

[MARCH 2021]

# How to Pick the Right Influencers for Your Destination & How to Work with Them

— *Tourism* —  
**KINGSTON**

 **BEATTIE**  
TARTAN

- 15+ years working in public relations, marketing, communications and events in Montreal, Miami and Toronto.
- Over her years in the industry, Nicole has worked a range of tourism, travel, fashion, beauty, arts and entertainment, cannabis, cultural events and festivals, hospitality, F&B, tech, health and wellness, nightlife, charity/non-profit and design clients



## NICOLE AMIEL

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*Director, Eastern Canada, Beattie  
Tartan*

A close-up photograph of a spiral-bound notebook with a black pen resting on it. The notebook is open to a page showing a calendar for January. The calendar is a grid with days of the week (M, T, W, T, F, S, S) and dates (1-31). The pen is black with a gold-colored tip. The background is a dark blue gradient.

# PRESENTATION OVERVIEW

- Influencer Marketing Fast Facts
- Determining Audience & Goals
- Selecting Influencer
- Communication
- Contracts
- Hosting Best Practices
- Follow-Up

# Quick Survey:

*How many have you ever used an influencer code to purchase an item?*

*How many of you have ever been inspired to purchase something after seeing it styled or used on an influencer?*

*How many of you have visited a restaurant or exhibit in this city or another city after learning about it from an influencer?*

*As much as we love to hate them, working with influencers is a strategy **that does work.***





- The increase in influencer marketing in the last five years mirrors the decrease in print advertising. Brands will spend \$15 billion on influencers by 2022
- 17% of companies spend over half their marketing budget on influencers
- 89% of companies who use influencer marketing say ROI from influencer marketing is comparable to or better than other marketing channels
- Businesses are making \$5.20 for every \$1 spent on influencer marketing
- 63% of marketers intend to increase their influencer marketing budget in the next year
- 91% of millennials trust online reviews as much as friends and family
- 50% of consumers will take some action after reading a positive review



# Determining Audience & Goals

## Questions to ask yourself

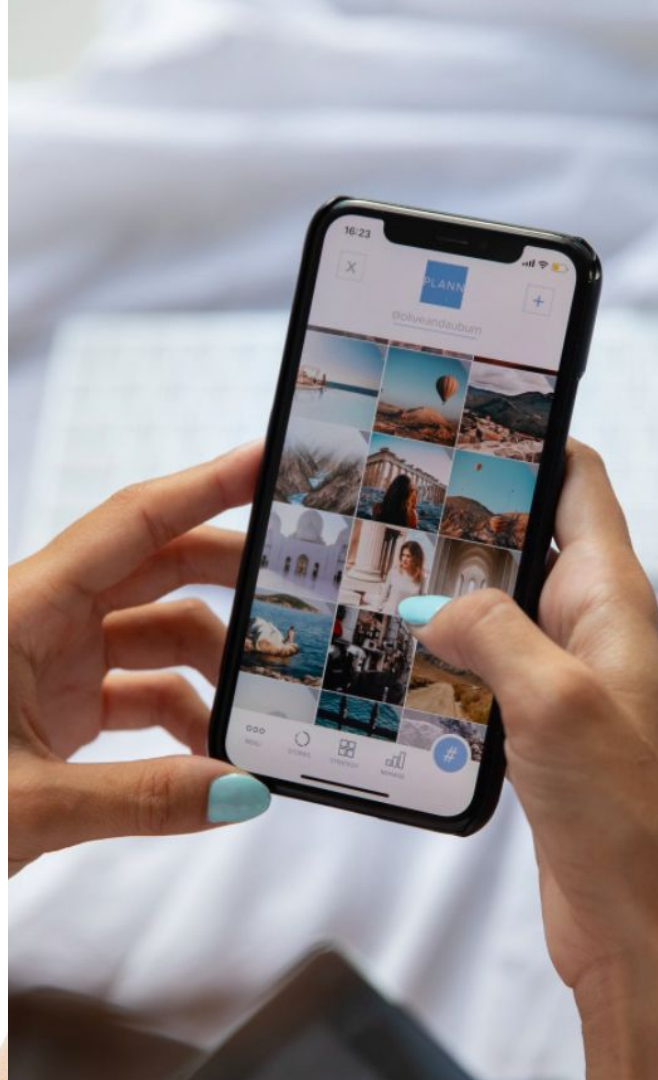
1. Who is your organization's target audience? Create a marketing persona including:
  - Age
  - Gender
  - Occupation
  - Residence
  - Interests/Hobbies
  
