

The background image shows the Salem Rotary Amphitheater at dusk. The structure features a large, arched wooden lattice roof that glows with an orange light. Below the roof, a stage is set up with several people, including a musician playing a guitar. In the background, a large, colorful globe sculpture is visible. The sky is a deep blue, and the overall atmosphere is serene and modern.

— OREGON —  
**GOVERNOR'S  
CONFERENCE**  
ON TOURISM

**How To Make Short-Form  
Video Content Work For  
Your Destination**

ERRY FRANK | SALEM ROTARY AMPHITHEATER



**BREAKOUT SESSION  
SPONSORED BY**







# SPEAKERS



Carmen Paradise  
Social Media  
Manager,  
Travel Portland



Julia Voigt  
Tourism Marketing  
Manager,  
Travel Lane County/  
Eugene, Cascades  
& Coast



Anna Myers  
Account Supervisor,  
Sparkloft Media

# LET'S TOK ABOUT THE TIK

VIDEO CONTENT  
FOR SOCIAL  
MADE EASY

TRAVEL  
PORTLAND





# FIRST THINGS FIRST: VIDEO IS KING/QUEEN

## IF YOU AREN'T YET PRIORITIZING VIDEO CONTENT, NOW IS THE TIME

- TikTok continues to be the fastest growing social media platform
  - More than 50% of its users are men and women over 35
  - On average people spend 41 min a day on Facebook/Instagram and 82 min a day on TikTok
  - TikTok's main use is as a search platform
  - Every other social media app is trying to be TikTok, or is dying a slow, grueling death :(
- You can still catch virality and organic results w/ video content across Reels and Tik Tok (for now ...)



**OUR FIRST VIRAL TIKTOK:  
14 SECONDS LONG  
1.4 MILLION VIEWS  
#HUMBLEBRAG**

**TRAVEL  
PORTLAND**



# OUR APPROACH TO CONTENT PRODUCTION

TRAVEL  
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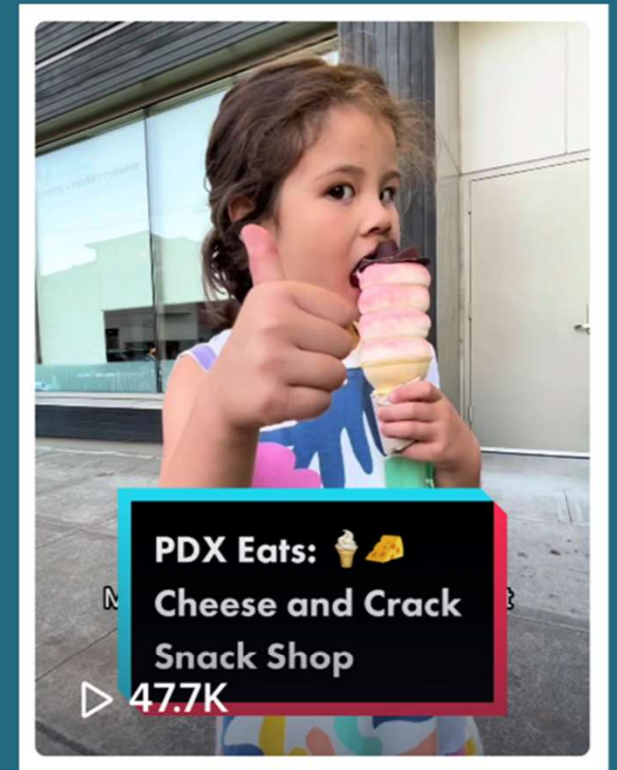




# OUR SHORT- FORM VIDEO STRATEGY

Showcase Portland through the eyes of a diverse group of creators and storytellers ...

- We work with a team of five Portland creators who each create four 60 sec videos a month.
- We pay our creators a fair amount.
  - Creators are not to accept free food, services, admission, etc.
- We post their content to our channels, tag them on TikTok and use the 'collaboration post' tool on Reels.
- We put ad spend behind the videos targeted to our “drive and fly” audiences



# HOW TO VET CREATORS

Are creators/influencers pitching your business looking for collaboration opportunities?

