

An Army of Advocates: Using Micro-influencers in Your Social Media Strategy

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AN ARMY OF ADVOCATES

Using micro-influencers in your social media strategy

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In a digital world full of influencers asking to be invited to your destination, how do you use them to the advantage of your business?

In this session, we'll explore the world of micro-influencers and how this type of influencer is helping reshape the travel and tourism marketing landscape.

The session will include real-world examples of how Universal Orlando Resort has used micro-influencers to support new attractions and, most recently, its latest theme park, Universal Epic Universe.

ASK YOURSELF

- What story do you want micro-influencers to tell?
- What types of micro-influencers do you want representing your business?
- What can you do to help them tell your story?
- How can remove obstacles micro-influencers might face?
- Are you willing to let someone else tell your story?

SOURCING INFLUENCERS

- Start with Followers
- Social Listening
- 3rd Party Platforms

The background image is a photograph of the Velocicoaster at Universal Islands of Adventure. It features the large, blue, perforated globe with the word "UNIVERSAL" in large, white, 3D letters. In the foreground, there is a curved walkway with a decorative metal railing, and a person is visible walking along it. The scene is set in a tropical environment with palm trees and a roller coaster track in the background.

VELOCICOASTER

MICRO-INFLUENCER PROGRAM



VELOCICOASTER OPENING EVENT



SITUATION

Approach: Bring together passionate fans for an exclusive experience - including on-ride access and customized keepsakes to make them feel recognized and special, ultimately driving them to show of their experiences on social media.

Experience: June 9, 2021

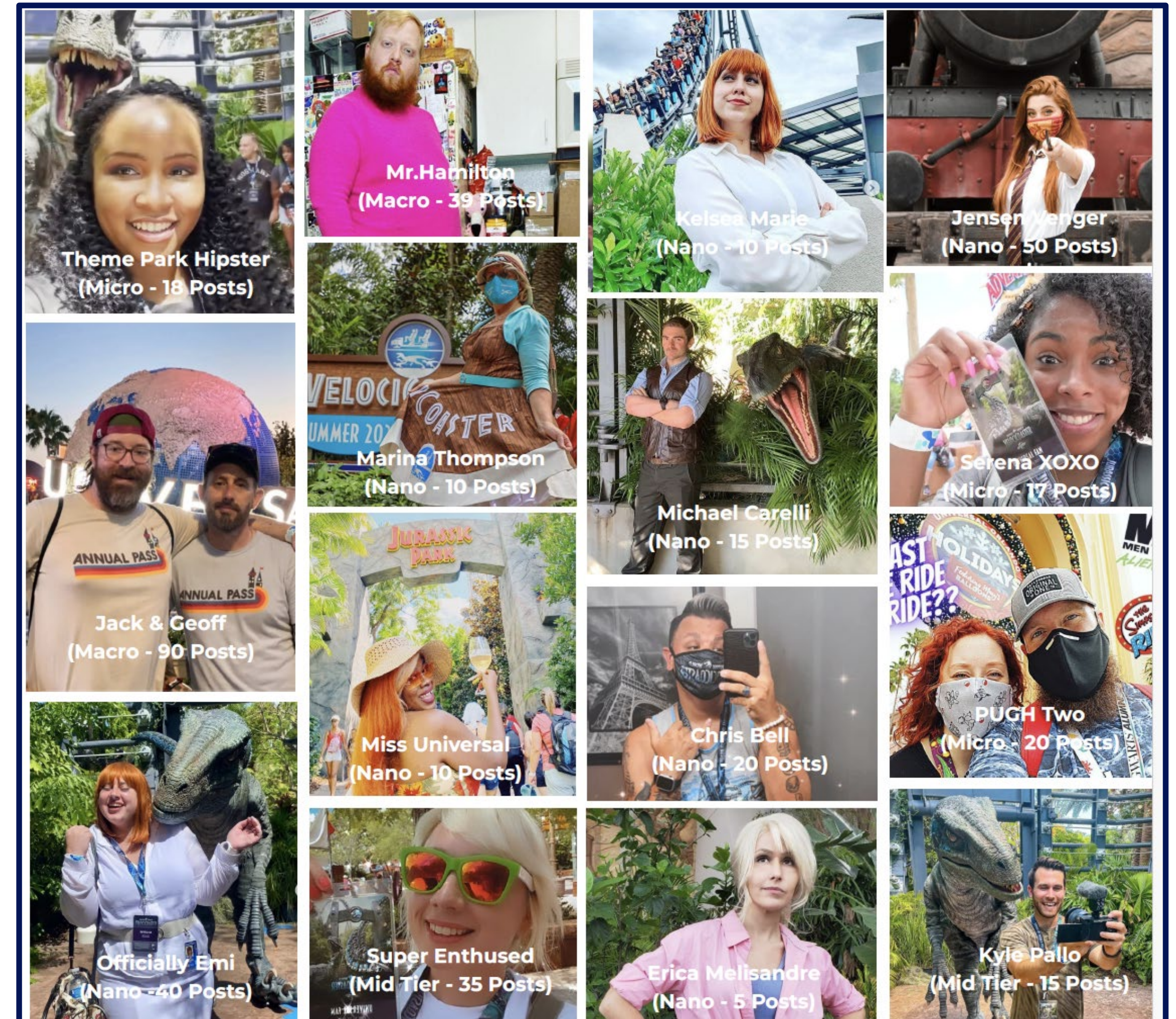
- Exclusive access to the opening celebration
 - Attraction access
 - Talent M&G
 - F&B sneak preview
 - BTS Raptor Encounter
- Custom fan merch
- Photography opportunities

Our fans were curated, which consisted of a diverse group of creators including avid Jurassic Park / World cosplayers to TikTok stars.

