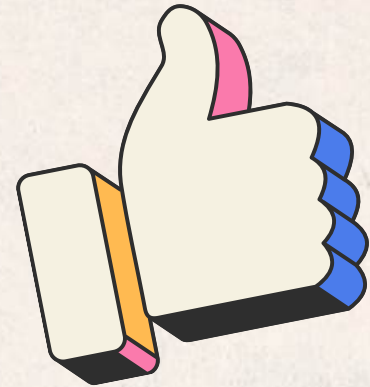
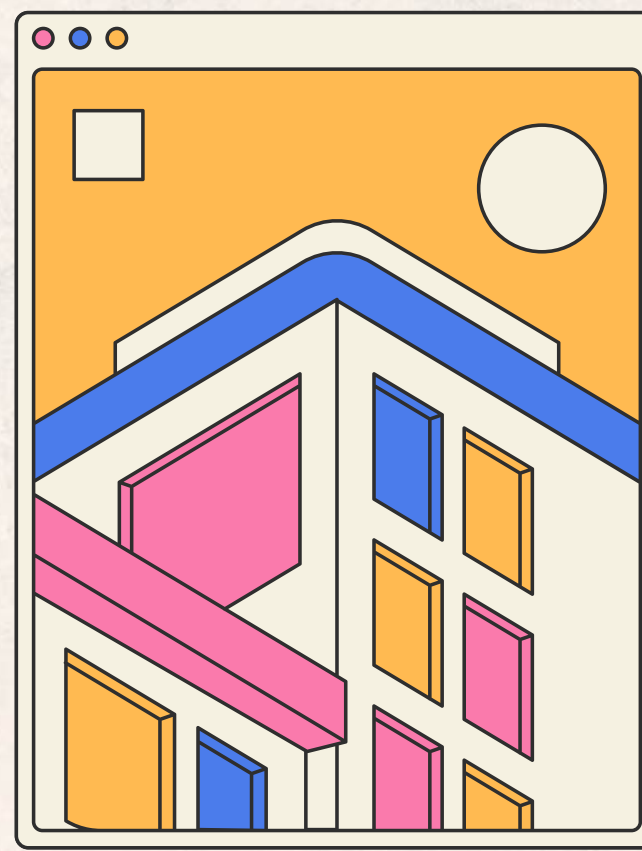
