



TRAVEL MINDSET
Travel · Social · Influencers

The 3 Stages of Recovery: How to Utilize Influencer Marketing During & Post COVID-19

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Jade Broadus

What is an Influencer?

An influencer is a person who has the power to affect the purchase decisions of others because they are a trusted authority in their niche.



What makes a good influencer?



- 1 They have a strong connection with their audience. Their audience Trust them.
- 2 They create stories that get people's attention and make them care.
- 3 They are influential on more than one platform.

4 ways to Vet an Influencer

- 01 | Confirm that their content & voice fit your brand
- 02 | Evaluate their audience demographics & engagement
- 03 | Eliminate “influencers”
- 04 | Real relationship - friendly conversation to make a real connection

What is Influencer Marketing for Travel Brands?

- Awareness
- Inspiration
- A “You Can Do It Too” Attitude
- Full Itineraries around Influencer Niches
- A connection with the Influencer’s Audience & your brand / Destination / product
- Amplification of an event, an additional sales funnel for tickets
- Amplification and community builder for crisis management

Why Influencer Marketing Now?

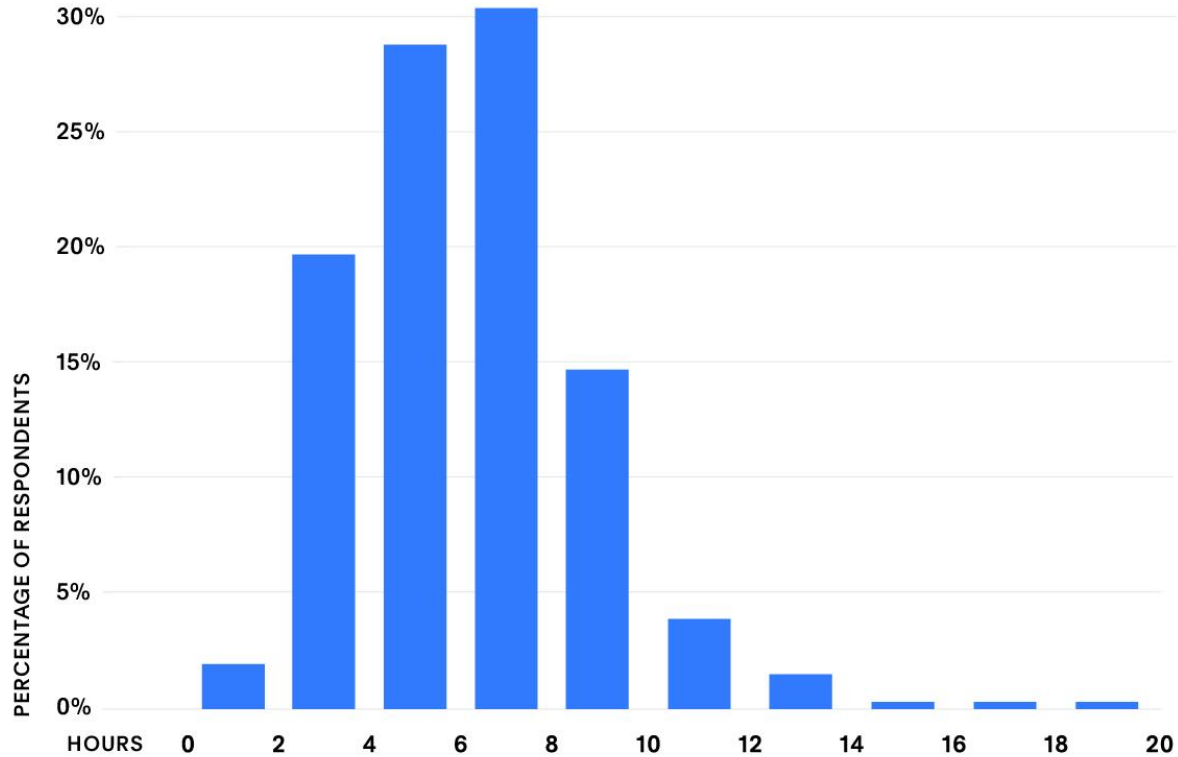
“90% of consumers trust an influencer more than an advertisement or celebrity endorsement.” - Forbes