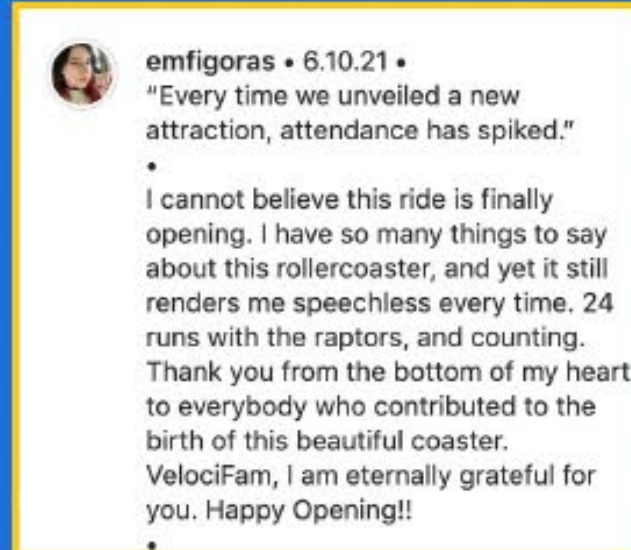
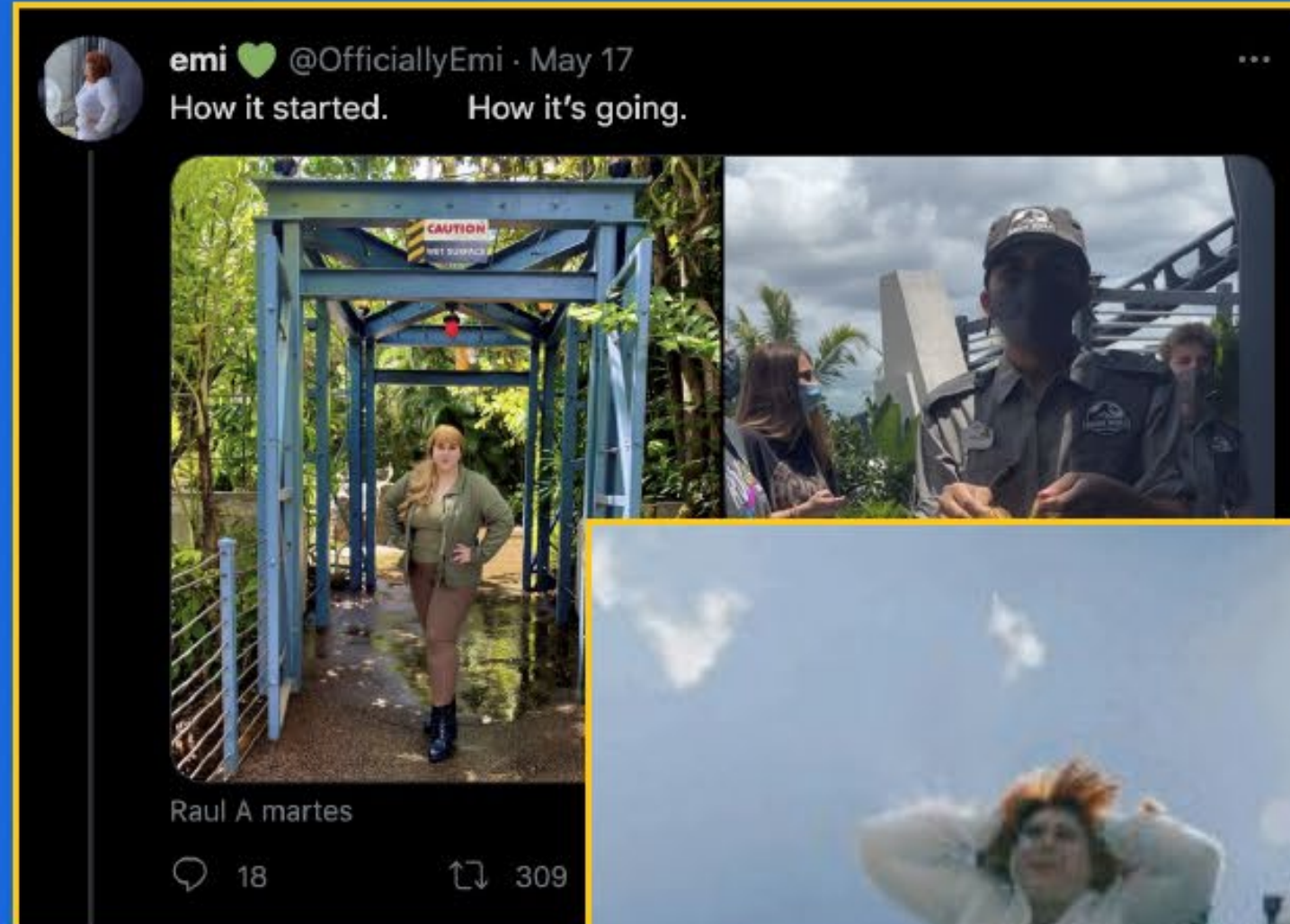
By including a range of creators/influencers, it allowed us to not only share the experience through the lens of multiple different mediums but also allow them to share from their perspective.

Creator Types: 24 attendees (social influencers)

- Vloggers: 6
- Cosplayers: 14
- Podcasters 2
- +1 Guests



FAN WIG MOMENT



BACKGROUND

After riding VelociCoaster during soft opening in cosplay, Emi made national news headlines after losing her wig. She became an overnight viral meme on social with radio & tv stations around the country reaching out to her for interviews and reviews.

DO OVER

The opening celebration was the perfect opportunity to recognize Emi by inviting her to an experience every superfan dreams about plus allow another onride opportunity.