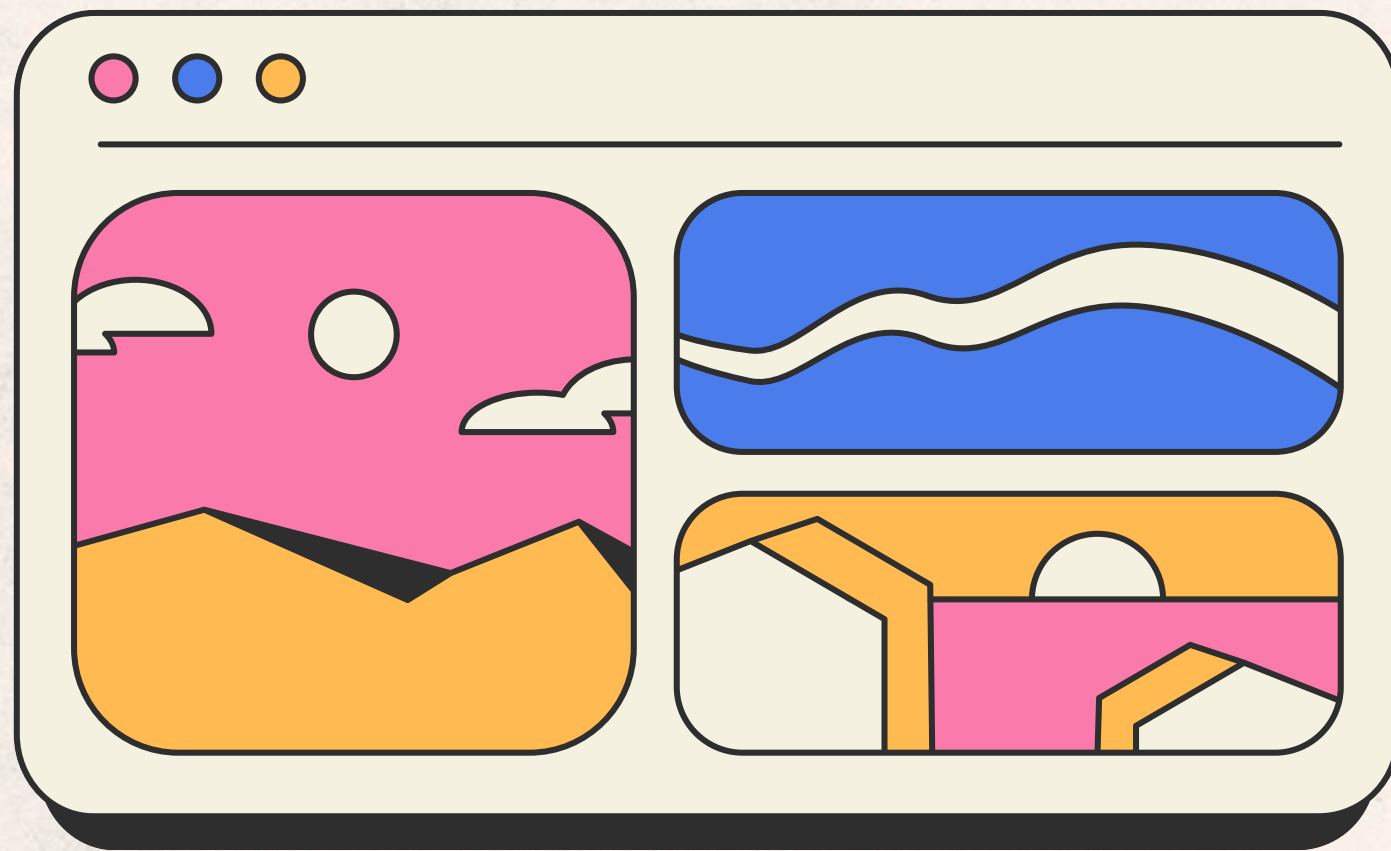
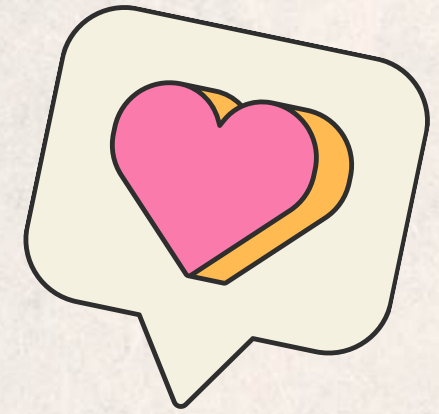


