

BOOST VISITOR ENGAGEMENT AND CREDIBILITY WITH AUTHENTIC CUSTOMER STORIES

WEBINAR

EMPOWERING TOURISM
THROUGH
USER-GENERATED
CONTENT (UGC) ↗

SEPTEMBER 2024



DIFFERO.CA

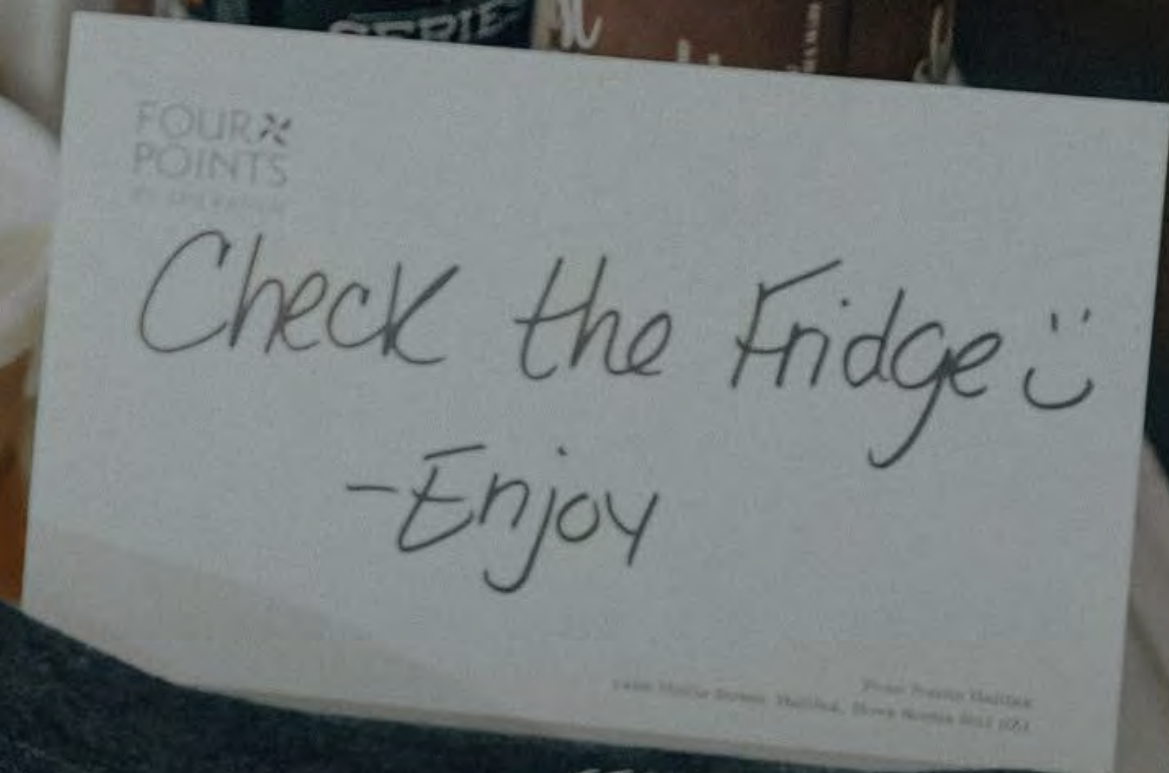


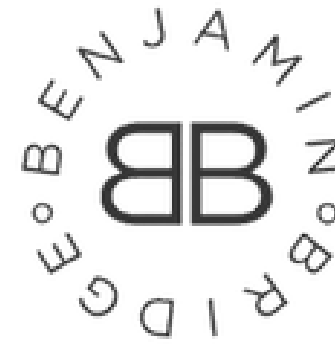
LAND ACKNOWLEDGEMENT

We are in Mi'kma'ki, the ancestral and traditional lands of the Mi'kmaq people. We acknowledge the Peace & Friendship Treaties signed in this Territory and recognize that we are all Treaty People.