ALL THE BUZZ



TODAY SHOW

TODAY Show loved the idea of celebrating and highlighting the fans and featured them on ride along with Keenan.



PUBLICATIONS

Fans were highlighted in multiple news publications and broadcasts both on the ride and within the land.

CELEBRITIES

Bryce Dallas Howard found her own way to celebrate the Anniversary of Jurassic World but use our fan content from the event to recognize them.

TANGIBLE KEEPSAKES



We were gifted #VelociCoaster art prints signed by @G_Prodigy & @shelby_neat I'm ready to cry.

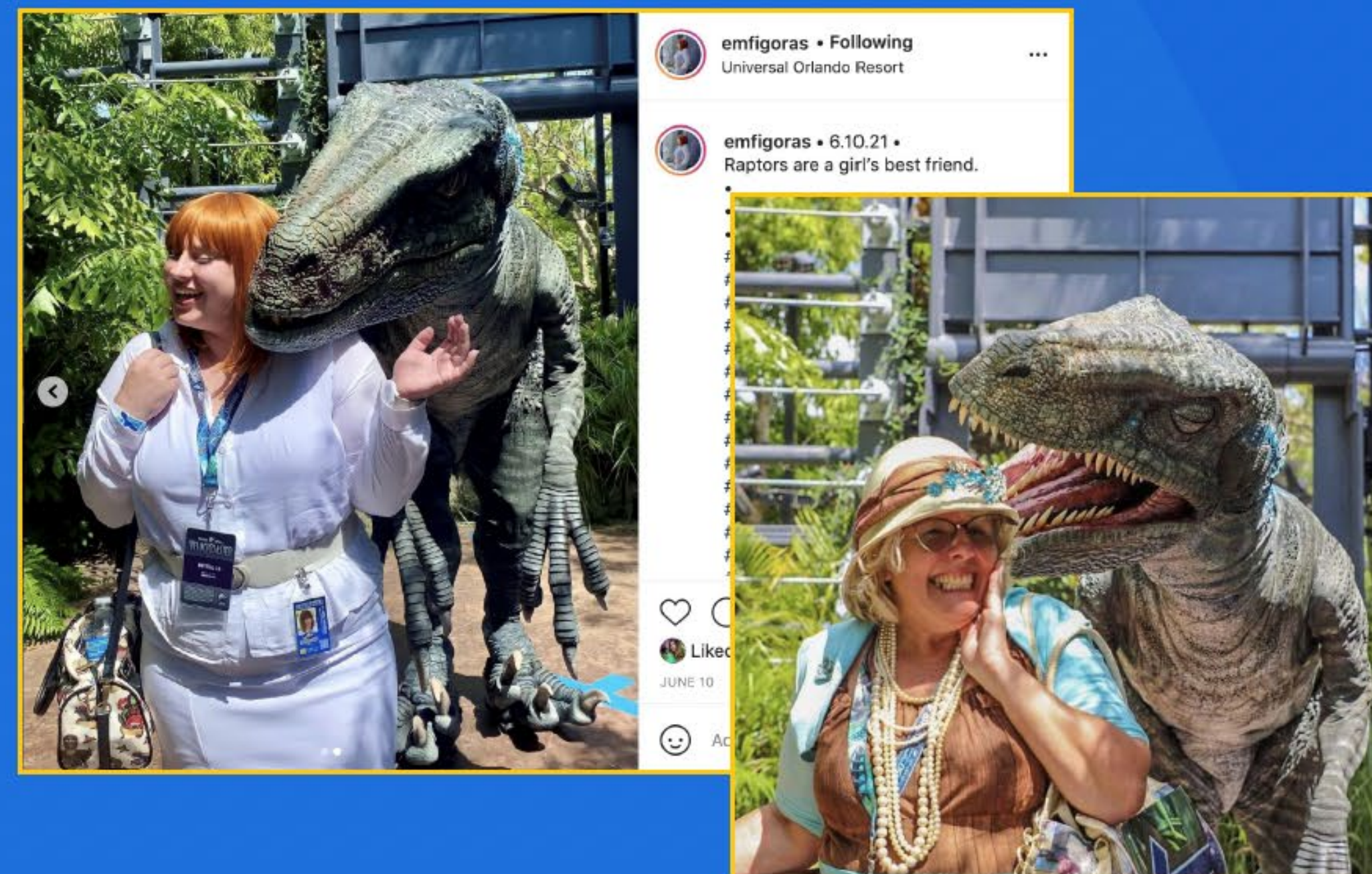
#UniversalOrlando – at Jurassic World VelociCoaster



STORY

Fans attending the VelociCoaster Opening Event were also gifted with exclusive keepsake items including collectable pins to commemorate the event and an autographed poster signed by Shelby & Greg that all fans loved.

BTS ACCESS



FEELING SPECIAL

Fans exclusively were invited to go behind the scenes to have a private meet & greet with none other than Blue creating countless content opportunities that couldn't have been done otherwise.

EXTENDING THE STORY

All of the moments, surprise & delights and opportunities, worked together cohesively to create a complete story of the experience and naturally enticed content creators to share the story as something that has to be told.

RESULTS

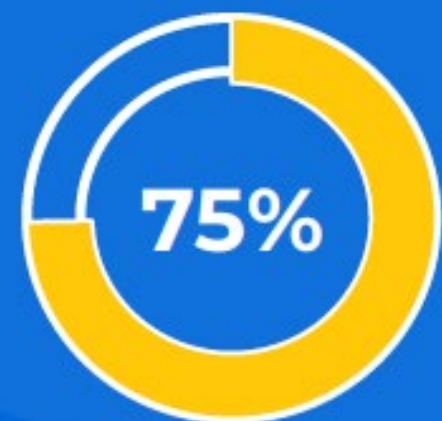
25% Increase in Reach

40% Increase in Engagements

40% Increase in Content Created

Not only did the fans feel compelled and inspired to capture multiple pieces of content during the event, but they expressed the feeling of liberation knowing the moment was to celebrate their fandom towards Jurassic Park and not approached as a transactional event.

