



360i

# National Tourism Week Summit

360i + Explore Asheville

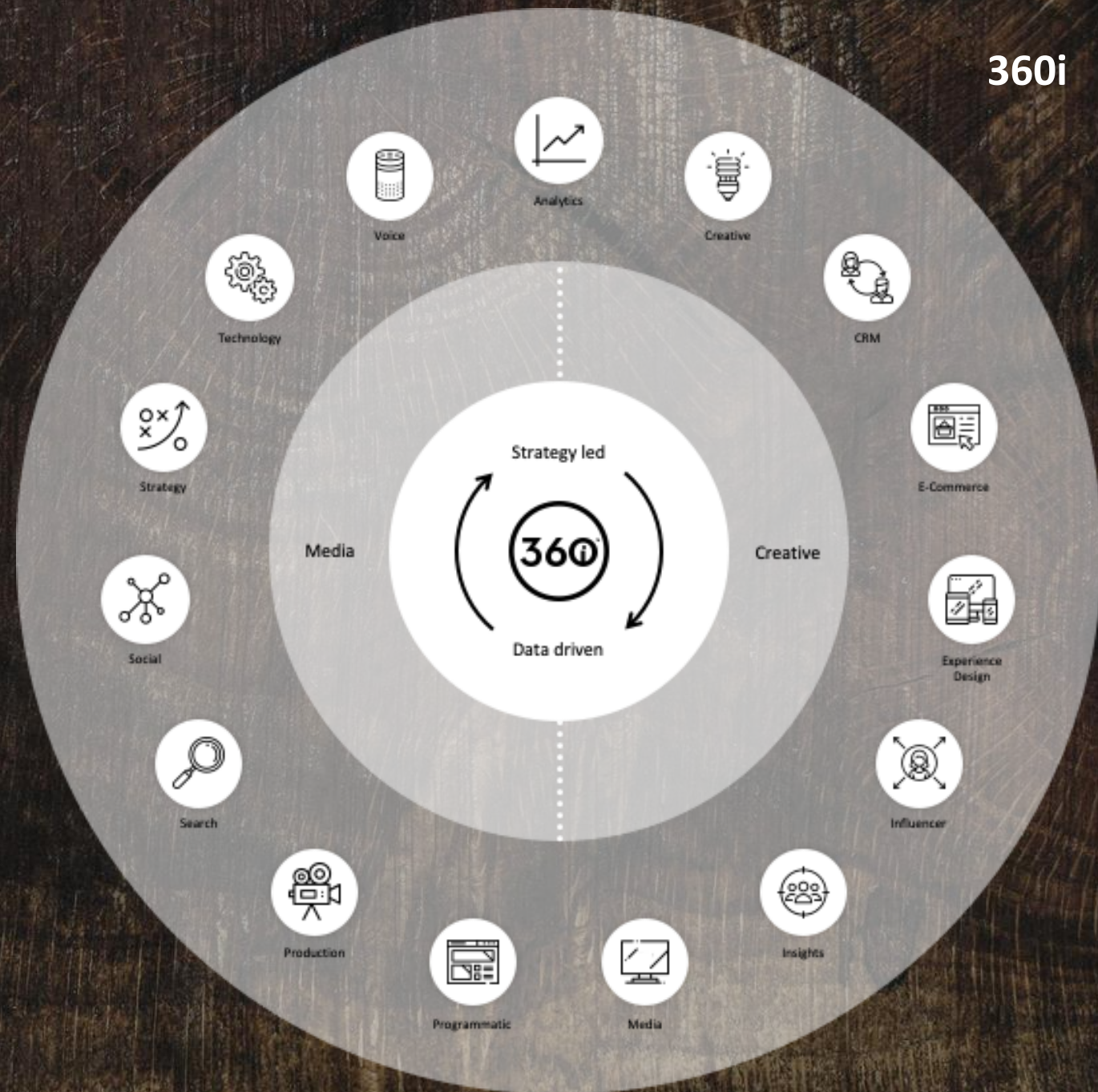
# WHAT YOU'LL SEE TODAY

- About 360i
- Spring Campaign Highlights
- Marketing Trends & Tips
  - [Why Authenticity Matters, and How to Achieve it](#)
  - [Content Is Still King, and Where to Start](#)
  - [How to Story-fy Social for Your Brand/Business](#)
- Summer Workshop Preview
- Open Q&A

**WE HELP BRANDS CAPITALIZE ON CHANGE**

...and it starts with our DNA

The right mix of best-in-class capabilities, under one roof.



