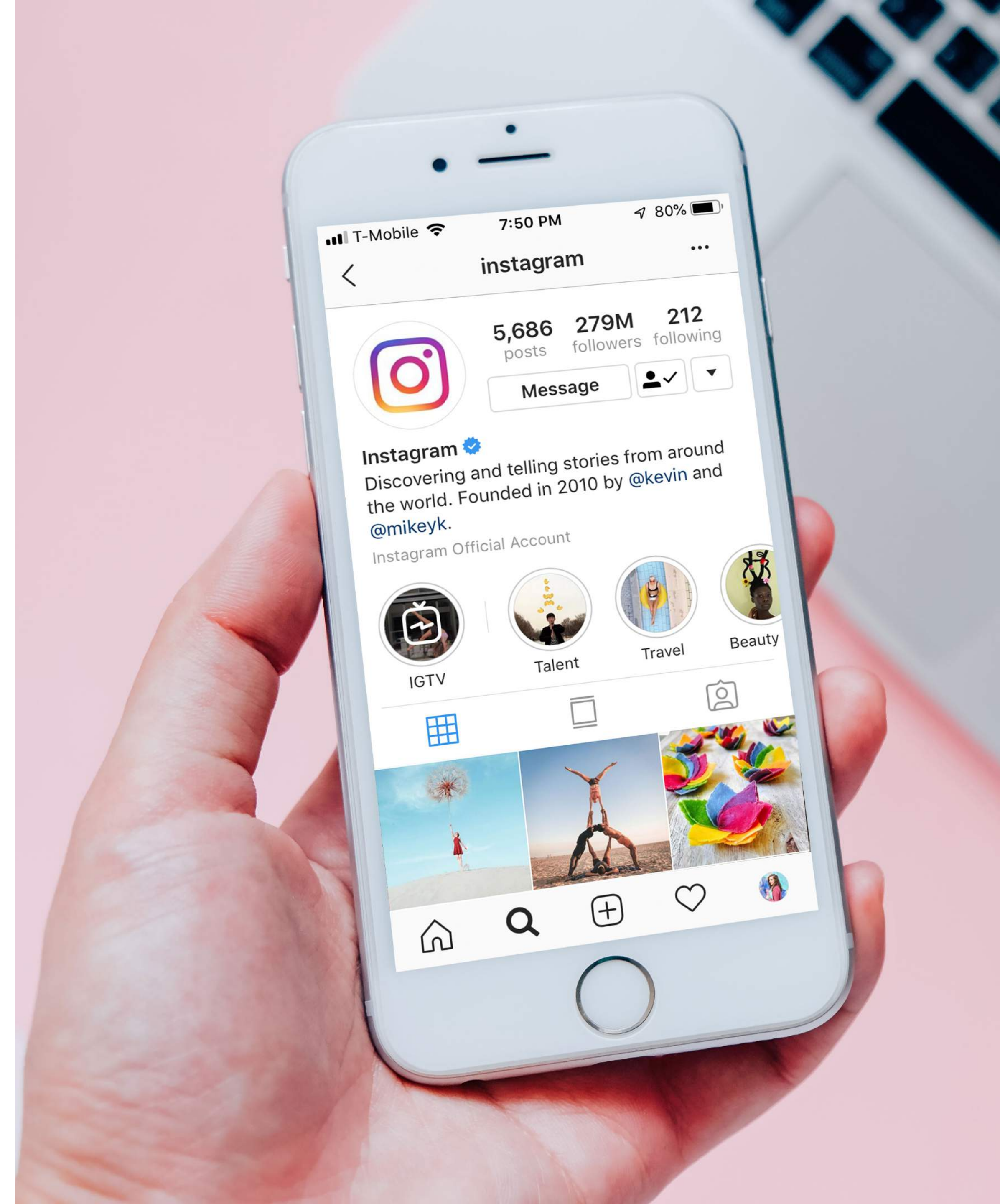


# How DMO's Can Harness the Power of

**INSTAGRAM**

**STORIES**



# OH, HEY!

## I'm Quinn Tempest.

- Digital Marketing Strategist
- Graphic Designer
- Speaker
- Urbanista in Phoenix