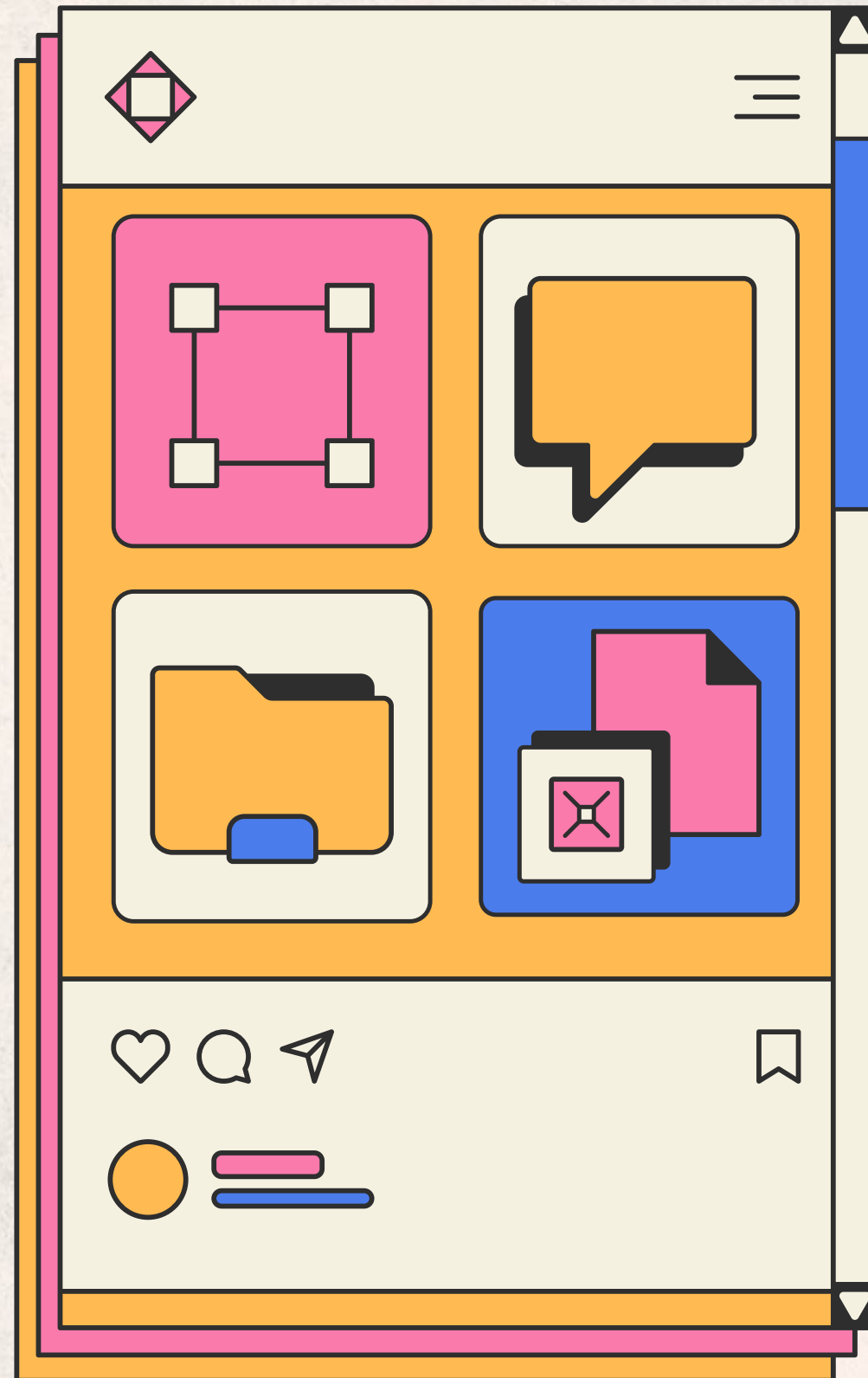
# TikTok



# Hawaii Hop



Influencer Marketing Campaign by Diamond Public Relations

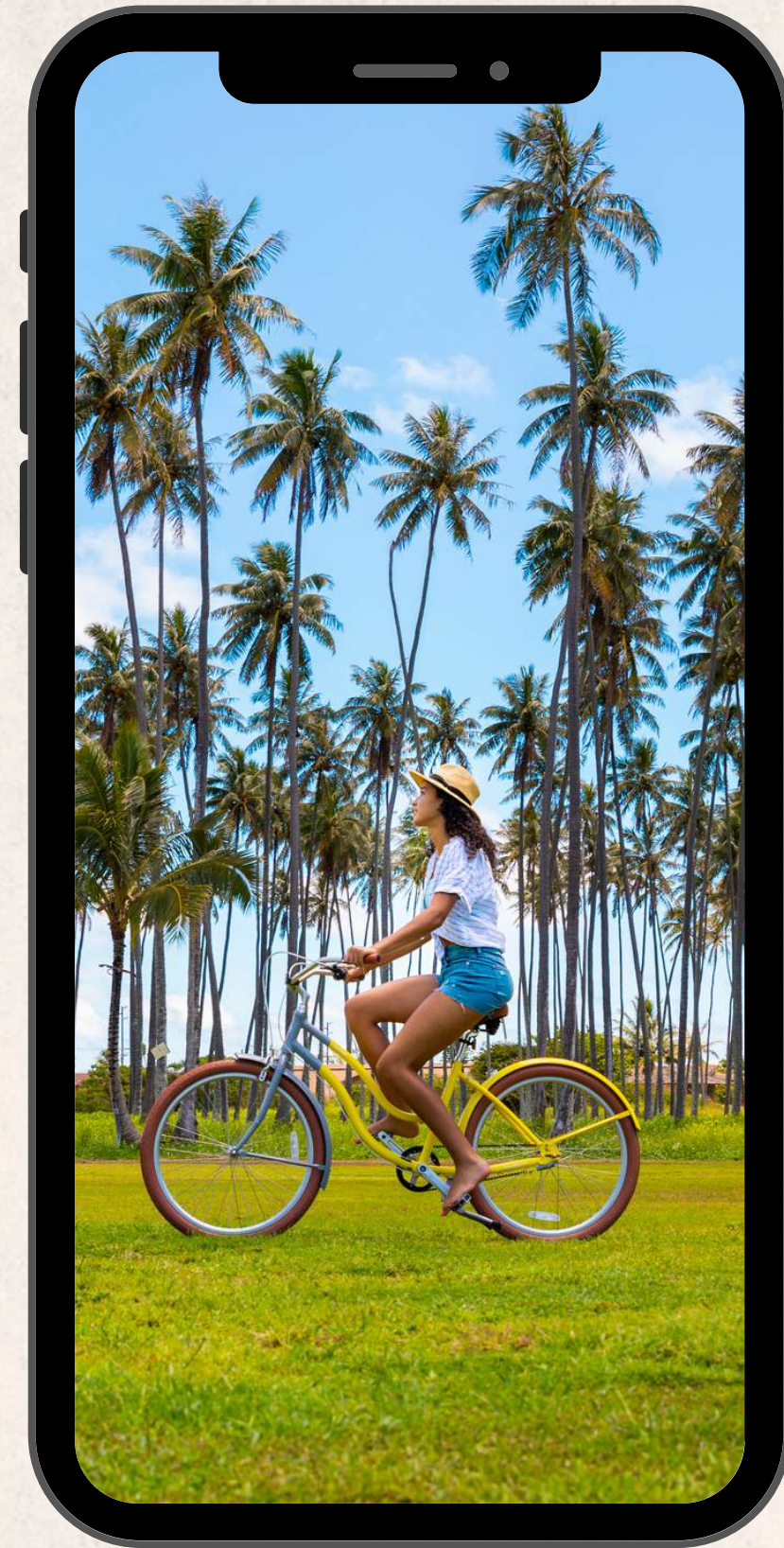


# Introduction

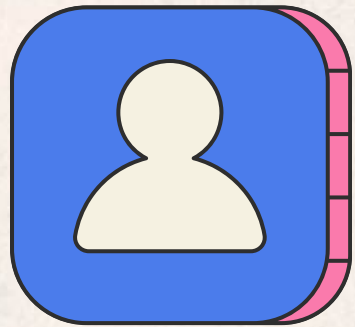
In April of 2024, Diamond PR put together an extensive, and second of its kind, influencer marketing campaign which we called, *TikTok Hawaii Hop*. We brought together 10 influencers across different verticals and parts of the US and coordinated an entire trip with them across two Hawaiian islands and two different resorts. With this influencer marketing campaign, our goal was to promote the client through a new medium: social media.

# Introduction

TikTok and social media in general has taken influence on travel, fashion, beauty, and more by storm, so we looked to utilize this reality in our favor. By taking influencers on a trip to our hotel client, The Sheraton Kauai Coconut Beach Resort, we were able to offer first time experiences, excursions, and memories in exchange for social media content posted on accounts with fan bases between 500 thousand followers to over 11 million followers, reaching over a total of 30 million people from all over the world.



