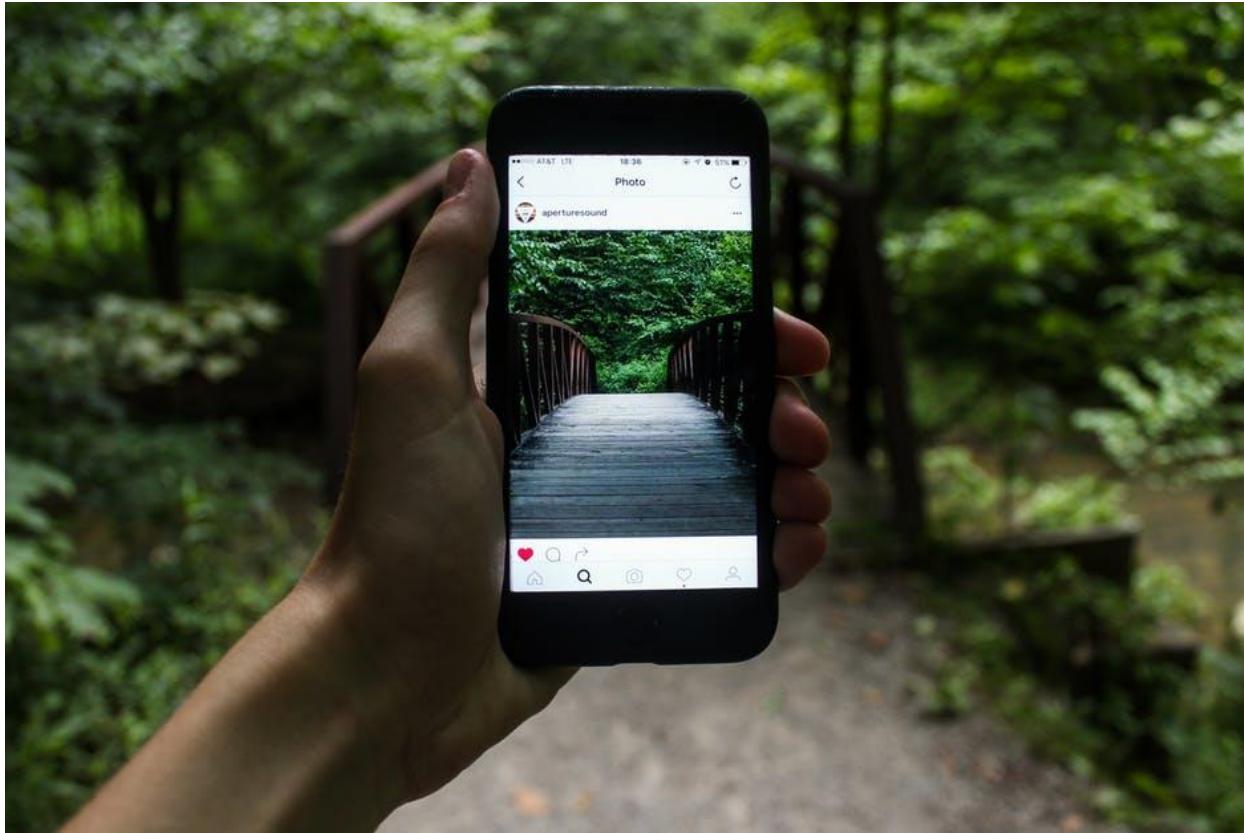


# EXPLORE ASHEVILLE DIGITAL INFLUENCER CAMPAIGN



# OVERVIEW

To compliment the media relations and integrated advertising efforts already implemented by Explore Asheville, the Asheville Convention and Visitors Bureau sought digital assistance from Development Counsellors International in the strategy, engagement and activation of the Explore Asheville Influencer Program, taking place from April 1 to June 30, 2017.

As the agency partner for Explore Asheville, DCI secured five top-tier, targeted influencers, with the aim of producing social, visual and editorial content that establishes destination awareness, drives social engagement, builds SEO authority and provides compelling content for CVB use.