 @quinn.tempest



**THE POWER**

**OF STORIES**



**1**

**billion**

---

total number of users

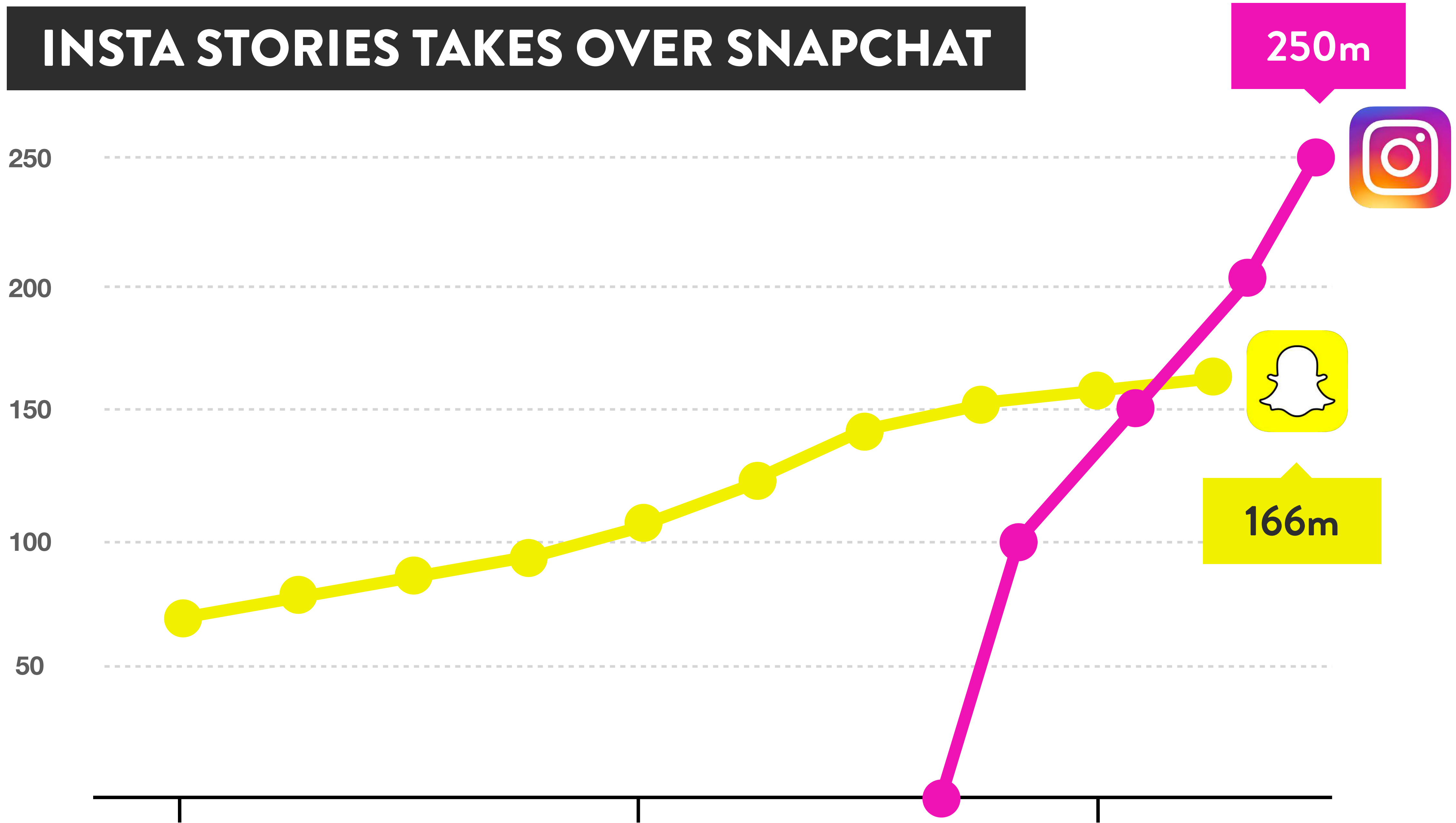
**500**

**million**

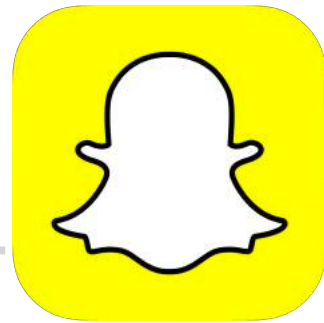
---

daily Story users

# INSTA STORIES TAKES OVER SNAPCHAT



250m



166m

2015

2016

2017



@quinn.tempest

**"Instagram Stories  
are the fastest  
growing tech product  
in history of  
the world."**

***-Matt Holman, Instagram***

 @quinn.tempest



1/3

of the most  
viewed Stories

come from  
biz accounts

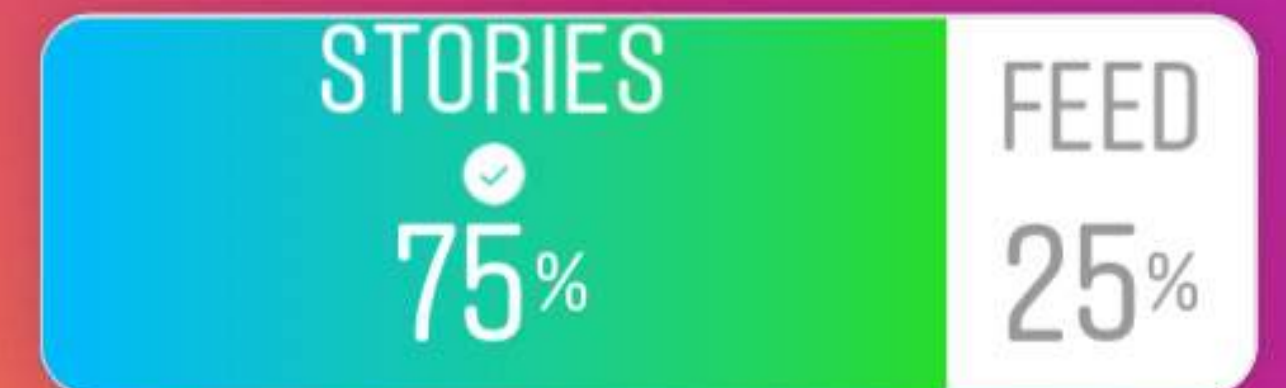
20%

of Stories

get a direct  
message reply

***I'm curious...***

Do you spend more time  
viewing content on Stories or  
the regular Feed?



**MORE THAN**

**A PLATFORM**





# urban DICTIONARY

TOP DEFINITION



## do it for the gram

**Do it for the gram** means you do things in your life so you can take pictures and **show off** on instagram for example you buy **jordans** or other expensive things just to post on Instagram look for likes

*Man Im **finna** hit the mall and take pictures for **the gram yall** know I do it for the gram*

