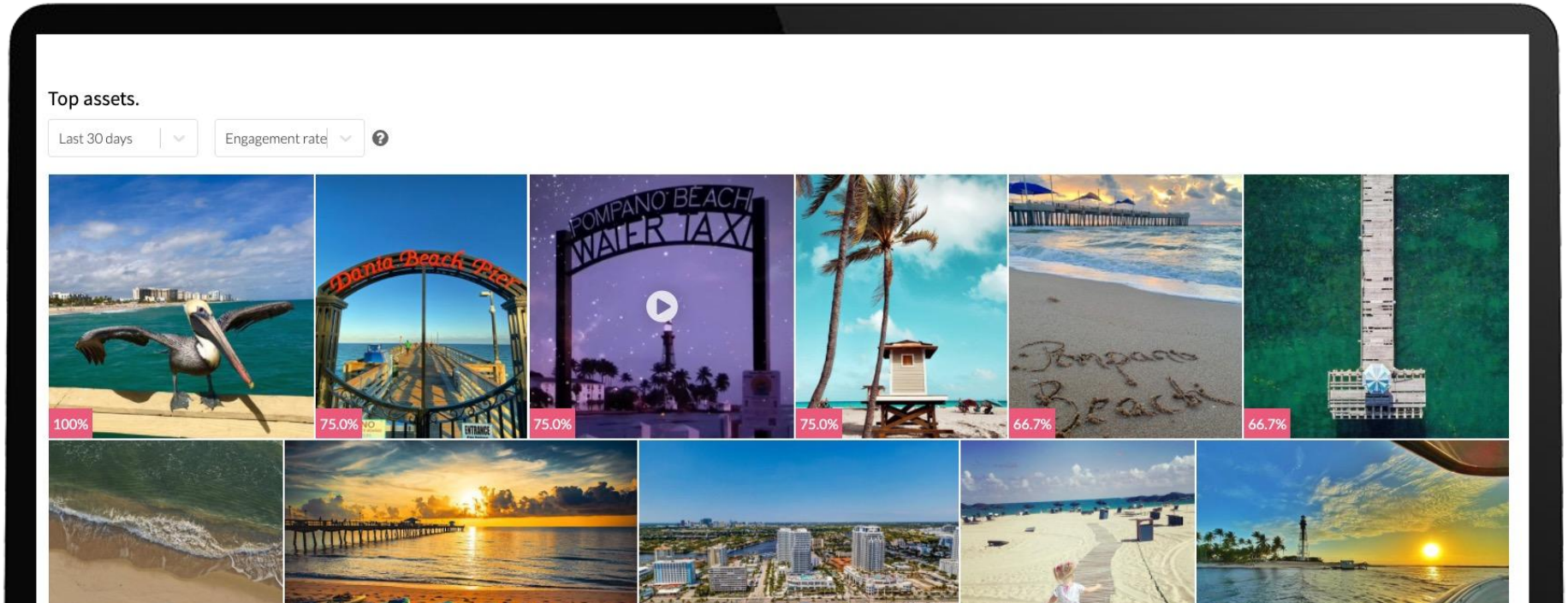
8. Embed
Your Collector



9. Implement **CTAs**

10. Utilize **Gallery Insights**

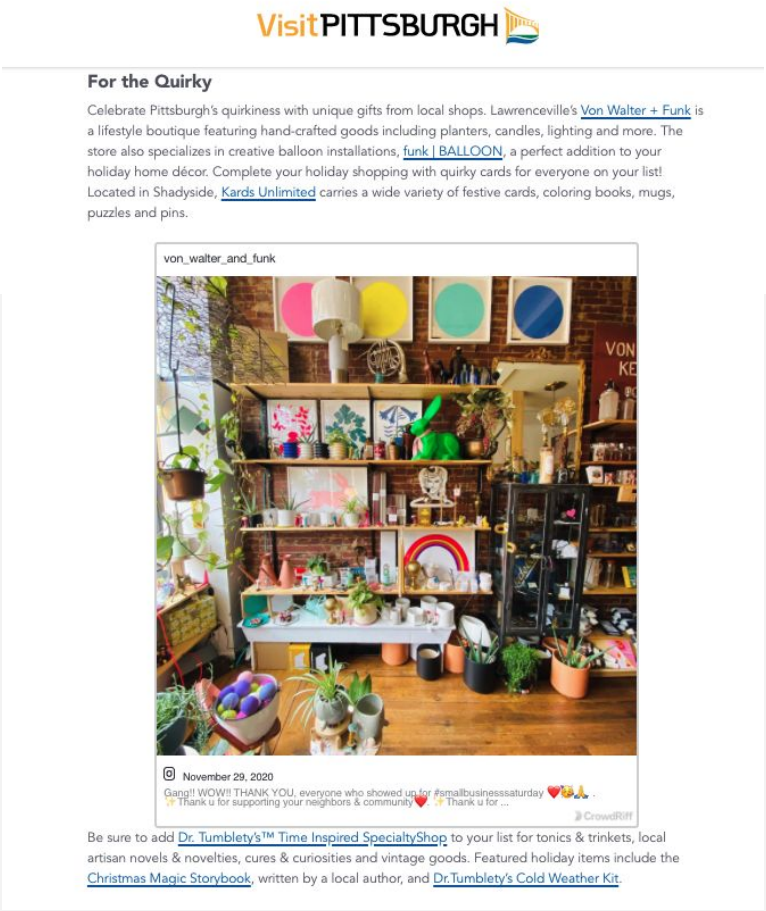
Ask permission on photos that have mentioned you



11. Single Image
Embed UGC

Add a single image UGC embed to your blog posts

-Secure the rights
-Guarantee the image will stay



12. Use Interns

The **most important part** of displaying and using UGC is **consistently curating the content**. Ensuring all assets in each gallery look and feel consistent is the key to displaying successful UGC and ensuring it fits within your brand and website's identity."

- **Julie Grant, Discover Newport**

QUESTIONS?