## Topline Results:

- More than **100 pieces** of unique, digital content shared on Facebook, Instagram, Twitter, Pinterest, YouTube and via influencer blogs.
- An estimated **28,689,658** potential impressions across all social platforms.
- An estimated **1,124,102** potential reach\* of messaging, across all social platforms.
- All influencers over-delivered on the number of posts that they were contracted to complete!

*\*Estimated potential reach and impressions does not include any content shared by users, which can greatly amplify reach.*

# Influencers used for this campaign:

## Lina and David Stock (Divergent Travelers)

**Focus:** Outdoor Adventure

Blog: [www.divergenttravelers.com](http://www.divergenttravelers.com)

Facebook: [@DivergentTravelers](https://www.facebook.com/DivergentTravelers) 13,719 Likes

Instagram: [@DivergentTravelers](https://www.instagram.com/DivergentTravelers) 52,775 followers

Twitter: [@divergenttravel](https://twitter.com/divergenttravel) 124,100 followers



## Kate McCulley (Adventurous Kate)

**Focus:** Culture, destination inspiration

Blog: [www.adventurouskate.com](http://www.adventurouskate.com)

Instagram: [@adventurouskate](https://www.instagram.com/adventurouskate) 100,023 followers

Facebook: [@adventurouskate](https://www.facebook.com/adventurouskate) 55,011 likes

Twitter: [@adventurouskate](https://twitter.com/adventurouskate) 51,650 followers





**Matthew Karsten (Expert Vagabond)**

**Focus:** Outdoor adventure

Blog: [www.expertvagabond.com](http://www.expertvagabond.com)

Instagram: [@expertvagabond](https://www.instagram.com/expertvagabond) 134,430 followers

Facebook: [@expertvagabond](https://www.facebook.com/expertvagabond) 72,316 likes

Twitter: [@expertvagabond](https://twitter.com/expertvagabond) 28,700 followers

**Jeremy Foster (Travel Freak)**

**Focus:** Outdoor adventure, destination inspiration

Blog: [www.travelfreak.net](http://www.travelfreak.net)

Instagram: [@travelfreak](https://www.instagram.com/travelfreak) 49,100 followers

Facebook: [@thetravelfreak](https://www.facebook.com/thetravelfreak) 15,359 likes

Twitter: [@travelfreak](https://twitter.com/travelfreak) 41,200 followers



**Anna Lysakowska (Anna Everywhere)**

**Focus:** Culture, destination inspiration

Blog: [www.annaeverywhere.com](http://www.annaeverywhere.com)

Instagram: [@anna.everywhere](https://www.instagram.com/anna.everywhere) 145,600 followers

Facebook: [@annaeverywhere](https://www.facebook.com/annaeverywhere) 13,992 likes

Twitter: [@annaeverywhere](https://twitter.com/annaeverywhere) 20,300 followers



### Blog Post

#### **14 Reasons Why I'm Smitten with Asheville, North Carolina**

<http://www.adventurouskate.com/14-reasons-why-im-smitten-with-asheville-north-carolina/>

## 14 Reasons Why I'm Smitten with Asheville, North Carolina

39



I've been wanting to go to Asheville, North Carolina, for quite a long time. I'd heard that it was a beautiful town with a cool arts scene nestled in the Blue Ridge mountains. And I'd heard that it was a little drop of blue in a sea of red — or "the blueberry in the tomato soup," as one local told me — a liberal enclave within a strongly conservative region, not unlike Austin, Texas.

The Obamas [took a weekend getaway to Asheville](#) in 2010; in 2013, President Obama said he had [thought about retiring there](#). That further intrigued me — I had to get to this town.

Earlier this year, the team at Explore Asheville invited me to come visit for a few days and I happily

**Matthew Karsten (Expert Vagabond)****Focus:** Outdoor adventure**Dates of Travel:** June 22 – 25, 2017**Blog:** [www.expertvagabond.com](http://www.expertvagabond.com)**Instagram:** [@expertvagabond](#) 134,430 followers**Facebook:** [@expertvagabond](#) 72,316 likes**Twitter:** [@expertvagabond](#) 28,700 followers**Instagram Highlights**expertvagabond  
Biltmore Estate Asheville...

