



Top influencers "Catch the Winter Wave"

By [Kristen Bonilla](#) 06/07/2018



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To highlight the diverse array of winter activities available in the state, Visit California partnered with three outdoor and adventure-focused digital influencers as part of an integrated campaign around the 2017-18 snow season.

Each influencer experienced a "Catch the Winter Wave" itinerary, taking in beach and ski destinations across the Golden State. Each was tasked with content creation and social amplification across respective blogs, Facebook, Twitter and Instagram channels and Instagram stories.

Influencer [Stephanie Be](#) experienced Huntington Beach, Lake Arrowhead and Big Bear. Tiffany Nguyen - on Instagram as [@tiffpenguin](#) - visited Pismo Beach, Lone Pine and Mammoth. And Dave and Deb, who collectively make up [The Planet D](#), traveled through Santa Cruz and North and South Lake Tahoe.

This campaign was a fully integrated effort across Visit California's earned, owned and paid teams to leverage the influencer content with three goals:

1. Provide a call to action from the influencer content;
2. Drive more traffic to Visit California's owned channels, specifically the [California Now](#) lifestyle news website; and
3. Give industry partners more detailed exposure.



First, blog posts detailing the influencers' itineraries were posted to California Now prior to their trips. These blogs included links back to the destination partners and businesses that would be hosting along the way.

The influencers were then asked to share their itineraries through customized links on their Instagram accounts, encouraging their followers to learn more about the destinations they were visiting.

While the influencers were in each destination, Visit California engaged on social and shared influencer content on all social platforms.

Following each trip, California Now featured Q&A blogs with each influencer covering highlights of their trip, future plans to visit California and tips for getting the perfect Instagram photo. Additionally, influencer content and the California Now posts were further amplified through a paid social push on Visit California's Facebook page.

Results:

Overall, the influencers created a total of 170 posts with a combined potential reach of more than 12.2 million. The campaign generated 19.3 million impressions and more than 1.2 million engagements, resulting in an approximate \$4.5 million in earned media value.

Influencers drove 1,668 visits to California Now with a total of 8,678 page views across all posts, resulting in 1,105 partner handoffs. The paid campaign generated an additional 1.3 million impressions and drove 6,015 clicks on Visit California's Facebook page.

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