# Thought Leadership & Innovation

**campaign<sup>US</sup>**

Top 25 most influential  
agencies in the US

**ADWEEK<sup>®</sup>**

2018 Breakthrough  
Media Agency of the Year

**AdAge**

8 years of recognition in the  
Agency A-List issue

**FORRESTER**

5X Leader in Search, Lead  
Agency in Q4 2017 Wave



360i

We've emerged as a new  
modern media AOR option



7-ELEVEN

ABSOLUT

Advance  
Auto Parts

BEN & JERRY'S

BURBERRY

CALVIN KLEIN

CARMAX

Champion

chili's

chico's

CUBESMART

DICK'S  
SPORTING GOODS

DSW

enterprise

FOSSIL

FOX

Hanes

HBO

HBC

HYATT

JCPenney

kate spade  
NEW YORK

MINI

NESPRESSO

New  
Orleans

NCL  
NORWEGIAN  
CRUISE LINE

Plated.

Red  
Roof  
Inn

ROTO-  
ROOTER  
PLUMBING &  
DRAIN SERVICE

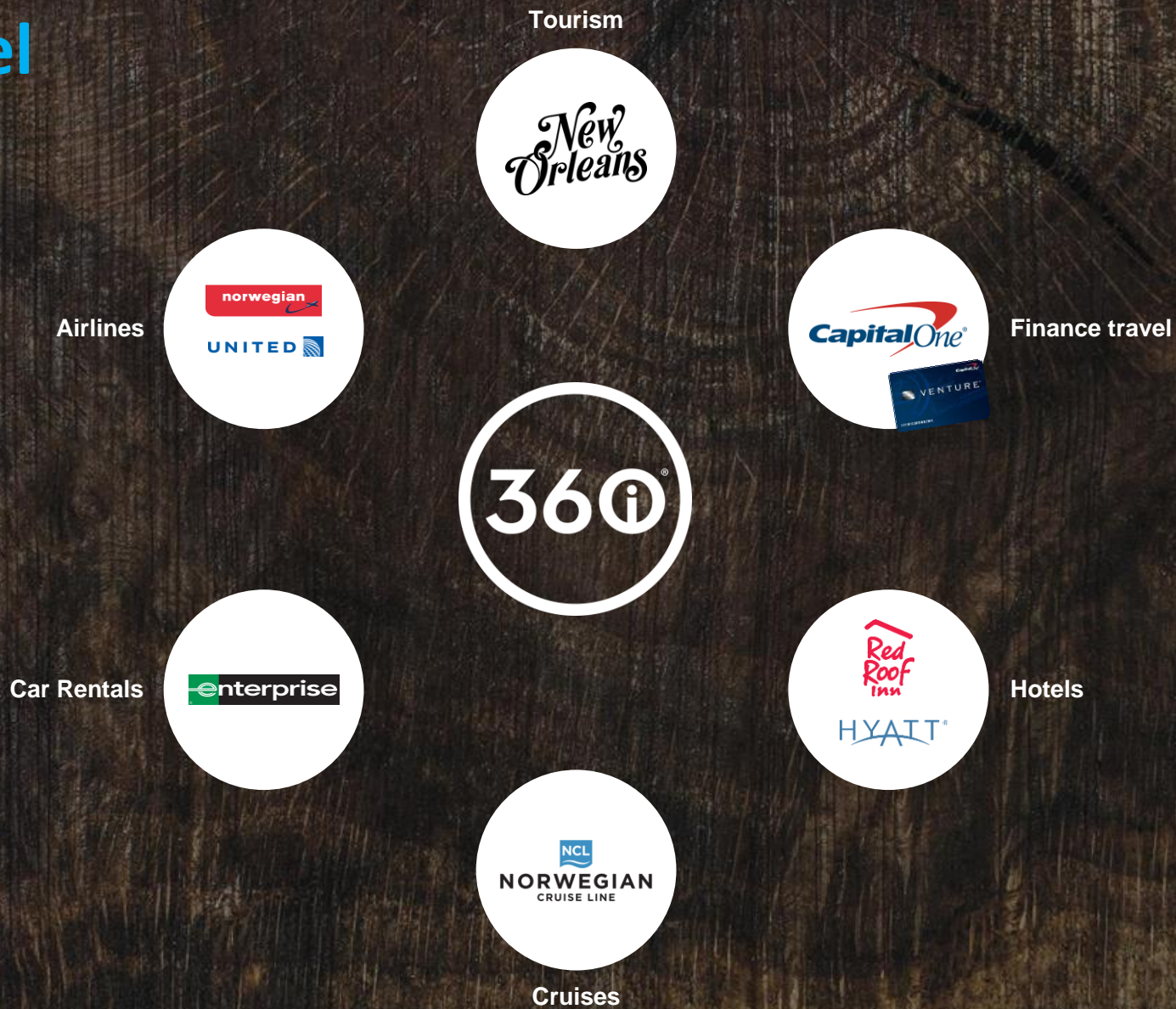
Saks  
Fifth  
Avenue

SHISEIDO

SONOS

TOMMY  
HILFINGER

# We Have Travel Surrounded





# SPRING CAMPAIGN

...It all starts with finding your audience

Every good plan starts with evaluating your audience

1

We will advance, not  
abandon, existing  
segmentation

2

We found you 20MM  
new, qualified potential  
visitors to target

BASE

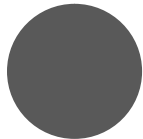
SUPERCLUSTER 1  
"Honed existing" Audience  
18,445,388

18.4M

ACTIVE OUTDOORS



AFFLUENT



ASHEVILLE CULTURE



TRAVEL FREQUENCY



TRAVEL PASSION



TRAVEL SPEND



