



LET'S SHINE LIKE A LOCAL INFLUENCER PROGRAM

ADVERTISING: INFLUENCER MARKETING

Campaign Strategy + Goals

Vacations are great and being a tourist is fine. But what's truly special is when you can go beyond the limitations of retail tourism and experience a destination as the locals do. And even though, year after year, St. Pete/Clearwater is recognized for being home to some of America's Best Beaches, if you ask any local, they'll agree that's only half the story.

For this program, as an extension to our "Let's Shine" brand campaign, we invited a series of social media creators from strategic flight markets to experience St. Pete/Clearwater like a local with locals.

For each trip we collected leisure insights from St. Pete/Clearwater locals and then custom designed itineraries for each individual trip to highlight both businesses and locations for creators to experience and highlight.

Key campaign goals were to:

- Build brand awareness and wanderlust of priority content themes through emerging content creators.
- Expand awareness of destination offerings.
- Drive intent to travel to St. Pete/Clearwater.



Campaign Goals + Strategies

Aligning with our marketing strategy to position St. Pete/Clearwater as a year-round, well-rounded travel destination, we identified **priority trip themes** that we went beyond the surface of just a beach vacation.

From December 2022 through August 2023, we hosted ten (10) emerging content creators for **custom created itineraries** to share their guide to St. Pete/Clearwater beyond the beach, like a local.

To expand the brand image library, **and further inspire wanderlust**, we contracted and worked with all influencers to either facilitate a behind the scenes photo shoot with our interactive content specialist during their trip or contract them for royalty-free high-res assets.



Campaign Strategic Themes

Storylines:

- How to explore without limitations like a local with Amanda Steijlen
- How to dine like a local with Giselle Chusan
- How to experience PRIDE like a local with Jose Romero + Dyron Hernandez
- How to golf like a local with Carolina Romero
- How to sip brews on the “Gulp Coast” like a local with Melis Papila, Mel Fox and Holly Goode
- How to adventure like a local with Tee George
- How to, despite being a celebrity, live like a local with Piper Landon





Results + ROI

Results

7 “Like a Local” Content Trips

10 Engaged Social Media Influencers

380 High-res photos for brand library

231+ Total Social Media Posts

191,489 Social Media Engagements

3,710,5533 Total Reach



Return on Investment

\$2,878,402+

Total Earned Media Equivalency Value




leading to a



33:3 return on advertising



**in comparison to the total campaign spend
of \$86,253**








What their audiences said




 **sweetportfolio**  I've actually never been to st Pete! This made me want to go 
4w 6 likes Reply
— View replies (1)



 **samantharosesays** I live here and can 10/10 recommend all of the above 😊 great list! 
4w 6 likes Reply
— View replies (1)



 **cyril.mp3** definitely going to try this guide soon !!! 
4w 3 likes Reply
— View replies (1)



 **jo_trvlsandcomida** Definitely trying this! 🔥 it looks so cool! 
4w 1 like Reply
— View replies (3)



 **goodeatsonlyyy**  Ooo i wanna visit the @thedoncesarhotel 🍷 
1w 1 like Reply
— View replies (1)



 **saint_travels**  Saving this for my next trip !! 
4w 2 likes Reply
— View replies (1)



 **allelo** **allelo**stpete What a perfect day in St. Pete! Thank you for stopping by for dinner 🍷🍷 
4w 1 like Reply
— View replies (1)



 **dannis.presley** Putting these on the hot list 🍷🍷 
4w 1 like Reply
— View replies (1)




 **justagirlandherhops** Loved this place when I was there visiting my daughter! Can't wait to go back! 
2w 1 like Reply



 **tampafooddude** Anytime beer-loving friends or family come into town I always take them to St. Pete for a crawl. You just can't beat the density of high quality breweries interspersed with great restaurants and other entertainment than on Central Ave. 
4w 1 like Reply

 **kaylalikesbeer** Suddenly I need to go to St. Pete!!! 🍷 
8w 1 like Reply
— Hide replies

 **thegirlwithbeer** @kaylalikesbeer hahaha #influenced 
8w Reply

 **kellumandrea** 37w
When I saw these pictures it made me exhale. God bless your union and the beautiful life you are experiencing together. ❤️ 
Reply

 **litaofthepack_**  37w
I can't wait to make it back to St Pete it's one of my favorite places 
1 like Reply
— Hide all replies

 **_asipoftee_** 37w
@litaofthepack_ it's such a nice getaway! 
Reply