Brand Advocacy

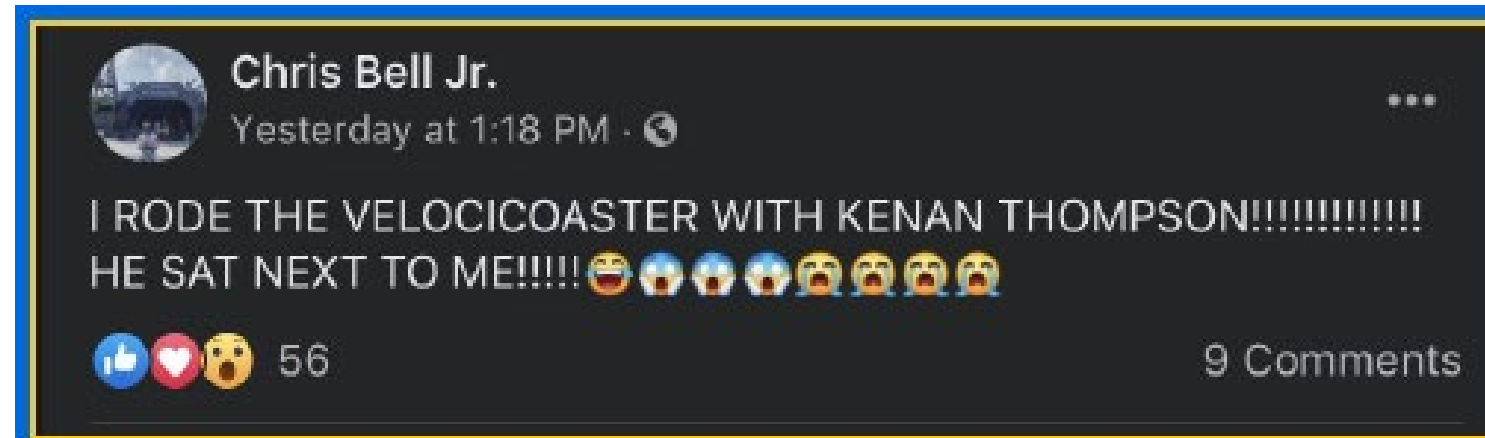


Increase in Universal Parks specific content posted from fan accounts during the month of June.

Fan Growth



Parks content on Content Creator platforms are attracting new followers and reaching new audiences post JWVC opening.



Universal Studios Velocicoaster's Grand Opening Media And Fan Event | Riding...

31K views • 2 months ago



What a fun day and an amazing experience to be invited out universal Studios. Thank you everyone for the support, this w

*compared to similar media events without micro-influencers

LEARNINGS

Diversity is Vital



Followers of the event acknowledged the diverse group of invited fans. In our marketing programs, as in our social, we strive to highlight as many different voices as possible

Diverse Mediums



By including unique creators, such as cosplayers, micro-influencers, and Team Members, their voices helped broaden and amplify our brand reach

Experiential Video



It's rare to offer on-ride POV videos. Because of how we set up that special moment, fans made it a priority to capture themselves during the ride

Fans Fuel Media



The inclusion of fans at media events helps create value for the brand and powerful fans in the community. Media recognized this passion and featured these individuals in their reporting

ADDITIONAL LEARNINGS

EVENT FLOW

Allow for extra time knowing media and fans are taking time to capture multiple pieces of content



SURPRISE & DELIGHTS

A little can go a long way. Think of unique giveaways or merch



CUSTOM EVENTS

Create exclusive moments just for your biggest fans to experience



WHEN WE CURATE SPECIFIC FAN BEHAVIOR AND PASSIONS WITH THE RIGHT EXPERIENCES, IT ORGANICALLY RESULTS IN EARNED MEDIA AND CONTENT GENERATION.

A photograph of the entrance to Universal Islands of Adventure at dusk. The iconic blue globe with the word "UNIVERSAL" in large white letters is the central focus. Palm trees and a roller coaster track are visible in the background. In the foreground, a decorative metal railing with a floral pattern is visible, and a few people are walking on a path. The entire image has a dark blue overlay.