# Campaign Outline



1

Secure partnerships with hotel, airlines, tourism bureaus, island activities, and more in order to maximize budget and secure a positive ROI.



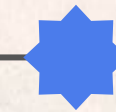
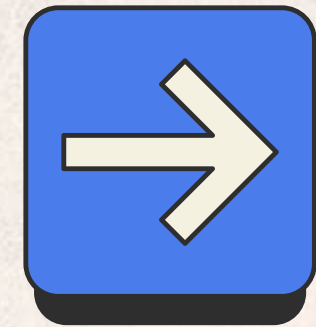
2

Conduct intentional outreach to influencers from different verticals and demographics and negotiate deliverables, contracts, and overall partnership.



3

Creatively put together trip itinerary and personalize the trip to each individual to enhance the overall experience and offer more opportunities for the creators to capture content.



4

Attend and be the on-site representative throughout the trip to help ensure client is being positively and accurately represented through social content.

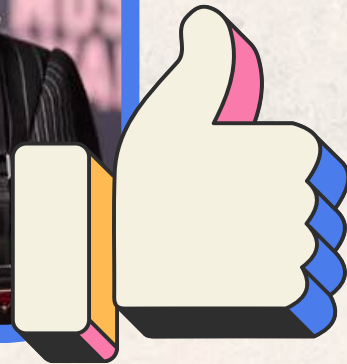


# Objectives

The agency achieved the goal of reaching a wide range of audiences and demographics through this creatively unique influencer marketing campaign. We also offered our client more exposure and a new perspective of how coverage can look in today's generation with the rise of influencers and content creators becoming the modern day video and photo journalists.

