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## CONTENT CREATOR NETWORK

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# CONTENT CREATOR NETWORK

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# HOW IT STARTED

## Launch of Content Creator Network

In 2020, to show the world that our destination was open and safe.

## Building Authentic Connections

The foundation of our network was established by identifying creators who authentically showed their passion for the destination.

## Enhancing Brand Reach

Our content creator network is designed to enhance our brand's reach through diverse content and collaborations.





# HOW IT'S GOING

## **Diversity in Content Creation**

Our network's diversity enhances creative expression, allowing for a multitude of perspectives and content styles.

## **Enriching Brand Narrative**

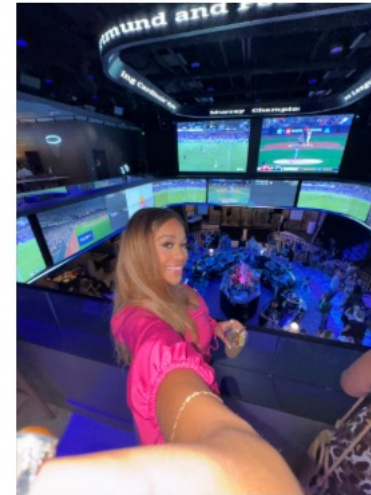
The unique backgrounds of our creators contribute to a richer and more engaging brand narrative that resonates with audiences.

## **Broadening Appeal with Subject Matter Expert**

Our diverse creators allow us to reach and connect with a wider range of demographics and audiences, each with their own specialty that aligns with our strategic messaging.

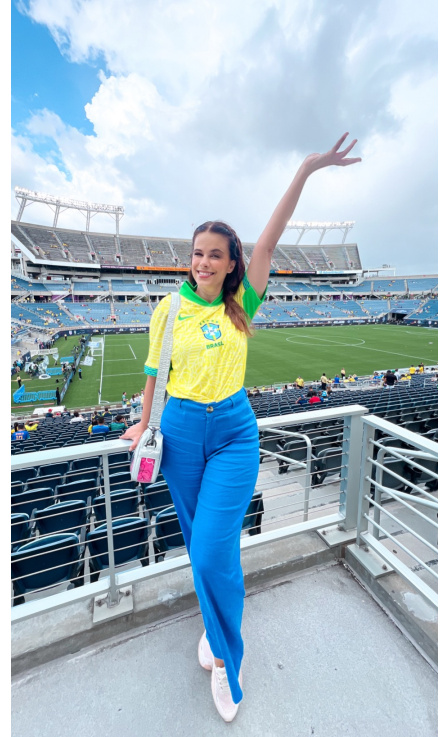






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# ROLE AS AN EXTENSION OF OUR BRAND VOICE

## Authentic Communication

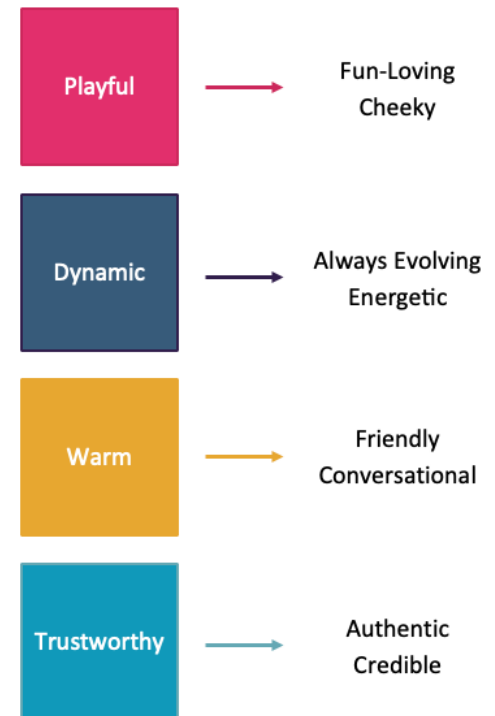
Creators help convey our brand message authentically, ensuring that our audience receives clear and genuine communication.

