



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

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Influencer Marketing: Growing Brand Super fans

Jordan Carter – Silverwood Theme Park
Stephanie Sampson – Silverwood Theme Park



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Jordan Carter

Director of Marketing – Silverwood Theme Park

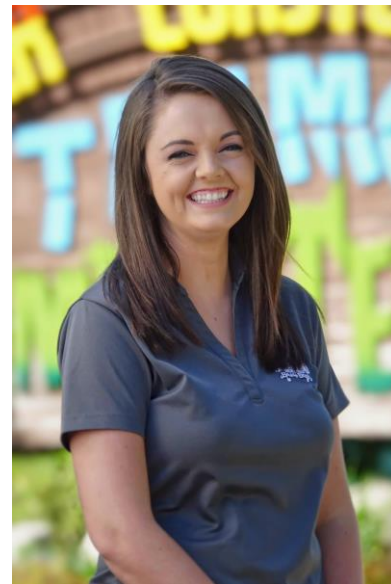
- Grew up in Lake Stevens, WA
- Graduated from Pacific University
 - B.A. in Marketing
 - B.A. in Integrated Media
- Silverwood Theme Park
 - Intern
 - Marketing Assistant
 - Social Media Manager
 - Media Manager
 - Director of Marketing



Stephanie Sampson

Public Relations Manager– Silverwood Theme Park

- Grew up at Silverwood
- Graduated from University of Idaho
 - B.A. in Public Relations
- Silverwood Theme Park
 - TOI
 - Lifeguard
 - F&B
 - Intern
 - Marketing Assistant
 - Public Relations Manager



Influencer Marketing

- What is Influencer Marketing?
 - Identifies the individuals who have influence over potential customers, and orients marketing activities around these influencers.
- Why does it work?
 - Influencer marketing works because of the high amount of trust that social influencers have built up with their following



Why Should you Care?

- Influencer marketing is projected to reach \$13.8 billion in 2021
- 70% of teens trust influencers more than celebrities
- 86% of women use social media for purchasing advice
- 40% of consumers use ad blockers



Finding the Right Fit

- Market Segmentation
 - Dividing a target market into smaller, more defined categories.
 - You can't pick an influencer until you know exactly who you want to talk to.
 - Example: Phone Call
 - Landline
 - Cell Phone
 - Video Call



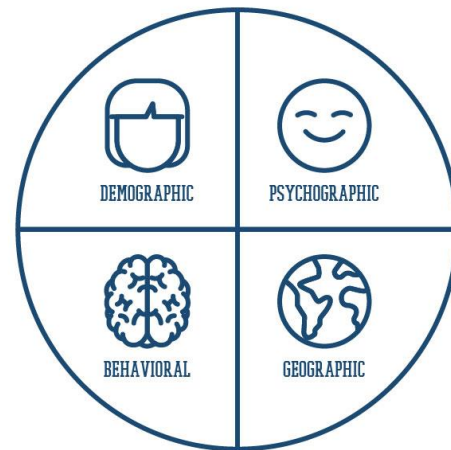
Finding the Right Fit

- Market Segmentation
 - 4 Types of Segmentation
 - Demographic – Statistical data about a group of people
 - Age, Gender, Ethnicity, Income, etc.
 - Psychographic – Categorizes by personalities and characteristics
 - Personality Traits, Values, Interests, Lifestyle, Motivations, Beliefs, etc.
 - Behavioral – Focuses on how the customer acts
 - Purchasing habits, User status, Brand interaction
 - Geographic – Categorizes customers based on geographic borders
 - Urban or Rural, Country, State, City, Zip Code, Radius around location

Finding the Right Fit

- Market Segmentation
 - How to find segments
 - In-Park Surveys
 - Website Traffic
 - Zip Code Analysis
 - Purchasing/Use Reports
 - Industry Research

4 Types of MARKET SEGMENTATION



Finding the Right Fit

- Engagement Rate
 - Ideal rate is 4.5%
 - $(\text{Likes} + \text{Comments}) / \text{Followers} \times 10$
- Frequency
 - Instagram, 3 to 4 times per week
 - Facebook, 1 to 2 times per day
 - Twitter, 1 to 5 times per day
- Previous Collaborations
 - Reputation



The Approach

- How do you measure an influencer's success?
 - Establish clear goals
 - Clearly highlight what you're offering and what you're expecting in return for their partnership
 - Open ended conversations
 - Build relationships by leaving room for further discussions and negotiations
 - Creative details
 - Help them get excited about your campaign and give them everything that potential guests might want to know
 - Influencer contract
 - Highlight terms for collaboration to align expectations

Influencers

- Types of Influencers
 - Celebrities (Over 1 Million)
 - typically famous for their careers as actors, singers, athletes, or internet personalities.
 - Macro Influencers (100k - 1 Million)
 - rose to fame through the internet and include prominent bloggers, vloggers, podcasters, and social sensations.
 - Micro Influencers (1k – 100k)
 - Established themselves as credible sources of recommendations in targeted areas.
 - Coaster Enthusiast
 - Niche influencers for the thrill seeker and theme park community.
 - Employee Influencers
 - An influencer that is created by the company to be a trustworthy liaison to the consumer.