AGENDA

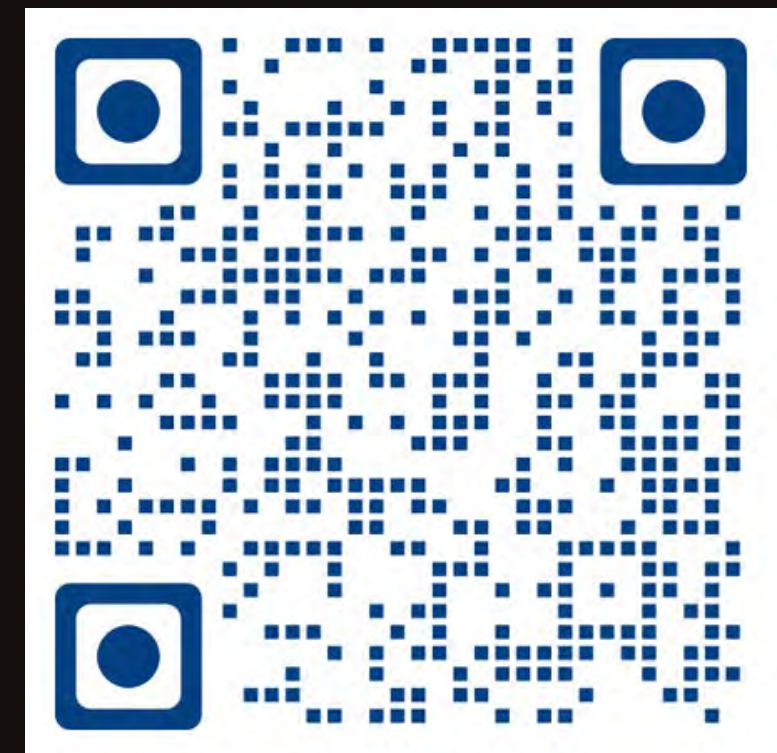
- 1 OVERVIEW
 - 2 WHAT/WHY UGC
 - 3 MOTIVATIONS & INCENTIVIZING
 - 4 CASE STUDIES
 - 5 UGC VS. INFLUENCER MARKETING
 - 6 IDEAS AND TIPS
 - 7 Q&A
-





differo

**INCLUSIVE MARKETING
MEETS
CREATIVE CONTENT**





Will Yang is the founder of Differo, an agency focusing on inclusive marketing and content marketing for clients including Halifax Shopping Centre, Tourism Nova Scotia, and NSLC. Since 2017, he has successfully created over 70 episodes of engaging tourism content, including video series, magazines, and products. In 2022, his Diverse Lunar New Year campaign with Halifax Shopping Centre was featured on CBC. His “inclusive marketing” approach has attracted new markets to clients such as the Halifax Shopping Centre and Tourism Nova Scotia. His notable projects include marketing Nova 7 wine to China and creating the “Immortality” craft seltzer with Good Robot Brewing Company.



EMPOWERING TOURISM THROUGH UGC

Overview & Objectives:

- **Educate:** Understand the fundamental concepts and benefits of User-Generated Content (UGC) in the tourism industry.
 - **Empower:** Learn practical strategies to encourage and leverage UGC for enhancing brand visibility and credibility.
 - **Execute:** Gain the skills needed to implement effective UGC campaigns that resonate with and engage your audience.
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WHAT IS UGC



1 DEFINITION

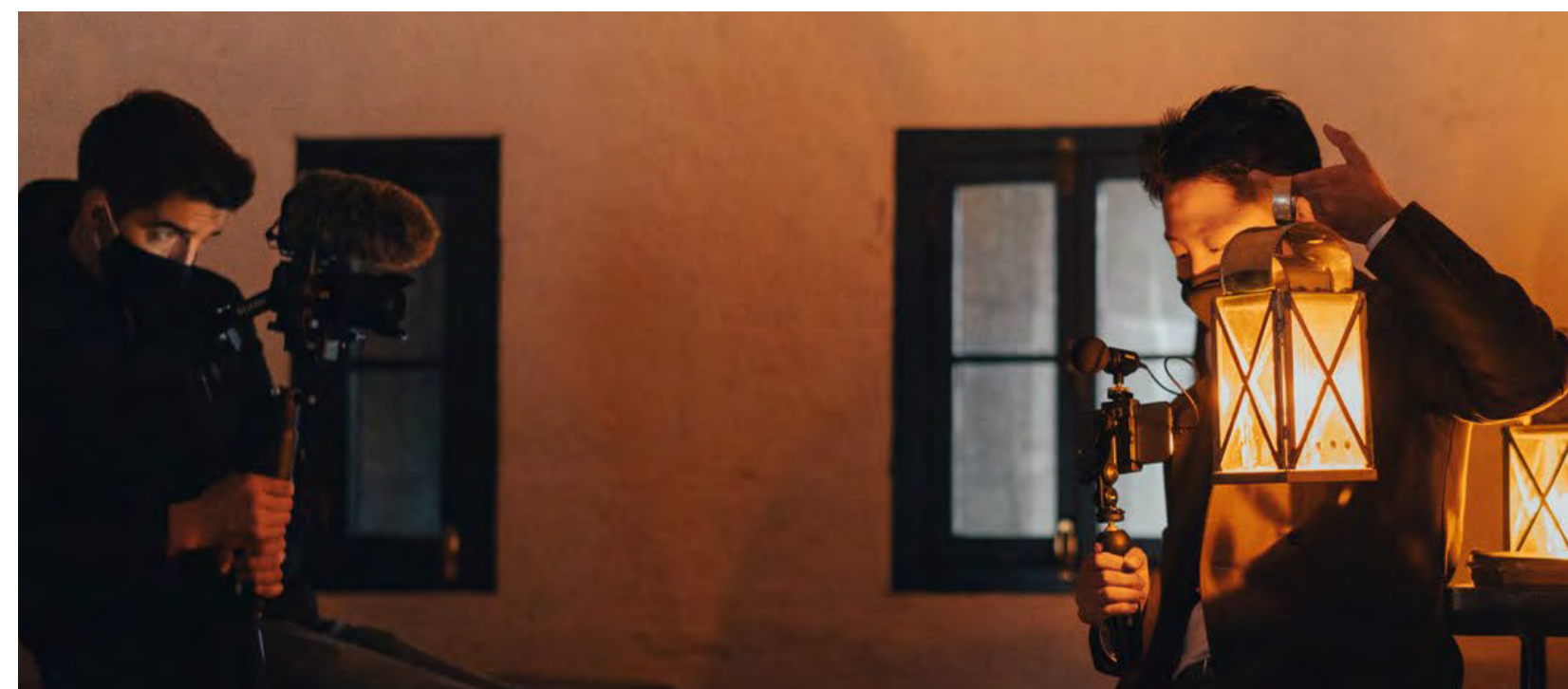
Any form of content that is created by customers or visitors rather than the brand itself.