The agency primarily targeted lifestyle influencers who have strong followings within different markets. 90% of our group of influencers surpassed the one million threshold with followings ranging from 1 million to over 11 million! Therefore, we achieved the goal of garnering a large reach of well over 30 million all over the world.

# Our Group of Influencers



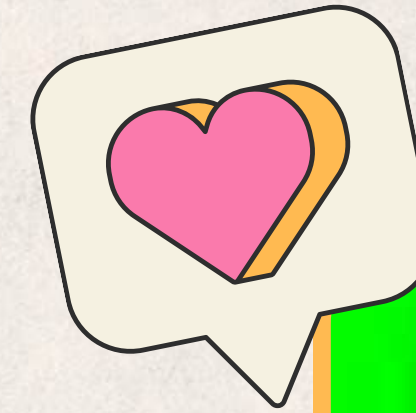
MARKELL  
WASHINGTON

**11M+**  
overall reach



CHARLES  
BROCKMAN

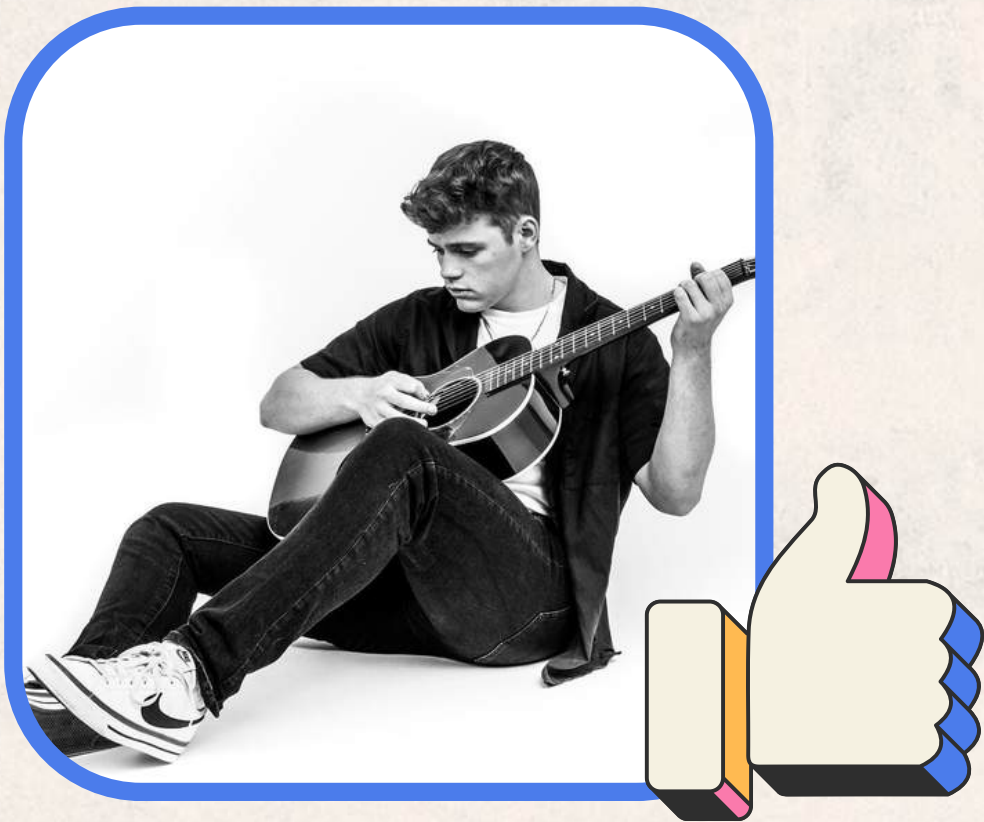
**9M+**  
overall reach



SANTA J  
CLAUS

**5M+**  
overall reach

# Our Group of Influencers



**WILL  
CULLEN**

**5.5M+**  
overall reach



**ASHLEY  
RODRIGUEZ**

**1.5M+**  
overall reach



**MATT AND  
OMAR**

**1.5M+**  
overall reach

# Our Group of Influencers



SEAN  
SCHUTT

**1M+**  
overall reach



MARISSA  
MEIZZ

**500k+**  
overall reach

# Contract Outline

01

TikToks promoting hotel partners to highlight on-site programming, accommodations, amenities, activities, food and beverage program, and more. This ensured each hotel partner was accounted for in the collaboration.