Measuring Success

- How do you measure an influencer's success?
 - Reach
 - How many people saw the influencer's post?
 - Engagement
 - How many people commented, shared, and interacted with the influencer?
 - Website visits
 - How many people clicked on the post to visit watch or read the content?
 - Tickets Purchased
 - How many people purchased tickets after visiting the website?





CASE STUDIES



Silverwood Express

- Problem: We only had one person writing for our blog, silverwoodexpress.com
- Solution: Use influencers to partner and write blog posts about Silverwood
- Benefits
 - Trustworthy
 - Content



Silverwood Conductors

- How do we utilize influencers?
 - **Seek out established bloggers/influencers in key markets**
 - Micro influencers – 10k to 100k
 - Engaged following
 - Love Silverwood
 - **Give them something of value**
 - 2021 Season Pass for immediate family
 - 4 tickets to Scarywood
 - Exclusive access to Private Facebook Group
 - Behind-the-Scenes access
 - 10 Silverwood tickets to be used for giveaways
 - Shared on Social and in Newsletters
 - **Receive something of value**
 - 6 blog posts from May 1, 2021 thru April 30, 2022



NAVIGATING SILVERWOOD WITH A CHILD WITH SENSORY PROCESSING



Silverwood Theme Park

Published by Later · July 2 ·

Check out our new blog by Conductor Katie from Coffee with Kaitie, as she details some of her tips for navigating the park with a child with sensory processing. Let us know any additional tips you might have in the comments below!

Also, don't forget to enter-to-win 2 tickets to visit the park at the end of the blog post.

<https://swex.press/Sensory>



1K

44 Comments 71 Shares



Like



Comment



Share



Most Relevant ▾



Top Fan

Eric-Nee Neuendorf

We found out that renting a cabana between the 2 wave pools helped our son a lot while we were there. The staff bring you your food and drink orders so no stand in long lines for food. A quiet area for just your family is a win win for the parents and kids.

Like · Reply · 16w



15

↳ 4 Replies



Steffeni Hakes

You are SO amazing for posting this!!!

My daughter has sensory issues and when she was little: the train horn was way too loud for her and

UNCOVERING MELVIN'S MINE



Silverwood Theme Park

Published by Later · August 9 ·

Did you know that Silverwood has its own mine where kids can dig for gems? Check out our blog post by Conductor Kaitie, from the Blackpowder Wildflower blog, as she explores the hidden gem, Melvin's Mine, during her visit to the park. <https://swex.press/Melvins-Mine>

Also, don't forget that you can enter to win 2 tickets at the end of the blog post!

193

69 Comments 38 Shares



Like



Comment



Share



Most Relevant



Debbie Davis Taylor

Ashley Taylor and Jaimie Wallace
this looks fun for all the kids. We may need to plan a trip to check it out.

Like · Reply · 10w



1

1 Reply



Lydia Davies

Bailey Wardlow dude i want to do this..

Like · Reply · 10w



1



NaKena Egeler

Eleana Gregory did you know this was here?