GROWTH

SUPERCLUSTER 2  
Expansion Audience  
10,641,992

10.6M

ACTIVE OUTDOORS



AFFLUENT



ASHEVILLE CULTURE



TRAVEL FREQUENCY



TRAVEL PASSION



TRAVEL SPEND



TEST

SUPERCLUSTER 3  
Testing Audience  
7,511,428

7.5M

ACTIVE OUTDOORS



AFFLUENT



ASHEVILLE CULTURE



TRAVEL FREQUENCY



TRAVEL PASSION



TRAVEL SPEND



# Our Twofold Approach

## RETHINK TRADITIONAL CHANNEL ROLES



Kick off campaign with heavy TV weight to spike awareness, and maintain a pulsing strategy to boost awareness mid-campaign



Canvas markets with an always-on radio strategy support to create halo effect and increase top-of-mind consideration



Reach our audience segments in the right place, at the right time, and with the right message through precision targeting

## RIGHT AUDIENCE. RIGHT MESSAGE.



Streaming radio connects with consumers while they are engaged in a passion they and Asheville share: music



Digital partnerships bring Asheville top of mind when prospective travelers are researching our key markets



Create conversation with audiences on a large scale, through visual and engaging content

FY19 Spring Campaign

# Video

30 sec



15 sec



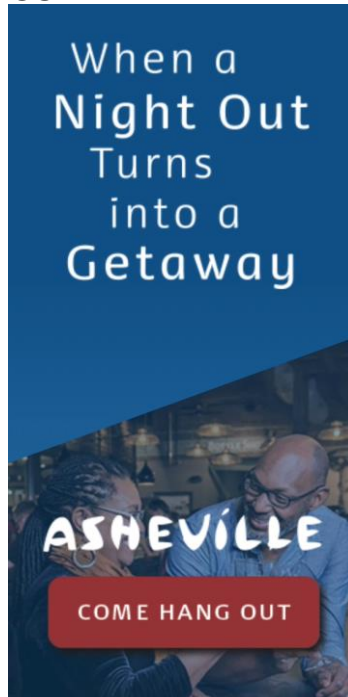
FY19 Spring Campaign

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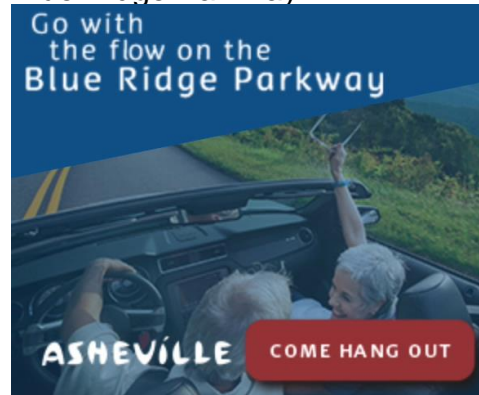
Seasonal