by **Seezy Dinero** April 09, 2016



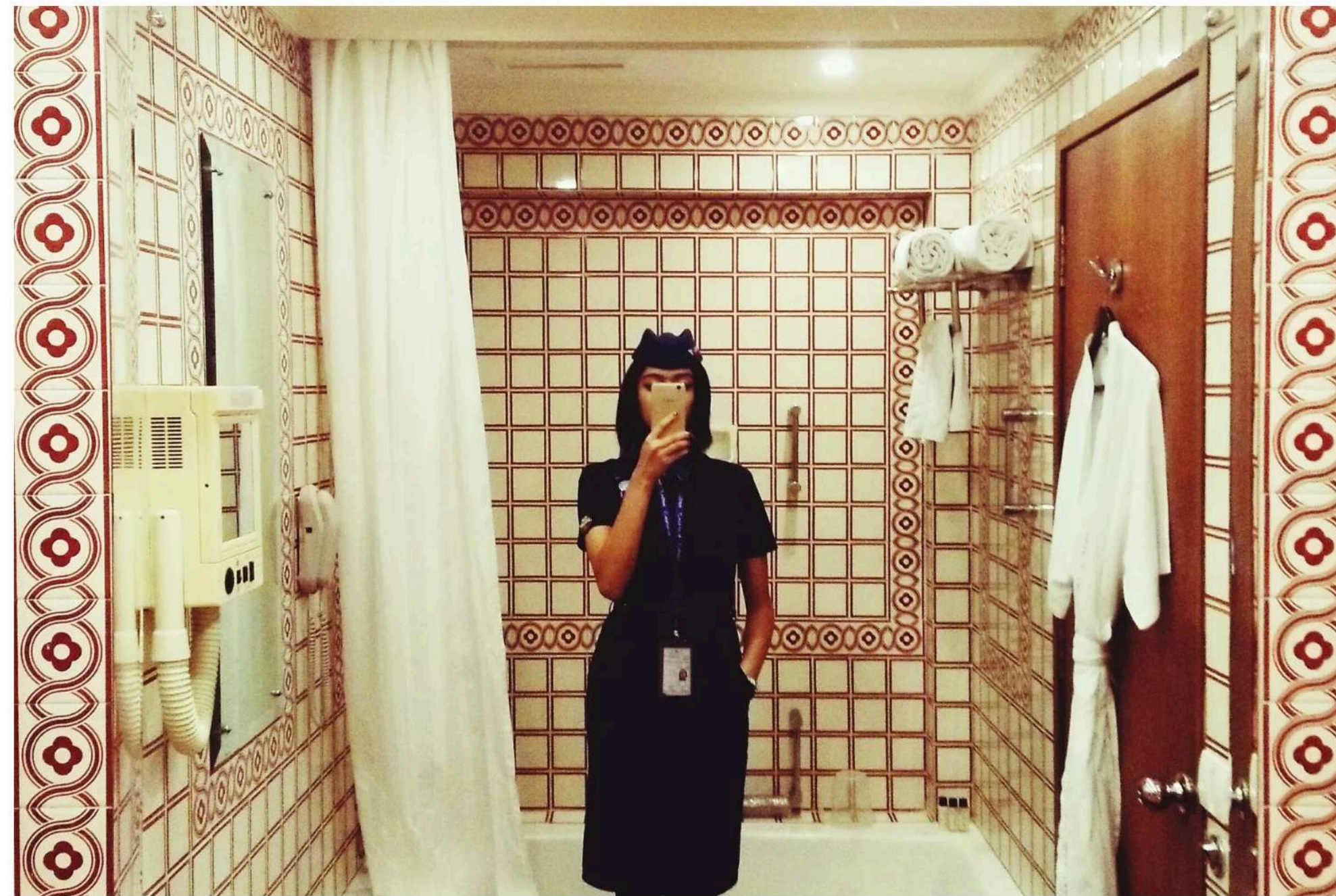
# Vox

## Why are fancy bathrooms all over Instagram?

Hotels and restaurants are hoping you'll take a selfie in one of their novelty bathrooms.

By Chavie Lieber | @ChavieLieber | Chavie.Lieber@Vox.com | Jan 3, 2019, 8:00am EST

   SHARE



Bathrooms today are Instagram's favorite selfie location. — Seriana Sarah Chhetri/EyeEm/Getty Images



CULTURE DESK

# THE MUSEUMS OF IN

By Sophie Haigney September 16, 2018



@quinn.tempest

video



lavatoryphx  
LavatoryPhx



**theegghouse** • Follow  
Shanghai, China

theegghouse Friday mood → Pulling through! PC: @jwh\_banieman

#theegghouse #egghousenyc #egghouseshanghai #egghousenewyork #egghouse #ellistheegg #instalationart #exhibition #popup #experienceart #experience #eggart #eggartist #loveegg #photooftheday #ins #instaegg #instagram #instagood #instalike #instamood #instaart #instalikes #instadaily

View all 12 comments

rainakat Please come to San Francisco! We're a big spot for these type of museums and I want to go so

Liked by erinsummer\_ and 1,093 others

DECEMBER 21, 2018

Add a comment...

near t #eyecandy #treasurelove  
rzas #adventuresforlife #tilldeath  
high

uribe Love it Prima 😍

a Yes, all the colors!

@jess9ouribe thanks cousin  
! 😂 lol

comment...