2 TYPES

Photos and Videos, Reviews and Testimonials, Social Media Posts, Blog Posts, etc.

3 THE VALUE

- **Authenticity:** _____ UGC is viewed as more authentic compared to brand created content, leading to higher trust among prospective tourists.
- **Engagement:** _____ Encourages more interaction from potential visitors as they see real experiences from real people.
- **Influence:** _____ Helps influence decisions of potential travelers who trust peer recommendations over traditional advertising.



WHY UGC?



1 TRUST AND CREDIBILITY

UGC is perceived as more trustworthy than traditional marketing. 92% of consumers trust organic, user-generated content more than they trust traditional advertising.

2 COST - EFFECTIVE MARKETING

Leveraging UGC can significantly reduce marketing costs. Encouraging guests to share their experiences can provide free advertising and content creation.

3 SEO BENEFITS

Reviews and on-site content, can improve SEO rankings by keeping your content fresh and regularly updated. This leads to higher visibility in search engine results.

4 ENHANCED ENGAGEMENT

Content from real users typically garners higher engagement rates. Comments, shares, and likes are generally more plentiful on UGC, which can extend the reach of your brand.

5 SOCIAL PROOF

UGC acts as social proof, influencing others' decisions. Seeing real people endorse your destination or service naturally attracts others to experience it for themselves.