Here are a few ways to decide whether to engage with them:

- **Engagement:** Audit their channel for authentic engagement
- **Existing Collabs:** Take note of who they've collaborated with in the past and how those pieces of content performed
- **Analytics:** Request a media kit





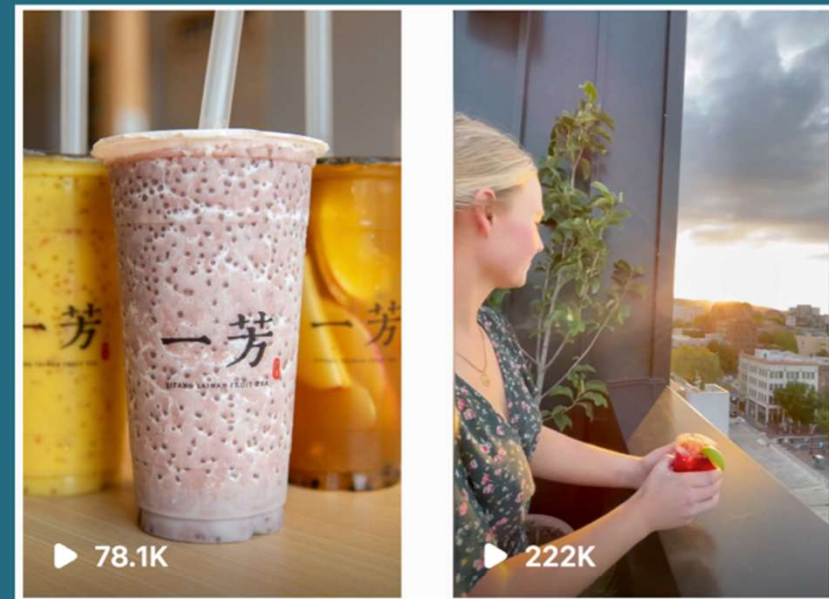
SOME HELPFUL TIPS  
FROM US TO YOU

TRAVEL  
PORTLAND



# BEST PRACTICES – VIDEO CONTENT

- **Brevity:** The shorter the better
- **Cadence:** The more the better
- **Production:** Viewers respond to what looks real/authentic
- **Campaigns:** Create a commercial account so you can use your posts as ads
- **Structure:** Your videos should answer the questions people are asking

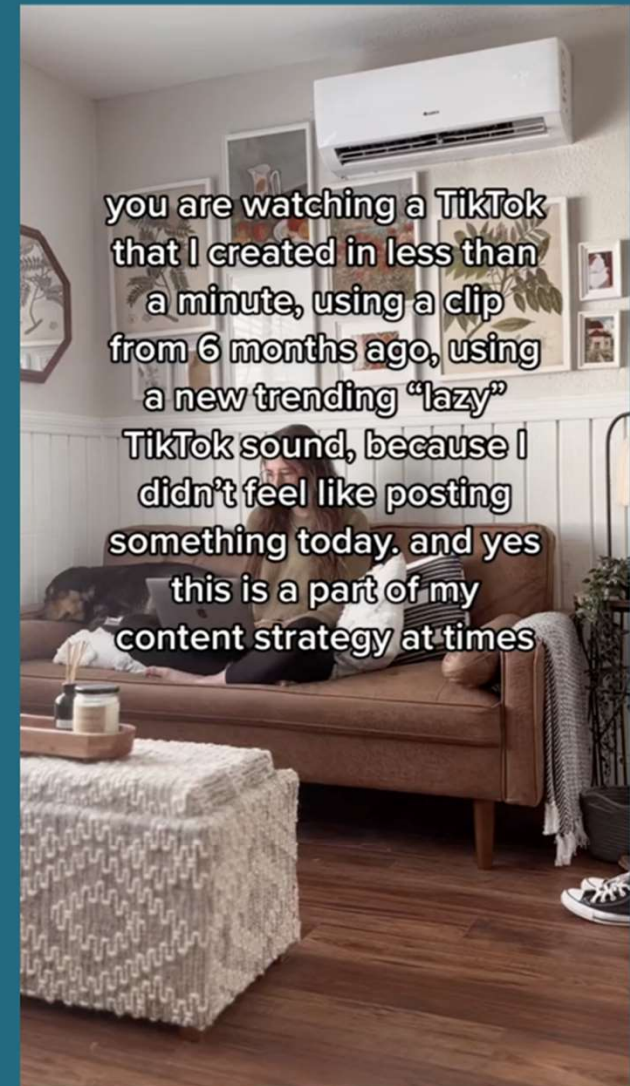




# BATCH CONTENT CREATION

- Dedicate an hour to capturing video content
- Aim to answer common questions you are asked in your day-to-day
- Edit your content into 'bite-size' clips (10-60 secs)
  - Use apps like CapCut, PremiereRush or TikTok
- Upload these small clips into TikTok
  - Apply stickers, effects, trending sounds or music
- Draft post copy, using keywords and popular hashtags

Work on several of these in one session if possible, saving them as draft posts so every day, it'll be quick and easy to launch the app and publish!



