

# The evolution of visual storytelling

For modern destination marketers



# What we've heard

## Business Challenges

### Saving Time:

- **Current State:** Lean team managing socials, website, community promotion etc.
  - Lack of UGC content (both images and video)
  - Lack of assets on website
- **Goal?** We want to showcase what we have to offer and grow!
  - Art galleries, community, nature etc.
  - "One of the prettiest parts of the state"

### Content Delivery:

- **Current State:** Posting 2x/week
  - "Underperforming"
  - Online engagement needs improvement
- **Goal:** Not to post more, but share more unique content (UGC)
  - Post engaging content to create more conversations
- **Why?** We want to increase engagement and brand awareness.

## CrowdRiff Solutions

### Saving Time:

- Digital Asset manager with built-in AI search engine to quickly find your own photos and videos!
- Platform designed to save time on internal processes.
- Library of ready-to-use UGC

### Content Delivery:

- Build large library of relevant UGC
- Easily request the rights to use content
- Use across all social platforms & website
- UGC is seen as more authentic and drives more traffic to socials & website





# Case Studies



# A few of our existing Colorado Clients!



# How CrowdRiff UGC Helps Visit Yarmouth Boost Its Owned Media Channels and Engagement

June 27, 2023



## CASE STUDY

# Small DMO

- Population of 9,000
- "Before CrowdRiff, our team would be **scrubbing social channels manually and endlessly scrolling partner and visitor channels** for engaging and relevant destination content"
- "CrowdRiff has **saved us so much time** because we can now follow creators and publish their content so much quicker"
- "**As destination marketers, we need to leverage earned media** and the authentic stories and content that creators are sharing about our destinations. UGC will remain an important earned media channel going forward."
- [Link here](#)

## CASE STUDY

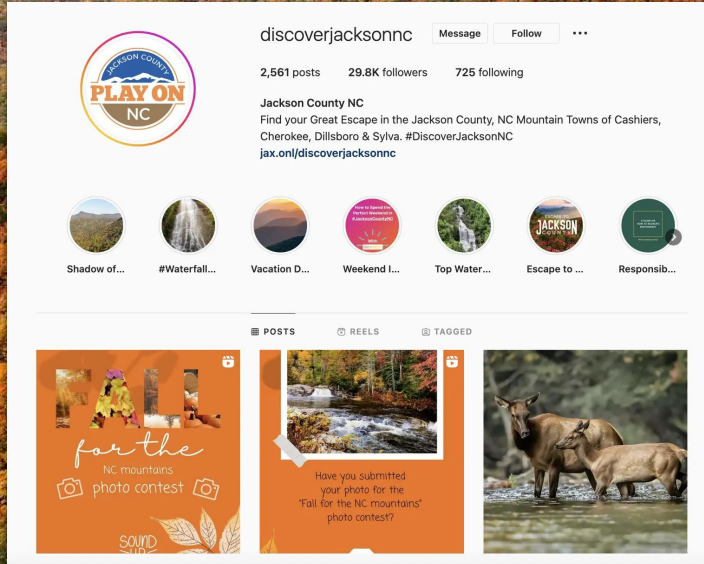
# Jackson County Tourism Development Authority

## Objective

Support their digital strategy to grow their tourism audience.

## With the help of CrowdRiff, they've been able to:

- **Increase their social media marketing budget by almost 30%** and grow their team's headcount
- Source images from across the county without leaving their desk
- Easily create consistent, high quality content
- Find UGC faster and streamline getting access rights to use it in their marketing channels
- Save time and effort showcasing images on their site with CrowdRiff's auto-updating galleries



[Read the full story here](#)



# How a Tiny DMO Team Produces 300% More Reels a Month— Without Burning Out

October 15, 2024



## CASE STUDY

- “Sarah Stills it from [CrowdRiff’s User Generated Content \(UGC\) product](#), a treasure trove of continuously updating images from micro-influencers across the region.
- “I love the versatility of the UGC platform. It allows us to keep our content looking fresh.”
- “frequently builds galleries of UGC content and embeds them into blogs and social media posts. “We utilize them in almost all of our blogs to showcase what people can expect in San Marcos.”
- [Link Here](#)

## CASE STUDY

# Haka Tours

### The Problem

Haka Tours website didn't inspire potential guests to engage with their experiences. It was text-heavy and dominated by old photography that didn't showcase what the experiences were actually like.

### The Solution

CrowdRiff helped them to keep it organized and to discover, secure the rights to, and display user-generated content (UGC) easily. Now they showcase authentic moments captured from real experiences from their tours, and use this social proof to increase organic conversions.

Since the website's re-launch, Haka Tours has seen a 45% reduction in bounce rate, a 75% increase in page views, and 30% more sessions per user.