## Deeper Audience Connections

Unique content produced by creators fosters deeper connections, enabling us to engage more meaningfully with our audience.

## Enhancing Brand Loyalty

By collaborating with creators, we enhance brand loyalty as they resonate with the audience's values and interests.





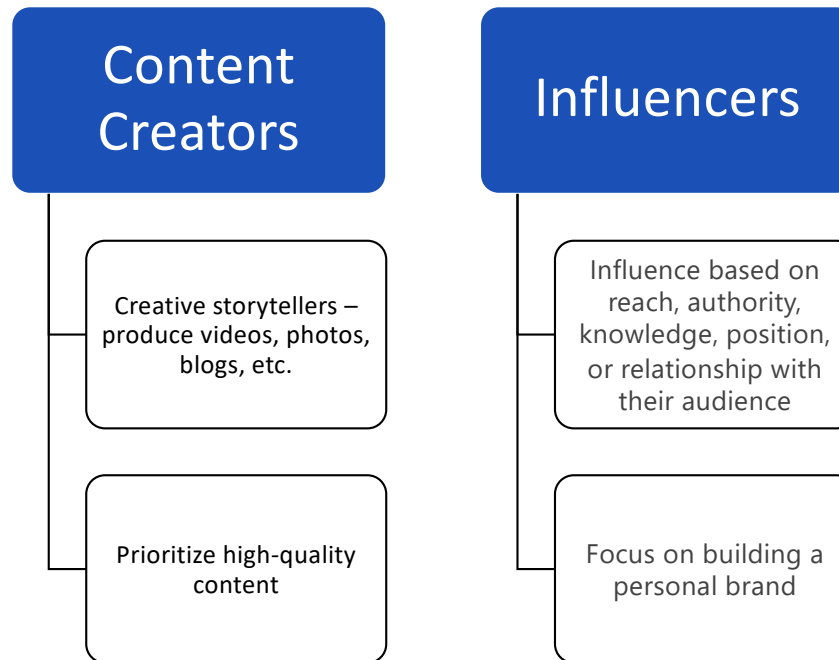