GSA



Blue Ridge Parkway

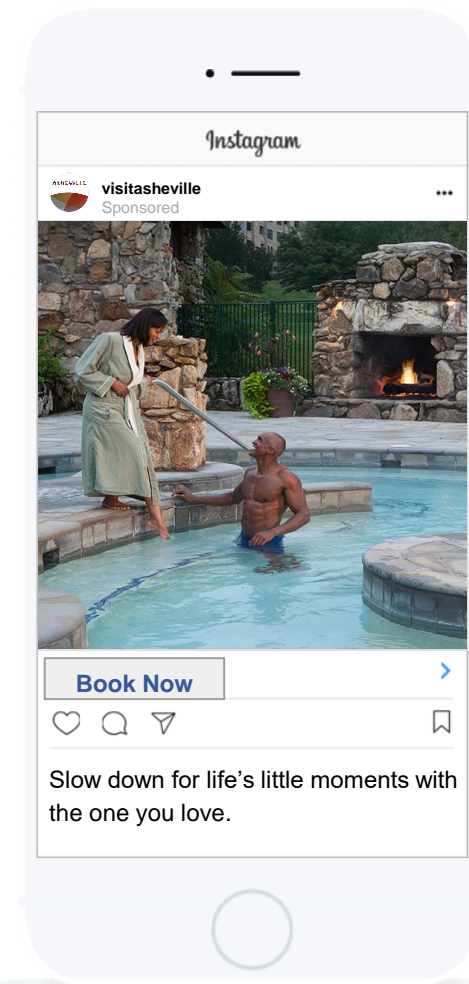
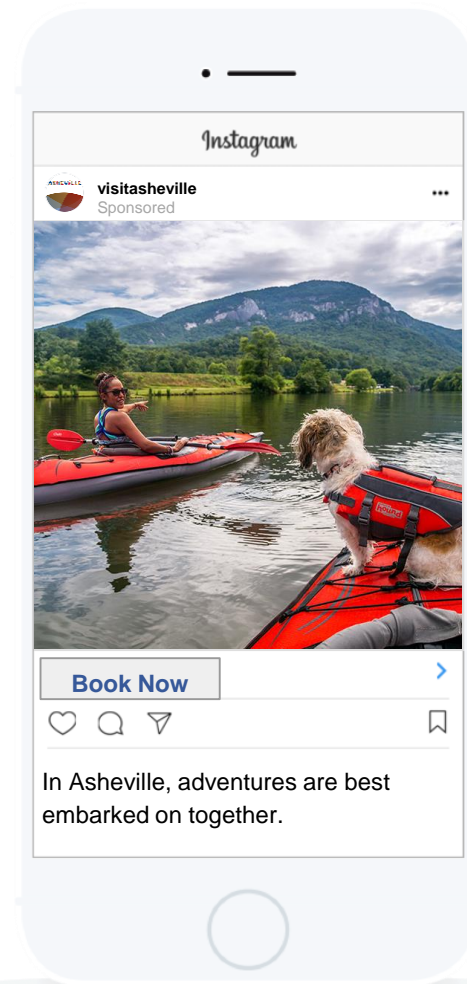
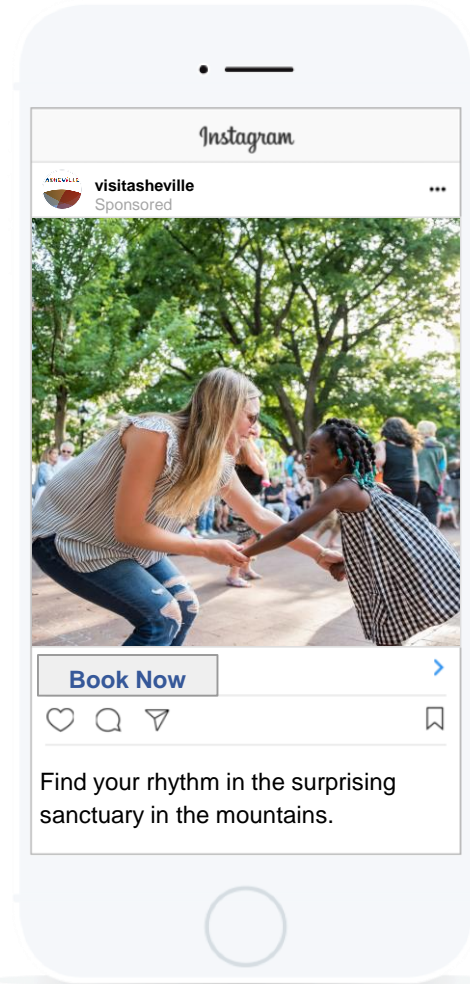