Toridori

MENU



AUTHENTIC, BUT NEVER TRADITIONAL

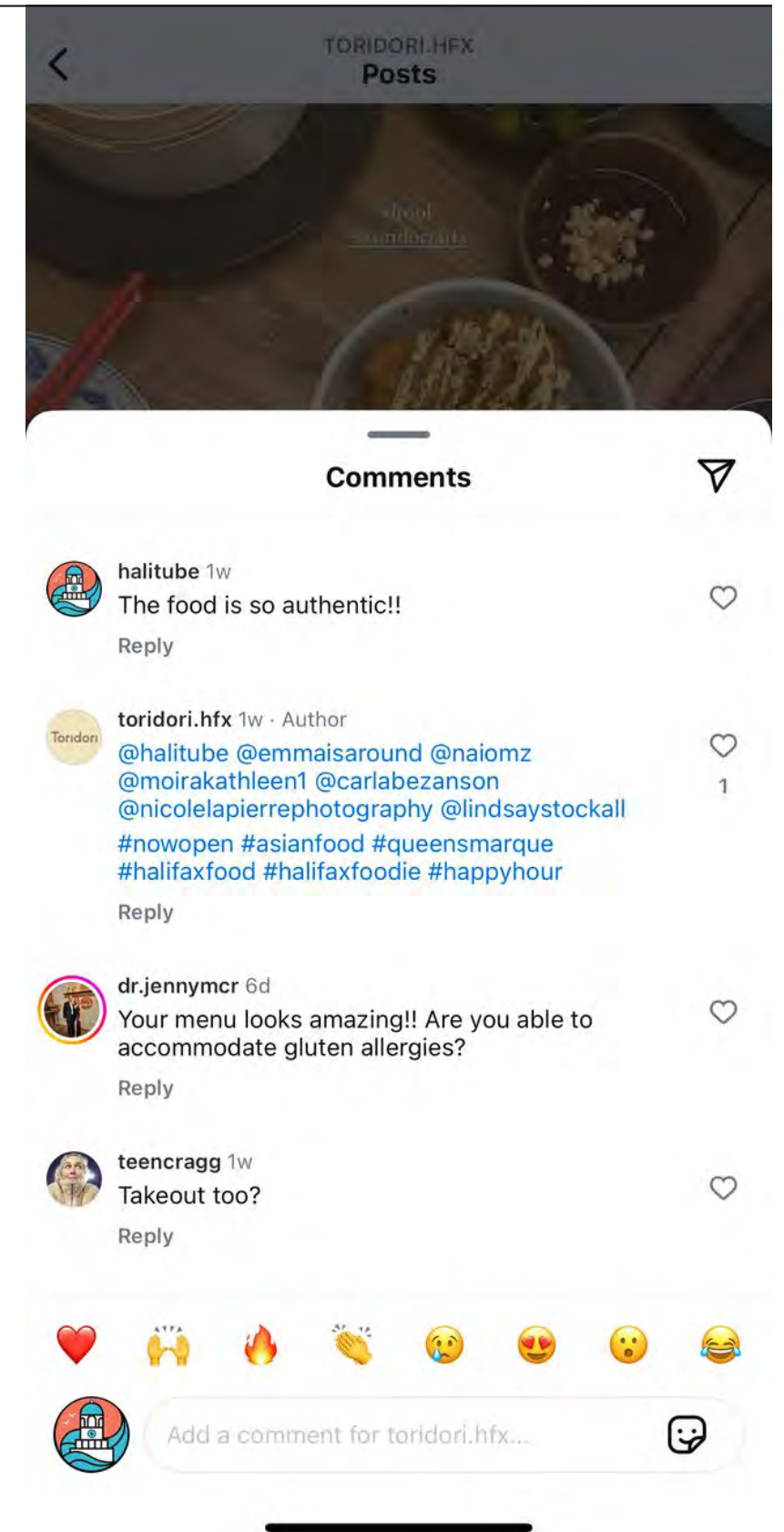
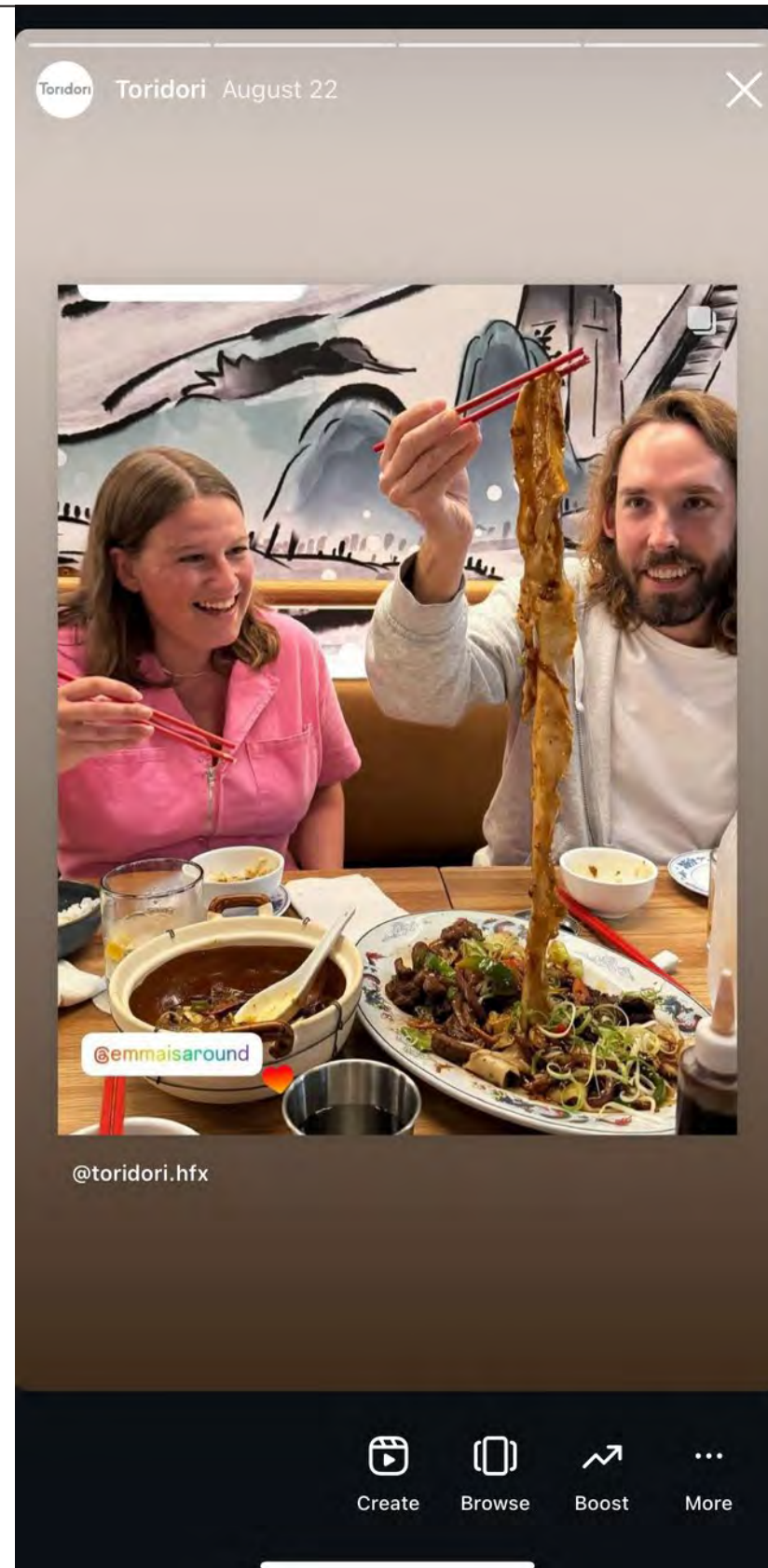


