



How to Run Your Instagram Like an Influencer

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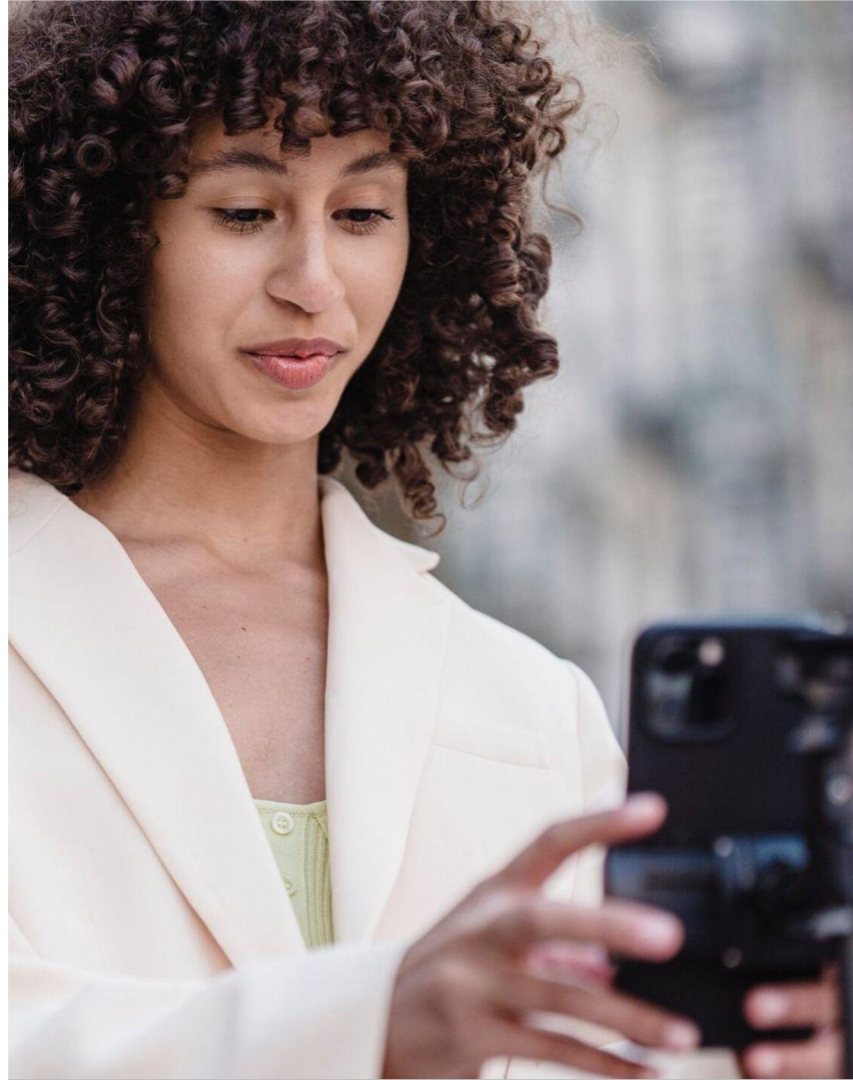
Q&A

What is an influencer?

Influencers are people that gained a following on social media and can influence consumer habits.

From *weekend getaway ideas* to *best-of lists*, there are so many reasons why people follow influencers. But, for the travel and tourism industry, people are ultimately looking for inspiration.

Influencers sell the
experience, not the
destination!



How to look like an influencer

Show the public what's happening in the moment.

Is there a new shop opening in your area? Take a trip and show the experience a customer would have.

Is there a big event happening in your area? Attend and show your audience what it's like and why they do not want to miss it.

Your audience loves when you interact with them and include them in your daily life. So, just be your authentic self and allow them in.



How to Take Better Instagram Pictures

1. Clean your lens.
2. Turn on your grid.
3. Invest in a tripod and remote.
4. Play with the exposure.
5. Take photos in bursts.
6. Download photo editing apps.

Pro Tip: If you're having a hard time creating your own content, try collecting user generated content (UGC). Find the top posts taken in your area and ask the user if you can share them.



Things an Influencer Would Not Do

1. Post low quality images and/or videos.
2. Use too many and irrelevant hashtags.
3. Fail to give credit where due. (Ex. UGC)
4. Post without a plan.



Case Study

Hudson Valley Tourism

We took this approach with our client Hudson Valley Tourism and in the first seven days, reach increased by 337%, and engagement rose by 283%.

After a month of the influencer program, we gained an additional 83 followers, increased engagement by 31%, and reached over 1,000 accounts, a quarter of which were non-followers.



Case Study

Rockland County Tourism

Within the first month of our Influencer Program (July), across Facebook and Instagram the average reach increased by 15.5% and profile visits went up by 41.5%.

In September, Facebook page visits went up by 203%, new likes increased by 265%, and reach went up by 694%.



Q&A

Full-Service Capabilities

- ✓ Brand Positioning Strategy
- ✓ Market Research
- ✓ Media Research and Planning
- ✓ Public Relations
- ✓ Event Planning
- ✓ Print, Radio, Cable, and Digital Advertising Campaigns
- ✓ Social Media campaign strategy, content and implementation
- ✓ Original Creative Development of all materials
- ✓ Interactive Media and Video
- ✓ Web Development & SEO
- ✓ Direct Marketing, including E-Marketing
- ✓ Marketing Automation



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