Arts



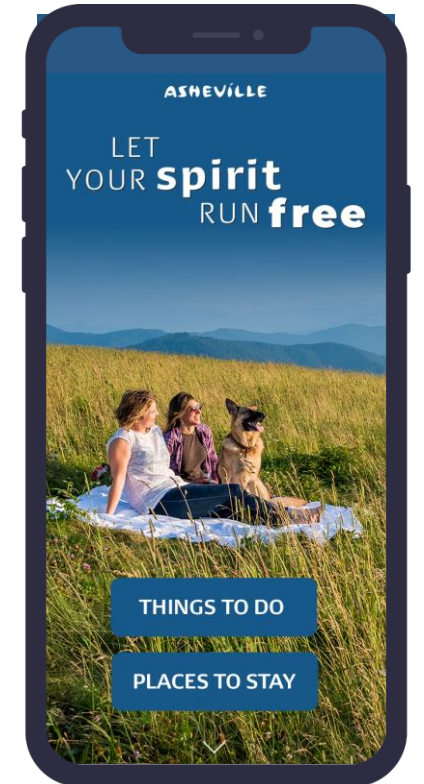
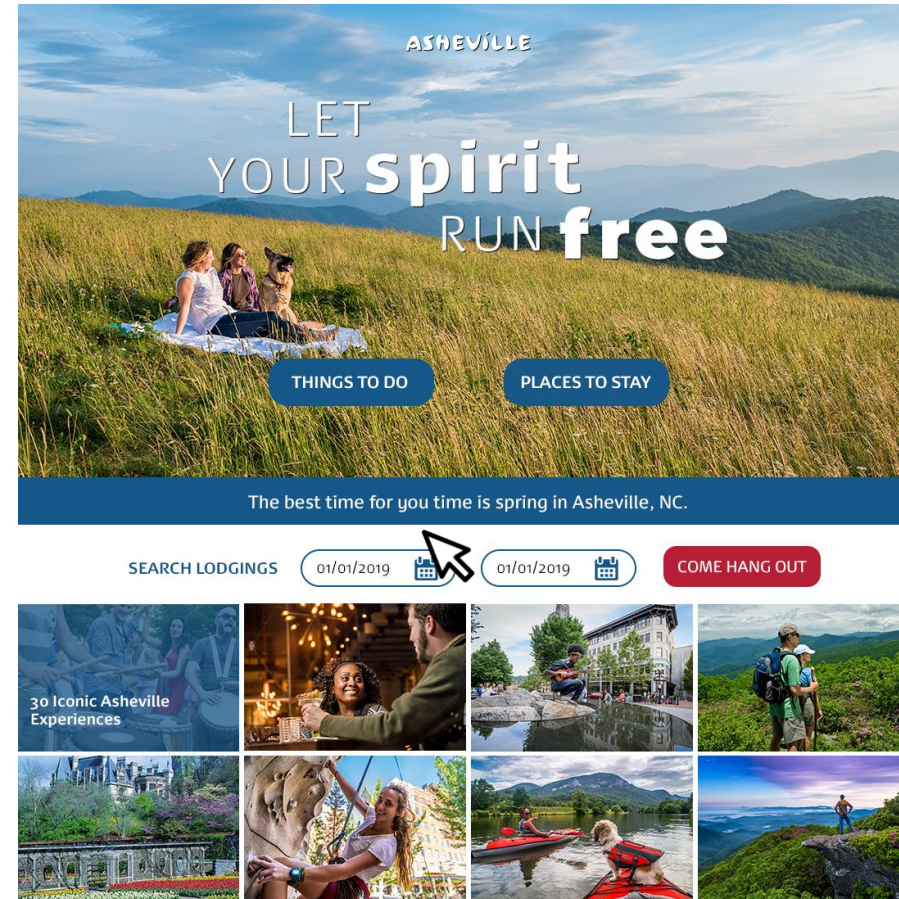
