

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

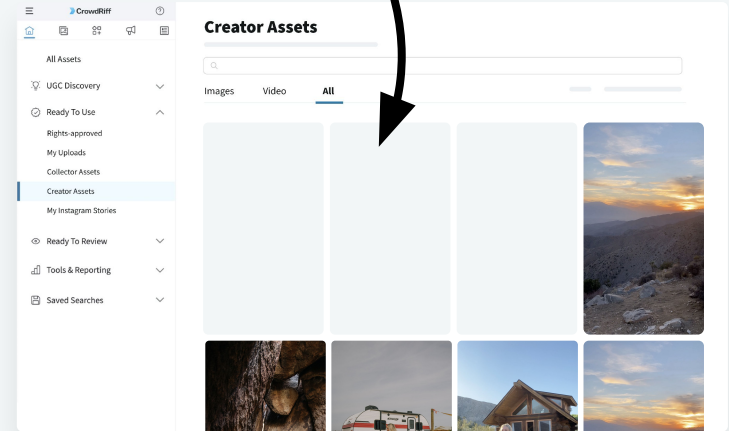
Content Delivery:

- 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



How many hours do you save?

	CrowdRiff Creators	UGC
Hours saved per week	10 hours	6 hours
Task list	Creator sourcing & management Creator content review Content approvals	Content sourcing Editing Publishing





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 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

Partnering With CrowdRiff



Onboarding & Training

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



Best Practice Sharing

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



Dedicated Strategic & Technical Support

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



First Access to Industry Content & Resources

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

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 800 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.

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 sky is a mix of light blue and orange, and the surrounding hills are silhouetted against the setting sun. 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 up to 1 GB

Full Suite Package

\$12,000 USD /year

Included

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

Web & DAM Package

\$10,000 USD /year

Included

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

Web Package

\$6,000 USD /year

Included

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



Case Studies

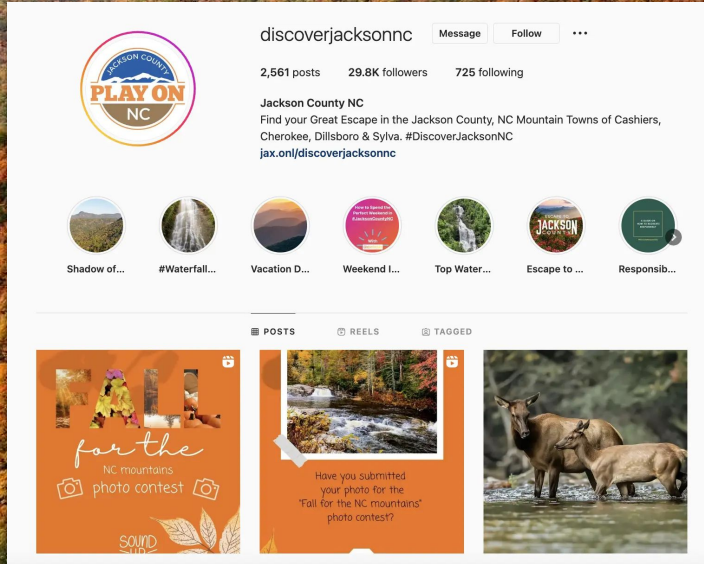
CASE STUDY

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](#)