“2 of 3 people have selected their trip destination based off social media.” - Destination Analysts

“For Tourism Boards, Influencer Marketing results in an average of \$12.54 in earned media value for every \$1 of investment.” - RhythmOne

- Facebook and Instagram have seen a 40% increase in usage since COVID-19 begin in mid-March
 - Nearly 80% of influencers reporting higher engagement from their followers during COVID-19
 - Right now, social media is a time for community, not competition.
- Later.com,

COVID-19 + INFLUENCER MARKETING: HOW MUCH TIME ARE YOU SPENDING ON YOUR PHONE?

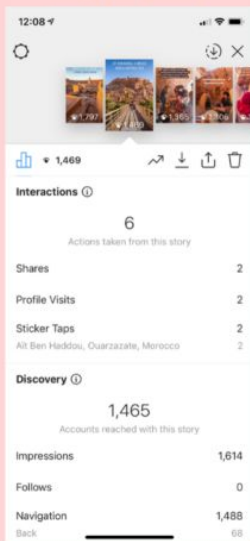


Influencers are seeing almost double Engagement:

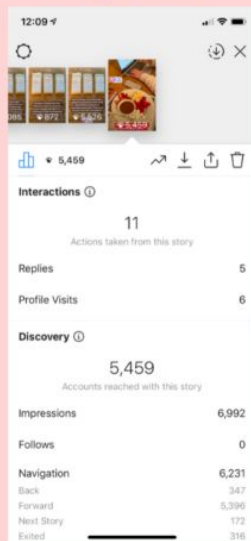
Increased Metrics on Instagram During Quarantine

@travelbabbo

Before lockdown:



During lockdown:

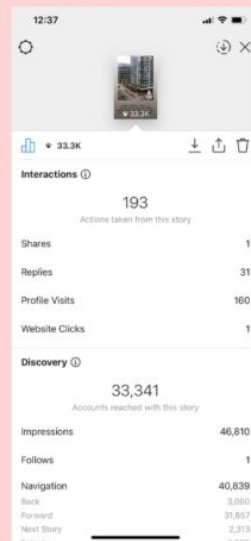


@calsnape

Before lockdown:



During lockdown:



An Influencer's Audiences is watching more than ever and looking for guidance, advice, inspiration, education, and entertainment.

Stage 1: Local Community

Stage 1: Locals First
Step 1 - Change your focus

- Build resources for your local community to come together and support local businesses.

**PORTLAND:
WE ARE HERE
FOR YOU.**



RUDY'S



travelportland  • Following
Portland, Oregon



travelportland  Portland business owners, we are here for you. Our community knows you are facing hardships and wants to know how they can best support you. Please share with us how we can continue to give you business in this challenging time in the comments below. We're collecting this info and will post it on our website ASAP; link to come in our bio.

#PDX #PDXeats #Portland
#PortlandOregon #TravelPortland
#TravelOregon #PDXbusiness

21h



1,850 likes

21 HOURS AGO



SUPPORT OKC

Now more than ever, the restaurants, shops and attractions that make Oklahoma City the amazing destination that it is need our support.

Here are some ways we all can help.

Support OKC Restaurants

Order from local restaurants with take-out, curbside pickup and/or delivery services.

[View Restaurants ▶](#)

Support OKC Shops & Services

Shop online from local stores and servies.