# CREATORS VS INFLUENCERS

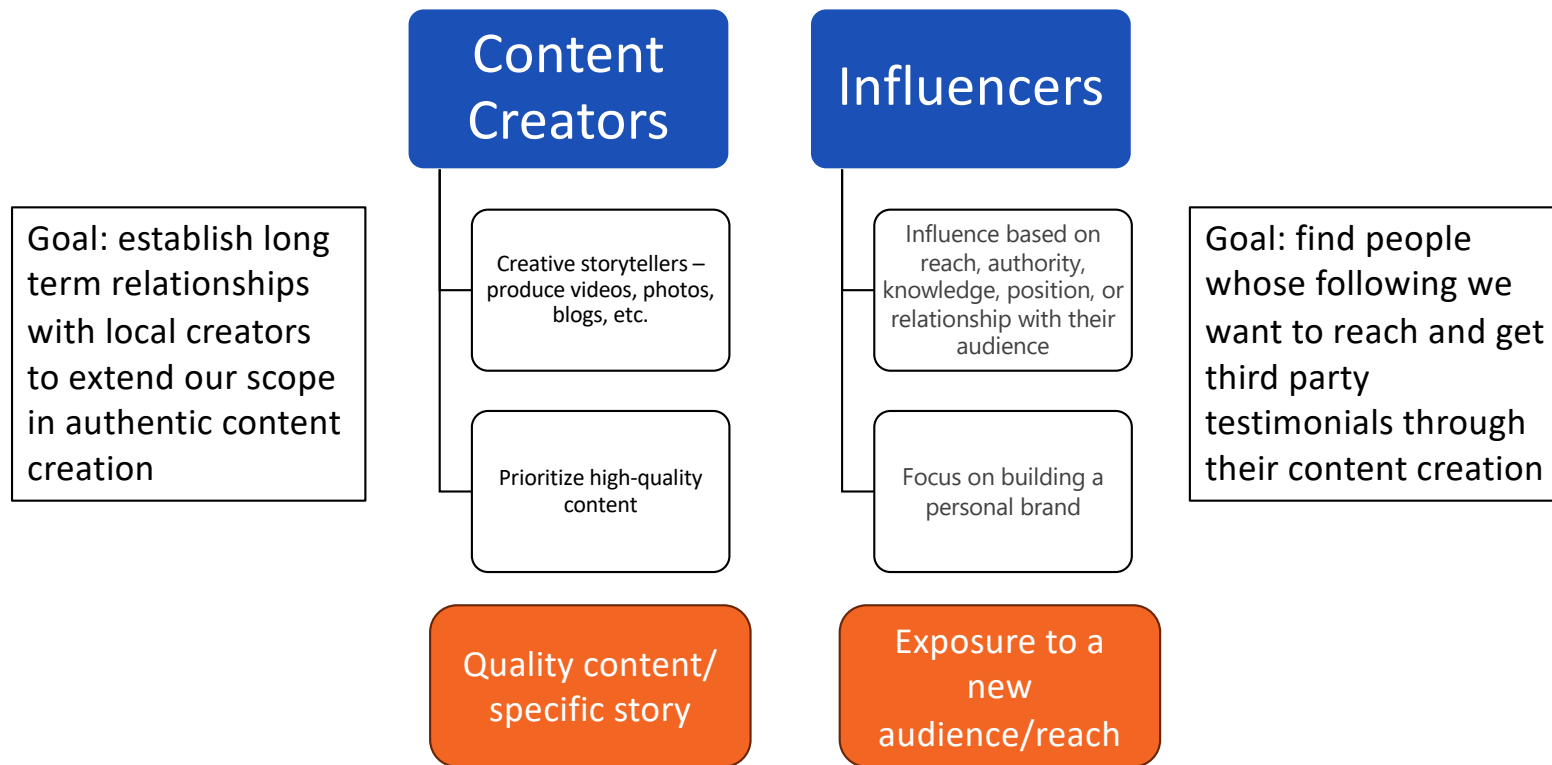
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# DIFFERENTIATION





# HOW TO DECIDE WHICH ONE TO USE



# UNIQUE VALUE PROPOSITION

## Authenticity of Creators

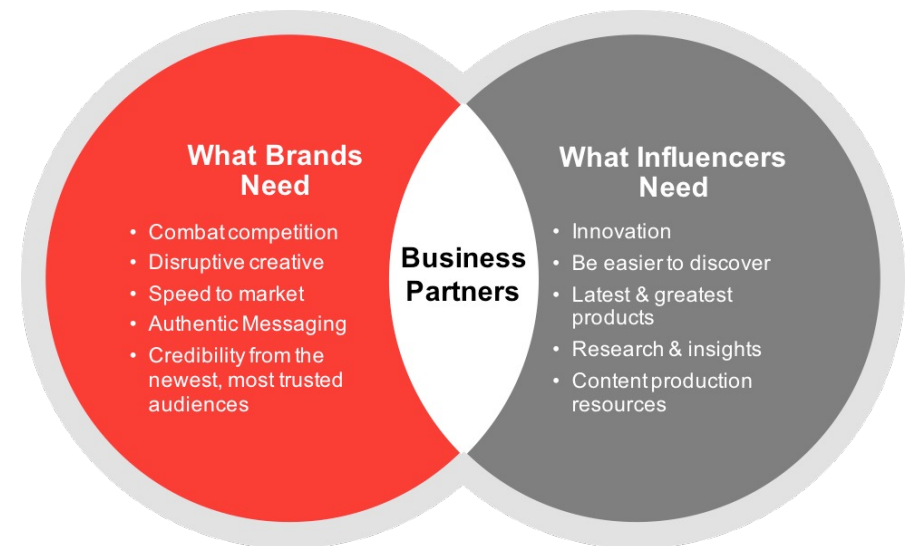
Creators produce unique content that showcases their personal style, fostering a sense of authenticity in their work.