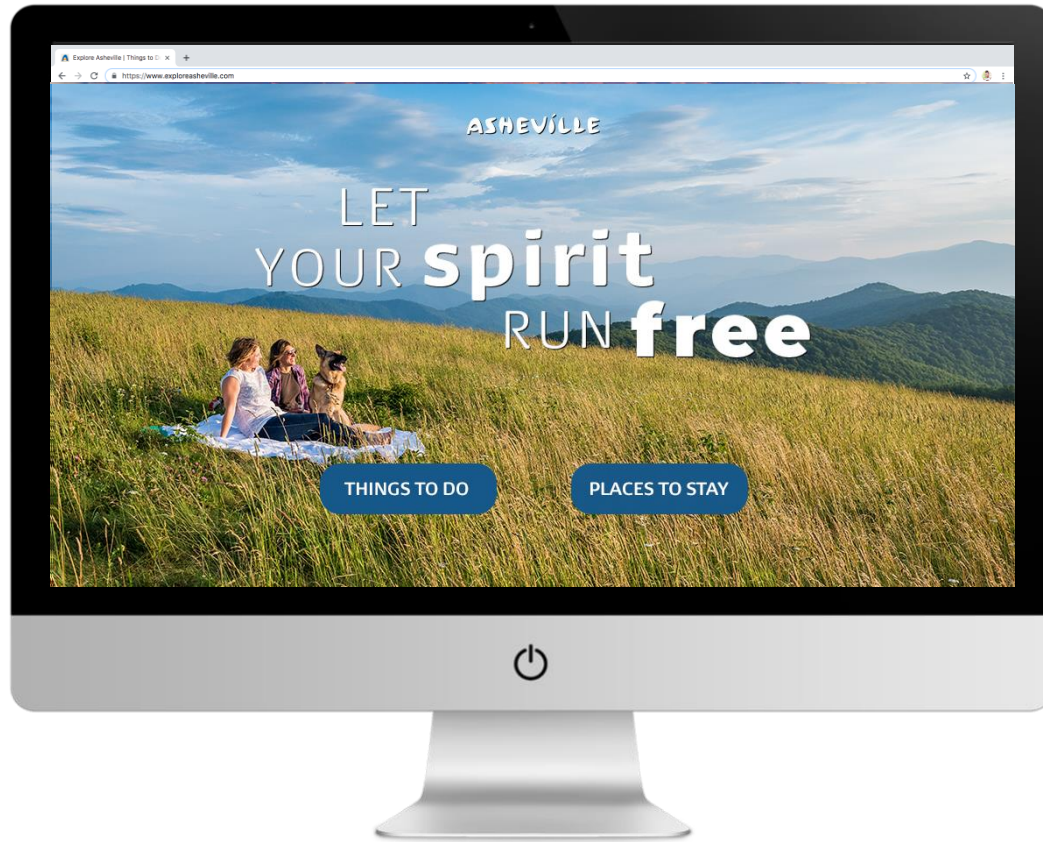
FY19 Spring Campaign