Follow

We're exploring Asheville, NC this weekend. Thanks to everyone who recommended the Biltmore! What an awesome view off the back deck...  
#VisitAsheville #Biltmoreestate

Load more comments

expertvagabond @gjoey180 thanks! Not sure just yet... 🙄

life like hannah Congratulations!! So excited for both of you!

schadtheimat Congratulations!

jointotheworld\_ Congrats to you both! 🍷

Frankiefalcon Congratulations x

sanchia\_jempier Congrats!! Now the big question is where to honeymoon!!! After so many fab trips, where is good enough for this significant trip? 🍷

...and more comments



3,643 likes

Add comment...

Add a comment...

144





**Divergent Travelers**

July 10 at 8:38pm · 🌐

👍 Like Page ▾

Who knew Asheville, North Carolina had so many cool adventures? 🍷

68K Views

👍 Like    💬 Comment    ➦ Share

👍👍👍 You, Gabby Beckford, Karleen Armstrong Lewis and 234 others

Top Comments ▾

1,110 shares

131 Comments



## Anna Lysakowska (Anna Everywhere)

Focus: Culture, destination inspiration

Dates of Travel: June 22-25, 2017

Blog: [www.annaeverywhere.com](http://www.annaeverywhere.com)

Instagram: [@anna.everywhere](https://www.instagram.com/anna.everywhere) 145,600 followers

Facebook: [@annaeverywhere](https://www.facebook.com/annaeverywhere) 13,992 likes

Twitter: [@annaeverywhere](https://twitter.com/annaeverywhere) 20,300 followers

### Instagram Highlights



 **anna.everywhere**  
Shoji Spa and Lodge Following

anna.everywhere I'm finally going to start sharing photos from Asheville, NC with you guys! My first stop was Shoji Spa! I got my own private cabin in the woods to jump into. Some of you asked me if it was worth it after seeing my Insta story and the answer is yes! 🙌

#VisitAsheville #AshevilleMagic #wellness #hotspa #soaktreatment

load more comments

zheryslazarchev Love this pic!!

mrandsbucketlist Hi anna.everywhere. Really enjoying your photo! 🙌

nomadlifestyles @anna.everywhere the whole photo 🙌

pa0\_tea Wow

3,048 likes

and 11

Add a comment...



 **anna.everywhere**  
Chicken Alley Following

anna.everywhere Did you know Asheville has a chicken alley? And a bunch of tiny houses perfectly sized for a family of handies, next to it! Street art is very cool in North Carolina! 🙌

#VisitAsheville #NorthCarolina #AshevilleMagic #chickenalley

load more comments

Widen\_jeemi Wow

nomadlifestyles @anna.everywhere how is Asheville? Super boring!

anna.everywhere @nomadlifestyles why would it be boring?

mrandsbucketlist @anna.everywhere the

# RESULTS SUMMARY

Results as of July 12, 2017

| <b>MEDIA TYPE/METRIC</b>   | <b>RESULTS</b>    |
|--|-------------------|
| <b>Total Number of Posts:</b> Across social and all influencers that contain either the hashtags or relevant topics during the timeframe of the visit. | <b>96</b>         |
| <b>Instagram Number of Posts:</b>  | <b>24</b>         |
| <b>Twitter Number of Posts:</b>  | <b>41</b>         |
| <b>Facebook Number of Posts:</b>   | <b>30</b>         |
| <b>Blog Posts:</b>   | <b>1</b>          |
|  |                   |
| <b>Total Potential Social Reach:</b> # of followers  | <b>1,124,102</b>  |
| <b>Instagram Reach:</b>  | <b>490,872</b>    |
| <b>Twitter Reach:</b>  | <b>266,600</b>    |
| <b>Facebook Reach:</b>   | <b>193,500</b>    |
| <b>Blog UMVs:</b>  | <b>173,130</b>    |
|  |                   |
| <b>Total Potential Impressions:</b> Across social platforms;<br># of followers x # of posts  | <b>28,689,658</b> |
| <b>Instagram Impressions:</b>  | <b>11,954,928</b> |
| <b>Twitter Impressions:</b>  | <b>10,930,600</b> |
| <b>Facebook Impressions:</b>   | <b>5,805,000</b>  |
| <b>Blog Impressions:</b>   | <b>173,130</b>    |