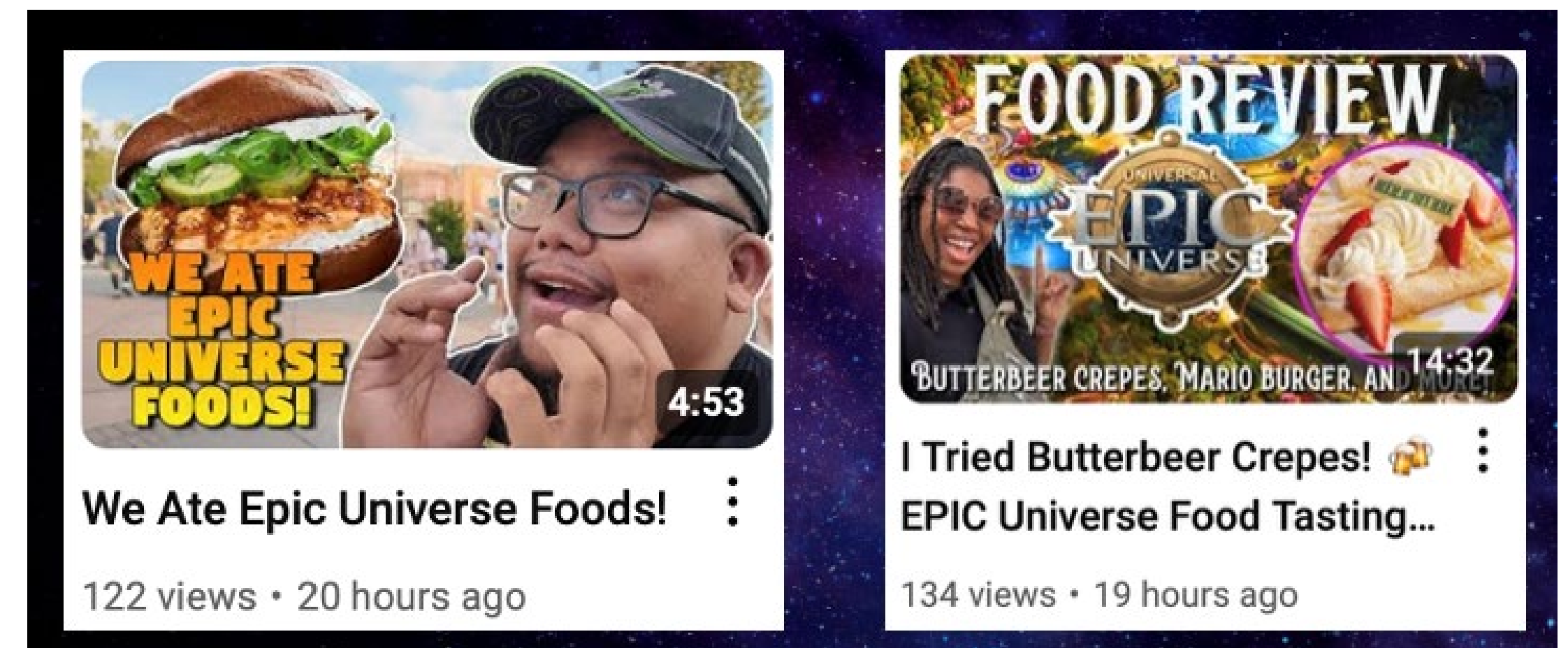
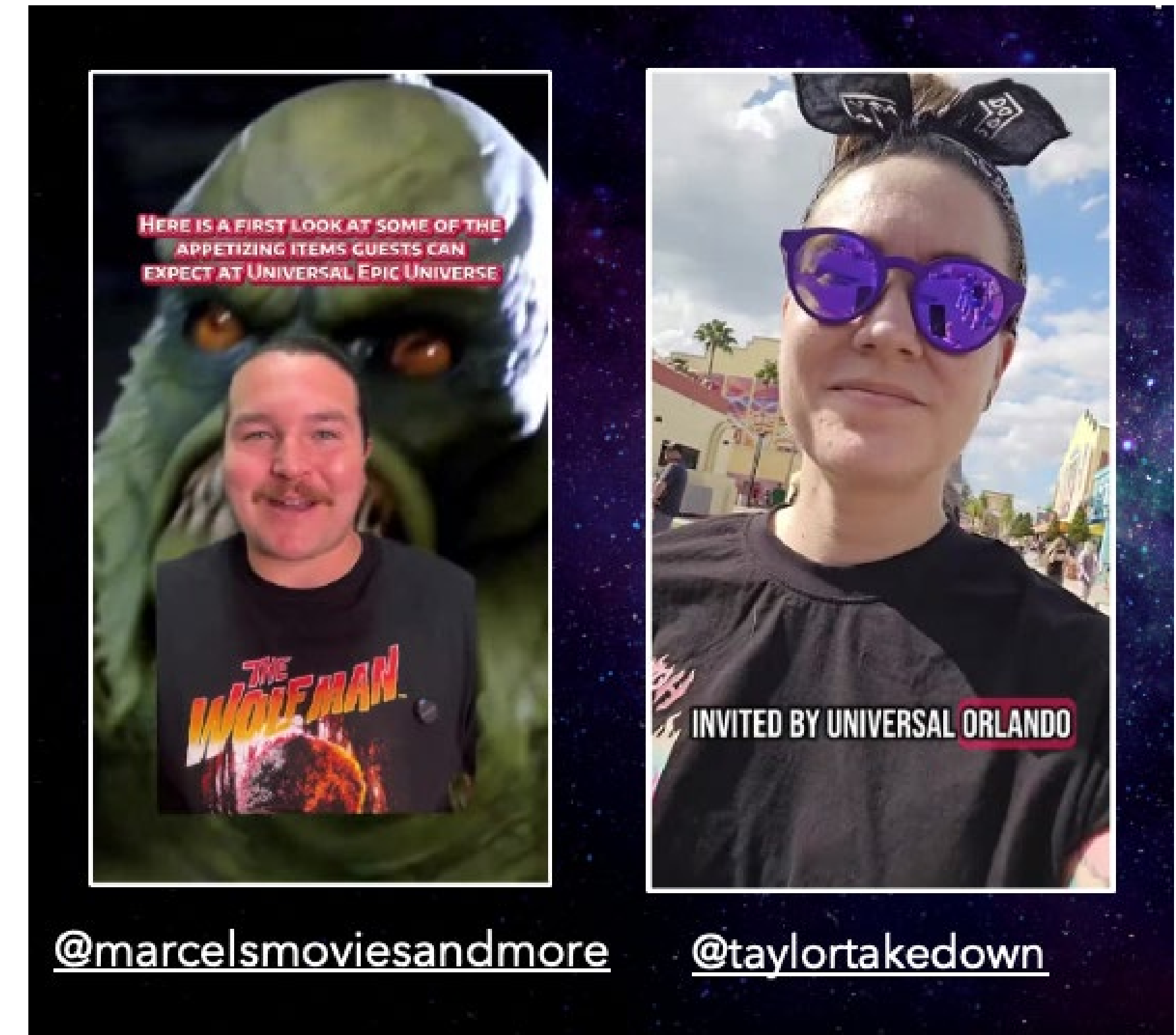
EPIC UNIVERSE

MICRO-INFLUENCER PROGRAM

SITUATION

A select group of micro-influencers were invited to be part of an exclusive event where they would try some of the next-level food and beverage offerings coming to Universal Epic Universe.

