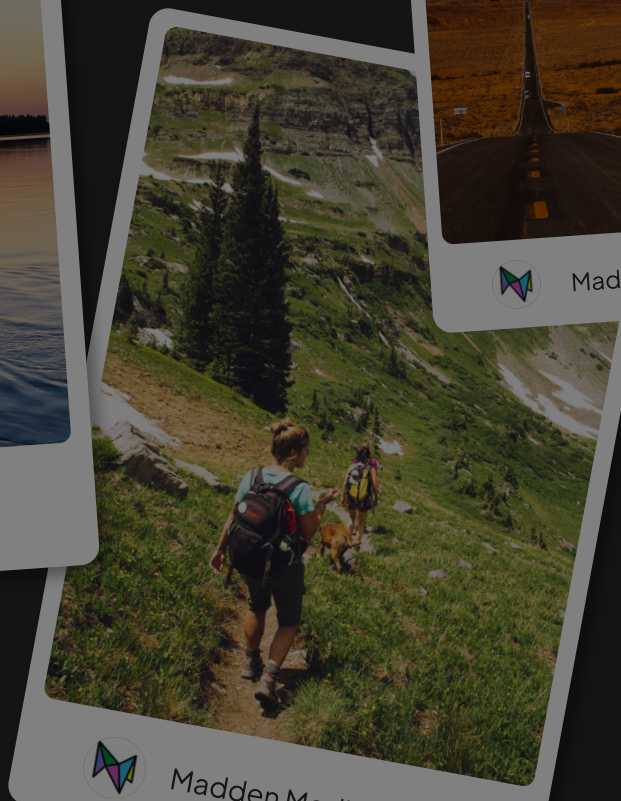
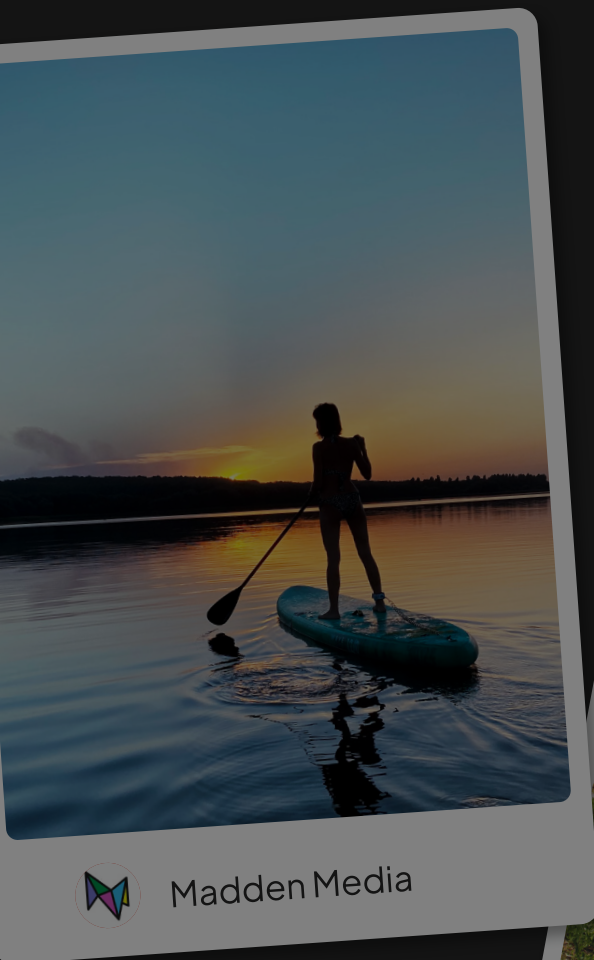


CASE STUDY

Madden Media Uses Tagger to Inspire Travelers to Visit Client Destinations



Introduction

The media landscape has splintered, directing consumer attention towards niche, creator-driven channels. **Madden Media** partners with Destination Marketing Organizations (DMOs) to seize this net-new media shift, showing no signs of slowing down.

Over a remarkable 40-year legacy, Madden Media caters to over 200 travel and tourism organizations across the United States annually.

