

SELLING THE 'CITY WITH SOUL' TO NORTH AMERICAN TRAVELERS



MARCH 20, 2018

22 FUN THINGS TO DO IN JACKSON MS TO DISCOVER THE CITY WITH SOUL

What does it mean to be the City With Soul? This is what was on my mind when planning our trip with Visit Jackson to the capital of the State of Mississippi. I only knew of Jackson MS because of

**more than 22 million in timeline deliveries
and 243k + in total engagements**



CHALLENGE

Promote Visit Jackson's "City With Soul" docuseries while establishing digital content on the city of Jackson, MS for the DMO.

DCI STRATEGY

- Research and curate a list of influencers who produced content aligned with the verticals of the docuseries: culinary, culture, family, lifestyle/travel
- Negotiate usage rights for Visit Jackson on digital assets created by the influencers
- Create custom itineraries, specific to the focus of the influencer, and to highlight elements of the docuseries
- Apply custom UTM tracking to monitor the digital traffic the influencers drove back to the City With Soul docuseries.

RESULTS

- 483 posts across six influencer channels
- More than 2.7 million potential audience reach of messaging and 22 million+ timeline deliveries
- More than 243k in total engagements
- Influencers drove more than 600 visits to City with Soul Docuseries