CASE STUDY

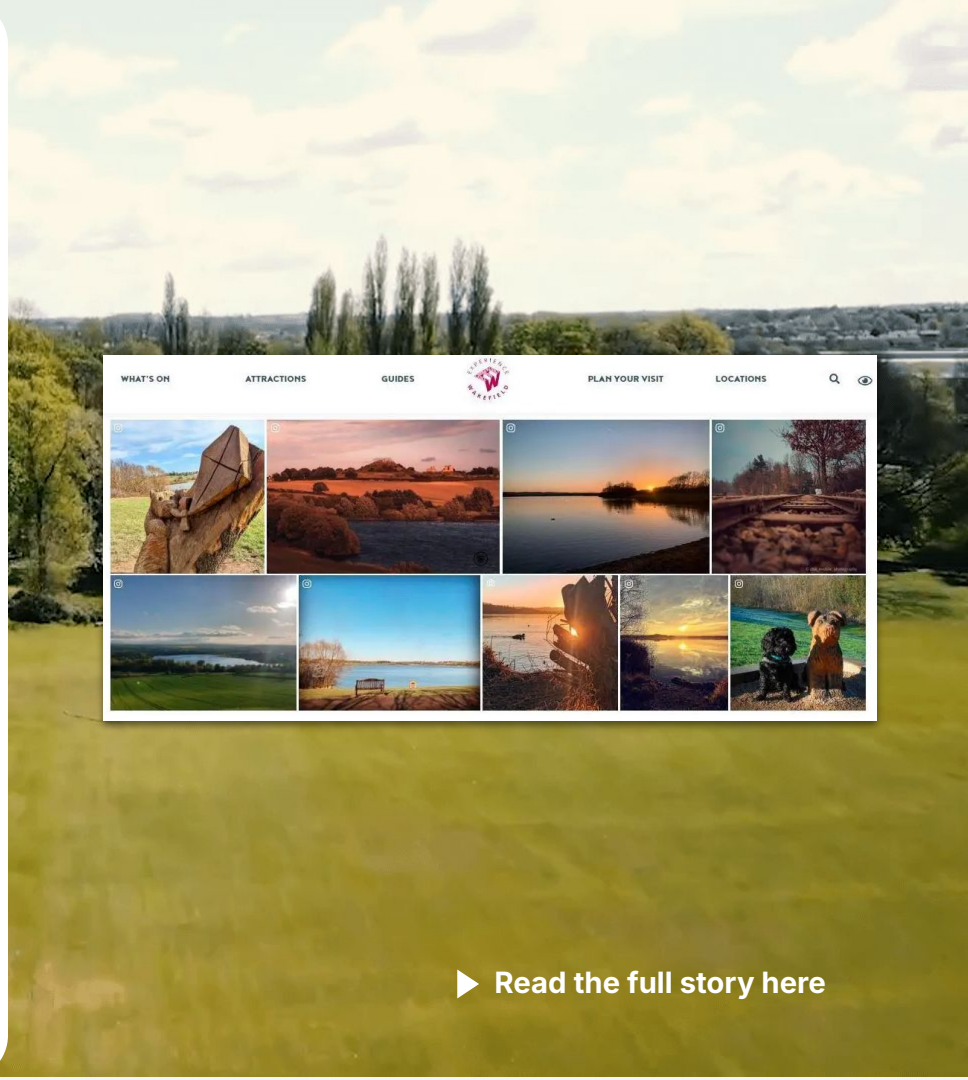
Experience Wakefield (Wakefield, UK)

Objective

Increase audience engagement and attendance of events and attractions in Wakefield.

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

- Easily capture new, seasonal and diverse images, to use across multiple digital channels such as web, social media, email newsletter and advertising
- **Increase their Instagram followers by 47% and their average reach has gone up by 36.9%**
- Collaborate more successfully with other local authorities on coordinated marketing efforts
- Maintain GDPR compliance



▶ [Read the full story here](#)

