



VisitOrlando.

CONTENT CREATOR NETWORK

ADETA GAYAH – ADETA.GAYAH@VISITORLANDO.COM



CONTENT CREATOR NETWORK

VisitOrlando.

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

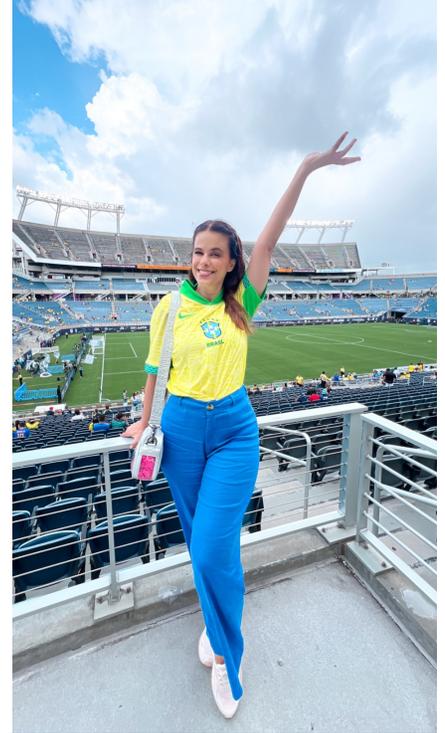
The unique backgrounds of our creators contribute to a richer and more engaging brand narrative that resonates with audiences.

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.







ROLE AS AN EXTENSION OF OUR BRAND VOICE

Authentic Communication

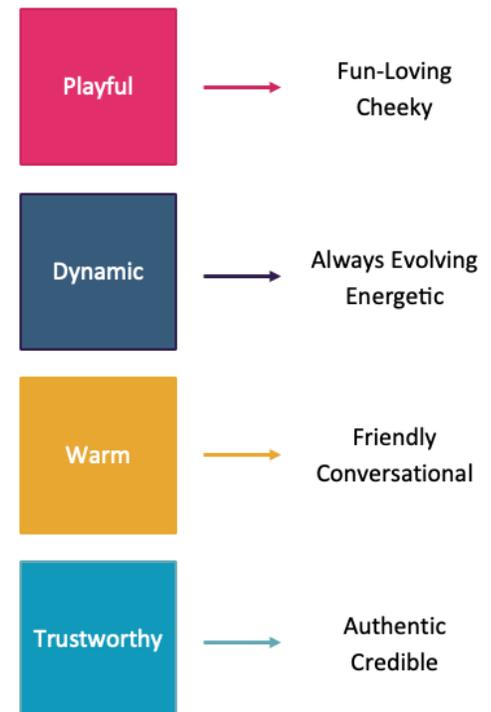
Creators help convey our brand message authentically, ensuring that our audience receives clear and genuine communication.

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.



