

INSTAGRAM EXCHANGE PROGRAM

September - December 2017



THE PLAN

Leverage the inspirational power of Instagram to showcase the cities through the eyes of some of the most influential photographers.



OUR GOALS

- Reach potential visitors in target markets
- Build the cities' images for out-of-towners
- Strengthen the relationship with Northeast Corridor DMOs
- Establish a model that can be replicated with other destinations

OUR PARTNERS

- **AMTRAK** provided transportation on the Northeast Corridor line
- **LOEWS HOTELS** provided two nights for each photographer in Philly and New York
- **KIMPTON HOTELS** provided two nights for each photographer in D.C.
- **CityPASS** provided 2 attraction passes to each D.C and Philly influencers to explore up to 9 attractions in NYC.



OUR INSTAGRAM REPRESENTATIVES





dccitygirl

Following



3,768 posts

52.3k followers

815 following

dccitygirl 🇺🇸 [Washington DC] 📍 Washington DC ↔ @igdc community manager ↔ 📷
sony a7rii ✨ ✉: dccitygirlnow@gmail.com PRINTS: in link below 📄
dccitygirl.smugmug.com

WASHINGTON D.C. REPRESENTATIVE





lecitykitty

Following



1,259 posts

53.5k followers

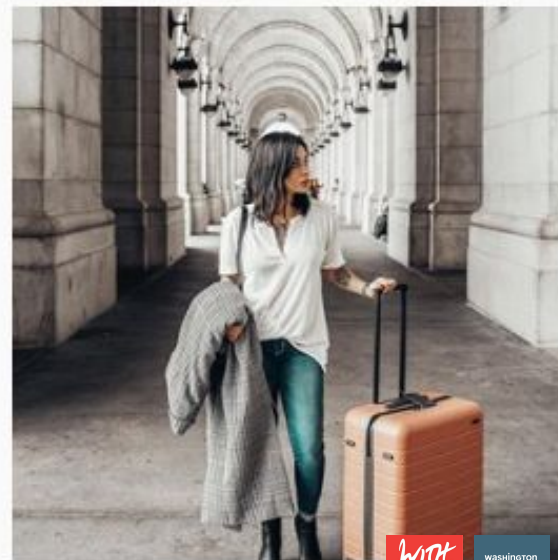
879 following

CHRISTINA ZAYAS NYC ★ Style and Beauty Editor of LE CITY KITTY Inquiries:

christina@lecitykitty.com ↓ ↓

www.lecitykitty.com

**NEW YORK CITY
REPRESENTATIVE**





urphillypal

Following



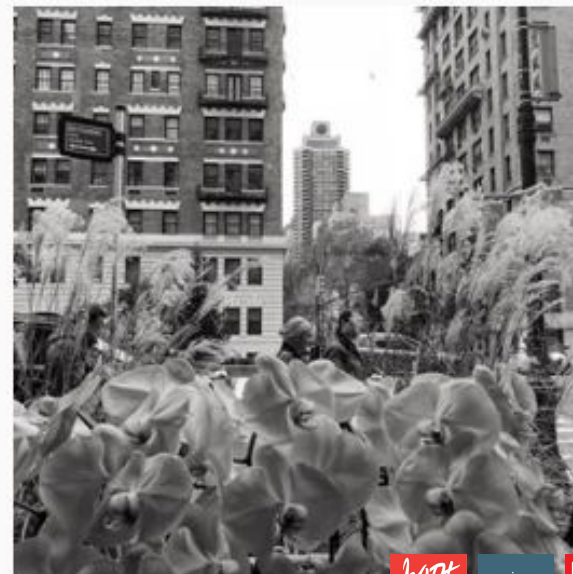
949 posts

42.4k followers

409 following

Albert Lee 📍Philly Born|Philly Proud ✉️ urphillypal@gmail.com 🌇Sunset Chaser|🍷
Pho lover "Do what you can, with what you have, where you are." T. Roosevelt
youtu.be/A-IrU4FyVZs

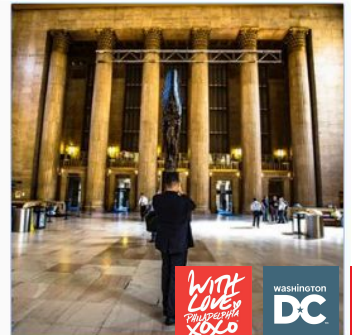
PHILADELPHIA REPRESENTATIVE





WASHINGTON D.C.