02

TikToks promoting airline partner and overall flight experience to the Hawaiian islands. Agency secured comped flights through partnership with an airline, therefore we ensured they were also accounted for through the deliverables.

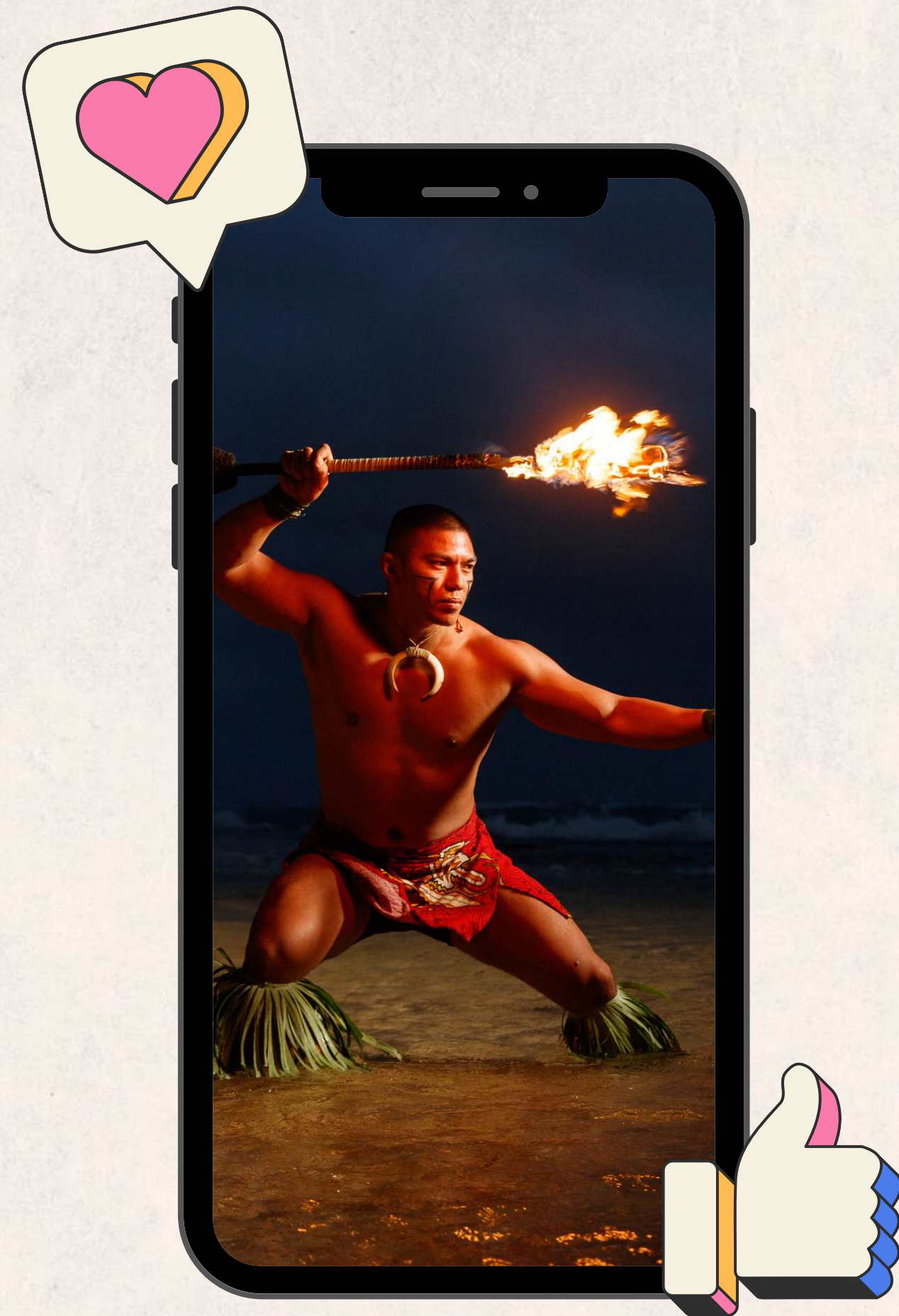
03

Finally, we spaced out the deliverables through a required “throwback” TikTok, due months later, after the trip. The goal with this deliverable was to maximize client awareness and coverage and continue to keep the property on TikTok’s radar.