Barnaby and his team are currently utilizing gallery analytics to determine which content receives the most engagement, and intend to incorporate those high-engagement images into banner ads, print marketing materials and blog posts in the future.

### Before



### After



### The Results

**75%**  
increase in  
page views

**45%**  
decrease in  
bounce rate

**30%**  
more sessions  
per user



# Customer Stories



**How a Tiny DMO Team Produces 300% More Reels a Month— Without Burning Out**



**How CrowdRiff Helps This Australian DMO Build Awareness With UGC**



**From Stale to Stunning: Discover DuPage's UGC transformation with CrowdRiff & Simpleview**



**How CrowdRiff Creators Helps Visit Alamosa Elevate Their Vertical Video Strategy to Reach Potential Visitors**



**How CrowdRiff Helps Visit High Point Connect and Engage with Travelers**

[CrowdRiff Customer Stories linked here](#)





# Measurable ROI for CrowdRiff Customers

**90%**

Time Savings in gathering & searching for visuals

**4x**

Increase in time on site, plus ability to drive traffic to investive members

**3,500**

Rights-Approved images to build out social media strategy  
[→ Arizona State Parks Case Study](#)

**13x**

Increase in Social Media Followers with Photo Contests  
[→ Alabama tourism case study](#)



For more examples, including a potential ROI of 200% on a UGC library vs. relying on professional photography [click here](#)

**5x**

**UGC converts five times as many travellers compared with branded photos & videos**

**40%**

**Of millennials won't book a travel experience without seeing some sort of UGC**

**2/3**

**Of consumers say they trust the opinions of other customers posted online**



# The benefits of user-generated content

A person in a blue hoodie is standing on a grassy hill, taking a photo of a coastal landscape. In the background, there are rugged mountains, a beach, and a tent. The sky is blue with some clouds.

**4x**

Higher click-through  
rates on ads featuring  
UGC

**28%**

Higher engagement  
rates on UGC social  
posts

**55%**

Of consumers trust UGC over  
other kinds of marketing

# What Makes CrowdRiff Unique

Visual Marketing Platforms are everywhere. Here's what makes CrowdRiff special.



## Purpose Built for Travel & Tourism

CrowdRiff's first customer was Franklin, Tennessee, and now we're proud to call over **900 travel and tourism brands our friends.**



## Partner Connected Collaboration

Our platform allows you to be connected with local and global partners for easy collaboration.



## Smart Visual Content

CrowdRiff takes the guesswork out of knowing what visuals are performing the best for your brand. We're always testing and feeding insights back to your team.



## Proprietary Image Discovery

Our image discovery was built to make finding content as easy as doing a Google search. If you can type it, we can find it.

# Partnering With CrowdRiff



## Onboarding & Training

Upon partnering, we'll waste no time getting you trained and on-boarded into your new platform.



## Dedicated Strategic & Technical Support

Your dedicated success manager will be with you every step of the way, keeping your objectives top of mind.



## Best Practice Sharing

As a connected member of the travel & tourism community, we can share knowledge and know-how.



## First Access to Industry Content & Resources

Stay informed and up to date on visual influence for brands.



A scenic view of the Golden Gate Bridge in San Francisco at sunset. The bridge's red-orange towers and suspension cables are visible on the right side, extending into the blue water. The background features rolling hills under a clear sky with a warm, golden glow. The foreground shows a rocky, grassy cliffside overlooking the water.

# CrowdRiff Investment Options

# Solution Options

Every CrowdRiff package comes with sourcing & discovery, social photo image recognition, quality filtering + smart curation, and photo & video uploading.

## Full Suite Package \$12,000 USD /year

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### Included

- UGC & Rights Management
- Collector
- Sidekick
- Social Publisher & Scheduling
- Smart Web Galleries & Analytics
  - Google Locations
  - CTAs
- Digital Asset Management
  - 500GB storage

### End of year discount:

- **18% off = \$9,600 USD/year**
- Agreement signed before December 20th
- Choose start-date and payment structure!
- i.e. Start in March 2025

## Web & DAM Package \$10,000 USD /year

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### Included

- UGC & Rights Management
- Collector
- Sidekick
- Smart Web Galleries & Analytics
  - Google Locations
  - CTAs
- Digital Asset Management
  - 500GB storage

## Web Package \$6,000 USD /year

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### Included

- UGC & Rights Management
- Sidekick
- Smart Web Galleries & Analytics
- Google Locations
- CTAs

# Next Steps

Steps	Proposed date	Notes
Final decision	?	
Provide draft of contract		Castille will send via email
Fully executed contract	?	Before Dec. 20th realistic? End of year promo.
Contract start date	?	Delayed options available
Payment Options		Split payments available



The background is a solid blue color. In the top-left corner, there are several overlapping, hand-drawn white scribbles that resemble loops or swirls. In the bottom-right corner, there are three white, elongated, hand-drawn oval shapes, also resembling scribbles.