They offer a breadth of services, including Public Relations, Creative Production, Destination Intelligence, Media Buying and Martech, solidifying their leadership in this space.

In working with clients, the team leverages influencers who share deep relationships with their audiences. Their strategy -- rooted in a meticulous analysis of the media landscape -- empowers DMOs to harness authentic storytelling, social platforms and co-creation to promote destinations in fresh, engaging ways.

Madden's overarching aim is to build a deeper resonance with the values of DMOs' target audiences compared to older, more well-worn, ubiquitous advertising methods. By embracing various executions—from award-winning social media campaigns to activations and beyond—they leverage the organic nature of creator content. Their approach brings a fresh dynamic to promoting travel and tourism in the digital age.



The Challenge



The obstacle was crafting a robust, end-to-end solution capable of efficiently measuring the impact of their narratives. As the initiative scaled, the lack of a centralized solution threatened to bottleneck the process.

Josh Johnson, Madden Media's Associate Director, Creative Services, told us:

“As we began to ramp up our efforts to bring stories from our destination to life with the help of content creators and social media influencers, it became clear we needed a trusted resource to source, vet and verify the work being completed to speak both internally and externally to the efficacy of our efforts.”

A comprehensive solution with premier social API data would not only automate a significant portion of the workflow but also ensure the accuracy and reliability of the data being handled. Without this integrated system, the process risked becoming excessively manual, hindering scalability and imposing an unwanted workload on the team.

The Solution



Madden's search for an optimized solution led them to Tagger (by Sprout Social), securing a suite of tools critical for refining influencer strategy, discovery, activation, campaign management and measuring campaign effectiveness.

Josh describes the transformation, "Tagger takes a laborious task like searching for trusted influencers and creators and turns it into a simple process of selecting pertinent information and finding profiles that are a good fit for any reference point that is added."

Tagger's flagship offer is **Signals**, which is acclaimed as the most comprehensive influencer dataset on the market. It houses a wealth of data, including over 11 billion historical posts, profiles of 278,000 global brands, support for 11+ languages and an array of 50+ filters & reporting features.

This data reservoir enables Madden to "structure our influencer deliverables in such a way as to generate the strongest ROI for our clients while aligning with the influencer's content."

Additionally, Tagger's analytics facilitated Madden in adapting to algorithm shifts across platforms. Josh lauds Tagger for empowering agencies to craft engaging campaigns, describing it as a "turn-key solution that puts the power to craft impactful creator campaigns in the hands of agencies, both big and small."



Overview of Tagger's Signals Dataset



Historical Posts:
Over 11 Billion



Profiles of Global Brands:
278,000



Supported Languages:
11+



Filters & Reported Features:
50+

Case Study Highlights



Loudoun County Wine Influencers

In Spring 2023, Madden joined forces with Visit Loudoun, Virginia, to oversee influencer partnerships, furthering Loudoun's initiative to advance its wine tourism. Situated as "DC's Wine Country" and hosting over 50 wineries, Madden identified and hosted six food and beverage-centric influencers. These influencers were chosen for their alignment with the Loudoun brand, evaluated on audience location, content performance, and follower demographics.

The collaboration was fruitful, yielding 162 posts and 2 blogs, achieving an Earned Media Value of over \$64,000. The breakdown of content was as follows: 131 Instagram Stories, 3 Instagram Photos, 10 Instagram Reels, 4 Instagram Carousels, 7 TikTok Videos, 3 Facebook Photos, 2 Facebook Videos, and 2 YouTube Videos.

This well-curated content strategy led to impressive campaign metrics, including total impressions of 577,515, total video views of 257,362, and a potential reach of more than 12 million. Engagement on these posts was robust, with feed engagements reaching 8,228, post shares hitting 968, and post saves totaling 902. Analyzed via Tagger, the data underscores the campaign's effectiveness in boosting the profile of Loudoun as a leading wine tourism destination.