# CONTENT CALENDAR

October 2022

Today Month < >

Q Find a record Without dates

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25 Soup Dumplings · 9/...	26 Weddings · 9/26/202... +3 more	27 Eater Guide To Portla... +7 more	28 Robot Alley · 9/28/20... +2 more	29 PENDING: Portland o...	30 Forbes Spa Article · ... +2 more	1 Sunrise · 10/1/2022 · ... +2 more
2	3 October Events · 10/...	4 M	5 Robot Alley	6 ..	7 Pumpkin Regatta · 10... +2 more	8 5th Ave Cinema · 10/...
9 Fall In Portland · 10/9...	10 Indigenous People's ... +3 more	11 Tr	12 POST DATE 9/28/2022	13 ..	14 St. Johns Bridge · 10/...	15 Ethiopian food · 10/1...
16	17 Roses · 10/17/2022 · I... +3 more	18 H	19 ..	20 ..	21 Dog Friendly · 10/21/...	22 Mills End Park · 10/22...
23	24 Shopping · 10/24/20... +2 more	25 BIPOC Block Party · 1... +3 more	26 Mike Bennet · 10/26/...	27 TP · 10/27/2022 · Lin...	28 Amine · 10/28/2022 · ... +2 more	29 Art · 10/29/2022 · Fa... +2 more
30	31 Ramen · 10/31/2022...	1	2	3	4	5

POST DATE: 9/28/2022

CHANNEL: Select an option (Facebook X)

COPY: Yes, of course Portland has a "Robot Alley!" Launched and operated by local artist, @plastorm (on Instagram), you can find it behind 4215 N Kerby Ave.

Done Expand record Delete

E: PDX Live No date

E: The Shins PDX Live No date

Patio Guide No date

PDX Parks No date

Pizza Mural No date

Win Win for LinkedIn No date

DIY Bar / Williams District No date

1. Pinpoint monthly themes and key dates to inspire content
2. Identify content pillars you'll post about consistently
3. Look for relevant content to share
4. Capture scroll-stopping visuals
5. Plan a week out so you can schedule in one sitting
6. Leverage scheduling tools to stay organized



# SOCIAL MEDIA TOOLS

- **Scheduling Tools**

- [Later](#): Free Scheduling/Analytics
- [Agorapulse](#): Scheduling/Analytics
- [Hootsuit](#): Scheduling / Analytics / Social Listening
- [Meta Creator Studio](#): Scheduling / Monitoring
- [AirTable](#): Calendaring / Reviews

- **Video Tools**

- [Adobe Premiere Rush](#): Free Video Editing
- [Capcut](#): Mobile Video Editor

- **Copy Editing**

- [Grammarly](#): Free Online Writing Assistant





**THANK YOU**


TRAVEL  
**PORTLAND**





TRAVEL LANE COUNTY 2024

# SOCIAL-FIRST VIDEO

EUGENE  
CASCADES  
 AND COAST





# Challenge

## Our destination

- Lane County is the size of a small state
- 12 communities
- Large variety of activities
- Things to do in all seasons

## Our existing video

- Horizontal
- Produced and polished
- Long production timelines





# Strategy

## Agency Collaboration

- Produce social-first video that meets quality standards, appropriate to platform, gives us enough content for a whole fiscal plan, features a variety of communities, activities, and seasons, and stays in budget
- Pulled themes from our marketing plan
- Rolling production schedule to incorporate learnings



# Deliverables

## 18 Short Form Videos

- 2 horizontal for display advertising
- 16 social-first vertical videos
- All the b-roll
- Features diverse models





# Distribution

- Organic first
  - Instagram
  - YouTube Shorts
  - TikTok
- Paid support for one month