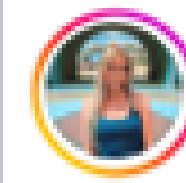
The event included a tasting menu from each World and discussions held by members of Universal's award-winning culinary team that helped bring these items to life.



CHALLENGE

Due to last-minute changes, the micro-influencer group would not be allowed to capture content during the event.

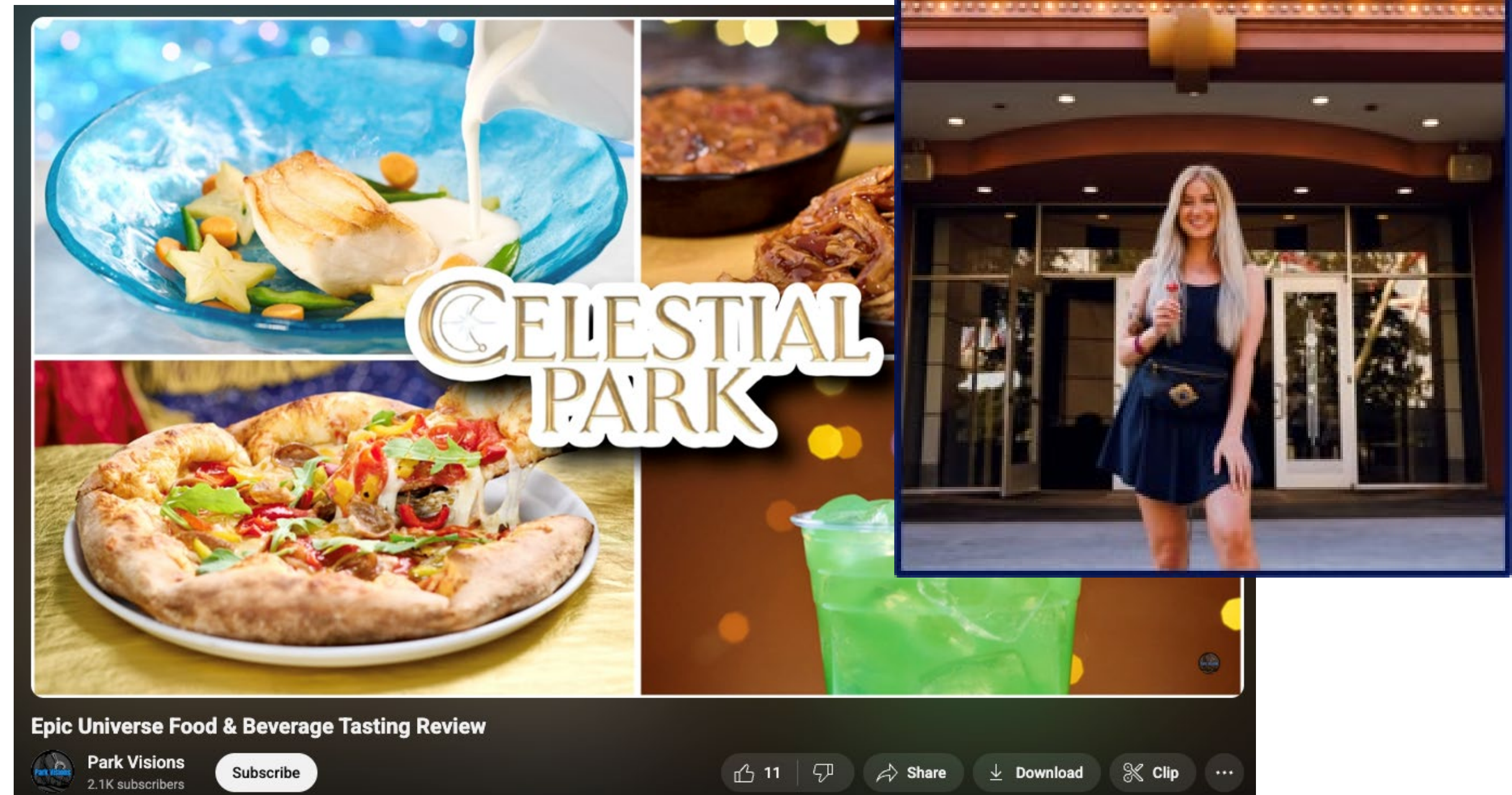
How were these content creators going to create for us?



xandra.orlando Yesterday, @universalorlando invited me to experience something truly EPIC. ✨

Dreams are becoming a reality – I got to be one of the first people to try some of the incredible food and beverage offerings coming to Epic Universe! And let me tell you right now, this NOT your average theme park fare. It is absolutely next-level. 🤩

I was able to try dishes from each of the park's new lands, as well as a couple of super cool signature beverages, and I was SO impressed. Every item was crafted with such amazing attention to detail, really adding to the immersion of the worlds they belong to. Seriously – this is some of the most highly themed food I've ever seen in my LIFE.



SOLUTION

Although the group wasn't allowed to capture content during the event, they published 75+ pieces of content across their social platforms.

Many of the creators used existing footage (Epic Preview Center) or utilized media-approved toolkit assets.

From tiny mics to voiceovers, the content creators themselves found solutions.