Loudoun County Wine Influencer Campaign Examples



Visit
LOUDOUN
DC's Wine Country®

577K+
Impressions

257K+
Video Views

12M+
Audience Members

Case Study Highlights – Continued

Finger Lakes Social Campaign

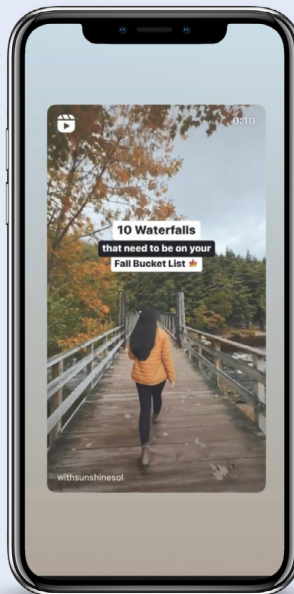
Seizing TikTok's rising popularity, Madden collaborated with the Finger Lakes Regional Tourism Council to connect DMOs with young travelers. They employed Tagger to identify suitable influencers promoting the region's core offerings.

The campaign featured curated itineraries covering various counties within the Finger Lakes, promoting local adventures through TikTok posts, Instagram stories, short videos, posts and blogs.

The results were impressive: 128 posts over three days, 352,000 impressions, a potential reach of 7 million+ accounts and an earned media value of over \$267,000.



Finger Lakes Social Campaign Examples



128

Posts over Three Days

352K

Impressions

7M+

Potential Reach (Accounts)

\$267K+

of Earned Media Value

Visit Tampa Bay's Culinary Journey

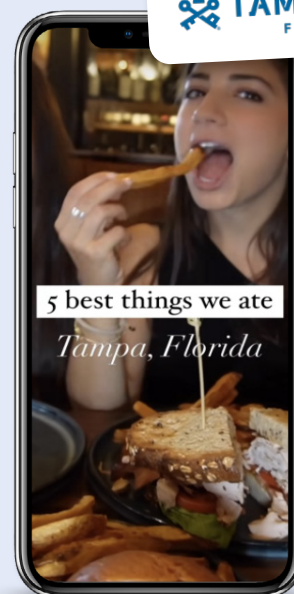
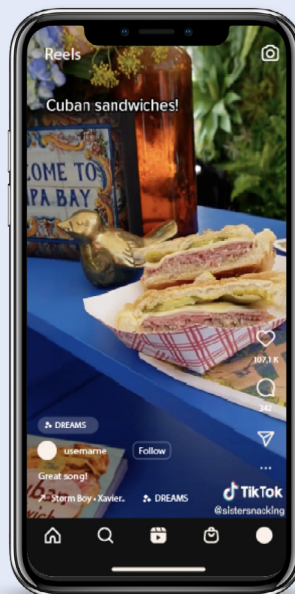
Leveraging Tampa Bay's Michelin Star accolade, Madden's New York promotion featured Ybor City's iconic Cuban sandwich at Smorgasburg. Partnering with influencers like Sister Snacking, whose NYC following makes up 25% of their audience, helped spotlight Tampa's culinary scene.

Pre-event, Sister Snacking's Tampa visit generated over 227,000 impressions, 1.2 million video views, 39,678 interactions, and an earned media value of over \$550,236. At Smorgasburg, the campaign continued strongly with 184,000 impressions, 80,000 video views, 1,600 engagements, and an earned media value of \$92,600.

Three NYC-based creators further amplified Tampa's culinary heritage through a targeted influencer campaign. Producing 22 posts, including Instagram Stories, Reels, and TikTok videos, they tagged Visit Tampa Bay and promoted a giveaway, leading to 184,623 impressions, 83,945 video views, 1,712 engagements, and an earned media value of \$96,073. They also brought 169 referrals to Visit Tampa Bay's Instagram, 222 visits to the giveaway page, and 184 link clicks, showcasing a highly interactive campaign.



Visit Tampa Bay's Culinary Journey Campaign Examples



227K

Impressions from Pre-Event Promotions

1.2M

Video Views

39K

Engagements

\$550K+

of Earned Media Value

Looking Ahead



When asked about the advice they'd offer to a peer thinking about using Tagger, the response was straightforward, "Don't hesitate to ask for help or raise questions along your journey!"

