



Maximizing Impact: OHTO's Strategic Use of UGC, Crowdriff, and Short Videos in Destination Marketing




**ONTARIO'S
HIGHLANDS**
Come wander.





Welcome!

Clap your hands, if you are using UGC content and short videos in your marketing as of right now!



Howdy

Think about how you
are using UGC and how
it's going – share with
your next seat
neighbour





Intros



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Agenda

1. Who are we, where, and what we stand for
2. Amplifying Reach Across Channels
3. Innovative Integration of UGC
4. Implement a UGC Strategy
5. Leveraging CrowdRiff for Visual Storytelling
6. Short Video Content as a Key Engagement Tool
7. Measuring Success and Impact




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What action items will you take away from this session?

1. Implement a UGC Strategy
2. Adopt Visual Content Management Tools
3. Incorporate Short Video Content
4. Leverage Analytics for Continuous Improvement
5. Encourage Team Collaboration and Creativity

ONTARIO'S HIGHLANDS

ONTARIO, CANADA







OHTO – Brand Identity

-  Sustainable
-  Niche
-  Holistic Approach
-  Brand Identity

Come wander.





Amplifying Reach Across Channels!

Continued...

The Come Wander **digital first** marketing strategy focuses on two primary objectives:

1. Increase digital engagement with content marketing
2. Drive referrals to operators featured in content

This is accomplished through four tactical pillars:

- A story-driven, experience-rich content plan
- Coordinated, multi-platform social media outreach
- Targeted Digital Advertising Strategy
- Prepared and supported local industry partners





Innovative Integration of UGC

UGC highlights and strengthens your brand

UGC strengthens your brands goals by creating authentic promotional assets of the region.

UGC as advertising assets

Creates authenticity and trust with our advertising, and enhances engagement from consumers.

UGC on website and social media

Provide readers with the ability to see first hand what the experiences, businesses and events are truly like in our region.



**“People trust people more
than they trust brands!”**

Stuart T., Global Director of Operations TINT



Let's Implement a UGC Strategy!

Think-Pair-Share





1. What do you want?

2. How are you going to get it?

3. What are you going to do with it?

Let's Implement a UGC Strategy!

Define Objectives

- Identify goals for UGC.

Solicitation Strategies

- Create clear guidelines for encouraging submissions of UGC.
- Utilize social media platforms, email campaigns and website CTA to solicit UGC.
- Take advantage of CrowdRiff (hashtags) to source UGC.

Curate Content

- Establish criteria for selecting high-quality UGC.
- Develop a review process for vetting content before use.



Integration into Marketing Campaigns

- Determine how UGC will be featured in campaigns.
- Create content calendar that includes UGC alongside other marketing materials.

Emphasize Authenticity

- Highlight real stories and experiences shared by users to foster trust and relatability.
- Use genuine testimonials and behind-the-scenes content to reinforce brand authenticity.

Audience Engagement

- Encourage interaction by acknowledging and responding to user submissions.
- Create opportunities for users to engage with each other and the brand.





Welcome to Ontario's Highlands

Get Inspired by Other Wanderers



Leveraging CrowdRiff for Visual Storytelling

Curating and managing visual content

CrowdRiff provides quick and seamless managing options for not only content sourced on the platform, but for all visual assets.

Seamless incorporation of impactful imagery and videos

Digital Marketing Strategy (website and marketing campaigns) was designed to leverage CrowdRiff to source, utilize and showcase short video content.

Collaborations that leverage our visual storytelling

Allows us to work efficiently with influencers and with Destination Marketing Organization (DMO)'s in our region.

Encounter the Deep, Dark, and Mysterious



It's not every day you get to trek deep into the earth to explore ancient caves and geological formations. In the Ottawa Valley, [Bonnechere Caves](#) is a network of limestone dating back to the Ordovician time period, between 400 and 500 million years ago. Take their [20-30 minute tour](#) and explore the caves to learn more about the pressures that formed them.

[Silver Queen Mine](#) in Lanark County is a very cool mica mine that dates back to the early 1900s. The cave can be experienced with a [tour](#) that runs from the end of June to Labour Day. Park fees may apply.

☆ Remember When:

While in Lanark County visit one or all of the [Seven Wonders of Lanark County](#), including the Five-Span

Come wander.

Road Trips You Remember

Welcome to Ontario's Highlands

Experiences

Itineraries

Wander Like a Local

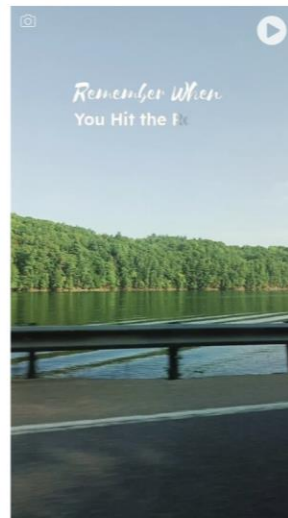
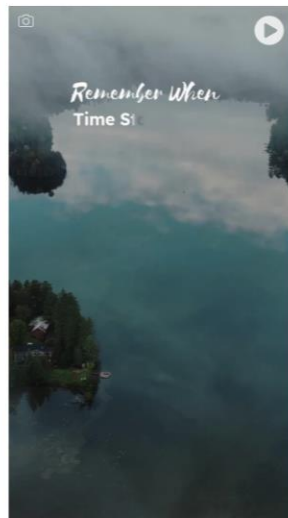
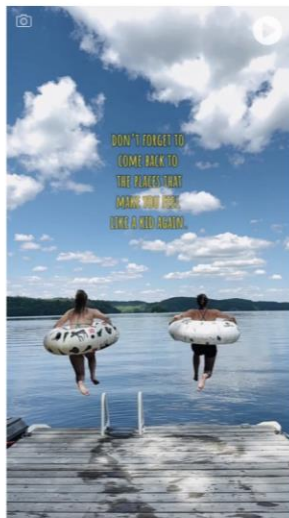


Your Road Trip Starts Here

This is the summer to bring back the old-fashioned road trip of your youth.

Road Trips

Itinerary





Short Video Content as a Key Engagement Tool

Strategic Creation of Videos

- Target Audience Analysis (understand your audience's preferences, behaviours, and platforms they frequent).
- Collaboration with influencers and Local Wanderers.
- Work with local colleges and high schools/summer students.
- Repurpose of existing video content.
- Video content campaigns.

Distribution of Short Video Content

- Social Media Strategy: specific to each social media platform.
- Highlights short video content on our website.



Measuring Success and Impact





90%
**Of our posts
on IG are UGC.**

51%

UGC content performs better than
assets from our own image bank.





Questions?



Thank you!