CASE STUDY

The Exploratorium

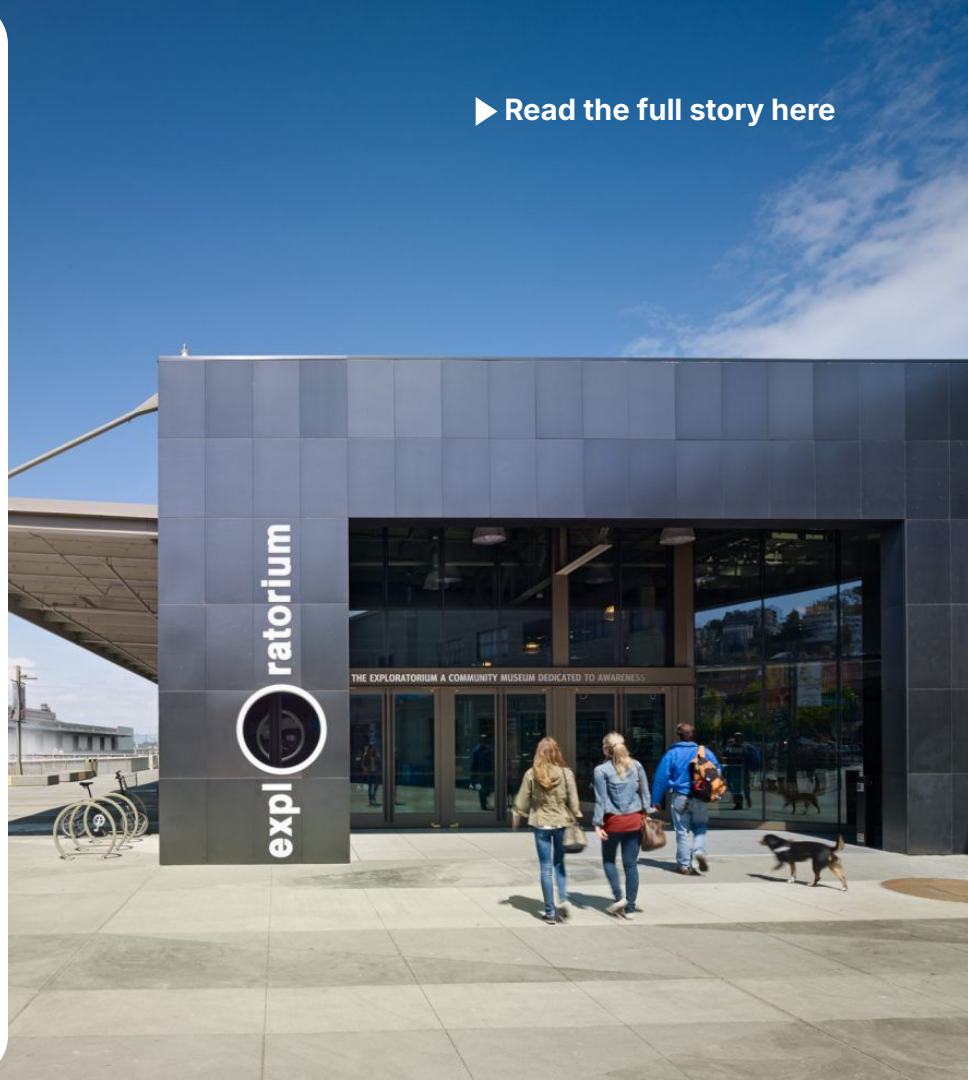
Objective

To engage visitors, despite travel restrictions and lockdowns throughout the pandemic.

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

- Enjoy an 80% approval rate for rights requests
- Get regular feedback from their visitors
- Engage their virtual audience with weekly challenges, sharing submissions in webpage galleries
- Expand to a European audience, and almost double their participation goals for one of their virtual exhibits
- Increase email CTR by 4% with UGC
- Use UGC and galleries to highlight past exhibits and promote upcoming ones

▶ [Read the full story 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



CASE STUDY

YesMilano (Milano, Italy)

Objective

Rebrand their destination, while keeping their audience engaged.

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

- Shift the perspective of their city from gray and smoggy to channel the modern, urban and greener Milano that now exists
- Easily source the visual content they need through Platform and Collector, and share it seamlessly with partners through Media Hub
- **Increase the number of Instagram followers by 162%**, despite the pandemic, travel restrictions, and lockdowns.

The background is a solid blue color with several white, hand-drawn scribbles. On the left side, there are several overlapping, irregular loops. On the right side, there are three elongated, oval shapes, also hand-drawn.

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.