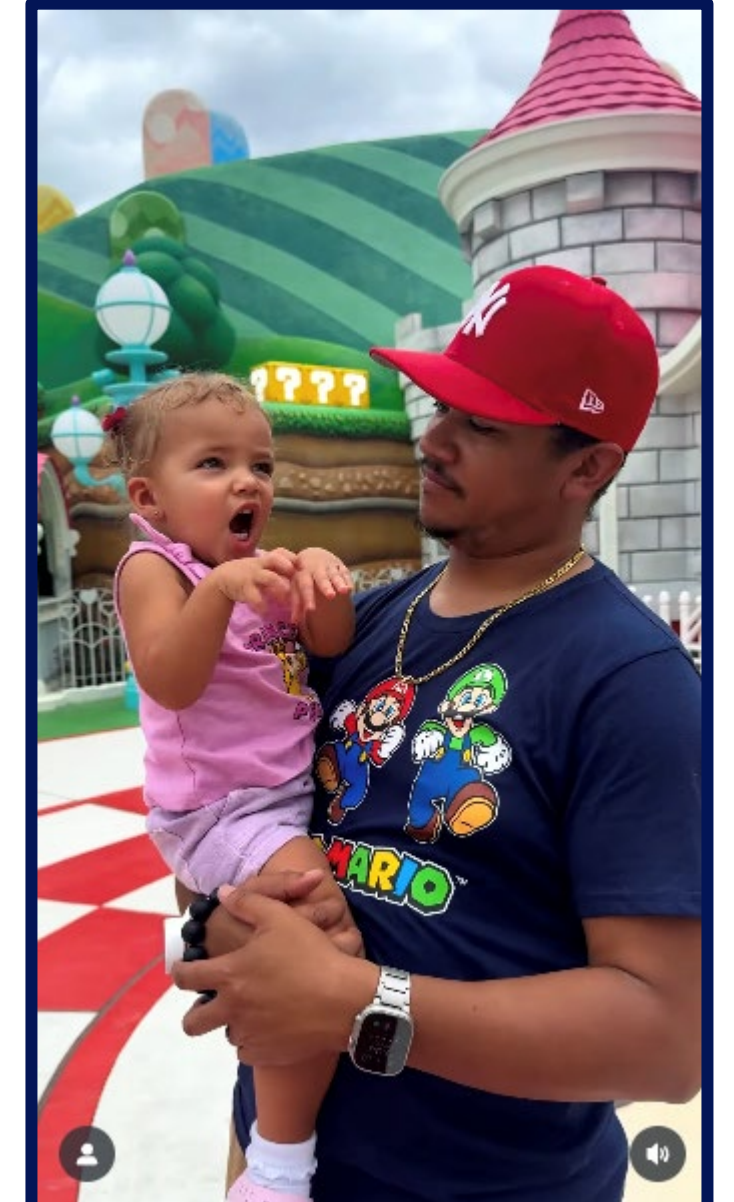


RESULTS

The event was a test leading up to Epic in which we invited micro-influencers to preview the park.

Over 300 pieces of content were created by the micro-influencer group

Creators focused in on what they were interested in, leading to a diverse blend of content and highlights



COMMUNITY

Using micro-influencers is not just about the earned media, but reinvesting in your fandom and community.