## Influencer Reach

Influencers leverage their follower count to provide significant reach and engagement, amplifying messages and brands.

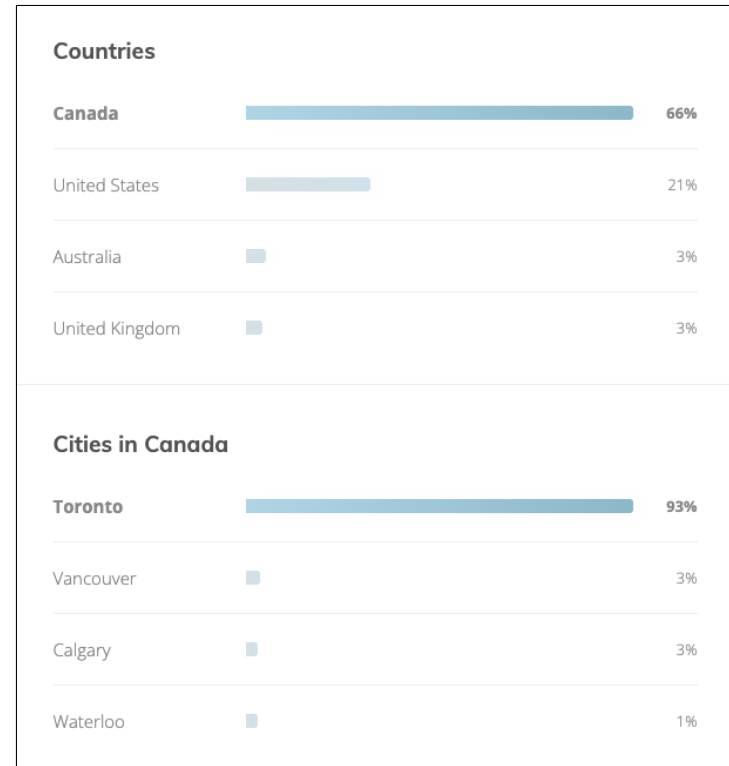
## Complementary Roles

Both creators and influencers play strategic roles that complement each other, enhancing overall impact in the digital landscape.





@dineintoronto







# VETTING AND SELECTION PROCESS

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# CRITERIA FOR SELECTION

## Alignment with Brand Values

It is crucial that selected creators resonate with our brand's core values and messaging to ensure authentic representation.

## Content Quality

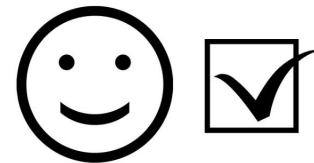
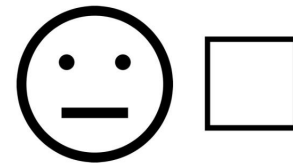
We prioritize high-quality content that reflects professionalism and creativity, attracting and retaining audience interest.

## Audience Engagement

Effective creators should demonstrate strong audience engagement metrics, showing their ability to connect with viewers.

## Prior Collaborations

Evaluating prior collaborations helps assess the creator's experience and ability to work with brands successfully.



# EVALUATION METHOD

## Reach

- # of followers
- What is their current engagement?

## Geography

- Where are their followers from? Is it a key market for your brand?

## Social Channels & Persona

- What platforms are they active on?
- What stands out as areas of interest/passions?

## Experience with Brand Partnerships

- Have they worked with travel brands? Who have they worked with?





# WATCHOUTS

- Potentially controversial topics
- Stagnant activity
- What is their style? Image quality?
- Do their travel/product posts highlight the experience or themselves?