An acknowledgment was extended to Molly Warren, their Tagger Customer Success Manager, for the success they've experienced with the platform. They appreciated her readiness for monthly check-ins with their team, ensuring they maximize the platform's potential.

The Madden team is enthusiastic about their ongoing plans with Tagger.

Employing tools like Signals will be instrumental in staying updated on content that resonates well with creator audiences while effectively highlighting the uniqueness of their destinations.



Benefits of Working with Tagger's Platform Signals

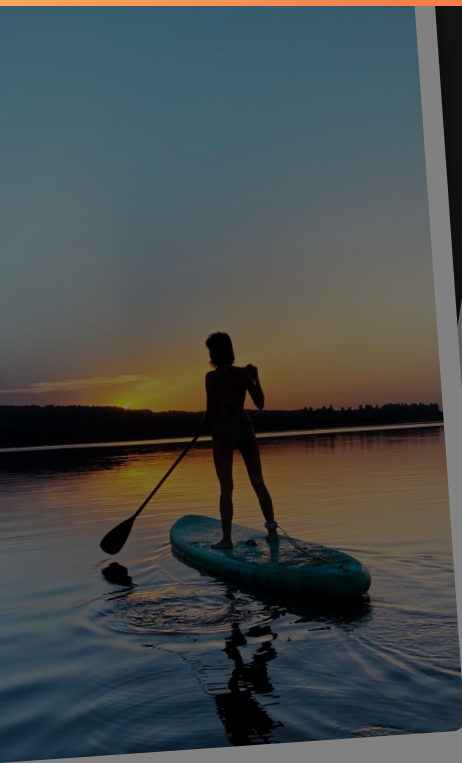
- | | |
|---|---------------------------------|
| ✓ Official API Partnerships with TikTok, Instagram, YouTube, Meta, X & Twitch | ✓ Collaborator Portal |
| ✓ Platform Integrations with Shopify, PayPal, DropBox Sign, Okta, Tune, and Genius Link | ✓ Influencer Outreach Templates |
| ✓ Serves global brands, agencies & creators | ✓ White Label Solutions |
| ✓ Supports local languages | ✓ Customizable Workflows |
| ✓ Campaign Management | ✓ Actionable Insights |
| ✓ Influencer Discovery | ✓ Content Performance |
| ✓ Messaging & Payment Automation | ✓ ROI Tracking |
| ✓ Campaign Automation | ✓ Influencer Contact Details |
| ✓ Real-time Reporting | ✓ Custom Lists |
| ✓ Creator Portal | ✓ KPI Estimation |
| | ✓ Estimated Influencer Fees |



For more information on Madden Media and their DMO influencer marketing services, visit: www.maddenmedia.com



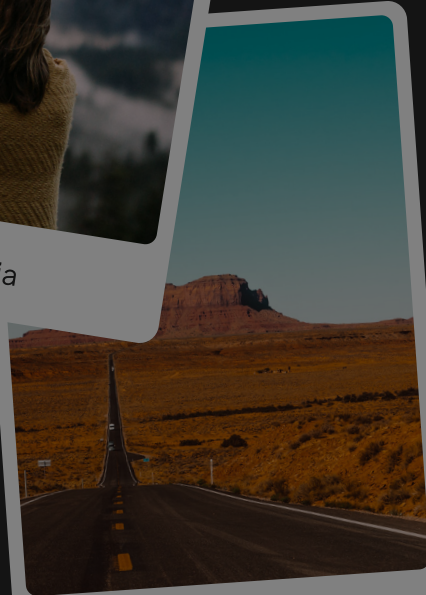
tagger
by Sprout Social



Madden Media



Madden Media



Madden Media



Madden Media



Madden Media

> Want to Learn More?

To learn more about Tagger by Sprout Social and its proprietary social intelligence engine, Signals, visit:

www.TaggerMedia.com