[View Stores & Services ▶](#)



Stage 1:

Step 2- Locals First

- Build solid relationships with local influencers now.
 - Get on one on one calls or Zooms to meet them (since we can't go out for coffee) and get to know them and their interests.
 - Create a private Facebook group for all of your local influencers and media for them to connect and share resources
 - Host influencer and media virtual "Happy Hours"
 - Ask influencers that you already have a relationship with for recommendations of other influencers you should know about

Stage 1: Locals First

Step 3- Utilize Influencers as Amplification

- Utilize local influencers to reshare any safety protocol you've updated or changed since COVID-19

“It’s about supporting social media influencers in sharing reliable information related to the coronavirus, and helping ensure that the right information is available on all channels at the right time,” the company said. “By working together, we can prevent the spread of false information.”

Stage 1: Locals First

Step 4- Sharing Local Favorites

- Partner with local influencers to share about reopening strategies (including which restaurants are open and at what capacity, retail shops, outdoor spaces, museums, etc)
- Repurpose influencer content from locals on your social accounts to give them some love and they'll reshare

What are the first things you are going to do when shelter-in-place restrictions are lifted?



Dine out with friends
(40.9%)



Hang out with friends
(39.6%)



Grooming services
(37.2%)



Go shopping
(35.6%)



Go on a trip
(22.5%)



Go to a movie, play or theater
(21.5%)



Go to the gym (20.1%)



Go on a date (15.6%)



Hike (14.5%)



Bars/nightclubs (12.4%)

Get a massage or spa treatment
(11.6%)

Gambling in a casino
(8.9%)

Go to a theme park
(7.7%)

Go to a museum
(5.7%)



CONSIDER
SHOPPING SMALL
BEFORE THE BIG
STORES

CHECK IN WITH YOUR
LOCAL BUSINESSES TO
SEE HOW TO SUPPORT

**WAYS TO
HELP SUPPORT
SMALL
BUSINESSES**



ORDER DELIVERY
OR TAKEOUT



BUY A GIFTCARD
FOR LATER



SHARE SOME OF YOUR
FAVORITE LOCAL
BUSINESSES ON SOCIAL.



SHOP SMALL ON
ONLINE STORES

@BONTRAVELER

Local folks, shop small & support our favorite @pourchoiceauburn who closed down their coffee shop but have opened up a mercantile online store for dry goods, produce, & more!

#thinkbigshops



pourchoiceauburn

The Pour Choice
Mercantile



Brown Rice, Short Grain

\$5.00 / lb



White Rice, Long Grain

\$5.00 / lb



Red Lentil



pourchoiceauburn We miss you. Plain and simple.

...

Send Message

Support OKC » Support OKC Restaurants



SUPPORT OKC RESTAURANTS

All Oklahoma friends at #visitolkc put us together a list of all local restaurants offering take-out, delivery & curbside options. However, as of March 2nd at 10:55 a.m. CST, the locations below are offering take-out, curbside pickup and/or delivery services (whether in-house or through a third-party app). Another great way to support local restaurants right now is to buy a gift card for future use!

Given the ever-changing developments of the COVID-19 situation, please contact organizations directly prior to visiting to get the latest details.

We will be working constantly to update this list as we are made aware of additions or changes. If you know of a restaurant offering take-out, curbside pickup and/or delivery services that is missing from this page, please email Alyssa at

See More >



Send Message



Send Message

Stage 2: Drive Market

American Traveler Behaviors in Response to COVID-19

46%

Say they will take
more **regional
trips** near their
home this year



National travel sentiment survey conducted
March 20-22, 2020

Destination  Analysts

American Traveler Behaviors in Response to COVID-19

38%

Say they will
take more
road trips
this year



National travel sentiment survey conducted
March 20-22, 2020

Destination  Analysts

Millennials are 35%
more likely to travel in
the next 6 months than
other age groups

What does this mean for us?

Half of Tripadvisor's global audience are millennials, with key markets like APAC over-indexing (I20).
Tripadvisor is an instrumental platform in helping advertisers reach a key demographic during recovery efforts.

