

BEHIND THE LENS

Influencer Insights for Iowa Tourism



ABOUT ME

- Iowa native
- Journalist
- Former destination marketer
- Travel content creator





01

THE GOAL

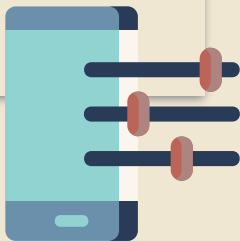
What do you want to get out
of a creative partnership?



THE DIFFERENCE

INFLUENCER

- Like a modern billboard
- Shares your message with their audience



CONTENT CREATOR

- Creators capture, not promote
- Work behind the scenes

CLEAR EXPECTATIONS = BETTER COLLABORATION

- Define deliverables
- Communicate ALL details *before* the visit
- Keep trip enjoyable for everyone (Creators are people too 😊)



FINDING A CREATOR



SOCIAL MEDIA

Pay attention to your feed and other DMOs

PLATFORMS

Shrpa, CrowdRiff Creators, Hummingbirds,
etc.

LET THEM COME TO YOU

Add a 'Work With Us' page or social callout



VETTING THE RIGHT ONE

GAUGE GENUINE INTEREST

- Look for enthusiasm from the start - if they're lukewarm, the content will be too
- Review past work: do your audiences align?

MAXIMIZE YOUR BUDGET

- **LEVERAGE EXISTING RELATIONSHIPS!** This is your best cost-saving tool.

GET PARTNER BUY-IN

- Clearly explain what's in it for them
 - Use media kit to demonstrate reach and potential exposure
- Share final content



REPURPOSE CONTENT TO STRETCH YOUR INVESTMENT



BUILD A LIBRARY

Archive content
for future use
(newsletters,
website, travel
guides, etc.)

THINK AHEAD

Request formats
that fit your long-
term needs (e.g.
vertical video)

KEY TAKEAWAY

Don't treat
content as one-
and-done. Extend
it's value!



user6993833725112

I didn't know this existed and I think you just influenced me into visiting Iowa.

8-28 Reply

25



[View 2 replies](#) ▾



Ethan

I WILL be visiting here sometime

8-31 Reply

3



David Joshua-Ray

I do want to say, my FYP is getting a little too good. I'm absolutely saving this for a future trip!!

8-27 Reply

3



mia

Suddenly Iowa is on my vacation wishlist

8-30 Reply

1



+750,000

Views

+50,000

Likes



WELCOME

BAGS

Think of what *you* want in
your room on vacation.



PREPAID CARDS

Yes or no?



THANK YOU!



Does anyone have any
questions?

brettbachtle@gmail.com



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Exploring the World of Influencer Marketing

What You Need to Know
to Get Started



A stylized illustration on a light beige background. In the center is a white house with a black roof and a black door. To the left of the house are several stylized trees in shades of brown and red. To the right are more stylized trees in shades of brown and red. There are small white clouds in the upper left and upper right corners, and small black dashes representing bushes or distant trees.

Welcome!

Megan Bannister

OliolnIowa.com
@OliolnIowa



What We'll Cover

WHY

01



Discover the importance of collaborating with content creators

GETTING STARTED

02



Learn how to begin, where to find the right creators & more

HOW

03



Brainstorm ways you can put these ideas into practice for you

TIPS

04



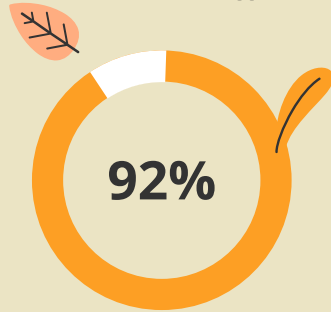
Take away practical tips from my own experience as well as others'



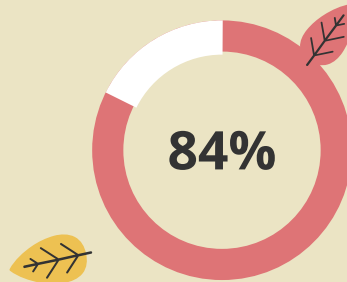
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Why You Should Be Working With Content Creators