2. What platform is this target audience found on?
  - Instagram
  - Facebook
  - Tik Tok
  - YouTube
  - Blogs/Web Pages
  
3. What is the end goal of engaging with an influencer?
  - Promote a new product
  - Increase business traffic
  - Grow social media following

# Influencer Research

Once you've determined your target audience and campaign goals - research influencers that fit within your parameters.

## Tips for researching:

- Search for articles of top bloggers/influencers in your area/industry
- Research the influencers you are already aware of - look at which influencers they follow/engage/partner with to make yourself familiar with less mainstream influencers
- Search relevant hashtags to the type of influencer you are looking for i.e. #yyzmom #torontoinfluencer #kingstonontario #kingstonontario #yvk #kingston #yvklove
- Use influencer databases like [Cision](#) or [HYPR](#)
- Ask your network. Looking for an influencer that promotes recreation? Have a sporty friend? Ask them who they follow!



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# Influencer Selection

## Selection criteria:

- Authentic relationship with product/service - influencers that promote brands/services that they are authentically connected to invoke a larger trust within their audience
- Influencers audience directly aligns with your organizations target audience
- Number of followers isn't everything - an engaged audience > a large audience
  - consider using tools like Hypeauditor or social blade to determine engagement rate :
    - Abide by engagement rate chart: (most influencer fall in the 2.4%+)
      - less than 1,000 - 8%
      - 1,000 to 10,000 - 4%
      - 10,000 to 100,000 - 2.4%
      - 100,000 to 1,000,000 - 2%
      - 1,000,000+ - 1.7%





# Influencer Selection

## Selection criteria:

- Budget - generally speaking the more followers an influencer has the higher price tag they come with
- Ask for their rate card and media kit; you can also request case studies of similar campaigns that they have worked on with brands, destinations or operators





# Communication

Once you've selected your chosen influencer it's time to reach out to see if they are interested in the partnership and if so, what type of engagement they are accepting.

Most influencers have their email address on their social media channels and/or website. To remain professional, email communication is encouraged.

Direct messaging through social platforms can be used as a secondary communication tool that tends to be more casual in nature with the ask directly upfront and then moving the conversation to email in order to complete the tactical organization (contract agreement, asset delivery, etc.). Using email is also recommended so that you have a record of all communications should anything go awry.

## Three different types of engagements:

- **Paid Sponsorship** - Direct payment to the influencer for the type of content they are publishing. Each influencer has their own rate that they charge for different types of posts (blog, social media feed, social media stories, etc.).
- **Hosted** - Having the influencer experience your services with their visit being paid for.
- **Gifted** - Sending products to influencer for them to "unbox" at home.



# Communication (cont'd)

Due to the high volume of requests that influencers receive, the **subject line** of the email is extremely important to capture influencers attention and have your email stand out from the crowd.

## Must-have elements to include in initial email:

- Brief overview of your organization/ background on your company
- Connection on acknowledging you understand the influencer's brand/interests and reason why you think they are a great fit
- Brief overview of the ask/campaign
- Request for media kit or bespoke pricing for your program
- And ask if they are interest in exploring a collaboration further

# Developing Contracts

## Items to include in contract:

- Compensation
- Visitation and posting dates
- Timeline
- Type of content/ deliverables agreed upon
- Key messaging to include
- Social handles and hashtags to include

## Clauses to consider including in contract:

- Influencer cannot post competitive brand for 1-2 weeks before or after post
- Influencer cannot tag any other brand in the post
- Influencer must send content for approval ahead of posting
- Influencer must provide developed content to organization for reshare
- Influencer must send campaign analytics
- IMPORTANT: Influencer must also uphold health and safety standards especially in times of COVID and respect the supporting partners.