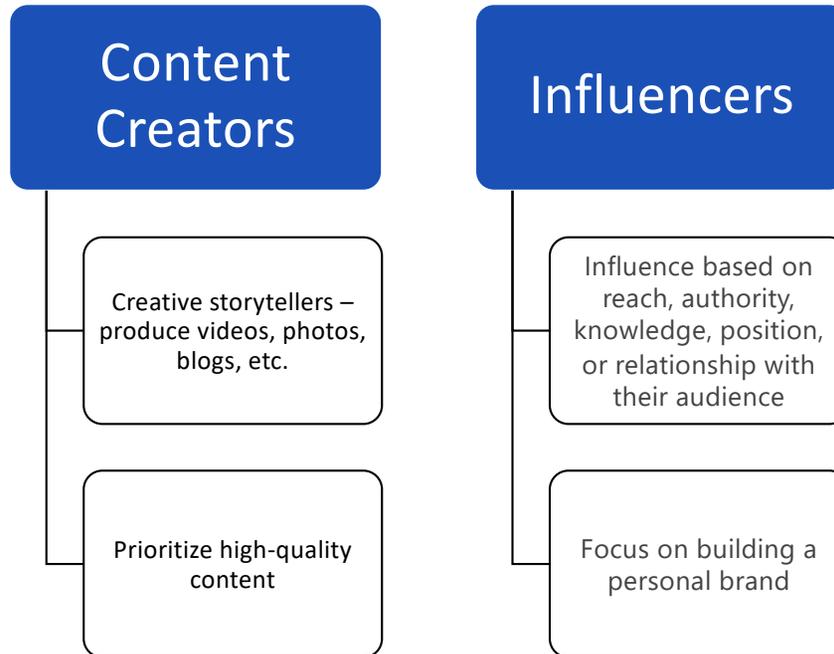




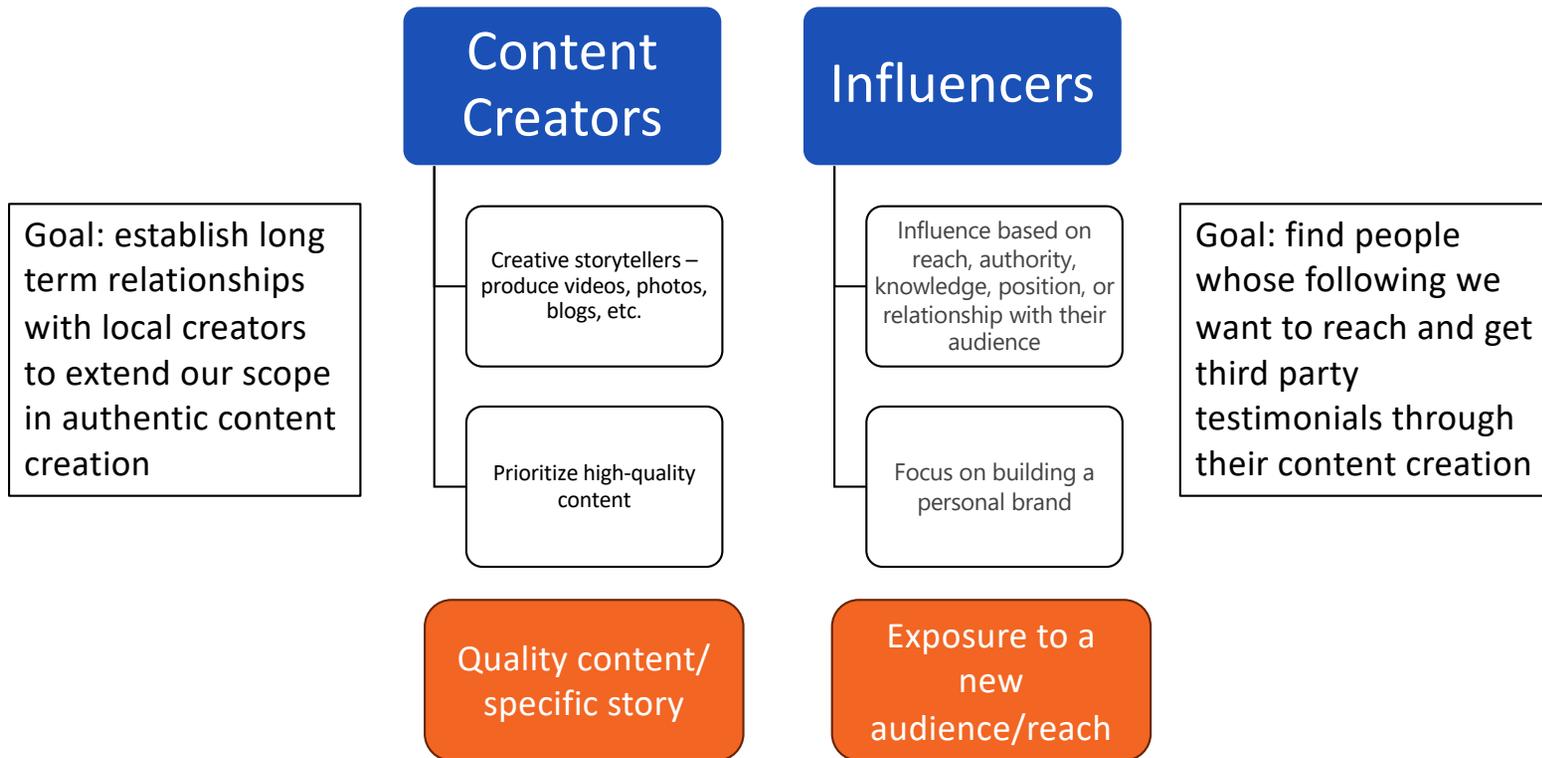
CREATORS VS INFLUENCERS

VisitOrlando.