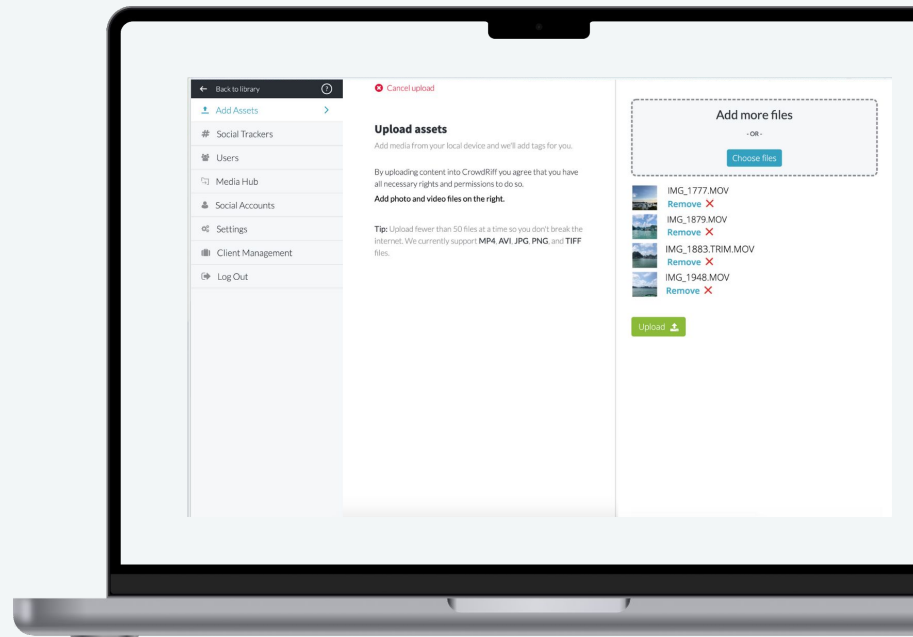


Photo Upload and Auto-Tagging AI

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

Keep owned visuals with social assets

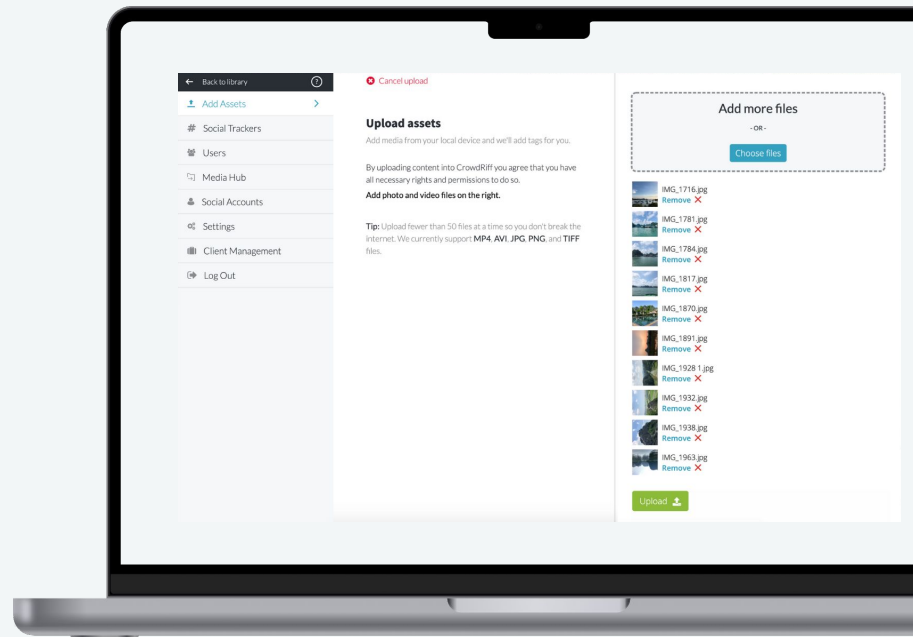
CrowdRiff lets you upload your branded assets, like professional and stock photography, to your content library. Everything is stored in one place and easily accessible.

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

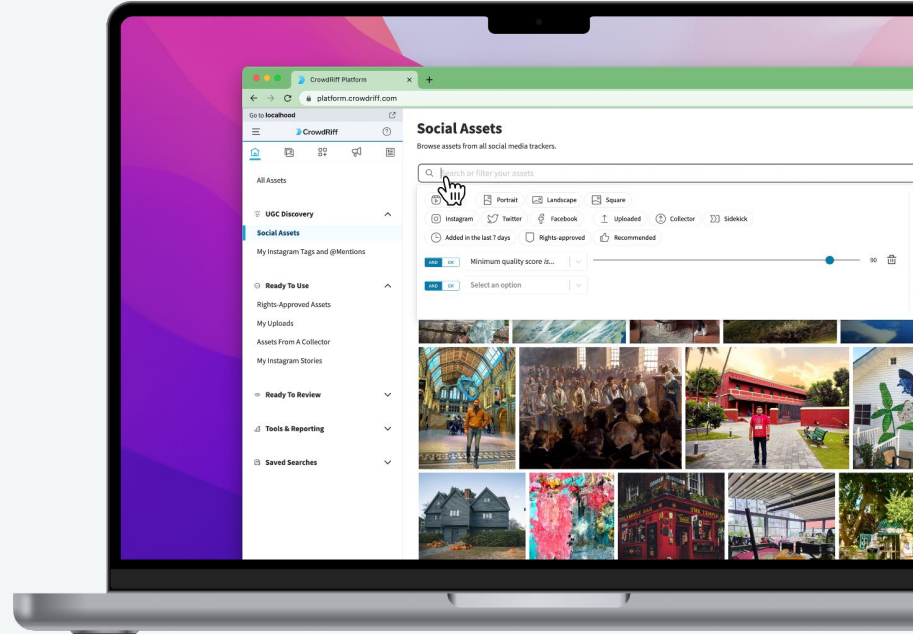
No more wasted time manually scrolling through hashtags. CrowdRiff finds what you need with a fast, flexible and powerful search function.