# Coverage Analysis

The agency measured the effectiveness of this campaign through KPI tracking and monitoring any updates in reach, impressions, likes, and comments. Due to the deliverables contracted being static posts, it allows more opportunity for growth and life on the influencer's accounts, so overall impressions and engagement can change with each day.

Many of the content creators also organically shared across other platforms like Instagram, despite only being contracted to share on TikTok. Through the exchange of this once in a lifetime trip that we offered the influencers, they took it upon themselves to share on other platforms which (in our experiences of building out these campaigns) we have learned that these kinds of collaborations help all parties involved. It gives the creator's new content to capture and share with their followers which in turn, helps our client get more bang for their buck.



# Coverage Examples



**Will Cullen**

**@willcullenofficial**  
Artist

505 Following 3.5M Followers 79.6M Likes

[Follow](#) [Message](#)

willcullenmgmt@gmail.com  
NEW ALBUM "Promise I'm Trying"  
OUT NOW

<https://open.spotify.com/album/3nz8dl0E...>

Instagram

**Will Cullen** · 4-11

AIRPLANE SERENADE courtesy of @Alaska Airlines 🇺🇸 sending my dumbass to Oahu AND Kauai #music #talent #flyalaska

**Will Cullen** · 4-11

AIRPLANE SERENADE courtesy of @Alaska Airlines 🇺🇸 sending my... more

**Markell Washington**

**@markellwashington1**

571 Following 10M Followers 475.4M Likes

[Message](#)

We only have one life so live it to the fullest  
 : markell123  
Just smile 😊

Instagram

**Markell Washington** · 4-15

We made it to hawaii and we had a blast they have such a beautiful island, and all of... more

**Markell Washington** · 4-15

We made it to hawaii and we had a blast they have such a beautiful island, and all of the people are amazing @SheratonWaikiki Beach Resort #SheratonWaikiki #TikTokHawaiiHop

**Charles Brockman III**

**@theonlycb3**

1,199 Following 7.8M Followers 363.1M Likes

[Send a 🍷](#)

Follow my IG: C.B.3 📸  
charles@select.co  
MERCH & CAMEO 📸

<https://hoo.be/c.b.3>

**Charles Brockman III** · 4-24

Part 2 | you know you're in good hands when you have just as much fun inside as you do outside! #SheratonKauaiCoconutBeach #TikTokHawaiiHop @DiamondPR

**Charles Brockman III** · 4-24

Part 2 | you know you're in good hands when you have just as much fun inside as you do outside! #SheratonKauaiCoconutBeach #TikTokHawaiiHop @DiamondPR



<  Search

I made a stop to the musubi truck to try the spam musubi

Diamond PR reposted

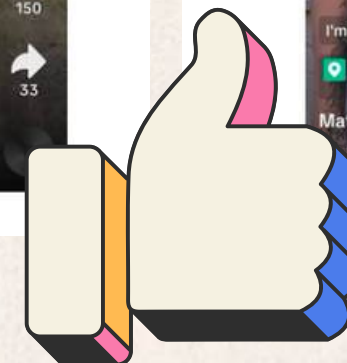
Santa Claus 🍷 ❄️ 🌊 5-15

What a wonderful visit to the beautiful island of Kaua'i! I had a wonderful stay at Sheraton Kauai Coconut Beach Resort with stops at Kauai Backcountry Adventures, Puka Dog, JoJo Shave Ice, the Musubi Truck, and more!