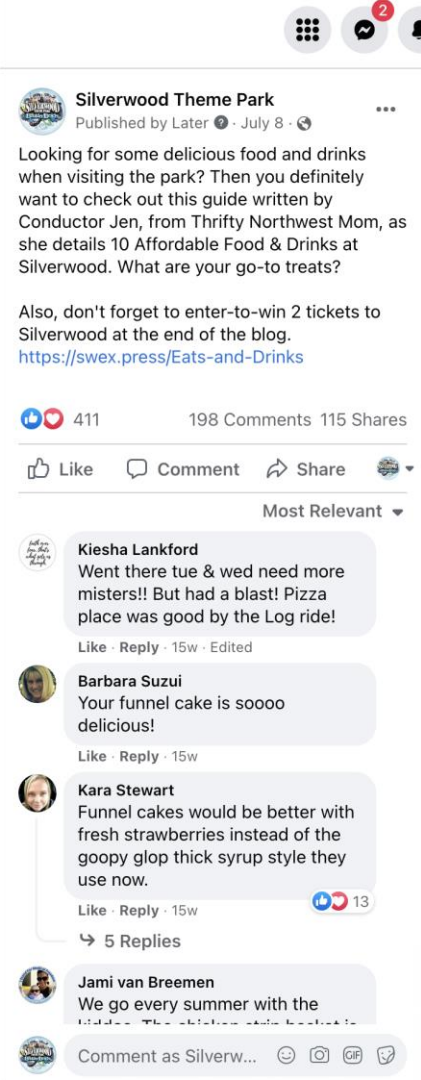
Like · Reply · 10w

1 Reply



AFFORDABLE

Food & Drinks at Silverwood



Silverwood Conductors

What Works

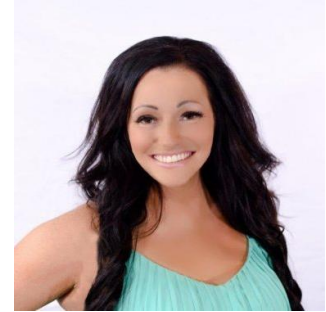
- Finding Influencers that have a genuine connection with your brand and photography experience
- Regular engagement
- Follow up
- Organic search and SEO
- Diversity

What Doesn't Work

- Topic assignments
- Cold outreach



Silverwood Conductors



Silverwood Conductors

- Results
 - **Valuable content**
 - Avg blog post was over 800 words
 - Intermediate to professional writers charge \$.25 - \$.50 per word
 - **Conversions**
 - 4.69% Conversion Rate
 - 474k% ROI
 - **Feedback**
 - Qualified feedback from our primary demo
 - **Subscriber Growth**
 - 13% growth this summer
 - **Engagement**
 - 50 – 60 comments per post



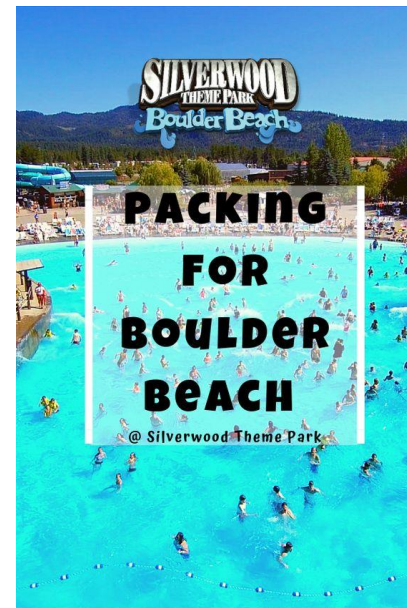
Silverwood Conductors

- Best Performing Topics
 - Planning
 - What to Pack for a Successful Day at Boulder Beach (2018)
 - Silverwood Road Trip: Favorite Stops from Washington to Idaho (2021)
 - Budgeting
 - Affordable Eats and Drinks (2021)
 - Budget Friendly Tips (2020)
 - Food
 - Dining Tips and Secrets (2018)
 - Foodie Guide 2.0 (2021)




Silverwood Conductors



- 2021 Top 2 Posts
 - What to Pack for a Successful Day at Boulder Beach (6/5/2018)
 - 89.73% of traffic came from Google Search
 - 3.9% of traffic came from Pinterest
 - Affordable Eats and Drink (7/8/2021)
 - 63% of traffic came from Facebook
 - 8.55% of traffic came from Email
 - 8.49% of traffic came from Google Search



Silverwood Conductors

- Tips
 - Establish Communication
 - Plan out your posting calendar
 - Boost for a further reach
 - People LOVE lists
 - Use giveaways
 - Utilize Pinterest
 - Be flexible

0 Your Entries	1290 Total Entries	Ended
Win 2 tickets to Silverwood		
		
<p>Who wants to win tickets to come out to Silverwood in 2021? By entering into this giveaway, you could have the opportunity to bring someone to the Northwest's Largest Theme and Water Park. Be sure to share with friends and family to get more entries into the contest.</p>		
6 Ways to Enter		
Entering as Jordan Carter Edit Logout		
✓	Entry Confirmed - More Ways to Enter Below	✓
🗨	Comment on This Blog Post	+3
✉	Subscribe to Silverwood Express	+3
✉	Sign up for our Newsletter	+2
❤	Refer Friends For Extra Entries	+6
📺	Visit Silverwood Theme Park on YouTube	+3
Terms & Conditions © Silverwood Express		

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Winning Entry		
	Hailey V	#1023
Terms & Conditions © Silverwood Express		