# **Product Slides**

# Video Upload

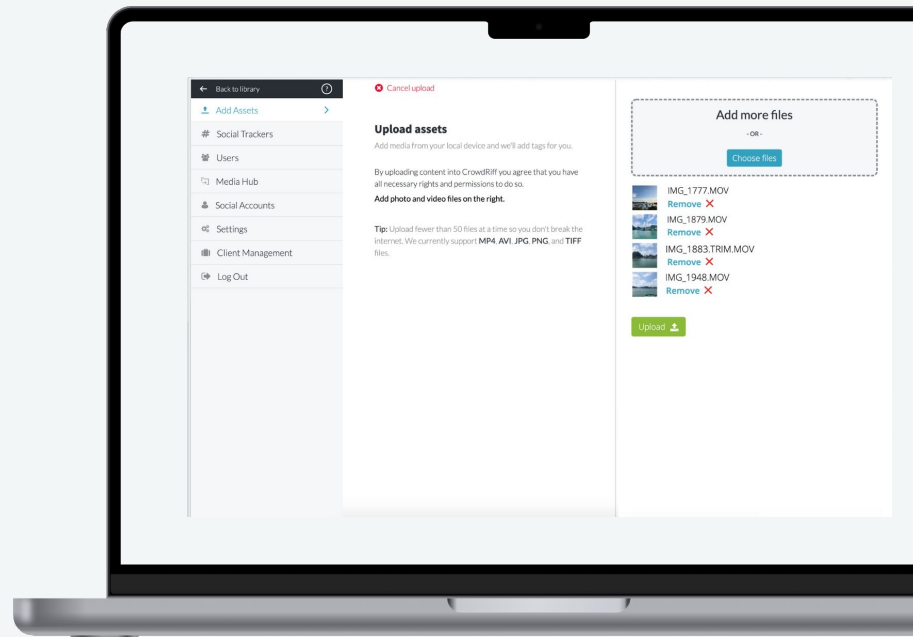
Upload videography to CrowdRiff to store all of your footage with the rest of your visual content.

## Centralize your videography

Upload the professional videography you've commissioned or created in-house to CrowdRiff, so everything is stored in one place and easily accessible.

## Add keywords & license information

CrowdRiff lets you add keywords, captions, license restrictions and set expiry dates on video content.



# Photo Upload and Auto-Tagging AI

Centralize your marketing visuals into one platform, including the professional photography you own.

## Keep owned visuals with social assets

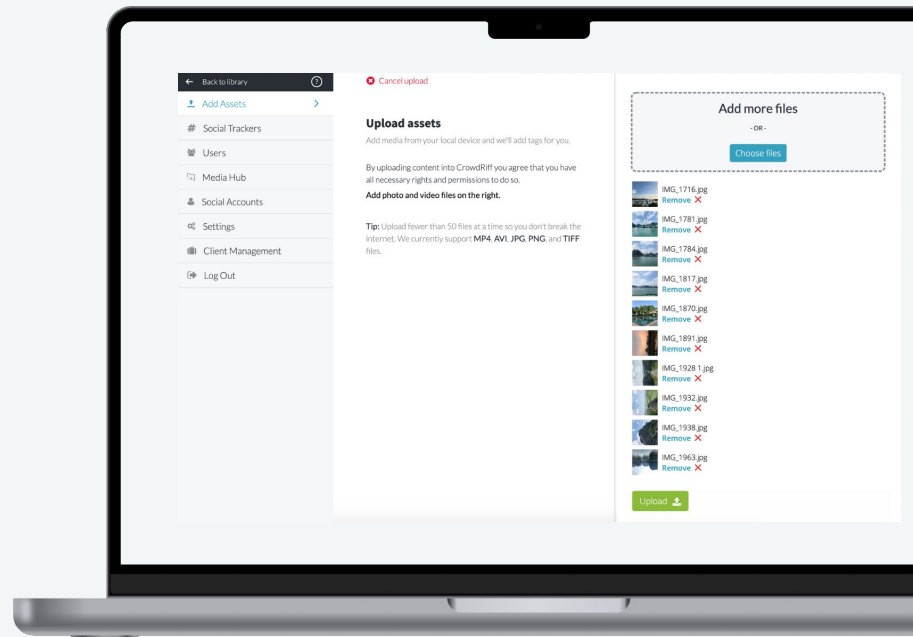
CrowdRiff lets you upload your branded assets, like professional and stock photography, to your content library. Everything is stored in one place and easily accessible.