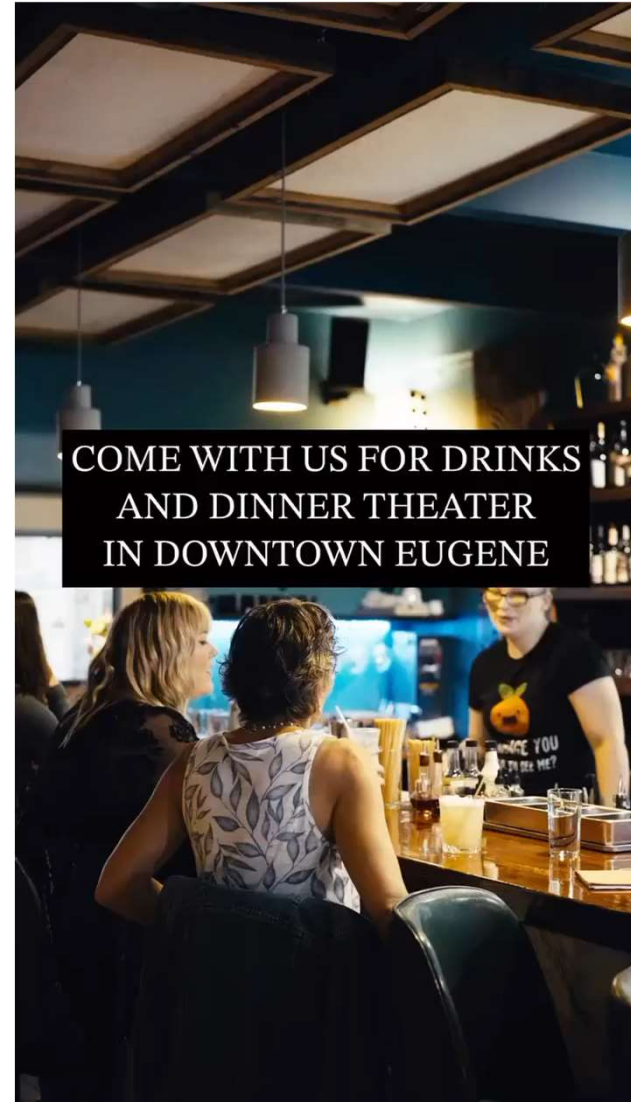
# Learnings

- Focus on being familiar in platform
  - Native text on screen
  - Use trendy sounds when possible
  - Text-to-speech voice
- Everything is always changing
- Keep it short
- YouTube Shorts and TikTok were less effective
- Challenging to keep costs in check, especially on certain shoots





Cascades Raptor  
Center  
—  
Eugene, OR



COME WITH US FOR DRINKS  
AND DINNER THEATER  
IN DOWNTOWN EUGENE

# In-House Video

## Low lift, big reward

- iPhone footage
- Short clips (7 seconds)
- No specific narrative
- Edited in app
- Longer captions
- Focus on platform norms
- Leveraging staff for models and video
- Jumping on trends only when it makes sense