DIFFERENTIATION



HOW TO DECIDE WHICH ONE TO USE



UNIQUE VALUE PROPOSITION

Authenticity of Creators

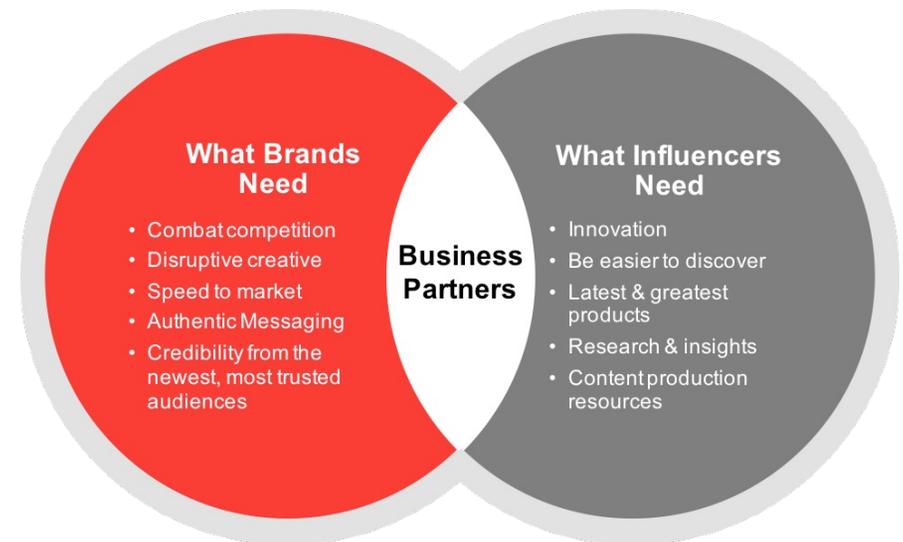
Creators produce unique content that showcases their personal style, fostering a sense of authenticity in their work.

Influencer Reach

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

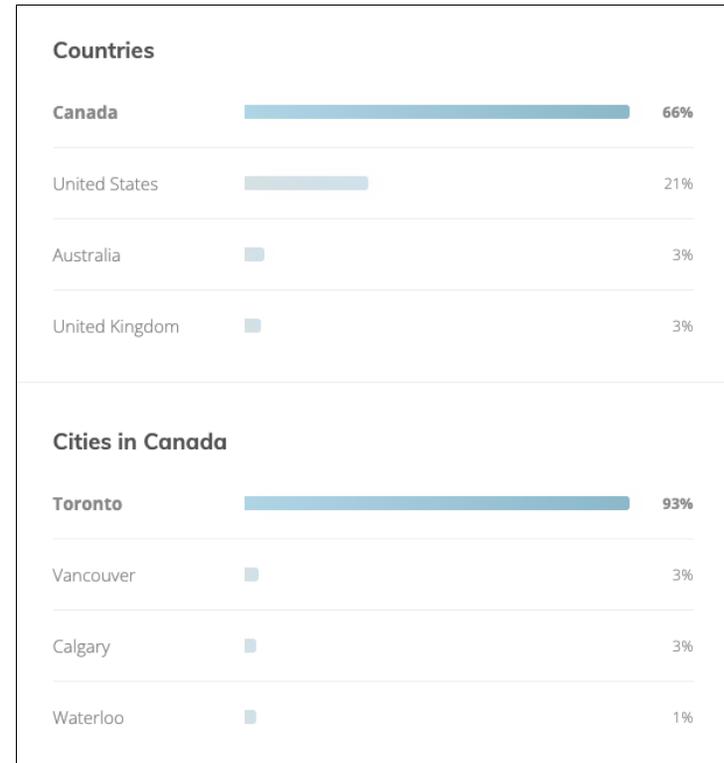
Complementary Roles

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





@dineintoronto





VETTING AND SELECTION PROCESS

VisitOrlando.