# Selected Social

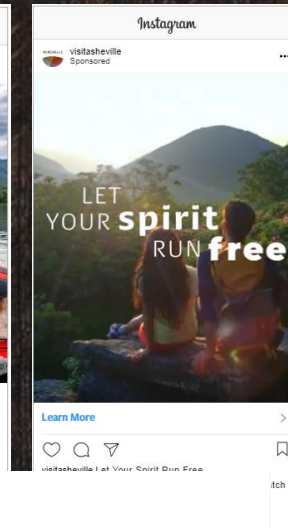
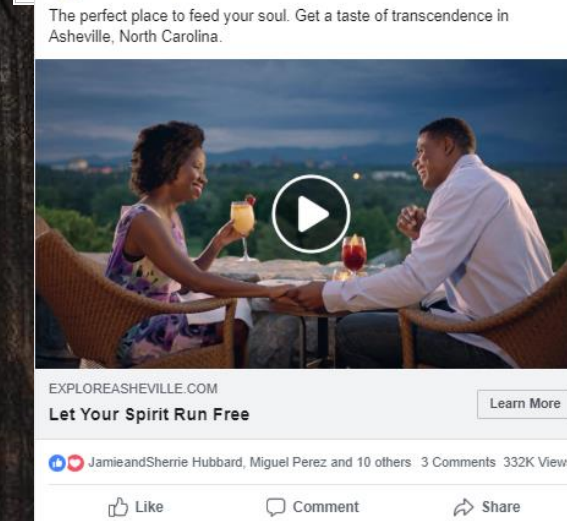
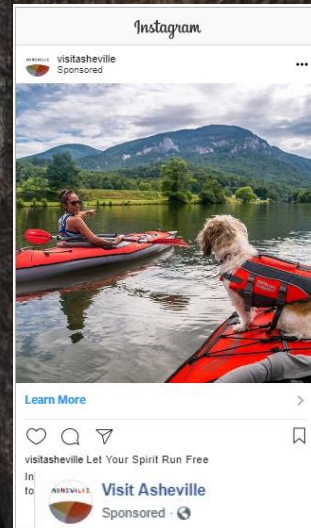
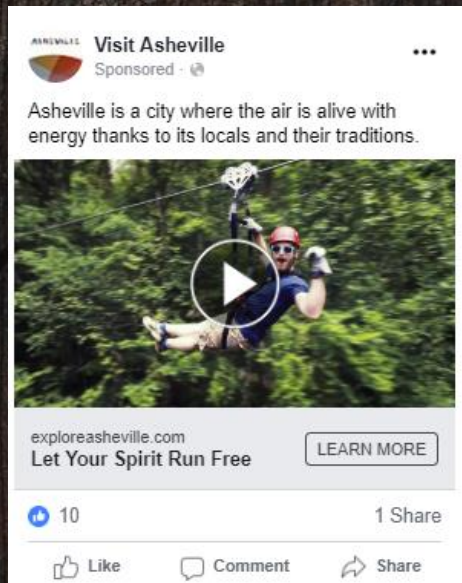
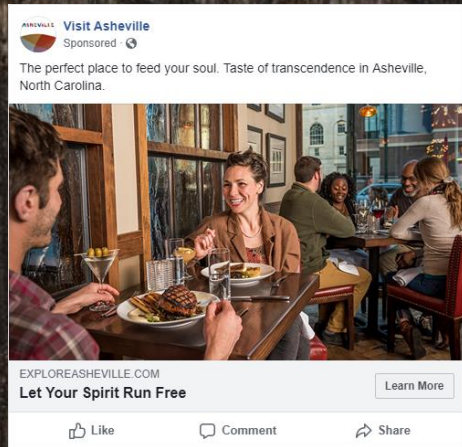


FY19 Spring Campaign

# Landing Page



# Social highlights...



## Social Strategy:

Create conversations with audiences on a large scale through visual and engaging content

## Campaign Results 3/25-4/22:

- 16.9MM Impressions
- 67.5K Clicks
- 0.40% CTR
- **Average Engagement Rate of 20%, driven mostly by video ads** (Travel industry benchmarks for Facebook are near 0.13%\*)

[illegible]

**You can't fake authenticity.**



**Kylie Jenner** ✓

@KylieJenner

[kyliecosmetics.com](http://kyliecosmetics.com) [KylieJennerShop.com](http://KylieJennerShop.com)

Joined January 2011

**Kylie Jenner** ✓

@KylieJenner

Follow



last night i had cereal with milk for the first time. life changing.

9:12 PM - 18 Sep 2018

29,642 Retweets 207,258 Likes



11K



30K



207K



Tweet your reply

**Joseph Shepherd** @JosephAShepherd · 19 Sep 2018

Replying to @KylieJenner

Girl you lying. You had cereal with milk on April 25, 2013 and posted it on Instagram.



kyliejenner



## Amplifying Authenticity

# 57%

A recent study by Social Media Today found that 57% of consumers think that less than half of brands create content that resonates as authentic

# Amplifying Authenticity

## 1. Be Honest and Transparent

- If you sell a **product**, share stories about how you make it. Tell people where the materials come from, how you manufacture, or how you design the things you want them to buy.
- If you're a **service**, share the work that goes into creating your customer experience.
- If you're an **influencer**, post an unedited photo from your actual phone once in a while.

**The power of stories...**



# The Power of Stories...

[ Instagram Stories allow Instagram users to share photos and videos to their "Story" -- which is visible to followers of the user's Instagram account -- and to specific users the Story's sender follows. Like in Snapchat, Instagram Stories are ephemeral, meaning they disappear after 24 hours. ]

Let's look at how to plan Instagram Stories

## The Power of Storytelling

# 64%

A recent study by Hootsuite found that 64% of respondents have implemented Instagram Stories into their social strategy or plan to within the year.

# The Power of Stories...







**Content is still King!**

## Content is Still King: Video

[ Live video is gaining popularity, with a large number of businesses using it for interviews, product demos and “behind the scenes” glimpses of events, life in your city, how products are made, etc. ]

**72% of businesses say video has improved their conversion rate.**

## Content is Still King

# 88%

The average internet user  
spends 88% more time on sites  
with video vs. sites without

## Content is Still King

# 54%

A recent study by HubSpot found that 54% of consumers want to see more video content from a brand or business they support.