#santa #santajclus #kauai #sheratonkauaicconutbeach #kauaibackcountryadventures

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 150  
 33

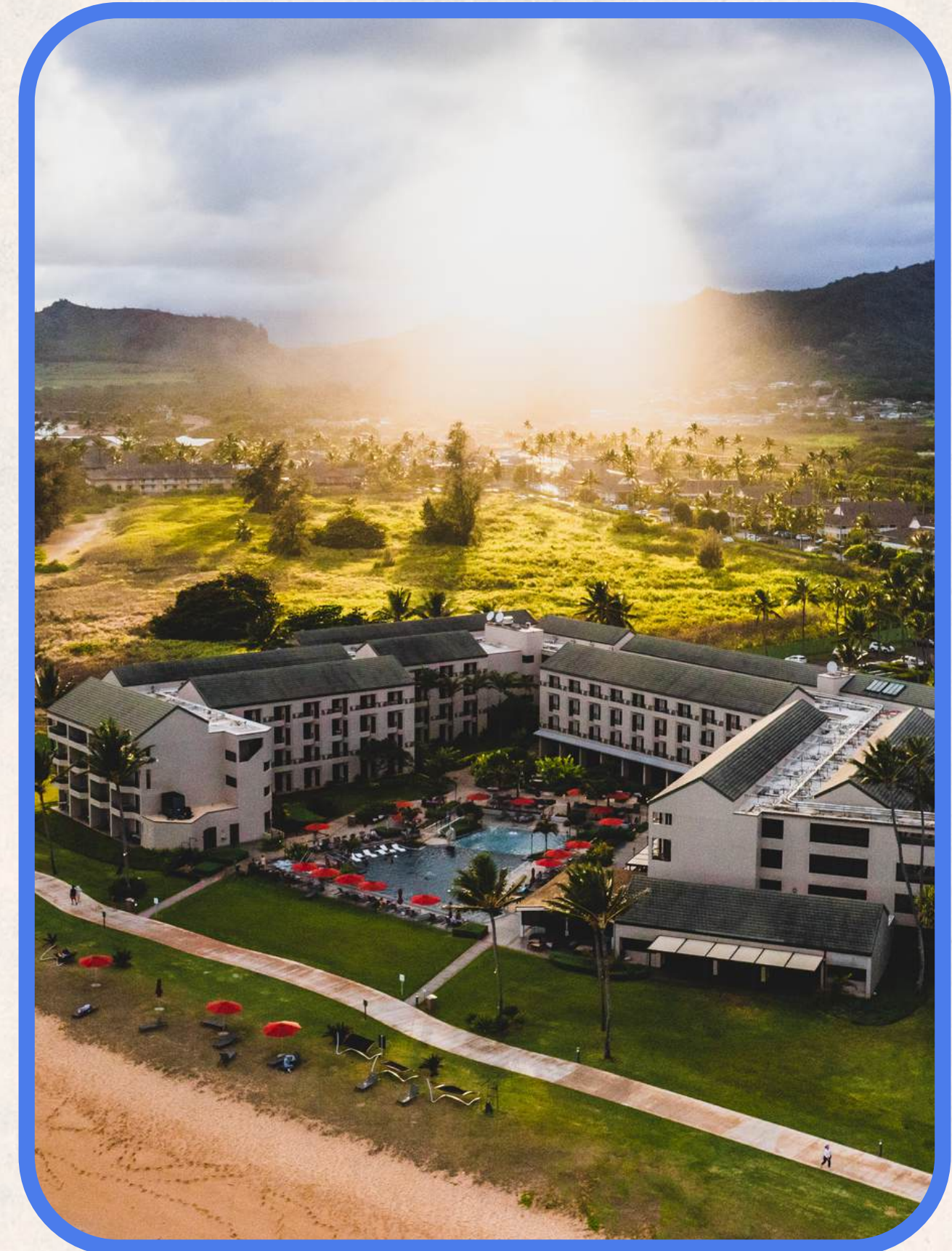
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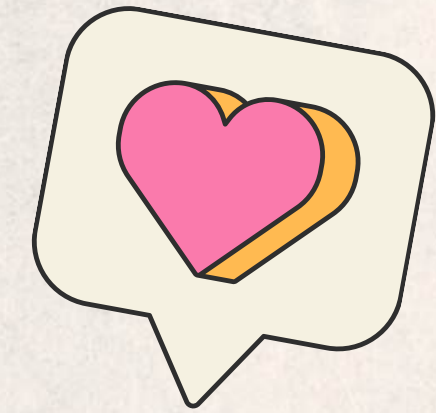
# Conclusion

Through our outreach efforts, we learned influencers (depending on their follower count) typically charge anywhere from \$30,000 to \$50,000 per video. Based on the follower counts we secured and the quality of influencers we gathered together, we can estimate this campaign to have generated anywhere from \$300,000 - \$500,000.

This well-exceeded our goals and expectations of revenue for this trip. By keeping our group to 10 influencers and focusing our efforts on intentional invites to quality creators, we were able to maximize our efforts reaching over 30 million followers total. The clients also saw a major increase in followers on their own social media accounts as well as an increase in bookings and website traffic.



# Thank you!



Influencer Marketing Campaign by Diamond Public Relations