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.



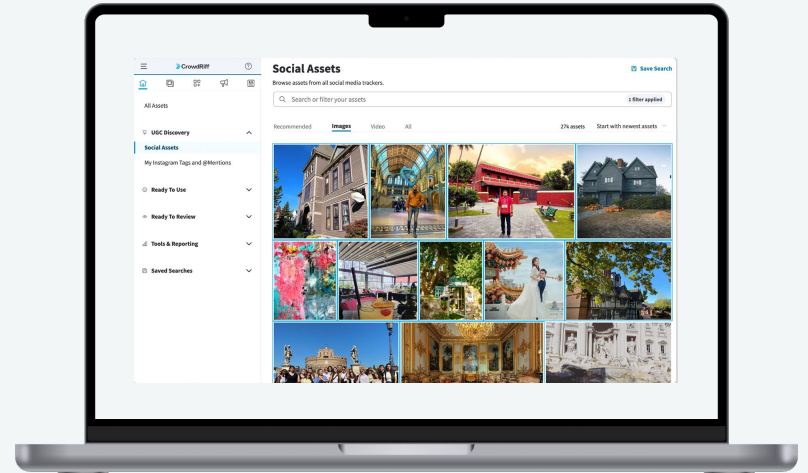
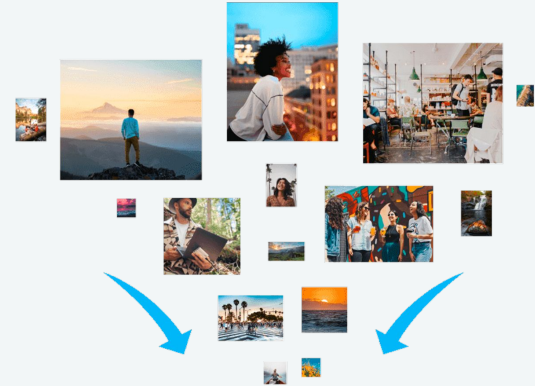
Social Trackers

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.

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%

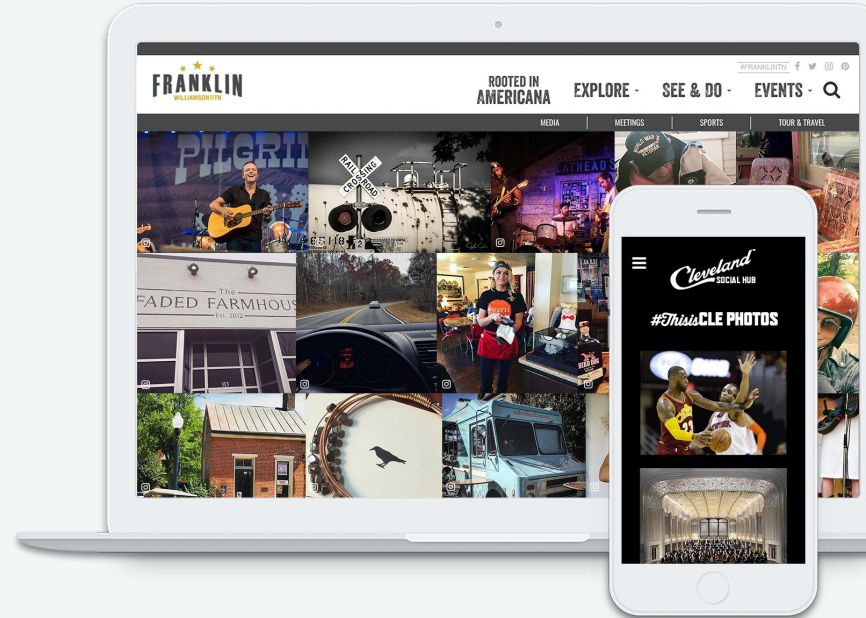
Reduction in bounce rate

4x

Increase in time on site

20%

Increase in new users



Smart Self-Optimizing Galleries

Content that resonates with your website visitors, automatically optimized.