Source: Global Web Index, US/UK Coronavirus Research: Travel & Computing, 3/13-3/16, 2020 (N=1,628 US, N=1,309 UK, 16-64); TA millennials defined as A25-44

Stage 2: Drive Market

Step 1 - Influencers will be your first travelers

- Connect with drive market influencers to share how your city is reopening and help create an itinerary that shows off how to visit safely

How do American Travelers feel about traveling right now?

One Word Americans Say Best Describes How They Feel about Travel in this Moment



National travel sentiment survey conducted March 20-22, 2020

Destination  Analysts

**63% agree or strongly agree that
“They can’t wait to get out and
travel again.” when COVID-19
situation is over.**

- Destination Analysts

Influencers can share real time experiences of how they feel

- Through IG stories they can share how the hotel check-in process was and any updated safety protocols
- Through an IG Live they could show you how an attraction has made updates
- Through Tweets and Facebook posts they can show pictures of restaurants and outdoor spaces

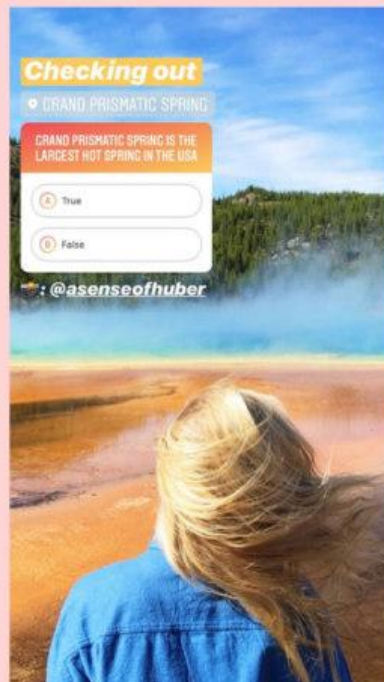
Stage 2: Drive Market

Step 2 - Create a Co-Op Program with other destinations

- Create a several city or town stop for drive market visitors and partner with other cities to help bring in influencers to each place.
- This will stretch your budget.
- It will increase the awareness about your destination as a great addition to another trip. Think of other destinations as allies not competition.

@VisitTheUSA

#UNITEDSTORIES



Branded URLs for Each Influencer:

TRAVEL NEVADA
Road Trip Itineraries

NEON TO NATURE
@bucketlistjourney

THE RUBIES ROUTE
@calenape

GREAT BASIN HIGHWAY
@theamericanfieldtrip

LAKE TAHOE LOOP
@thejetsettingfamily

BURNER BYWAY
@lucasmarrack

WATCH THE HIGHLIGHTS | VIEW ON GOOGLE MAPS

NIGHT 1
RENO

NIGHT 2
LAKE TAHOE
59 miles

NIGHT 3
CARSON CITY & VIRGINIA CITY
40 miles

NIGHT 4
HEAD BACK TO RENO
26 miles

#LakeTahoeLoop | TravelNevada.com

EXPLORE MORE ROAD TRIP IDEAS ON TRAVEL NEVADA

TRAVEL NEVADA
Road Trip Itineraries

NEON TO NATURE
@bucketlistjourney

THE RUBIES ROUTE
@calenape

GREAT BASIN HIGHWAY
@theamericanfieldtrip

LAKE TAHOE LOOP
@thejetsettingfamily

BURNER BYWAY
@lucasmarrack

WATCH THE HIGHLIGHTS | VIEW ON GOOGLE MAPS

NIGHTS 3&4
JARBIDGE
104 miles

NIGHTS 1&2
ELKO

NIGHT 5
SALT LAKE CITY
324 miles

#TheRubiesRoute | TravelNevada.com

EXPLORE MORE ROAD TRIP IDEAS ON TRAVEL NEVADA



We also put together a list of tips we think will help if you are planning to travel through Nevada in the summer. Some may be obvious, and others might not be, but hopefully these suggestions will help! Check out our top 5 tips below!