Content Creation by the Numbers



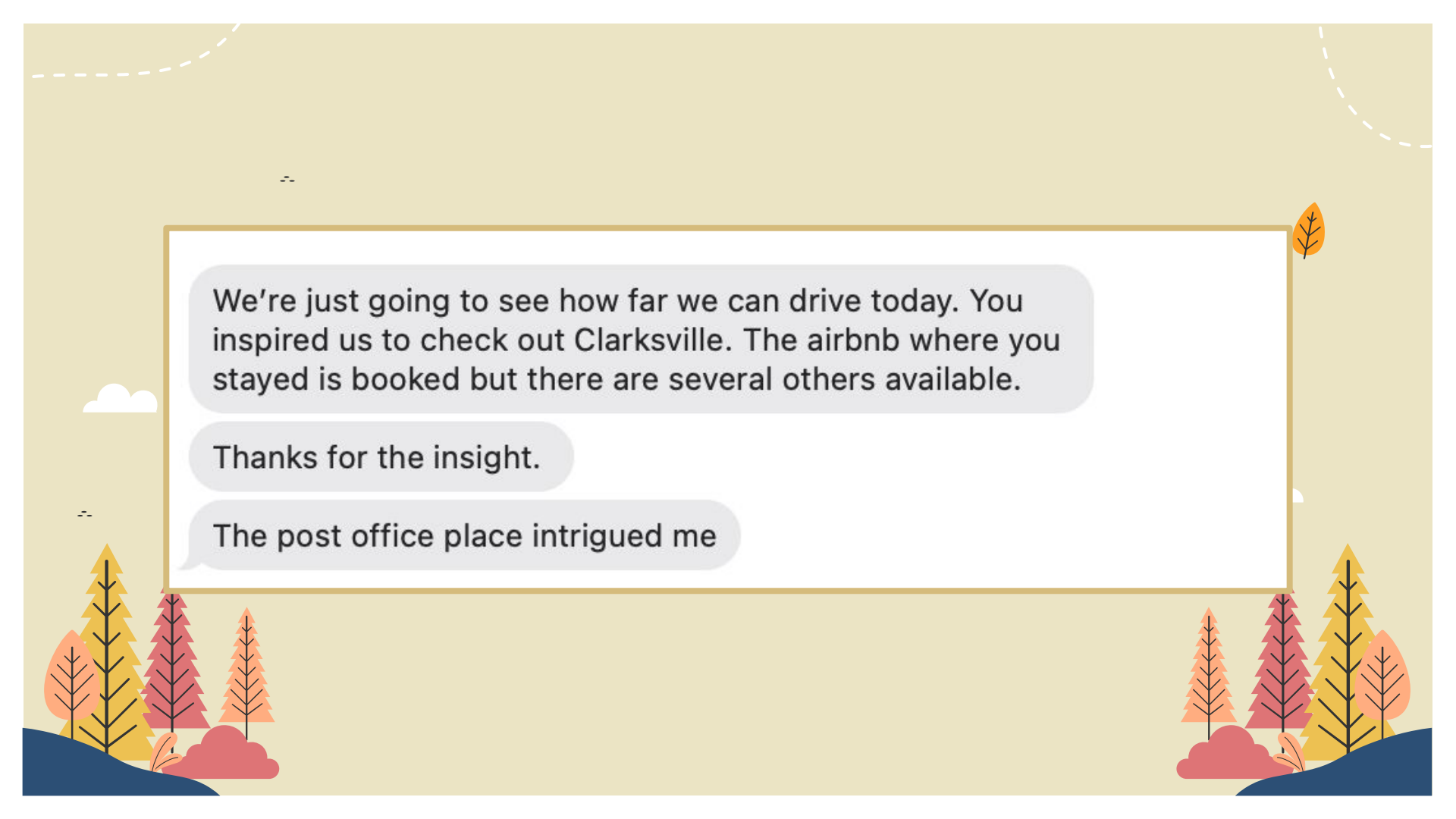
Percent of consumers who trust micro-influencers more than traditional advertising or celebrity endorsements