Forgotten YouTube

- Problem:
 - Silverwood is often viewed as a corporation and most visitors don't know that it is a family-owned theme park.
- Solution:
 - Use an employee influencer, who happens to be a part of the family, to host a YouTube series that shows off the park.
- Benefits:
 - Unlimited Access
 - Control



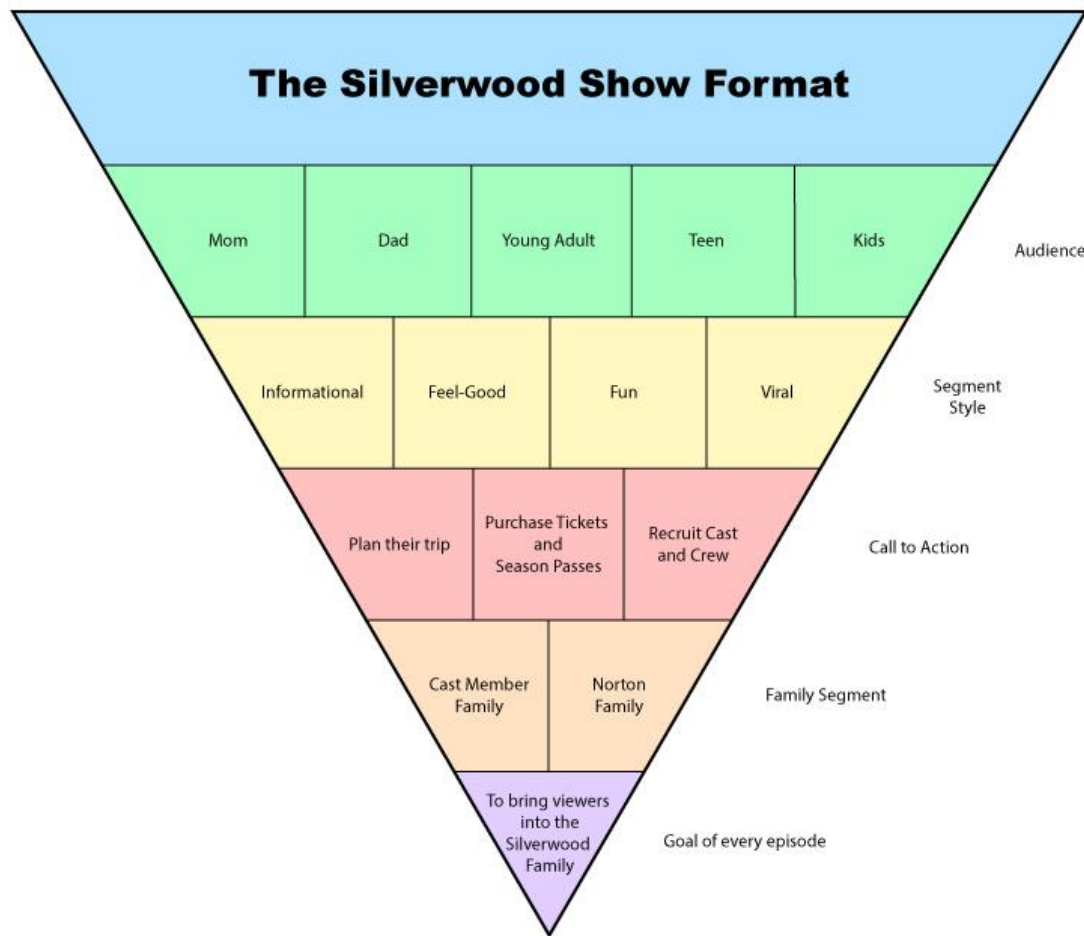
The Silverwood Show

- Goal
 - Bring viewers into the Silverwood family
- Call-to-Action
 - Plan their Trip
 - Purchase Tickets
 - Recruit Employees
- Format
 - Two to three segments (8 to 13 min runtime)
 - Informational and Viral





SILVERWOOD





The Silverwood Show

- The Results
 - Increased YouTube Presence
 - Subscriber Growth: 52.9%
 - Engagement: 444%
 - Hours Viewed: 124%
 - Park Awareness
 - Surveys: 100%
 - Impressions: 338%
 - Photo Ops
 - Revenue Source
 - YouTube Monetization



Kevin
@kfed365

Replying to @silverwood4fun

My daughters and Stephanie two weeks ago after riding Tremors together!



9:33 AM · 7/23/21 · Twitter for iPhone

The Silverwood Show

- Tips
 - Have a clear goal
 - Define success
 - Don't be discouraged
 - Learn from “mistakes”
 - Stay Consistent
 - Be Creative
 - Learn from other YouTubers
 - Have fun



Questions?



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Thank You!



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