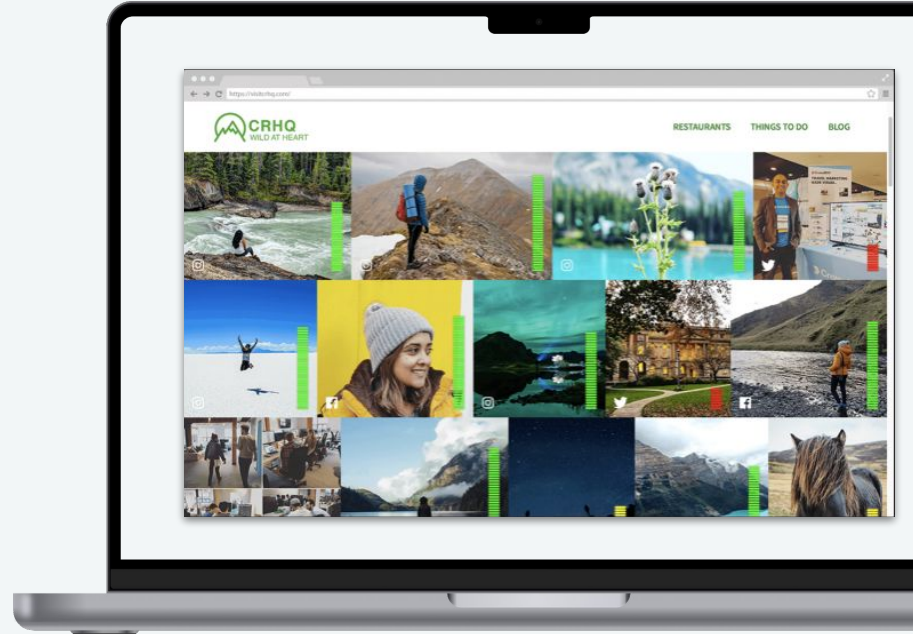
Display the most effective visual content

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.

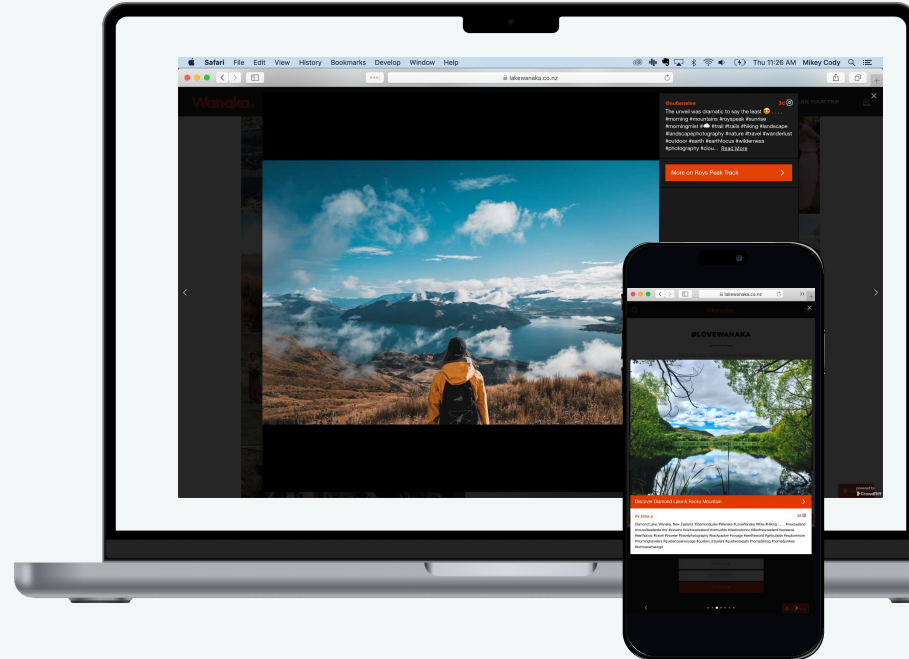
20% Higher time on site than our standard galleries



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.