LUNCH TO LATE-NIGHT

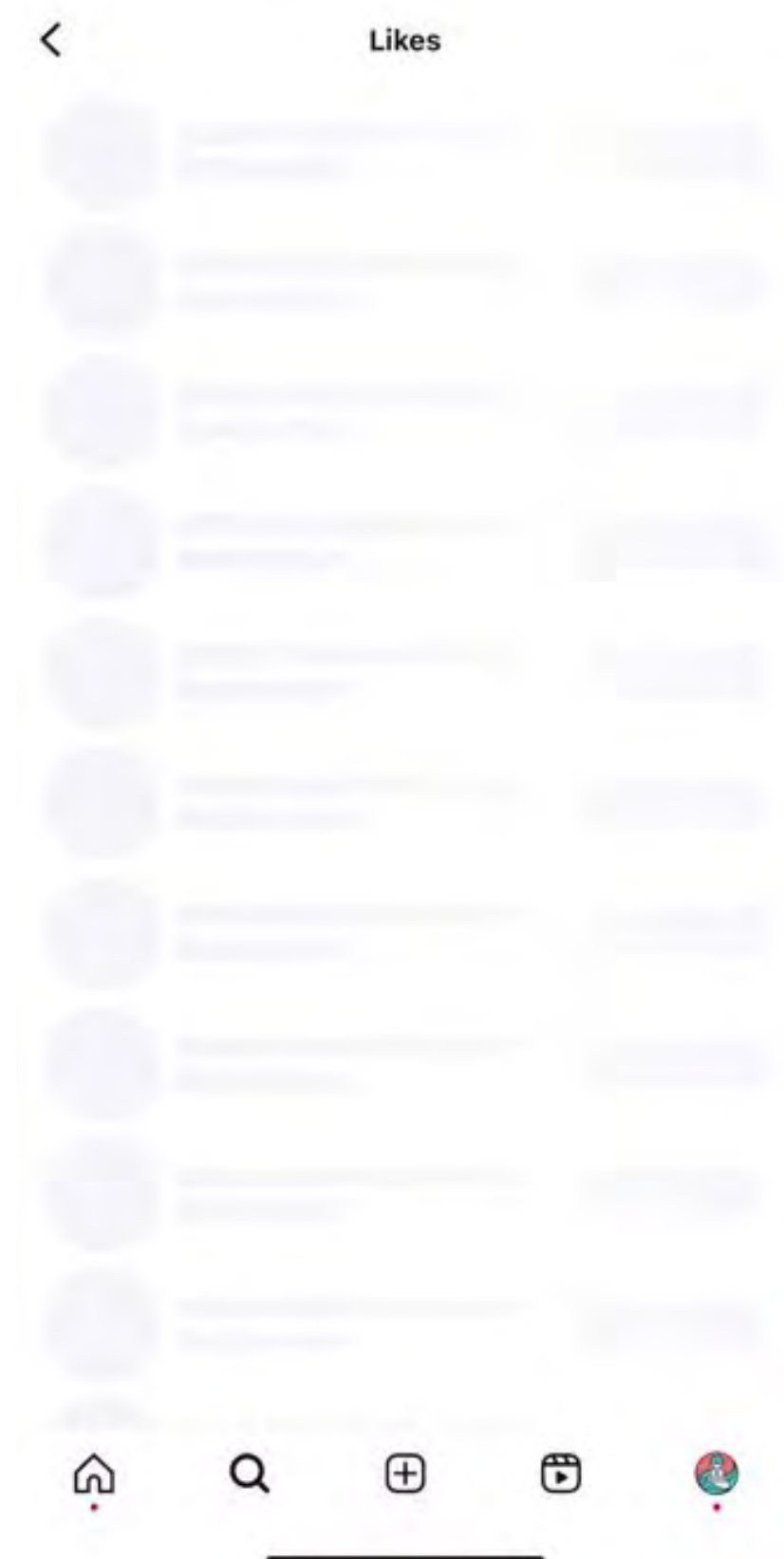
QUEEN'S MARQUE

NO RESERVATIONS REQUIRED

Toridori



Toridori



MOTIVATIONS & INCENTIVIZING UGC CREATION

➤ Why do guests share their experiences?

Emotional Drivers :

- Capture Joy
- Seek Validation
- Give Advice

➤ Encouraging Guests to Share

- Contests with Rewards
- Features on Official Channels
- Simplify the Sharing Process
- Example: QR Codes for Direct Reviews



UNDERSTANDING UGC VS. INFLUENCER MARKETING



UGC

Definition and Scope

- Created by everyday users and customers
- Choose to share their experiences
- Without compensation.

Authenticity

- Perceived as highly authentic, stemming from genuine customer experiences.

Reach and Engagement

- Organically amplify reach through customers' networks, often leading to viral moments.
- Its reach can be unpredictable.

Cost Effectiveness

- Involves minimal to no direct costs, as it is voluntarily generated by users.

I M

- Partnerships with individuals who have significant followings and the power
- Compensated endorsements or collaborations.

- Highly persuasive and professionally crafted, it may sometimes be viewed with skepticism due to the paid nature of the content.

- Provides a predictable and often large immediate reach, targeted to specific demographics aligned with the influencer's audience.

- Requires budget allocation for influencer fees and possibly production costs.