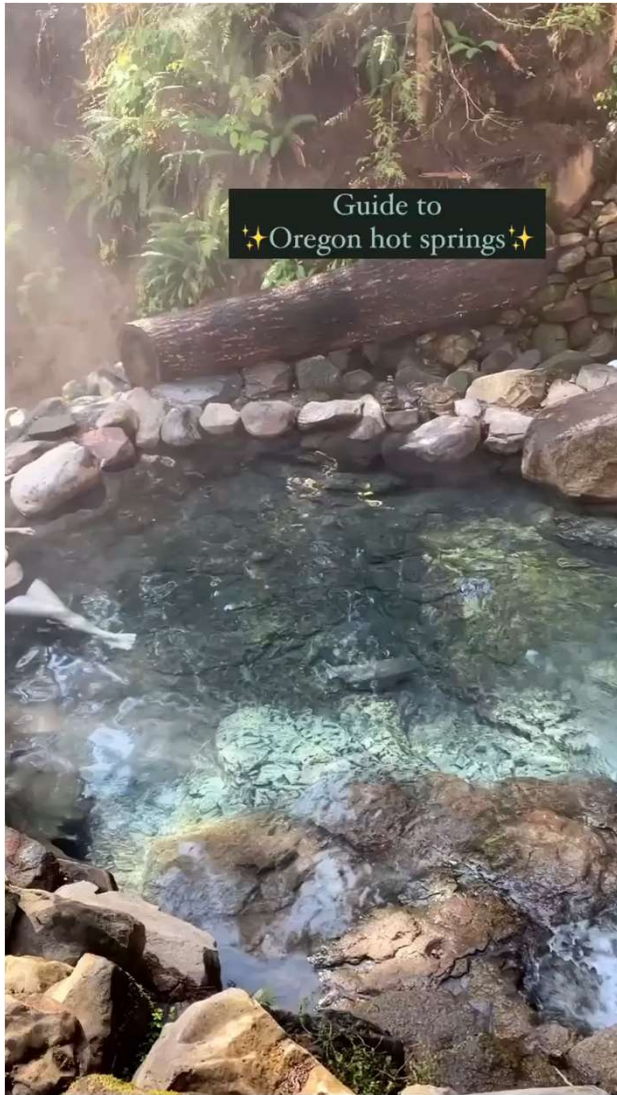






# Learnings

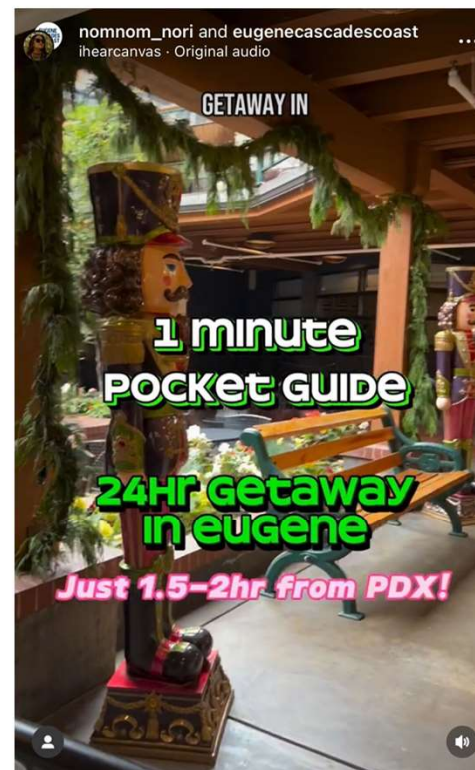
- Move fast if you want to use a trend
- We don't market to ourselves
- Short videos and long captions can encourage more views  
but only if folks are already engaged
- Motion is important, avoid slideshows
- Social media vs entertainment platforms
- Be chronically online





# Influencers

- A specific story
- Target audience
- Fresh perspective
- Qualified experience



# Future Strategy

## FY25

- Leveraging all our b-roll to produce videos in-house
- Using popular blogs to help build engaging content
- Editing videos in platform





A scenic view of a river at sunset. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and teal. The sun is low on the horizon, casting a warm glow over the water. The river flows from the background towards the foreground, reflecting the sky and the surrounding greenery. On the right bank, there is a paved path with a metal railing, surrounded by lush trees and bushes. The overall atmosphere is peaceful and beautiful.

**THANK YOU**

**EUGENE  
CASCADES  
AND COAST**



# INFLUENCER ENGAGEMENT

And Best Practices

SPARKLOFT





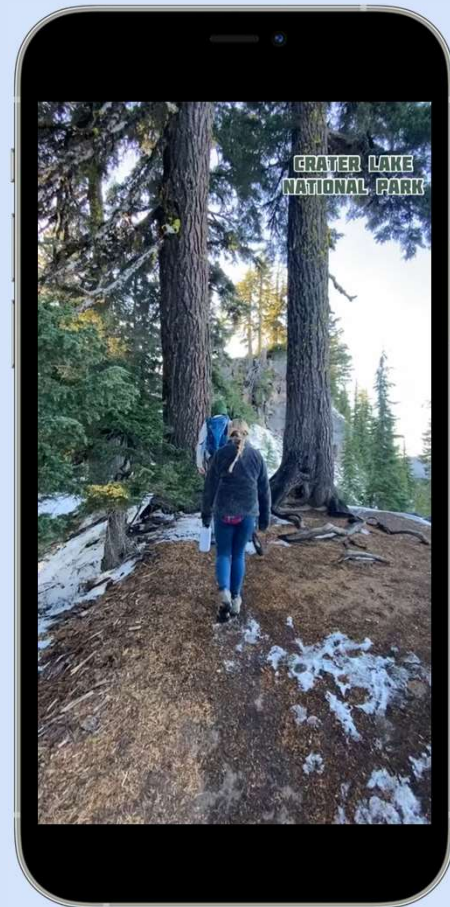
So, you're thinking about partnering with an influencer. Here's *how to get started*.