## Have all your photos organized in seconds

CrowdRiff's AI-powered image recognition automatically tags your photos with relevant and descriptive keywords, for easy categorization and discoverability.

## Add additional keywords & information

You can also add additional keywords, the name of the photographer, and set expiry dates and restrictions.



# Lightning-Fast Image Search

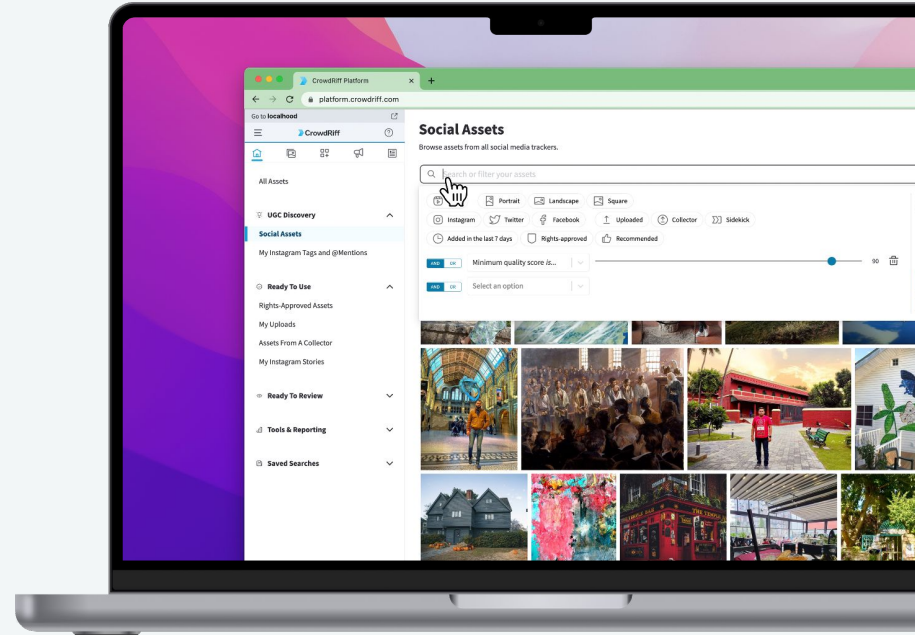
No more wasted time manually scrolling through hashtags. CrowdRiff finds what you need with a fast, flexible and powerful search function.

## Find the right visual in seconds

CrowdRiff's Intelligent Search recognizes word stems (hike = hiking, hiked, hikes) and multiple languages, so you can always find the content you're looking for, even if it's not exactly what you typed.

## Get as specific as you need with flexible search parameters

You also have the option to add and combine additional keywords, license expiry dates, quality scores, date ranges and many other filters, making your search even easier.





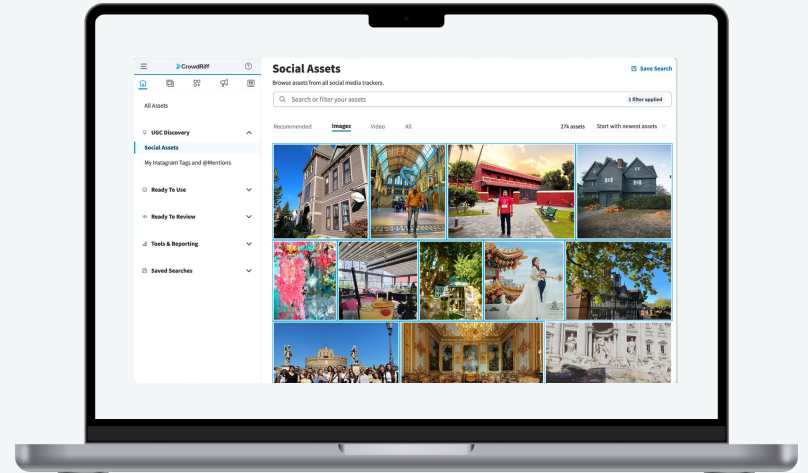
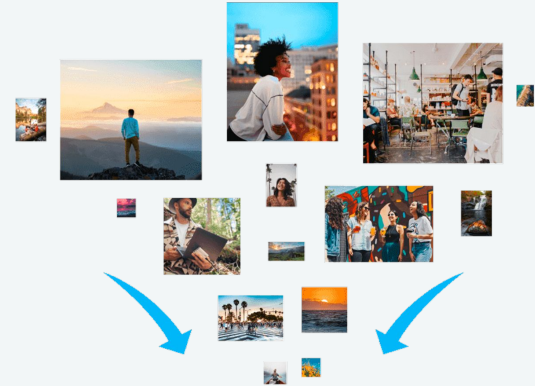
# Social Trackers

Get all the photos, videos & Reels captured and shared by your community sent straight to CrowdRiff in real time.