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

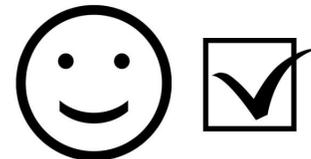
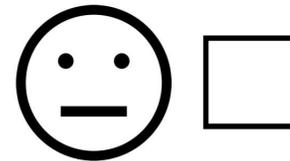
We prioritize high-quality content that reflects professionalism and creativity, attracting and retaining audience interest.

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?

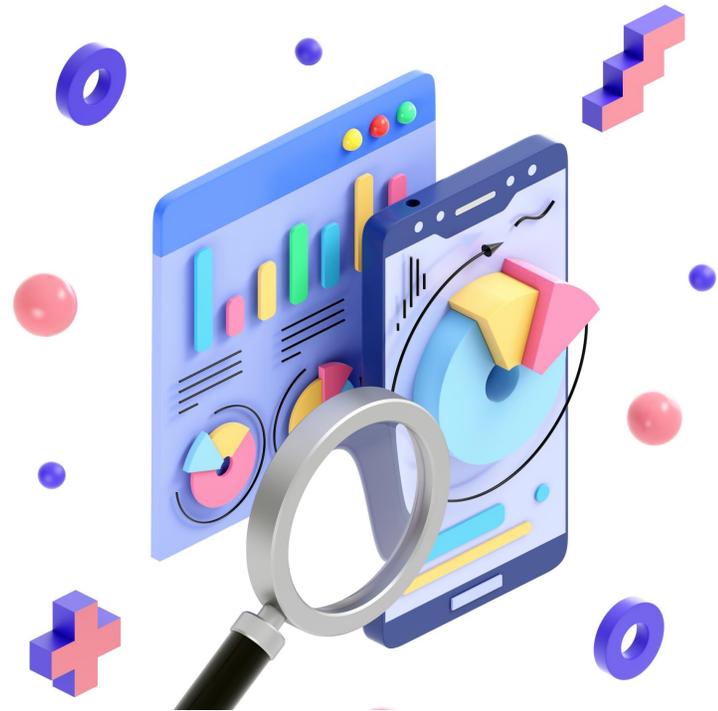
Experience with Brand Partnerships

- 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

VisitOrlando.

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.



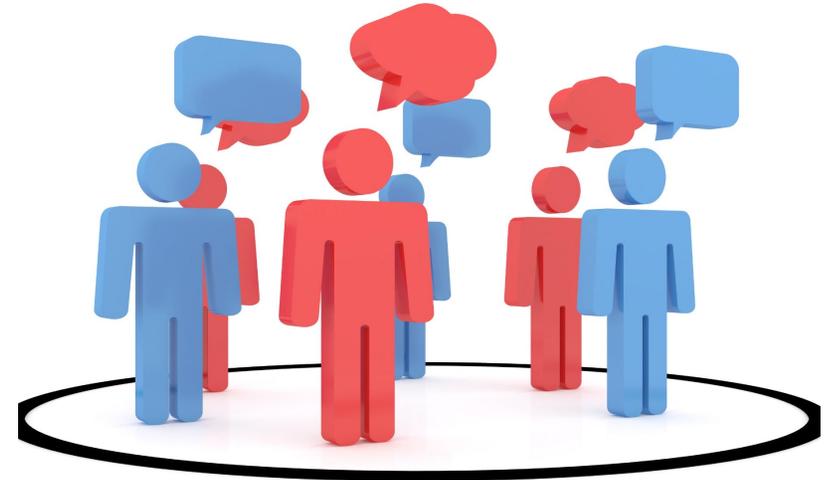
BUILDING RELATIONSHIPS

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

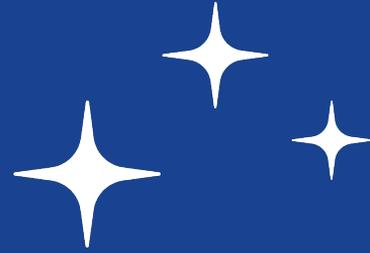
- By comprehending the dynamics of creators and influencers, we can tailor our strategies for effective engagement.

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.



VisitOrlando®