# **BENCHMARKING SUCCESS AND MEASURING PERFORMANCE**

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# KEY PERFORMANCE INDICATORS

## Engagement Rates

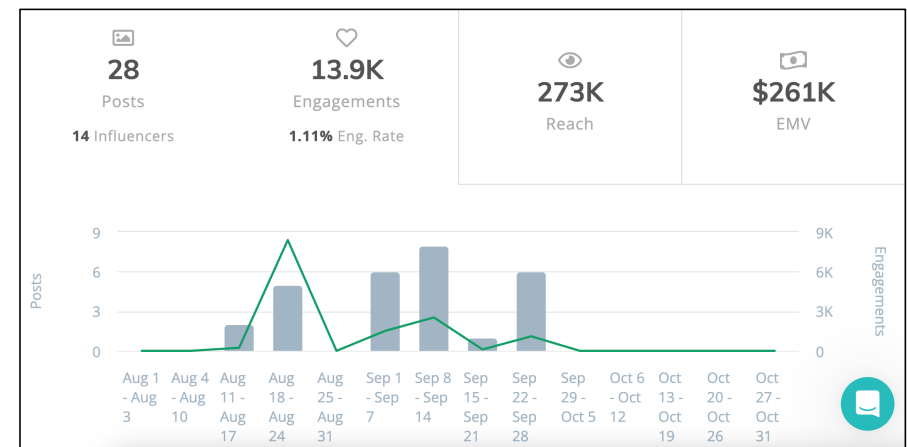
Engagement rates measure how actively users are interacting with our content, providing insight into audience interest.

## Content Reach

Content reach indicates the total number of unique users who view our content, helping to evaluate visibility.

## Estimated Media Value

EMV measures performance value by paid media standard.



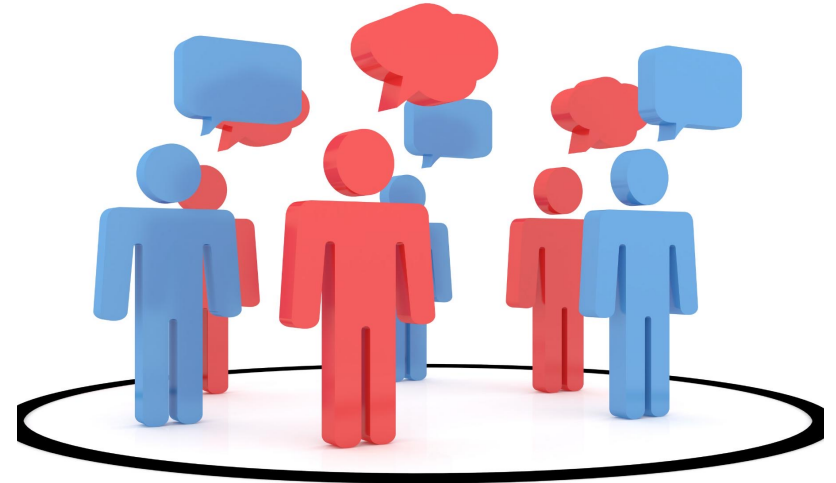
# BUILDING RELATIONSHIPS

## Long Term Relationships

Trust and rapport serve as the foundational elements for building strong relationships with creators, enabling better collaboration.

## Mutual Benefits

We can ask for additional content or posts – they can ask for specific assignments









# SUMMARY

# RECAP

## Amplifying Brand Voice

- Our content creator network has played a crucial role in enhancing our brand's visibility and voice in the market.

## Understanding Creator Dynamics

- By comprehending the dynamics of creators and influencers, we can tailor our strategies for effective engagement.

## Building Relationships

- Establishing strong relationships with creators is essential for long-term success and collaboration opportunities.

## Measuring Success

- Continuous measurement of success metrics allows us to adapt and refine our approach for growth.



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