You'll have the visuals you need to curate relevant and authentic content across each of your marketing channels.

## Source visuals from:

- Local Businesses
- Hashtags
- Users
- Pages



# Get Rights to UGC

Build out your content library with authentic visuals and quickly get the rights to use them across your marketing channels.

## Quickly and easily get rights to visuals

When your request is approved, CrowdRiff automatically takes a screenshot of your records and downloads the highest resolution image available.

## Create customizable messaging

You have full control and customization of your messaging, so you can easily create personal, on-brand comments.

## Track rights-approved images

Easily filter to see the photos you've already requested rights to, as well as those that have been approved, so you always know which visuals you can use.



# Why do Rights Matter?

Copyright varies by country, but basically copyright defines the ownership of creative works and how those works can be used.

## **However the most common outline is:**

If you created an original artistic or written work, you own it—even if you never registered it with a copyright office or other official body—and that ownership gives you exclusive rights to display and reproduce what you created.

# How can CrowdRiff help?

As an official Facebook & Instagram partner CrowdRiff is designed to allow destination marketers to acquire the legal rights to inspiring travel content through a streamlined rights approval process. Our system follows the key steps of...

1. Asking the social author for permission
2. Capturing & recording proof of this permission
3. Storing & categorizing the asset as 'rights approved' to avoid any confusion or misuse of the asset.

# Collector

Let your community, photographers and team members upload photos and videos directly to your content library.

## Get visuals from partners more easily

Professional photographers and partners can quickly and easily send you their content, eliminating the need for multiple emails back and forth.

## Access high-quality content

Anyone can upload high resolution visuals, so you can get the quality content you need for print campaigns or signage.

## Track uploaded assets with keywords

Add keywords to create unique links customized for each campaign, channel or contributor, so it's easy to track and find the content in your library.





# Visual Website Galleries

Display the compelling and effective UGC you source, and easily refresh your visuals in just a few clicks.

## Create engaging visual experiences

Responsive and interactive galleries make it easy to captivate and excite travelers with fresh content.

## Save time updating web visuals

Updating your website visuals only takes a few minutes, making it easier to showcase the new, relevant visuals CrowdRiff sources for you.

## Watch your web performance soar

**30%**

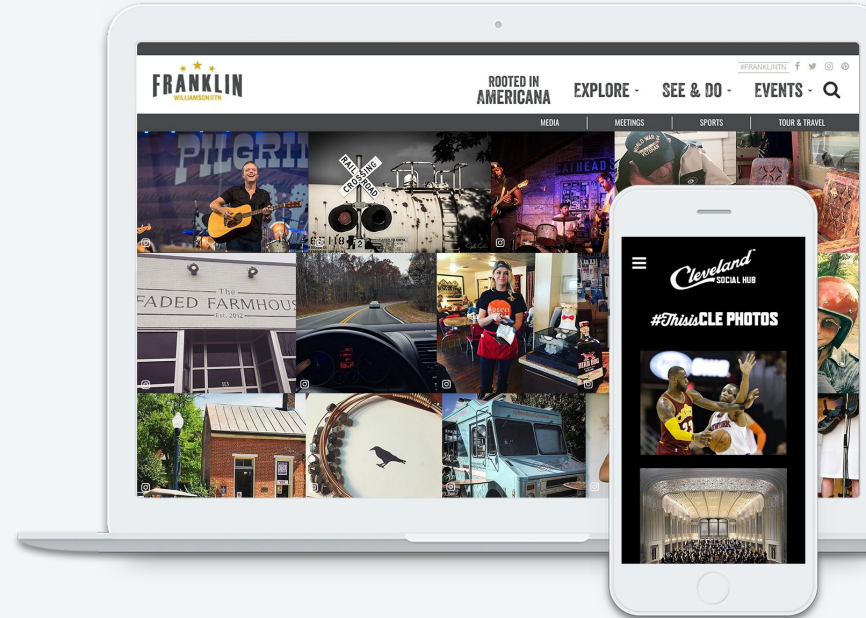
Reduction in bounce rate

**4x**

Increase in time on site

**20%**

Increase in new users



# Smart Self-Optimizing Galleries

Content that resonates with your website visitors, automatically optimized.