Percent of people who have consulted travel influencers while on a trip



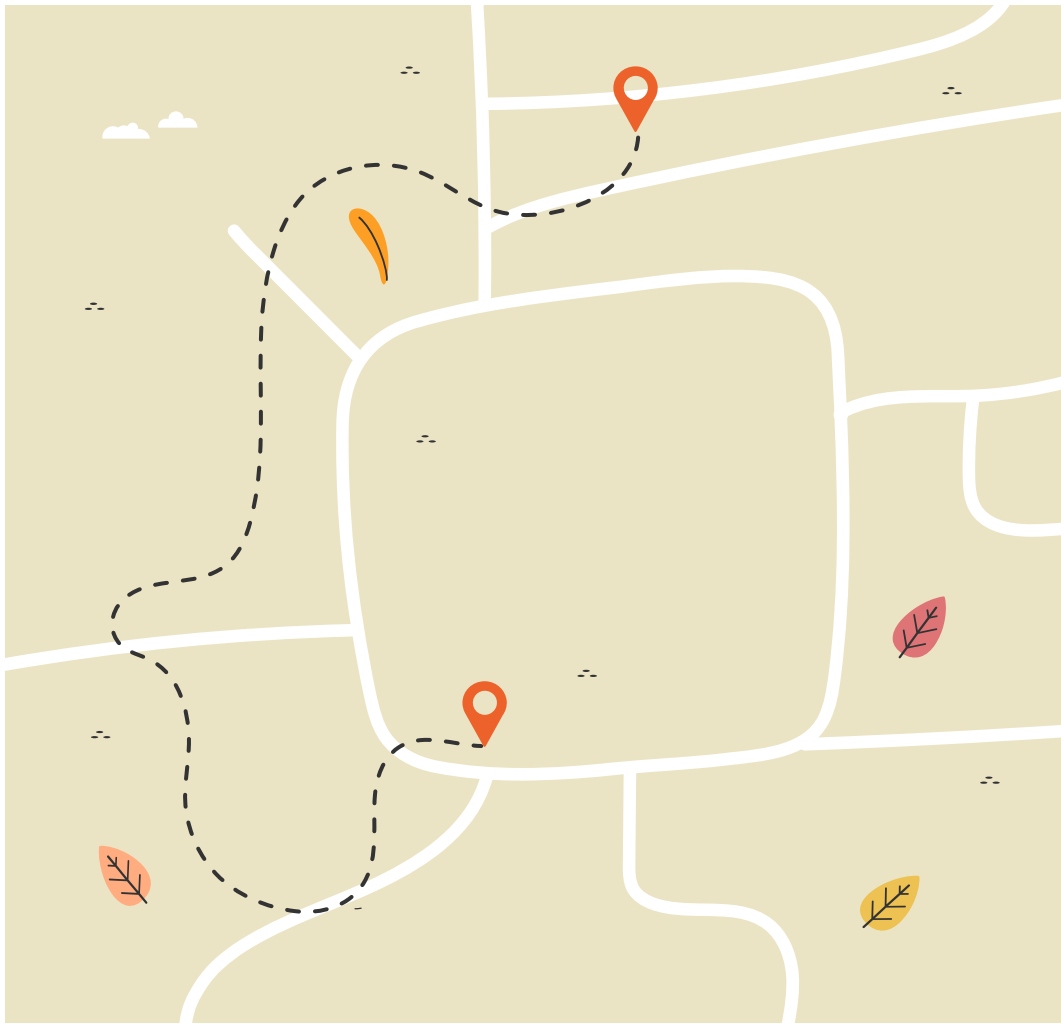
Percent growth for the term "influencer marketing" according to Google Trends data



We're just going to see how far we can drive today. You inspired us to check out Clarksville. The airbnb where you stayed is booked but there are several others available.

Thanks for the insight.

The post office place intrigued me




02

How to Start Creating Content Partnerships





Be Clear About Your Goals & Story


- What is your overall mission?
 - What sets you apart?
 - What would success look like for you?
 - What is your budget?
 - What deliverables are you asking for?
- 

Find Creators Who Are a Good Fit

- Consult with experts & peers
- Ask for a media kit
- Look beyond follower count
- Work with someone whose niche complements yours









MEGAN BANNISTER
FREELANCE CONTENT CREATOR


Megan Bannister is a freelance writer and content creator based in Des Moines, Iowa. With more than 12 years experience in journalism and digital marketing, Megan's passion for storytelling drives her love of quirky travel and cuisine.


ABOUT THE BLOG


Olio in Iowa highlights offbeat destinations, roadside attractions, and "world's largest" things around the Midwest and beyond. Started in 2012, Olio in Iowa focuses on unique travel destinations and the joys of roadtripping. With readers located across the country, Olio in Iowa showcases the nation's sometimes overlooked locales as well as the hidden gems of well-known destinations to spotlight what makes them so special.


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Do What Works for Your Destination

- No two destinations are the same — the same goes for creators
- Start off small



Case Study: Cedar Falls Tourism

A short hosted stay turned into a long-term sponsored partnership highlighting different seasons







Olio in Iowa with Cedar Falls

★ Favorites · Paid Partner

We had the perfect quick get away for the return of summer weather & a shopping at awesome small businesses. More, we spent the night at The Urban Pie and George's Local.

One of my favorite things about Cedar Falls is that we parked our car once and were able to walk to the city's first First Fridays event, which had live music but the road for home couldn't wait to visit again to take advantage.

Have you been to Cedar Falls on a weekend adventure? #cedarfallsiowa #cedarvalley



BLOG ABOUT DESTINATIONS



BOOKS SHOP CONTACT



9 FUN THINGS TO DO IN CEDAR FALLS, IOWA THIS SUMMER

June 14, 2023



Hi there! My name is Megan and I'm a travel writer based in Des Moines, Iowa. I'm always up for a road trip and adore "world's largest" things. Get to know me!

up with cedarfallsiowa

W
or the next time you visit Iowa 🇺🇸 One of my favorite things about Cedar Valley is the amazing small businesses that make up its Main Street. Whether you're shopping for the perfect gift or looking for a way to treat yourself, you're sure to find something incredible in our local shops.

