



Krystle Wagner

NOVEMBER 2, 2021

## Savannah Love Story Campaign

with Visit Savannah

**SHANNON LOWERY**

CONTENT & SOCIAL MEDIA MANAGER

VISIT  
**SAVANNAH**  
EST.  1733

# Happy Valentine's Day!

Tell us your  
Savannah love  
story!

We want to hear your  
Savannah stories of  
romance, family, friendship,  
allure and adventure!

DM us your photos,  
videos and messages for  
the chance to be featured  
on our IG story throughout  
the day.

And remember...  
Savannah loves you!

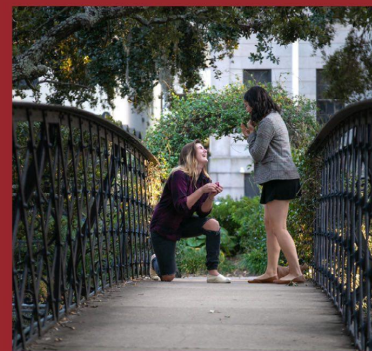
## How it started...

- Goals
  - Diverse & Inclusive UGC
  - Direct Quotes & Stories
  - Wedding Content
- 2020:
  - Manual Sourcing
- 2021:
  - Utilized the Collector tool as a swipe-up

What's  
your  
Savannah  
love  
story?



Swipe up  
to share  
your  
favorite  
Savannah  
moments.



What it became...



CHASE

# More than just an Instagram story.



## Results:

- Instagram Story:
  - Reached double the users from 2020 to 2021
- Landing Page:
  - Hundreds of unique visits
  - Average time on page is over 2 minutes
- Podcast:
  - 1,100 downloads

“My husband and I got married in Savannah in May 2017, and it was incredibly special to me as I was the 9th generation in a row to get married there.”  
- Sarah Fleming



“My fiancé proposed at Tybee and a month later we moved to Savannah! Now Savannah is home and we plan on getting married on Tybee.”  
- Gina & Andrew



Email:

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Or find me on LinkedIn!

“From Savannah, met my now wife in Charleston. We had a beautiful wedding in Forsyth Park. Married 2 years now. Living in Greenville, SC, but Savannah will always be home.” - Gabrielle Mann



# Explore St. Louis Jefferson Arms Project



# Mark Hermes

Digital Marketing  
& Social Media Manager







# 4 Organizations

- Explore St. Louis
- STL Made
- Greater St. Louis Inc.
- Downtown Community Improvement District



## Jefferson Arms Window Display Submissions



Calling all photographers! We're looking to dress up the east side of the Jefferson Arms Building facing Tucker Blvd with 11 beautiful images of Downtown St. Louis showing everyday life!

- Snap a photo at your favorite spot — a park, patio, local attraction, etc. — showing everyday life in the City of St. Louis.
- Share it with us by uploading it directly on this page (uploader below).
- That's it!

Photographers of the selected photos will be contacted directly. The photo submission ends Friday, May 28.



### PHOTOGRAPHY REQUIREMENTS

Minimum photography submission requirements for printing - 300 DPI/5mb

### CONTEST RULES

This contest is open only to residents of the United States. No purchase necessary. Entry constitutes acceptance of the rules and privacy policy.

**PHOTO USAGE:** By uploading content to Explore St. Louis, you agree that you have all the necessary rights and permissions to do so. You also grant Explore St. Louis the right to re-use photos on social media and explorestouis.com.

### PRIVACY POLICY

Explore St. Louis is committed to protecting privacy. It will not collect any personal information that isn't volunteered upon entry of this contest. Explore St. Louis will not sell or share the information collected to third parties.



- Home
- Assets
- Assets
- Assets
- All Assets
- Social Assets
- Uploaded Assets
- Assets Added by Sidekick or URL
- Rights-Approved Assets
- Recommended Assets
- My Instagram Stories
- My Instagram @mentions
- Social Publisher
- CrowdRiff Insights

- Saved searches
- #ExploreStLouis
  - Assets added by Sidekick
  - Explore St. Louis @mentions only
  - High Quality Assets
  - Public Uploader Photos

keywords:"collector-portal-4748"



# The Results

- Campaign Ran for 1 WEEK
- Social Media
  - All Organic
  - 15,000 People Reached
- The Landing Page
  - 400+ Images Collected



# 10 Images Selected





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Old Courthouse  
Dome Room

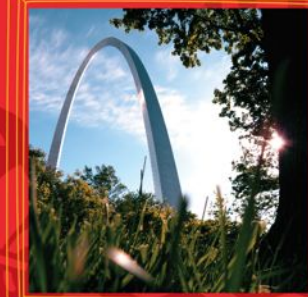
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Gateway Arch  
Lobby Entrance



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Gateway Arch  
Adam Wayne Overbaugh

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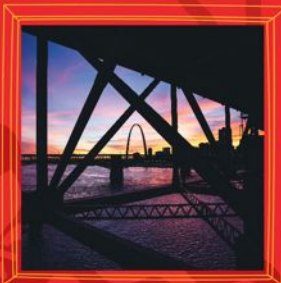


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## ST. LOUIS' EYE FOR ART

We asked for help to temporarily improve the façade of this grand old building, and St. Louisans showed up, as they always do. We received more than 300 image submissions of downtown St. Louis featuring iconic architecture and beautiful urban landscapes showcasing their love of our community. To enjoy the full digital gallery, please visit [www.explorestlouis.com/JeffersonArms](http://www.explorestlouis.com/JeffersonArms).