MANY FACES, ONE HALIFAX

The Many Faces One Halifax Collection is a limited edition collaboration between Art Pays Me and multi-media marketing and events hub Halitube. These products reflect our shared commitment to inclusivity, unity, and celebrating the diverse faces that make up the community of Halifax.

ART PAYS ME

HALITUBE





ARTPAYSME Posts

halitube and artpaysme
Halifax Shopping Centre

View insights Boost post

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May 25, 2023

artpaysme and vereduanejones
Halifax, Nova Scotia



HALITUBE Posts

artpaysme and halitube
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8

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ARTPAYSME Posts

artpaysme
Halifax, Nova Scotia

View shop

1

Liked by c.art.soc and others

artpaysme Our Many Faces One Halifax collab with @halitube made an appearance in the East Coast Family video featuring @jahmilasings @realwolfcastle... more

halitube This is so cool!!

November 21, 2023

artpaysme
Toronto, Ontario

UGC CASE STUDY

ART PAYS ME HALITUBE



UGC IDEAS AND TIPS FOR HOTELS

➤ Guest Experience Highlights

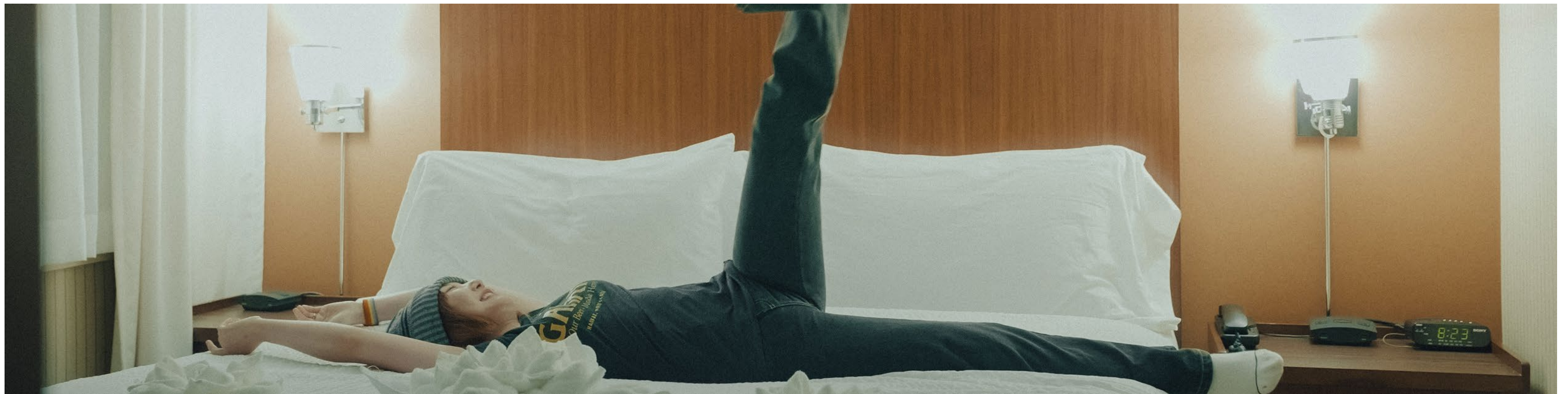
- Encourage guests to share their room views, cozy moments, or special amenities.
- **Tip:** Place subtle reminders in rooms or common areas to share experiences with a specific hashtag.