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.



Sidekick

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

Easily access your visual library

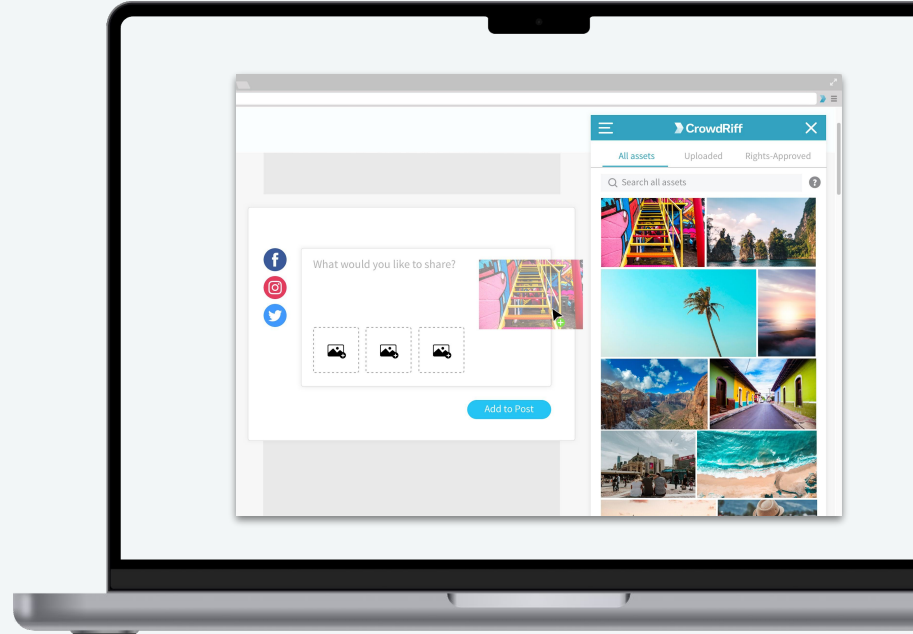
Your content library is right at your fingertips. Easily use your photos and videos wherever you need them, without having to open a new tab.

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

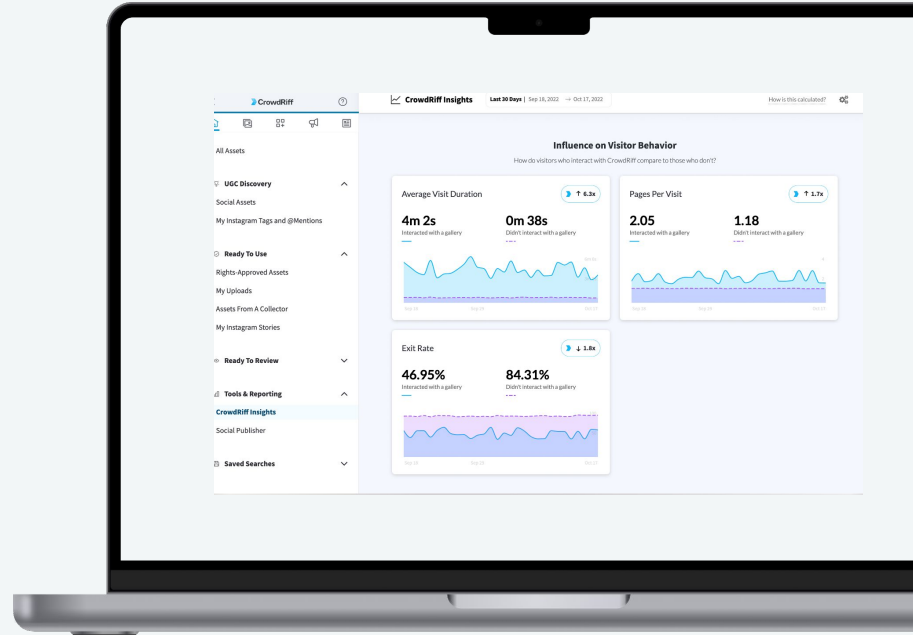
CrowdRiff Insights lets you track, measure and report on the ROI of your website visuals, all in a simple, easy-to-use analytics dashboard.