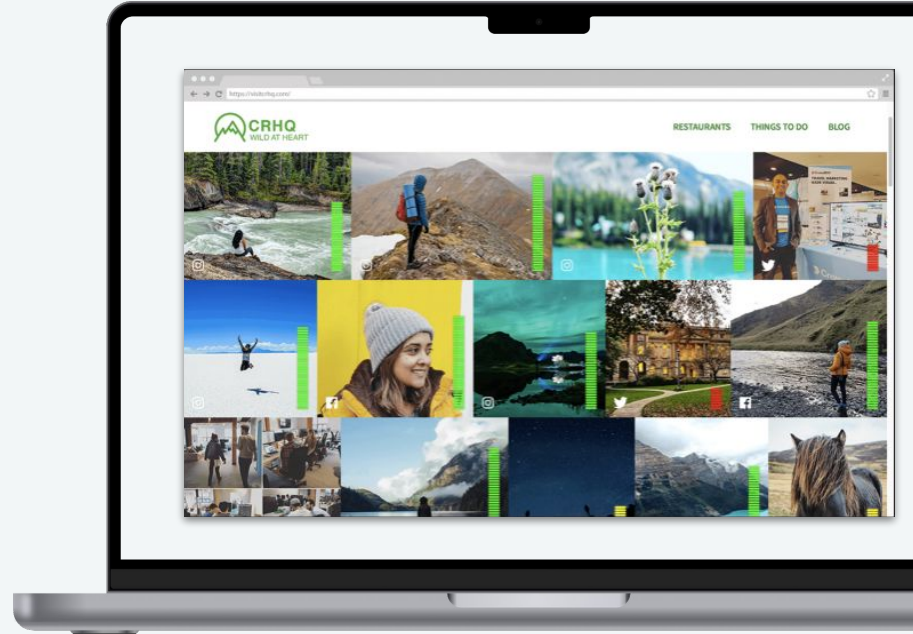
## Display the most effective visual content

CrowdRiff galleries use artificial intelligence to learn which photos are the most engaging, and automatically give them more visibility.

## Keep adding new visuals to test

You can keep adding more visuals into smart galleries, and CrowdRiff will automatically swap them in to test.

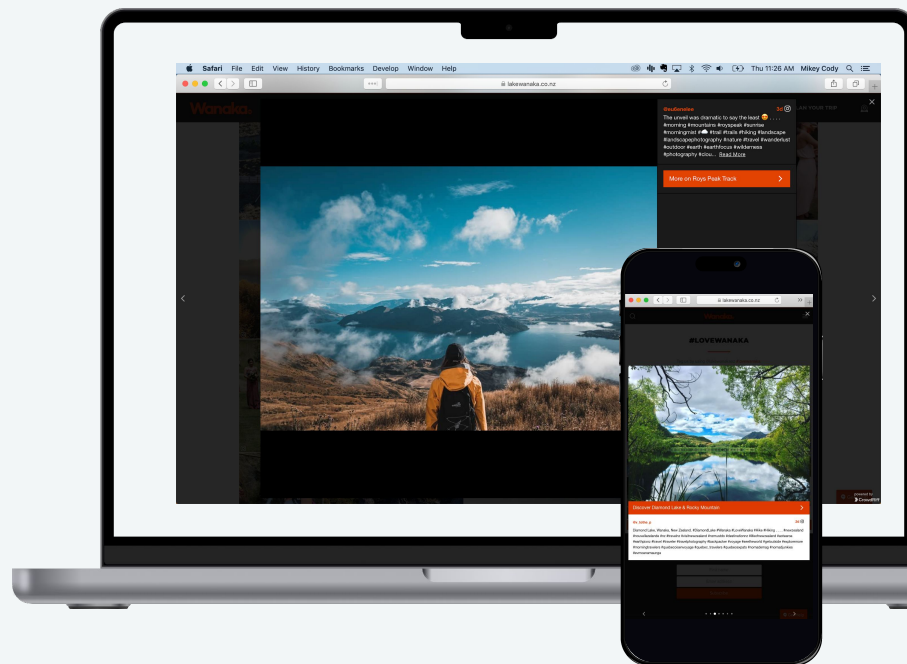
**20%** Higher time on site than our standard galleries



# CTAs (Calls to Action)

Use multiple **CTA galleries** to take visitors from inspiration to action.

Customise your buttons so visitors can navigate through your website based on the content that resonates with them. Use Gallery insights to understand your viewers, and repurpose imagery in targeted content campaigns.



# Sidekick

The Sidekick extension lets you access your library and use your visuals whenever and wherever you need them.