## Content is Still King

# 1.5B

YouTube is the second largest search engine. It receives more than 1.5 billion users per month and plays over 1 billion hours of video **EVERY-DAY!**

## Content is Still King: Video

[ Videos don't have to be a complicated production. Check out this amazing "moment of zen" video from Travel Oregon, made from a single continuous shot. Doesn't make you wish you were standing on a cliff, overlooking a beach at sunset too? ]



# OREGON MOMENT OF ZEN

SAMUEL H. BOARDMAN STATE PARK, OREGON COAST

## Content is Still King: Micro-Influencers

If 2018 was the year of influencers, 2019 is the year of micro-influencers. Micro-influencers are becoming more and more popular as partners for destinations and attractions, rather than their massive counterparts. They tend to charge less and can deliver more value due to their niche focus.

**A micro-influencer is someone with a following of anywhere between 1,000 to 100,000 people.**

## Content is Still King: Micro Influencers

# 558k

There are more than 558K influencers on Instagram who have more than 15K followers. This represents ~39% of all active Instagram accounts.

# Content is Still King: Micro-Influencers



Instagram

Search



ashevilletrails

Follow



836 posts

44.3k followers

221 following

**Asheville Trails**


















































Join Asheville's hiking & adventure community. Tag [#ashevilletrails](#) on your adventures!

[ashevilletrails.com](#)

Followed by internationalmanofbeer, atlantatrails, ndesp + 6 more

# Content is Still King: Micro-Influencers

🔍 105,975 influencers found

Profile	Social reach ⓘ	Engagement ⓘ	Estimated cost per post ⓘ	Bio
 <b>Loudley</b> <span>✉️ ✎️ 📌 ...</span>	15,671 	 High	 \$100 - \$300	Make your voice heard.
 <b>Dana Cyrol</b> <span>✉️ ✎️ 📌 ...</span>	5,574   	 Very high	 \$50 - \$300  \$0 - \$200	Featured Live Broadcaster @Periscopeco (Award VIP Gold) & YouTube • Travel, Lifestyle & Tech w/ iPhone, ...
 <b>A² Marketing</b> <span>✎️ 📌 ...</span>	24,754 	 Good	 \$200 - \$400	Marketing Social  Community Manager  Barcelona  Manejamos tus Redes Sociales  Pagina web ...
 <b>Ponta</b> <span>✉️ ✎️ 📌 ...</span>	189,099 	 Very high	 \$1k - \$2.5k	共通ポイント「Ponta」の公式アカウント。ポ ンタのほのぼの楽しい毎日をお届けします。 ... ..
 <b>REBECA TERÁN</b> ❤️ <span>✉️ ✎️ 📌 ...</span>	180,103 	 High	 \$1k - \$2k	 rebecateranyt@gmail.com  PERSONAL: Rebeca22m@gmail.com ❤️ Estudiante de Marketing #attitude
 <b>Tom Fishburne</b> <span>✉️ ✎️ 📌 ...</span>	27,043 	 Very high	 \$200 - \$600	Marketing, Business, and Doodling in Meetings" (https://marketoonist.com/book)" data-tooltip-fixed-position="true" data- ...
 <b>Fernando Cebolla</b> <span>✉️ ✎️ 📌 ...</span>	9,339   	 Very high  Good	 \$50 - \$300  \$0 - \$100	Blogger, consultor #SocialMedia #Marketing y formador. Profe en @AulaCMZaragoza @ZGZActiva @madeinzaragoza ...
 <b>Pablo Aracil</b> <span>✉️ ✎️ 📌 ...</span>	19,607   	 Very high  High	 \$100 - \$300  \$0 - \$200	Ldo.en ADE   Máster #MarketingOnline y #SocialMedia   Hago #SEO   SMM @TEDxLucentumSt   IG: ...

## Amplifying Authenticity

# 40%

A recent study by YouTube found that 40% of millennials say that their favorite content creator understands them better than their friends

## In Summary:

[ Data & Insights Matter.  
Audience & Influencers Matter.  
Storytelling & Video Matter. ]

**...and at some level, all of this is possible  
for everyone in this room**

**Want to Learn More?**

[

Please say yes!

]

**THANK  
YOU.**