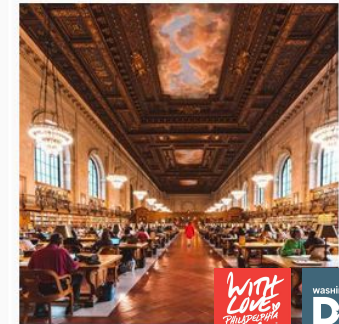
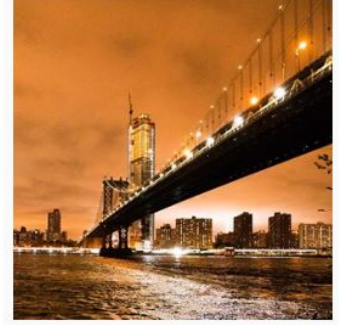
ATTRACTIONS





NEW YORK CITY

ATTRACTIONS





PHILADELPHIA

ATTRACTIONS





TOTAL REACH



TOTAL NUMBER OF POSTS

324

INCLUDING STORY FRAMES

TOTAL NUMBER OF ENGAGEMENTS

69,867

CONSISTS OF LIKES AND COMMENTS

TOTAL NUMBER OF IMPRESSIONS

693,917

ACROSS POSTS AND STORIES



THE IMPACT



citypass Hope you had fun exploring with CityPASS! Could we share your photo? Just click the link in our bio to give us the okay, and you'll be entered in a drawing for a great prize!

franklinsquarephilly Thank you for visiting!

HELPING PARTNERS

kimpton Awesome photo! We'd love to share it. If you're interested + we have your permission, let us know using #YesKimpton. (Terms: kimptonhotels.com/photo-sharing-terms) Thanks!

irinaliakh This hotel seems so awesome! Wanna stay there next time!

chelseocean_x What a cool place!

fromtheheelsup That hotel looks gorgeous from your stories 😊

meldeziel I love a good cozy hotel bed

thejenchase I love taking Amtrak to NYC too!

brenyamaria We should use @citypass when we're all there together!! @kaelyn_tav @autumnlindsay

salwakisswani Seems like a great place

irinaliakh You are too cool;) I wanna stay at this hotel when I'm in Philly 😊

truthofstrength I enjoyed your pics of the @loewsphiladelphia over the last several days. My partner and I will be staying there next week after our wedding and I'm so excited for those views! 😊

fishmonkeycow That is a view to die for. 😊



salwakisswani I gotta visit Philly

thetinybun Love D.C.!

sixty6th Lovely framing. I really can't wait for some snow, maybe I should consider just visiting the east coast for a bit 🥰

liveloveblank Aww so much fun! I'll have to remember this when we get out that way!

liiraven I need to head there this summer

flipflopcaravan Gorgeous brownstones! ❤️
NYC

kate_lynscott Philly is one of the cutest cities!

thefocusedlensphotography Well, you've definitely just added something to my next trip! This is fantastic!

portraitsatl I love NYC ❤️ great shot

big.buffalo I grew up near Philly and would always go there with my family around the holidays. This picture makes me miss it! ❤️❤️

INSPIRING TRAVEL

acr27b This is beautiful! It is in my bucket list of places to go to in NYC!!!

jodyk301 Beautiful pic, Laurie. A good reminder to visit there next time I go to the city.

robertwtobin Sounds like a fun trip!

thelightrecord Never been there in the winter! Lovely scene!

iamallaboutdc Wow that's some place!
Love the motorcycles 🏍️

shyamjacob Beautiful shot! Haven't seen this bridge in the park yet. Seen most of the others. Got to see this one this Fall.

goaskalex What an awesome building!
Nice one

the_infader Whoa... awesome building & capture of NY history 📷

markmackoviak Lovely city that I need to visit!

morashton @omlet_soda should have gone to the Macy's in Philly apparently...
omlet_soda @morashton ... Seriously lol



WHAT WE LEARNED

- Draft two separate contracts: one with the marketing partners, and one with the influencer
- Increase the budget for influencer expenses (reimbursements, collaboration fees, etc.)
- Provide reporting template for influencers to complete after travel -- and hold them accountable
- Provide custom URLs (and include their use in the contract) to track ROI
- Schedule one-on-one time with DMO representatives during travel

HOW TO CHOOSE AN IG'ER

- Consider working with local Instagrammers
- Study prospective IGers' feeds and Stories, don't just look at followers
 - Ensure IGer engages with comments
 - Do posts feel branded or authentic?
 - Are captions informative and compelling?
 - Make sure partner DMOs are also on board
- State your goals and make sure Instagrammer understands them
 - Make it easy with helpful talking points, hashtag info, relevant handles

HOW TO STEAL THIS IDEA

- Develop a theme and goals
- Decide on budget
- Partner with DMOs
- Find hotel, transportation, attractions partners
- Draft contracts
- Secure Instagrammers
- Welcome IGers to city
- Amplify content
- Capture results



**THANK
YOU**