➤ Culinary Creations

- Feature dishes from your hotel's restaurant or room service in UGC campaigns.
- **Tip:** Organize photo contests where guests share their meals with the chance to win a free dinner.

➤ Event Memories

- Encourage attendees of weddings, conferences, and events to post about their experiences.
- **Tip:** Set up an event -specific hashtag to collect and showcase these moments.



UGC IDEAS AND TIPS FOR RESTAURANTS

➤ Share Your Best Dish!

Encourage customers to post photos of their favorite dish with a unique hashtag.

TIP: Print signs or CR codes and display in your restaurant.

➤ Customer Reviews

Highlight positive reviews by sharing them on your social media with a photo of the reviewer's favorite meal.

TIP: Screenshot and archive everything.

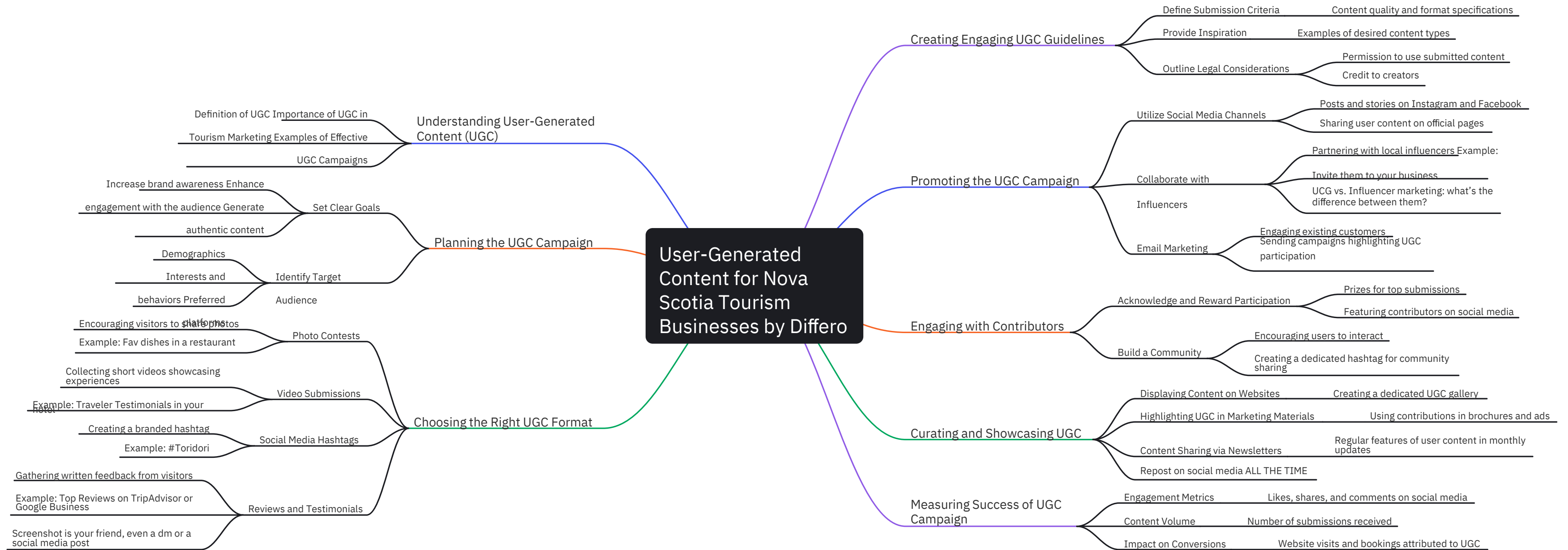
➤ Themed Photo Contests

Organize photo contests around themes like "Best Seafood Platter" or "Cozy Dining Moments."

TIP: Offer incentives and engage with content.