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

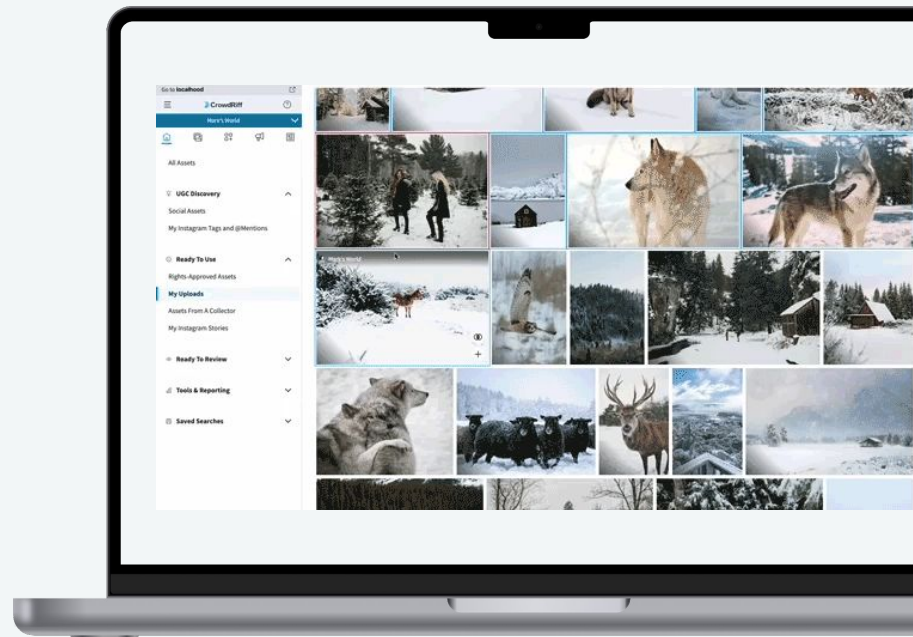
Source, store, and publish your visual content directly to social media, all within the CrowdRiff platform.

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

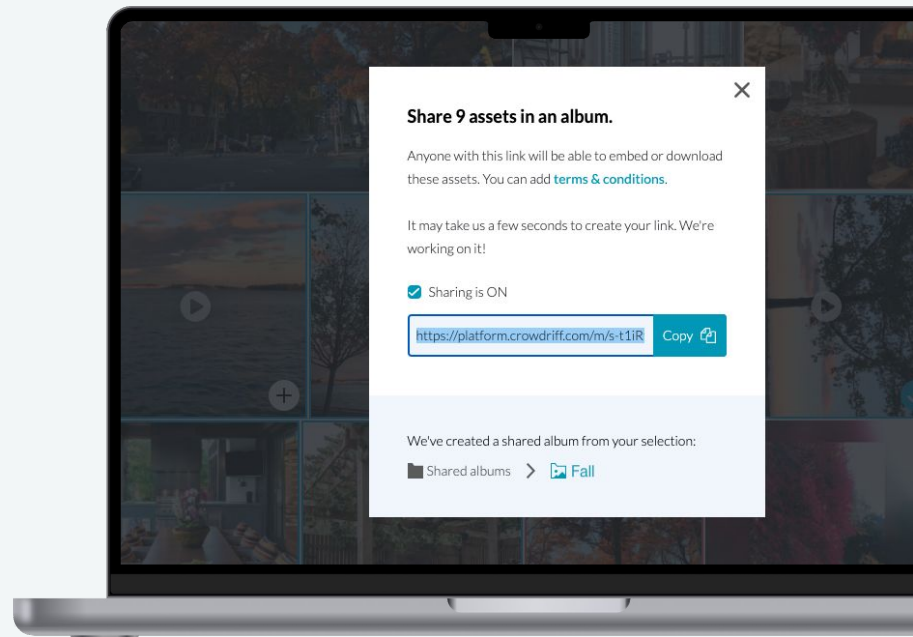
Gone are the tedious days of downloading a file, compressing it, and waiting for it attach to an email. Simply select the visuals you want to share and send the link—no attachments necessary.

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 of 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!