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DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT



Jefferson Arms  
Adam Wayne Overbaugh

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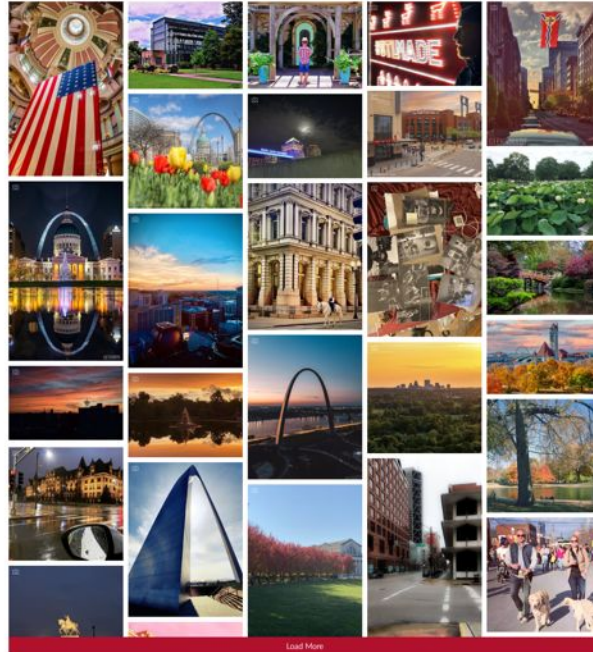
# The Jefferson Arms Project



Explore St. Louis, along with the Downtown St. Louis Community Improvement District and STLMade, are beautifying the Jefferson Arms building in Downtown St. Louis. This project is an opportunity to showcase iconic architecture and beautiful urban landscapes in a frame-like fashion.

When Explore St. Louis asked the public for help to temporarily improve the façade of the grand old building, St. Louisans showed up. They received more than 300 image submissions of Downtown St. Louis from people showcasing their love of their community.

For mock-ups of the façade, follow this link: <https://www.dropbox.com/1H1uau0Hfahcvn8z0AABUJkATQAp-0fkyt49KH1a7du0>



Load More





# **Pikes Peak Summit Interpretive Innovation**

Using Crowdriff at 14,115'





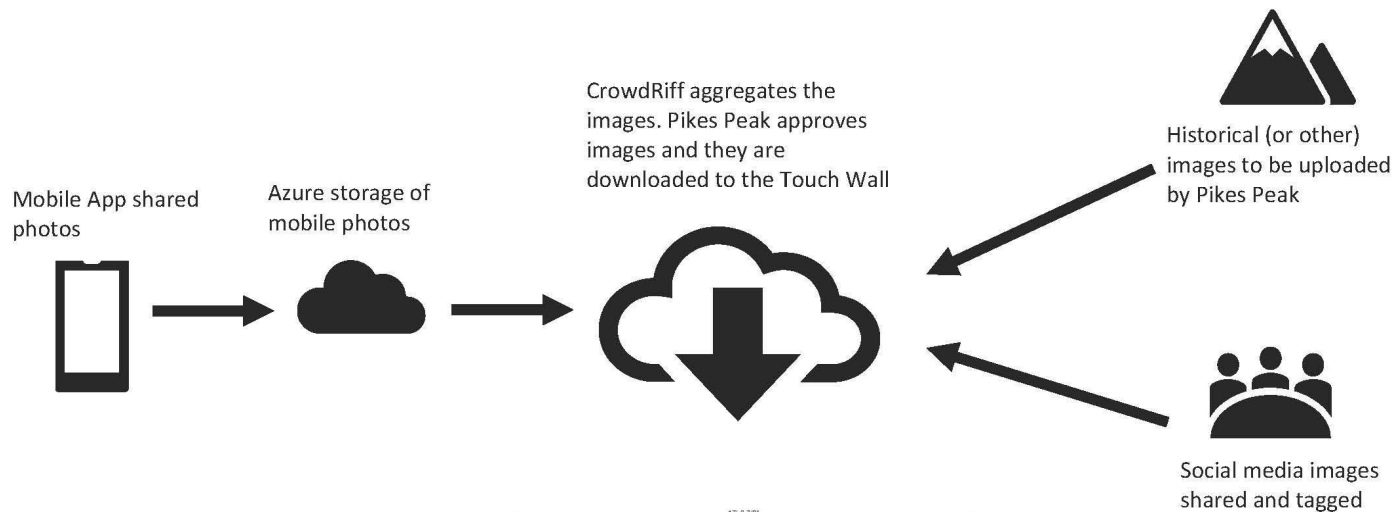
# Interpretive Engagement

Pikes Peak Summit Visitor Center features a new interpretive wall that showcases historic and contemporary images and an interactive visitor map.





# Touch Wall Schematics



- Using the Pikes Peak Summit app, guests can upload photos from the app to be shared on the interpretive wall.
- Azure storage provides short term storage of images.
- Pikes Peak staff approves the images shared via the mobile app to be added to the wall.
- Pikes Peak staff can also search images using Crowdriif and gain user approval to share their content on the wall.
- Pikes Peak staff can continue to add to historic images as more are sourced.





# Results

The new visitor center and the new Pikes Peak app launched June 30, 2021. Guest interaction and comment has been positive. In 2022, we plan to launch a marketing campaign encouraging guests to add their images and use the new app.





# Reaching New Heights

**Brand new experiences and technology is not without challenges.**

- **During the time to develop the wall and all of the functionality technology changed so specified touch screens were already obsolete. Plan for the technology changes and have extra stock on hand for replacements.**
- **Encouraging new users to experience the wall has been a challenge. Some do not feel comfortable using it. Promotion on how easy it is to use will be beneficial moving into 2022.**

**Take the leap and do something different!**

- **Development of this experience took five separate companies to see the total vision and make it happen. The Crowdriff team was there every step of the way to make this happen.**