New blog post and video all about our trip with [@travelnevada](#)



Stage 3: Fly Market

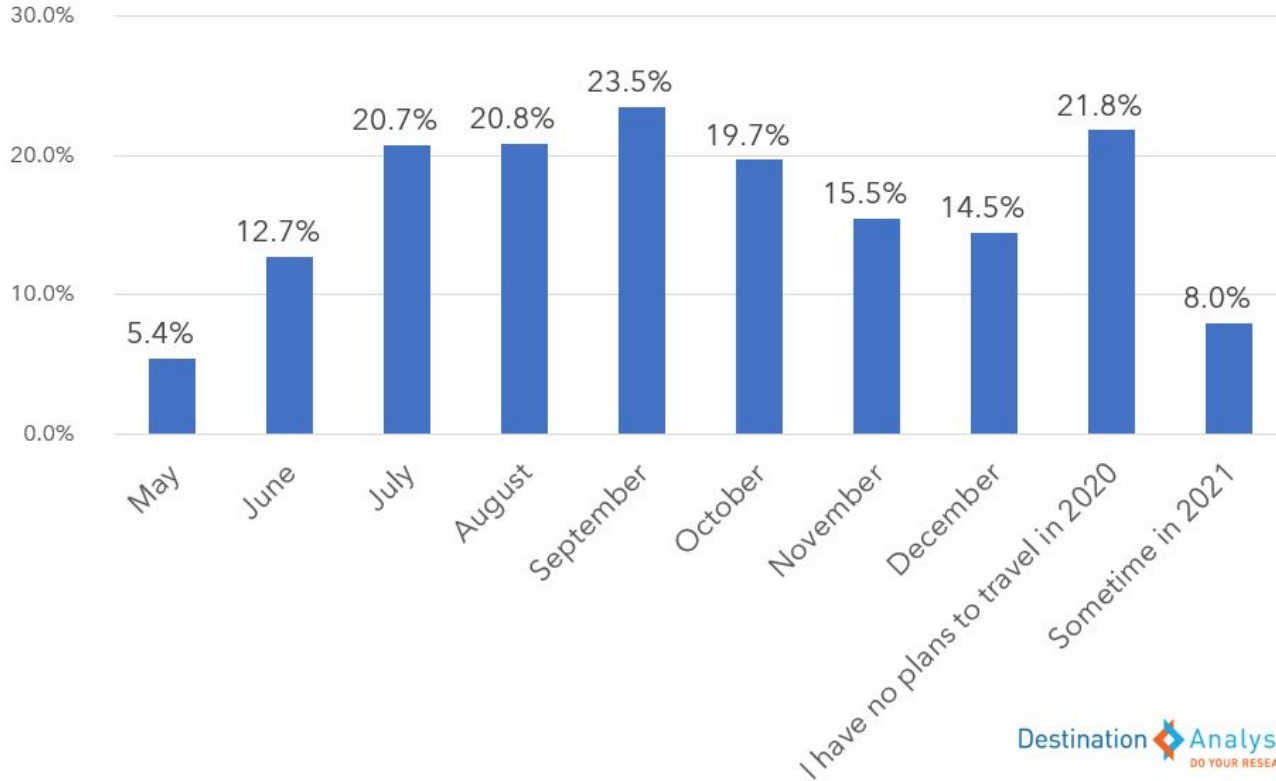
Stage 3: Fly Market

Step 1 - Influencers will be your first travelers

- This will be different timing for everyone (some won't see this until 2021)
- Connect with fly market influencers to share how your city has reopened and help create an itinerary that shows off how to visit safely.

Months Americans Currently Have Plans to Take a Leisure Trip

As of May 3rd, 2020



Influencer Marketing:

What does that look like?



TakeAways :

- Influencer Marketing should work together with your other marketing, advertising and PR efforts. It should NOT be an afterthought.
- Setting Measurable Objectives & Preparing your team with Tracking Posts will prove the ROI.
- Proper Vetting & Selecting the Right Influencer has to be a top priority.
- Time + Consistent Management to do it right.

Thank you...

Let's Connect!
Jade@travelmindset.com



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