# Developing Contracts

## Examples from BC:

Content follows the following best practices:

- Videos are socially optimized (vertical/square orientation, designed for sound off, attention grabbing, short)
- Music rights are in place for videos featuring music
- Watermarks aren't featured on photos
- Marketing-speak (cliched words and phrases) is avoided or used sparingly
- Content is factually correct and free of grammar and spelling errors
- Content is descriptive, factual and specific (brand journalism vs. content marketing)
  - Content adheres to the following safety and responsibility best practices:
- Lifejackets and PFDs are visible on all persons in a vessel on the water (paddleboard, canoe, kayak, boat, etc.)
- Skiers and snowmobilers are wearing backpacks if they are in a backcountry area
- Skiers, snowmobilers, and bikers are wearing helmets
- No public drinking is visible and there is no evidence of public drinking
- Dogs are in areas where dogs are permitted (Provincial, National, and public parks)
- Tents are in a legal camping area
- People are in a legal hiking area and on designated hiking/walking trails
- Campfires are in a legal fire area and there is no fire ban when sharing or promoting content in real-time
- Does not feature unsafe activities (i.e. backflips off rocks or cliffs)
- Does not feature illegal activities
- If content is shot with a drone, the content captured is in legal area for shooting with drone and was captured with all proper permissions and licences
- It is an actual place/experience a traveller to BC could go to/have
- Wildlife is respected (respectful distance, no human interactions, not being fed)
- Seasonal and geographic dispersion are considered; lesser known areas are featured



# CONTENT COLLABORATION FORM

[REDACTED] is the ultimate oceanside oasis. With effortless access to world-class surfing, a notorious culinary scene and rugged west coast adventure, [REDACTED] is an integral part of Canada's most charming surf town.

## KEY BRAND MESSAGING:

Thank you for your interest in sharing the [REDACTED] story. Below are some of the key brand messages surrounding the resort to share with your audience. We look forward to exploring a collaboration with you further.



### FAMILY

- Take back family time at [REDACTED] (even canine family members can join). The resort is a perfect home-away-from-home with a wide variety of accommodation options, suited for small or large groups, all with fully-equipped kitchens.
- Beach toys, boogie boards, daily summer kid camps, beach yoga, hammock naps, cycling by the surf, exploring Pettinger Point, fireside s'mores roasts - Disconnect and enjoy authentic family fun in Tofino.



### SURF | STORM

- Adventure at your doorstep [REDACTED] offers endless west coast adventure that includes world-class surf year-round. At the on-site Surf Shack, guests can rent equipment + take lessons from the experts at a female [REDACTED].
- From October through April, put on a rain slicker and experience the exhilaration of storm watching. Towering waves and roaring thunder offer an electric sight or try hiking, biking, kayaking, wildlife watching and more - adventure awaits.
  - Try the Surf Package - includes semi-private surf lessons for two, unlimited DVD selection and popcorn.
  - Try the Storm Watching Package - includes up to 25% off, bottle of wine, dairy-free chocolate, DVD selection and more.
  - Try the Adventure Package - includes Adventure Tour for 2 (wave watching, bear watching or kayaking)



### CULINARY

- Fresh fish & chips, fish tacos, burgers and more - enjoy the ultimate Tofino surf and turf at [REDACTED], located on-site.
- Tofino is a mecca for foodies, with a vibrant culinary scene that includes Tacosito, Wall in the Fog, Scriber and more.
- Every suite at [REDACTED] has a fully-equipped kitchen making downtime easy. Swing by Guest Services to stock the kitchen with groceries or take advantage of the complimentary espresso bar with coffee, tea, and hot chocolate.
  - Try the Stay, Play + Dine Package - includes a bottle of wine, \$100 to shop at the Fog, complimentary dessert or mimosa for two



### ROMANCE

- [REDACTED] sets the stage for romance year-round. Unplug and recharge together. Sunset beach walks, fireside movie nights, storm watching, candlelight dinners, ocean view soaker tubs for 2 - romance is alive at [REDACTED].
  - Try the Romance Package - includes a bottle of sparkling wine, complimentary [REDACTED] paired champagne flutes, local handmade chocolate, massage candle and sensual bath salts, unlabeled DVDs and papers.