I love to shop in Cedar Falls, Iowa. I know in the comments! #cedarfallsiowa #ToWeekend #ThisisIowa

Boost post





03

Ways to Collaborate with Content Creators

The Possibilities Are Endless



**FAM TRIPS OR
HOSTED VISITS**



**SPONSORED
CONTENT**



**FREELANCE
JOURNALIST
S**



**AMBASSADOR
S**



**CONTENT
MARKETING**



**CREATIVE
ASSETS**

INSTA

Static
spons

BASIC CONTENT BUNDLE

Share destination-specific video content and a blog post recap following hosted travel. This package includes:

2 INSTAGRAM REELS

1 SPONSORED BLOG POST

\$

\$\$

INSTA

Series
Instagr

ENHANCED CONTENT BUNDLE

Share live content during hosted travel as well as destination-specific video content and a blog post recap following trip. This package includes:

2 INSTAGRAM REELS

LIVE COVERAGE DURING
HOSTED TRIP

\$\$

\$\$

VIDE

Up to 6
the for
Instagr

1 SPONSORED BLOG POST

\$\$

FACE

Spons

PREMIUM CONTENT BUNDLE

In-depth coverage during hosted travel as well as destination-specific video content and a blog post recap following trip. This package includes:

2 INSTAGRAM REELS

LIVE COVERAGE DURING
HOSTED TRIP

\$\$\$

\$\$

FACE

Ad pla
Quirky
Facebo

2 TIKTOK VIDEOS

1 SPONSORED BLOG POST

1 FACEBOOK GROUP AD

Case Study: Visit Fort Dodge

Video series as part of ongoing
destination marketing campaign



olioiniowa
and
visitfortdodge
Paid partnership
bldgs · Shake and Bake

olioiniowa There are lots of ways to [#DodgeTheOrdinary](#) in Fort Dodge, Iowa! [#Ad](#) Whether you're marveling at Iowa's largest mural, snacking on apples from The Community Orchard or paying tribute to a University of Iowa icon, here are five unexpected ways to pass the time, get some extra steps in and enjoy the outdoors in [@visitfortdodge](#). [#FortDodge](#) [#ThisIsIowa](#) [#Travellowa](#)
72w

onedelightfullife We're exploring [@visitfortdodge](#) now! Loved feeding the goats after eating delicious apples at [@communityorchard_fd](#).
28w 1 like Reply

[View replies \(1\)](#)

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👍 🗨️ 📍

[@olioiniowa](#) Liked by [iowajlo](#) and 78 others
October 18, 2022

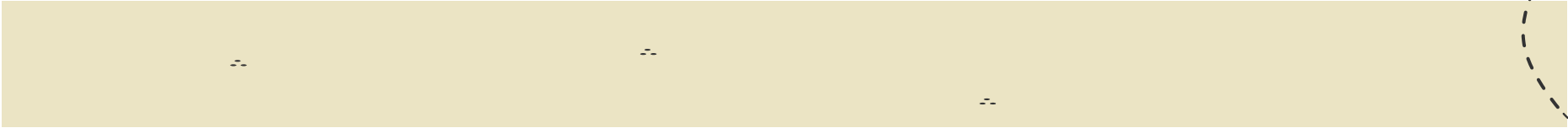


04

Tips for Successful Partnerships



Remember, you're building a relationship

- Choose creators you trust
 - Ask them how they prefer to work & travel
 - Be clear on expectations & deliverables
 - Share the content they create
 - Keep in touch
- 

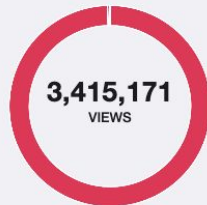
Case Study: Discover Downstate Illinois

Sponsored content partnership to
highlight region's offbeat attractions





● TikTok ● Instagram ● Facebook
● Instagram Stories



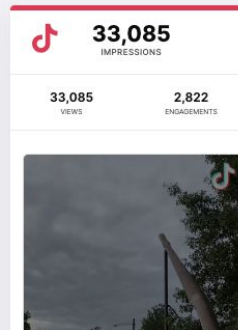
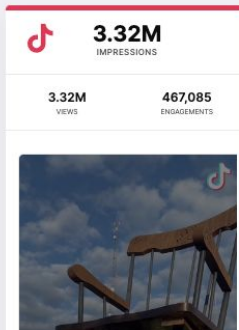
● Articles ● TikTok ● Instagram



● Articles ● TikTok ● Instagram
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-- ***Scan for Slides*** --

Thank You!

Megan Bannister
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Oliolnlowa.com
@Oliolnlowa

Need additional help? Let's chat!

I'm currently available for:

- Sponsored content partnerships
- Influencer selection & program consulting --
- Freelance copywriting & content creation
- Speaking engagements

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