## Easily access your visual library

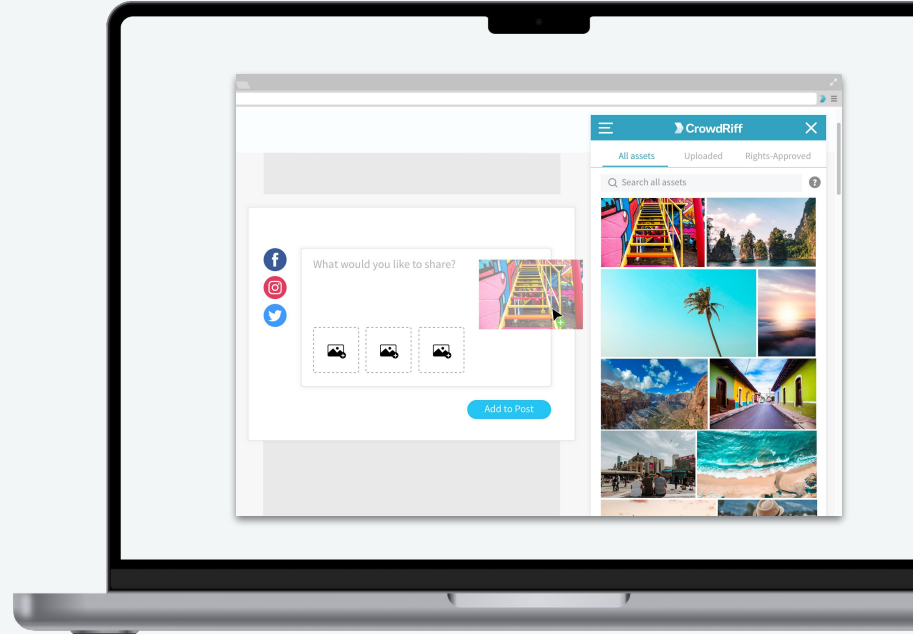
Your content library is right at your fingertips. Easily use your photos and videos wherever you need them, without having to open a new tab.

## Seamlessly add visuals to your Facebook ads

Use Sidekick on Facebook, whether you're crafting a post on the best food in town or creating ads to reach prospective travelers.

## Everyone on your team can use Sidekick

From summer interns to C-level executives, everyone uses visuals. Sidekick gives your whole team instant access to your CrowdRiff library without having to login to the platform.





# Google Locations

Take visitors from inspiration to action by enriching your visuals with helpful location details, like hours, addresses, and cost indicators.

## Turn your website into a visual directory

Make your website a go-to resource, highlight specific partners, increase time on site, and drive repeat visitors by making the relevant information travelers need easily accessible.

## Provide accurate location details on every visual in your library

Whether UGC or owned, the most up-to-date location details are pulled into your visuals, so you know the information you're providing is always accurate without having to reach out to partners or businesses to get it.



# CrowdRiff Insights

Measure the impact of your website visuals on the metrics that matter most to your business.

## Measure and report on website visuals

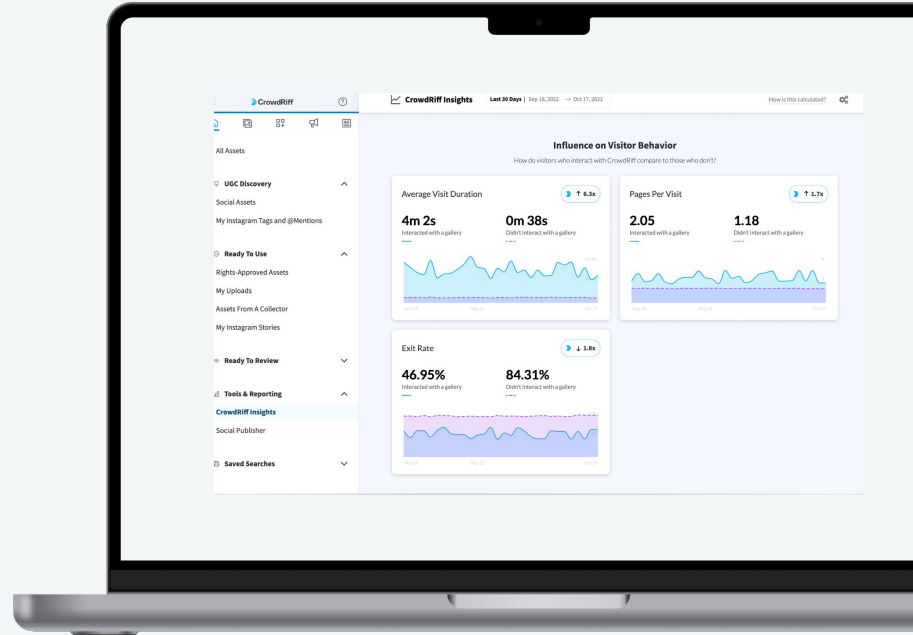
CrowdRiff Insights lets you track, measure and report on the ROI of your website visuals, all in a simple, easy-to-use analytics dashboard.

## Use insights to optimize your visual content

With insight on how your visuals impact conversions, revenue and overall website performance, you can make more confident, data-driven decisions to drive your content strategy.

## Identify top-performing assets

See how every visual in your library is performing, from views to engagement to conversions.