## IMAGE GUIDELINES

### SHOTLIST SUGGESTIONS

#### WHAT TO CAPTURE

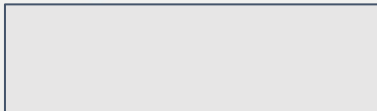
- Oceanfront accommodation + in-room activities
  - A complete tour of the room, relaxing in [REDACTED] robe, smuggled up to fire place, outdoor patio, playing cards, reading a book, cooking in kitchen, storm watching from the window, using Sea Witch products etc.
- Guest Services
  - Check-in, espresso bar, gift shop, DVD selection, grocery shop etc.
- Common areas and activities
  - S'mores roast at fire pits, lounging in hammocks, beach yoga, surfing or visiting surf shack, cycling on beach cruisers, dining at Surfside Grill, cooking at BBQ pits etc.
- Surrounding nature
  - Walk to Pettinger Point, Cox Bay landscape shots, aerial photos etc.



### PHOTOGRAPHY STANDARDS

#### IMAGES SHOULD

- Be authentic and not include other sponsored content
- Be organic and candid, where the destination is the focal point
- Be in-line with the [REDACTED] brand, reflecting a rugged yet refined west coast lifestyle
- High quality and free of dust / blemishes
- Not overly filtered, saturated or in black and white
- Be appropriate for a family-friendly audience



### LET US LEARN MORE ABOUT YOU

*We're excited that you're interested in staying with us! While undertaking activities as a resort ambassador, we of course ask that you please display respect for tourism partners, visitors, and the environment. We also ask that you understand this is a contra agreement and coverage for hosted experiences, at or outside of the resort, is expected.*

|   |  |
|---|--|
| Please outline a few preferred visit dates + number of nights requested   |  |
| Accommodation preference (# of beds)  |  |
| Number of travellers in group   |  |
| Full names of all travellers (please detail ages of any traveller under 18)   |  |
| Dietaries and allergies of all travellers   |  |
| Do you plan to travel via a car?  |  |
| Are you planning to celebrate anything in particular? Do you have any special requests?   |  |
| Please outline your contact information   | E-mail:<br>Cellphone number:<br>Address: |
| Do you agree to link all content to the relevant handle and also link to handles of supporting partners when hosted?<br>Instagram: [ ] @ [ ]'s<br>Facebook: [ ]<br>Twitter: [ ]<br>TikTok: [ ]<br>Website via blog: [ ] |  |
| Are you happy for the resort to re-share your content online, giving credit where appropriate?  |  |

|   |  |
|---|--|
| Are you able to provide a minimum of ten additional high-res photos that the supporting partner can use for advertising and promotional use?        |  |
| When will the posts/coverage go live?   |  |
| Samples of work (blog posts, social media collaborations)   |  |
| <b>INSTAGRAM</b>  |  |
| Instagram handle + number of followers  |  |
| Number of Instagram static posts you will share that feature the resort.  |  |
| Number of Instagram stories you will post per each day of visit.  |  |
| Do you agree to tag / geo-tag / and mention @pacificsands (and supporting partners) in your posts? (Please answer yes or no)                        |  |
| Do you agree to mention @pacificsands in your Instagram stories for the duration of your time in Tofino, allowing the resort to share your content? |  |
| Do you agree to include a swipe-up to pacificsands.com in your Instagram story?   |  |
| Are you planning to add your stay on your story highlights?   |  |
| Do you agree to screenshot your Instagram story analytics and share with us within 5 days of your stay? (Please answer yes or no)                   |  |
| <b>BLOG</b>   |  |
| Website URL and UVM   |  |



## Influencer Campaign Agreement

**Client:**

**Campaign:**

**Date:**

This letter when executed by you **[influencer name, handle]** and us ( ) – on behalf of our client) shall constitute our agreement for [client name] and influencer campaign. For receipt of which is acknowledged, we agree as follows:

