



## Agency Partner



## Campaign

67 Days of Smiles in Orlando

## Target

Travel bloggers

Attraction-specific bloggers

## Campaign Duration

Phase I - Two Weeks

Phase II - Two Weeks

Phase III - One Week

## Objectives

- Create awareness of *67 Days of Smiles in Orlando* campaign and social media destinations
- Create awareness of Orlando attractions by directing consumers to the *Visit Orlando* Facebook fan page, and web site

## Strategies

### Tiered Outreach

Outreach for this campaign centered around three phases:

Phase I – Saturation of online travel communities

Phase II – Expanded outreach to attraction-specific influencers and communities

Phase III – Post-67 Days follow-up information distribution

The first two phases allowed us to concentrate on specific communities, ensuring saturation before expanding outreach to peripheral targets. Phase III provided us assets for sustained engagement.

### Attraction-Specific Targeting

Searching out influencers with affinities for specific types of attractions allowed us to secure placement outside of the travel community.

## Results

- Created 1.7MM+ campaign impressions
- Created 194 campaign posts surrounding *67 Days of Smiles in Orlando*
- Reached 635 individuals through creator & key-influencer outreach
- Updated Travel Wikis with current Orlando travel information; reaching 628k unique visitors