FREE CONTENT



UGC WITH ME ON LINKEDIN, OR SUBSCRIBE OUR EMAIL LIST



CONTACT US

Social

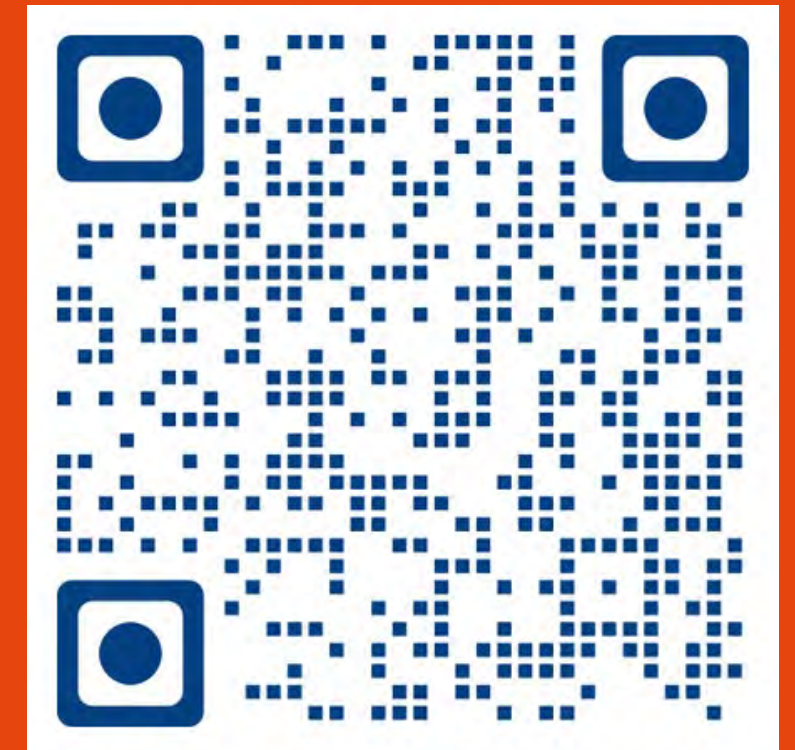
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ASK AN EXPERT" SERVICE



Book Your 1:1 Expert > Will Yang



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marketing

Will Yang

Founder & CEO

👉 Brand Strategy, Social Media Management

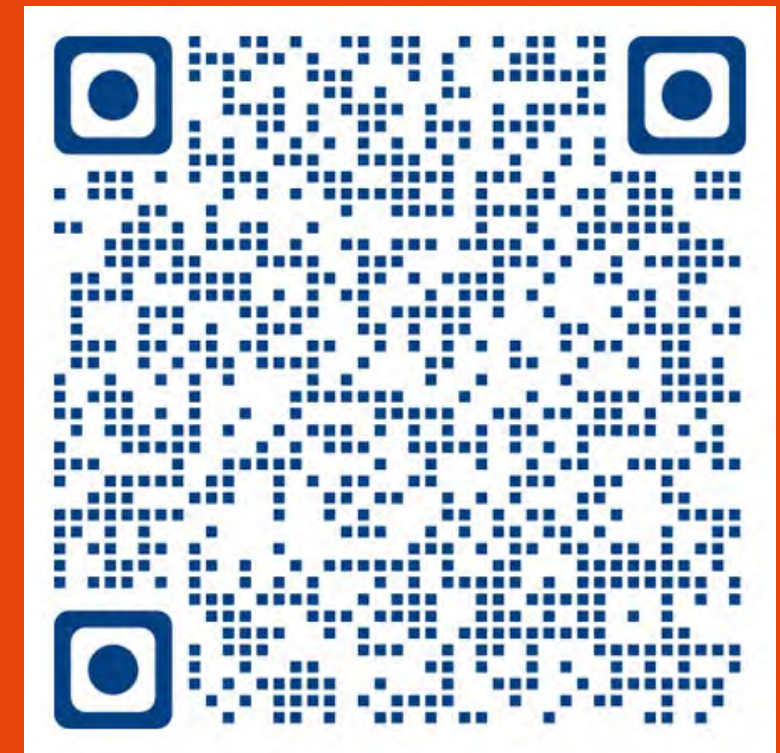
Differo means different. We help clients stand out from the rest by offering an Inclusive Marketing Strategy in our video production, photography, social media, website design and other content development. Inclusive Marketing helps brands reach into a wider mosaic of communities with meaningful, authentic and impactful visuals and messages. In doing so, we bring our brands into alignment with the values of customers who are demanding more attention to diversity, equality and inclusion.

✉ info@differo.ca

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Login to Schedule a 1:1 Consultation



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THANK YOU.

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