1. **Influencer Campaign:** **[Influencer name]** will provide the following:
  - a. **Instagram Stories (2-frame)**  
Details: In-store trying on coats and additional outfits  
Requested Date/Time: April 4, 11am  
No approvals
  - b. **Instagram Stories (4-6 frame)**  
Details: Product knowledge about items (worn outside or home), remind followers to attend in-store event on April 11 at Pacific Center – include 10% off code (see f. below).  
Requested Date/Time: April 11, 9:30am  
No approvals
  - c. **Instagram Static Post (Carousel)**  
Details: Featuring spring launch items and encourage followers to come to store for personal appearance. Photo does not have to be taken in store.  
Requested Date/Time: May 7, 9:30am  
Approvals required. Please send photo and caption for review prior to posting
  - d. **Attendance at** ' store on **May 9, 12:30pm**  
*\*minimum commitment: 1 hour attendance*
  - e. **Tagging in all content:**  
#MaxMaraVancouver  
@MaxMara  
Geotag: Pacific Centre
  - f. **Other**
    - **Special offer details:** **[influencer name]** to offer followers exclusive 10% discount when they present the code "-----", from April 11-13 at Max Mara Pacific Centre
    - **Exclusivity:** **[influencer name]** agrees to post content exclusively for **[client name]**, free from other partnerships/promotions/brands during the agreed upon dates of collaboration outlined above
2. **Influencer Fee:** **[Client name]** will provide the following, by **[date]:**
  - a. ----- CAD in fee, payable to -----
  - b. ----- CAD worth of contra (products)

## (Organizations Name) Influencer Contract

(Date)

### INFLUENCER AGREEMENT

This Influencer Agreement ("Agreement") is entered into this (Date) by and between the Advertiser (Organization Name) and the Influencer (Influencer Name).

The Advertiser and the Influencer agree:

1. **Appointment.** The Advertiser would like the Influencer's assistance in promoting the Advertiser's products and local restaurants via their social media accounts. The Advertiser hereby appoints the Influencer as its representative on a non-exclusive, non-employee basis to endorse and promote its services to the target audience.
2. **Deliverables.** The Influencer will deliver the agreed number of posts on the agreed platforms. The Services shall conform to the specifications and instructions of the Advertiser as outlined in detail in the attached Schedule of Services, abide by the rules of the relevant social media platforms, and are subject to the Advertiser's acceptance and approval. The Advertiser has a maximum of 2 days to reject any deliverable in accordance with this Section and must notify the Influencer within 2 days of receipt of work that additional revisions and/or amendments will be requested.
3. **Cancellation.** Either party may terminate this agreement upon ten days prior written notice if the other party breaches this agreement and does not cure such breach within such time period. In addition to any right or remedy that may be available to the Advertiser under this agreement or applicable law, in addition, in the event that the Influencer has breached this agreement, the Advertiser may instruct the Influencer to cease all promotional activities or make clarifying statements, and the Influencer shall immediately comply. Either party may terminate this agreement at any time without cause upon thirty days prior written notice to the other party.
4. **Items to Avoid in Influencer Posts:** The Influencer agrees to abide by all Guidelines. Social media posts should be in good taste and free of inappropriate language and/or any content promoting bigotry, racism or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age). No direct competitor alcoholic beverages should be posted between June 1 – June 30 (campaign length).
6. **Approval and Content Origination:** The Influencer understands that all promotions and products they promote as part of this agreement are controlled by the Advertiser. The Influencer assumes all responsibility for verifying that the campaign materials used meet the Advertiser's approval.
7. **Compensation.** In full consideration of the Influencer's performance, his / her obligations and the rights granted herein, the Influencer shall be paid the amount agreed upon between the Influencer and Advertiser. The Influencer acknowledges that the agreed upon compensation represents the Influencer's entire compensation with respect to this agreement and the Advertiser shall have no other obligation for any other compensation to or expenses or costs incurred by the Influencer in connection with the performance of its obligations under this agreement.
8. **Content Rights** – The Influencer gives (Organization Name) the irrevocable, worldwide right and permission





# Hosting Best Practices

- Create an itinerary that walks through the experience step-by-step that leaves every box checked so the influencer doesn't have to coordinate any part of their visit
- Prep team internally for who to expect and directions on how to ensure they have a positive experience; providing a picture of the influencer is extremely helpful as well as written instructions for FoH staff
- If available - have the person that coordinated the experience connect with the influencer in person to put a face to the name and further develop the relationship
- Provide your organization's top quality experience - you can't control what the influencer is going to say but you can control the quality of their experience
- Add an element of surprise - include something in the experience that the influencer wasn't expecting for an authentic, real-time element of surprise and delight