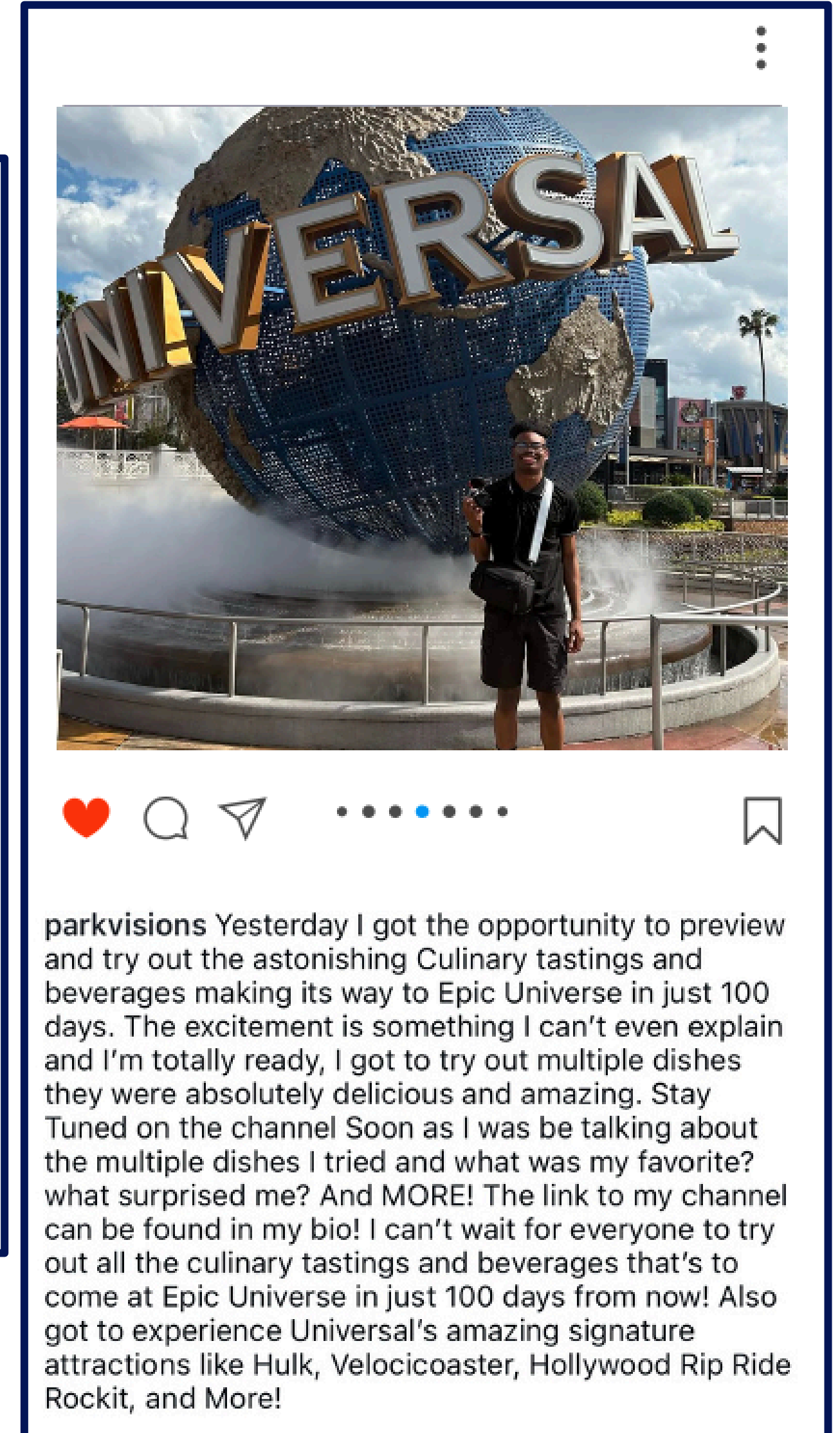
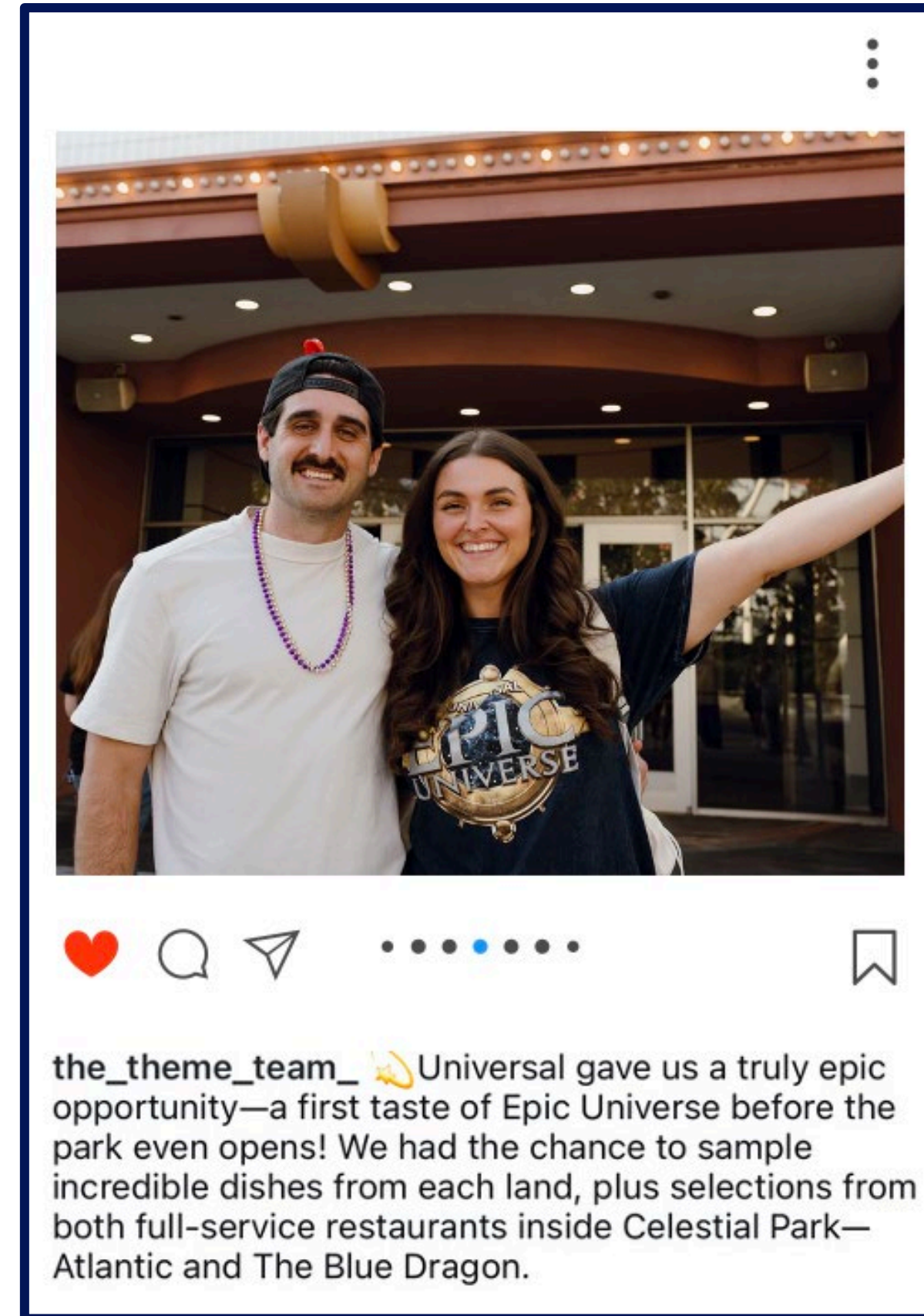
Fans noticed that we used smaller creators for an event typically reserved for traditional influencers and media

The micro-influencers were grateful for the opportunity and not only produced some of the best content we had seen, but had fun doing it.



FUTURE PROGRAMS

- Continue investing in micro-influencers and super fans
- Develop programs and events specifically designed to give these groups spaces to create content
- Deepen seach beyond theme park and intellectual property fandom for micro-influencers



THANK YOU

QUESTIONS?



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Twitter/X: @Stephen_Kubiak

Stephen Kubiak, Assistant Director, Social Strategy & Content
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COMING UP NEXT!

General Session #6 2:45pm

***Conference Keynote Address
“Power Up Your Leadership”***

POWER UP!