Itineraries or Activity suggestions



Walk through POV



How to's



# TYPES OF INFLUENCERS



	MEGA/CELEBRITY	MACRO	MICRO	NANO/MARKET ADVOCATE
FOLLOWERS	1 million +	50,000 - 1 million	< 50,000	< 10,000
INVESTMENT	\$\$\$\$	\$\$\$	\$\$	\$
STORY GENESIS	Influencer	Influencer + Brand	Brand + Partners	Community
KPIS	Impressions	Reach + Engagement	Asset Gen + Sentiment	Sentiment + Advocacy
PROGRAM TYPE	Sponsored	Story-driven	Brand-driven	Ongoing, opportunistic

# HOW DO I KNOW WHO TO WORK WITH?



## IDENTIFY YOUR KPIs

Reach

Engagement/Conversation

Sentiment

Asset Generation

Brand Advocacy



## SCOUR THE INTERNET

**Look at influencers you follow and like**

*Who do they follow/interact with?*

**Search location tags and hashtags**

*Where is conversation already happening?*

**Check out similar brands/destinations**

**Leverage platform tools**



## VET CONTENT

Do their posts and tone of voice align with your brand values?

Check for content quality and frequency

Look for an engaged, trusting audience



# THE KICKOFF



## WRITING *an* INTRODUCTORY EMAIL

- Project background
- What is it you're hoping the influencer will do?
- What deliverables are you looking for?
- Will anything be included? (Travel, meals, etc.)
- Additional considerations:
  - *Will there be paid promotion?*
  - *Are you requesting outright ownership of content?*
  - *Expectations for creative review and feedback*
- Request a cost estimate

**Congrats! This is where you begin negotiations**



#2

## PARTNERSHIP NEGOTIATIONS

- Must-haves vs. nice-to-haves
- Level up with low-lift add-ons:
  - *Community management*
  - *B-Roll vertical video*
  - *Photo selects*
- Consider longer-term partnerships

**Remember: Influencers can often be flexible if they feel the partnership is a good fit**



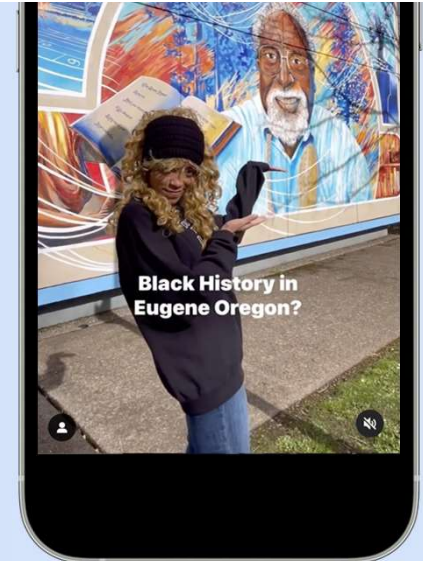
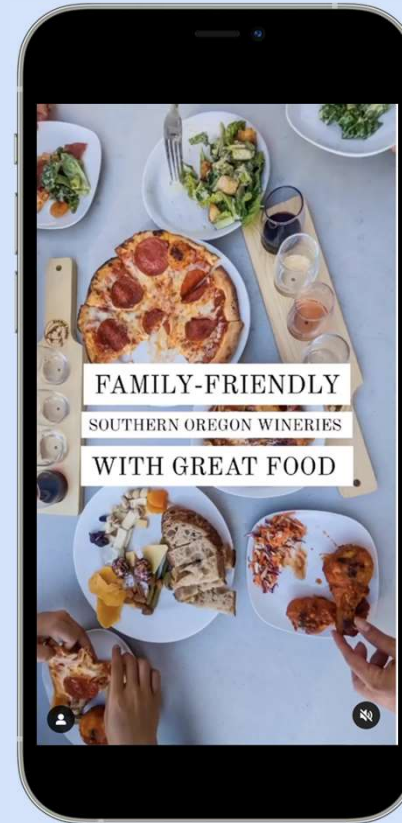
# #3

## DEVELOPING *a* CONTRACT

- Clear project start and end dates
- Exact deliverable expectations
- Rounds of review/feedback loops
- Ownership vs. licensing
  - *Where are assets allowed to be shown? (Specific social platforms, print collateral, website, etc.)*
  - *Where and how will credit be given?*
- Posting guidelines by platform
- Content fees, as well as any cost coverage for travel, meals, etc.
- How will expenses be paid and in what timeframe?

## TIPS AND TAKEAWAYS

- Prioritize partnerships that are a natural fit
- Nurture relationships and keep the door open for future opportunities
- Set clear expectations while supporting an influencers' unique creative expression







**THANK** *You!*

SPARKLOFT



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**QUESTIONS?**