# Bryen Dunn in Kingston and 1000 Islands Gananoque

Oct 2-4

Bryen Dunn – Freelance: [PinkPlayMags](#), [TravelSquire](#), [Travel Industry Today](#)

#SouthEasternOntario, #visitkingston #1000islandscan

744 Bryen's No.

Steve Weir  
Nicole Amiel  
Alison Migneault  
Bonnie Ruddock

| October 2 | Time       | Location                                   | Address                             | Reservations Required, Allergies/ Food restrictions, etc.   | Contact |
|-----------|------------|--|-------------------------------------|---|---------|
|           | 1:00:00 PM | Travel from TO to Kingston by car          |                                     | Bryen to bill RTO 9 for car rental and gas (must provide receipts alongside invoice). \$250 max budget allocated.   |         |
|           | 3:00:00 PM | <a href="#">Check in to Frontenac Club</a> | 225 King St E, Kingston, ON K7L 3A7 | <p>Confirmation #: 27093239</p> <p>Room type: Ondaatje Suite</p> <p>Room number: 204</p> <p>Check-in: 03:00 PM Friday, 2 October 2020</p> <p>Check-out: 11:00 AM Sunday, 4 October 2020</p> <p>Rooms: 1</p> <p>Nights: 2</p> <p>Adults: 1</p> <p>Arrival time: Tbd</p> <p>Dietary Requirements : Tbd</p> <p>Cancellation policy: There is a 7-day cancellation policy for individual guestroom bookings. There is a three-week cancellation policy for group accommodation bookings and meeting rooms.</p> <p>Guarantee policy: Rates are based on single &amp; double occupancy. A full gourmet served breakfast, high speed wireless internet, non-alcoholic beverages and on-site parking for one (1) car are included in your rate. Check-in time is after 3:00 p.m. Arrangements can be made for check-ins before 3:00 p.m. and after 11:00 p.m. Please contact the Club directly to set these up with us.</p> <p>Parking policy: Parking at the Inn is complimentary for our registered guests.</p> |         |
|           | 4:30:00 AM | Kingston Coffee House                      | 322 King Street East                | <p>If you're looking for a coffee pick me up, we recommend stopping by Kingston Coffee House. Enjoy beautiful views of Springer Market Square and City Hall. Bistro tables are set outside the coffee shop or you can sit in the square that has additional seating.</p> <p>\$10 Gift Card purchased</p>  |         |
|           | 6:30:00 PM | Atomica- Supper                            | 71 Brock St, Kingston, ON K7L 2Z9   | <p>Sleek Italian bistro &amp; bar offering pizza, pasta &amp; some Mediterranean dishes with a modern focus.</p> <p>Reservation made under his name, \$75 gift card purchased</p>   |         |
|           | 8:30:00 PM | Free time recommendation: Musiikki         | 73 Brock St, Kingston, ON K7L 1R8   | <p>If looking for an after-dinner outing, Musiikki Cafe hosts live music every evening and supports all musicians and artists locally, nationally, and internationally - it's located next door to Atomica. They are best known for their huge selection of fine whiskey and unique blends of espresso, espresso based coffee, and drip coffee.</p> <p>This Friday, local Kingston band <a href="#">@willmillyband</a> will be performing. Cover and reservation not required, tips accepted</p>  |         |



# Follow-up

## *So what is the ROI on influencer marketing?*

The ROI can be difficult to measure so the follow-up with the influencer is crucial to determine the analytics they received on their content.

Consider analytic tracking platforms like [Dove Tail](#) that capture the campaign analytics for you.

The follow-up also provides the opportunity to discuss future partnership opportunities to keep an open line of communication between your organization and the influencer.

An additional way to track ROI is by providing the influencer with a promotion code to provide to their audience track how many purchases/visitations were made from the partnership.

# IN CONCLUSION

1. Look at engagement thoroughly and check out their audience  
(followers are NOT everything)
2. Clearly outline the expectations to the influencer
3. Create a thorough contract outlining all details
4. If you don't have a budget, get creative with service offerings, events and mailers - they may work for contra if you provide something exclusive that they could get anywhere else
5. Track the ROI as best as you can - creating a code or a specific hashtag may allow you to more easily track the program's success

Thank you!