# Social Publisher

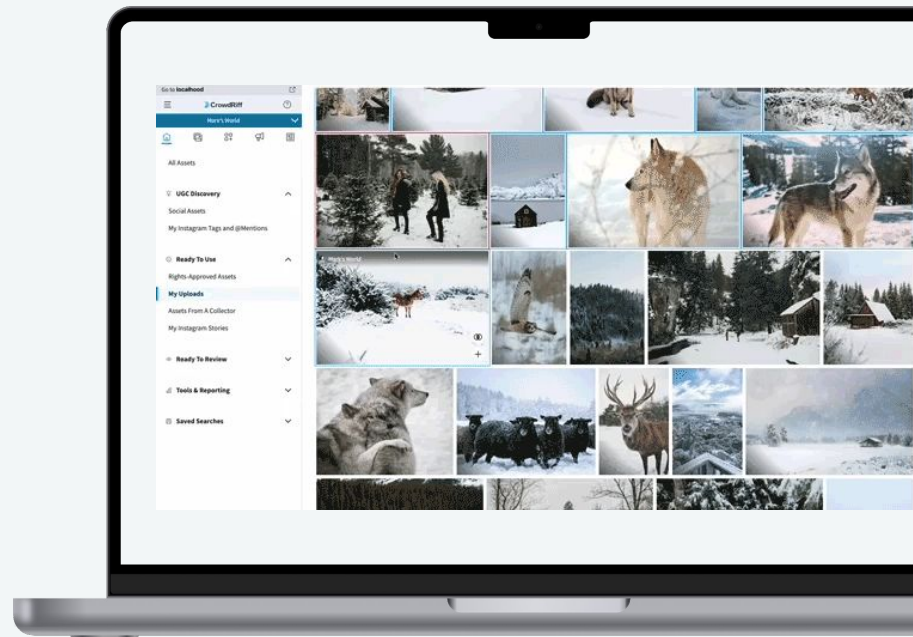
Source, store, and publish your visual content directly to social media, all within the CrowdRiff platform.

## Post directly to social media

Publishing lets you post rights-approved and owned assets directly to Instagram, Facebook and Twitter straight from CrowdRiff.

## Save time with an all-in-one tool

CrowdRiff's easy-to-use solution removes the manual work of posting to social media or the need for multiple tools, letting you quickly complete your workflow in one platform.



# Third Party Sharing

Grant people access to your best visuals with a simple link, instead of worrying about clumsy email attachments or ZIP files.

## Goodbye email attachments

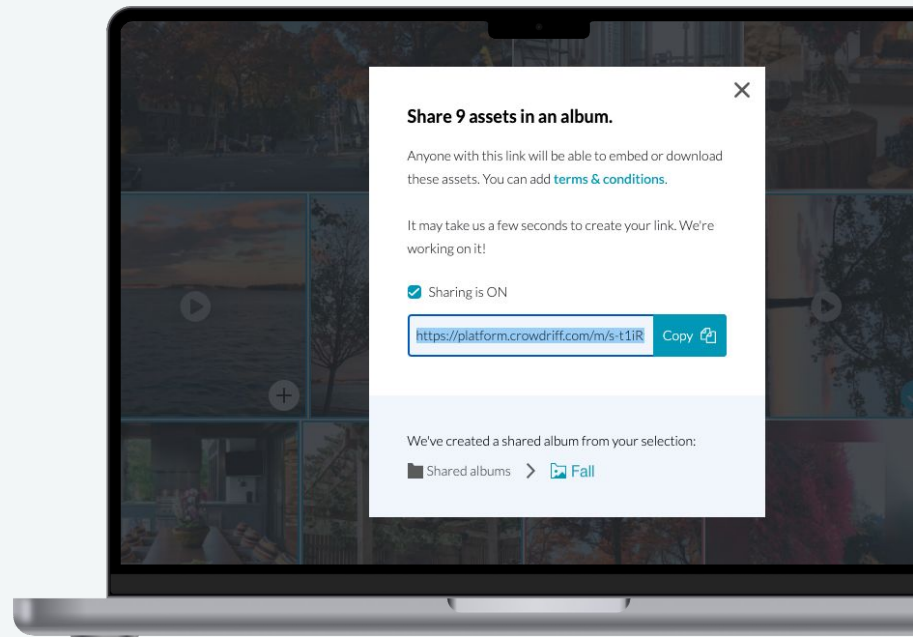
Gone are the tedious days of downloading a file, compressing it, and waiting for it attach to an email. Simply select the visuals you want to share and send the link—no attachments necessary.

## Reduce bottlenecks

Anyone on your team is able to quickly curate collections of visuals and share them with the people who need them, both inside and outside of your organization.

## Control access

You'll have granular control over who has access to your visuals. Enable and disable sharing links so only the people you'd like, when you'd like, have access to your shared assets.





# Thanks!