# TRAVEL



PHOTOGRAPH BY ALEX E. MANUEL, GETTY IMAGES, NATIONAL GEOGRAPHIC



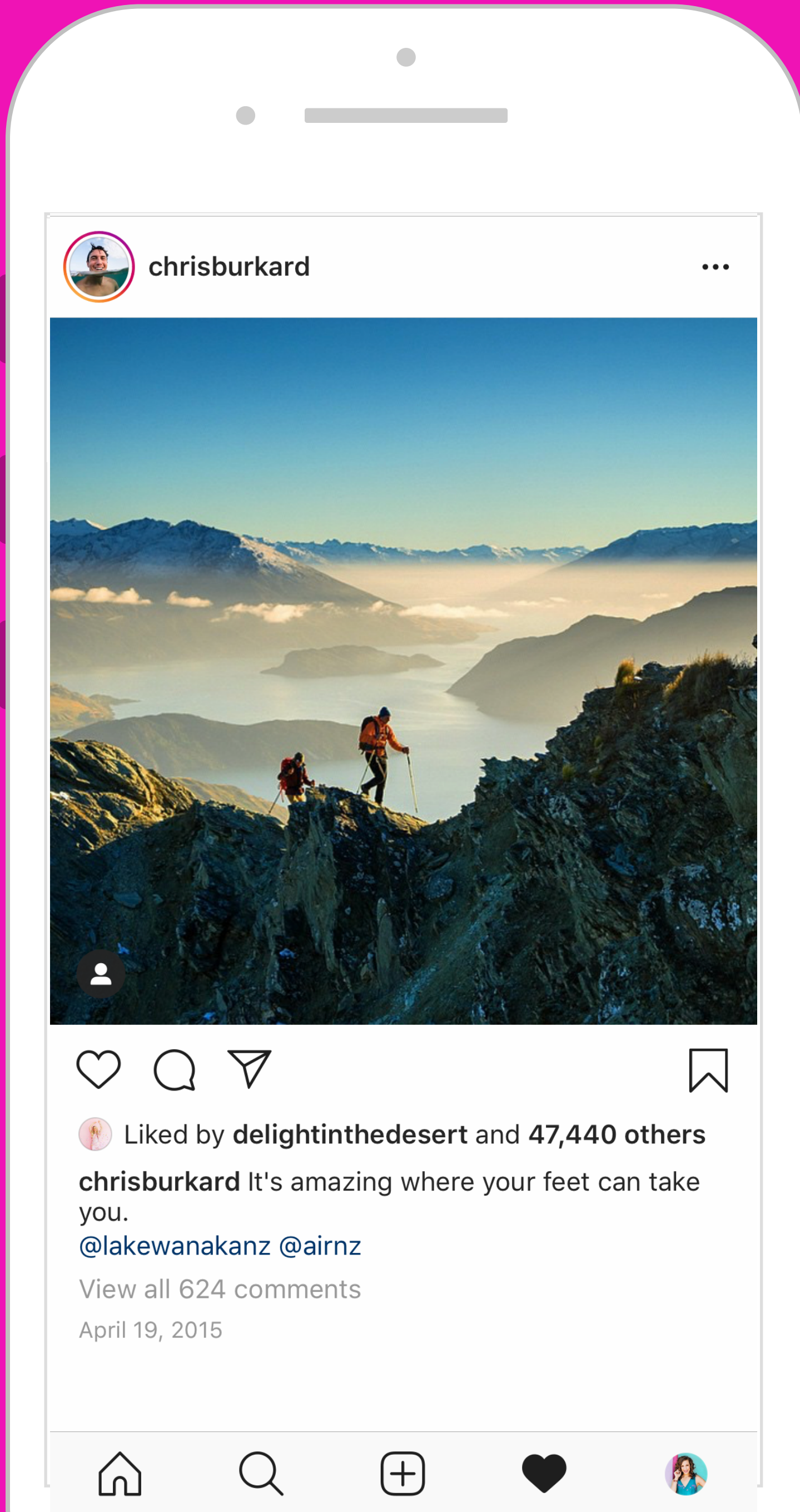
PHOTOGRAPH BY THOMAS TRUTSCHEL, GETTY IMAGES, NATIONAL GEOGRAPHIC

**40%+**

**of Millennials  
ages 18-33**



consider "Instagramability"  
when choosing destinations



14%

increase in tourism



to the Lake Wanaka region  
after implementing an  
Instagram strategy

Source: MBIE of New Zealand

# TRAVEL



[unhashtag.vienna.info](https://unhashtag.vienna.info)

See Vienna. Not #Vienna

Enjoy the city behind your pics!

**VIENNA**  
NOW ♦ FOREVER



[unhashtag.vienna.info](https://unhashtag.vienna.info)

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**FIRST**  
**THINGS**  
**FIRST**





# INSTAGRAM MARKETING IS...

An **interactive experience** of your brand  
that is **creatively presented**  
and **strategically planned** in order to  
**build a relationship** with your audience.

feed vs. stories...

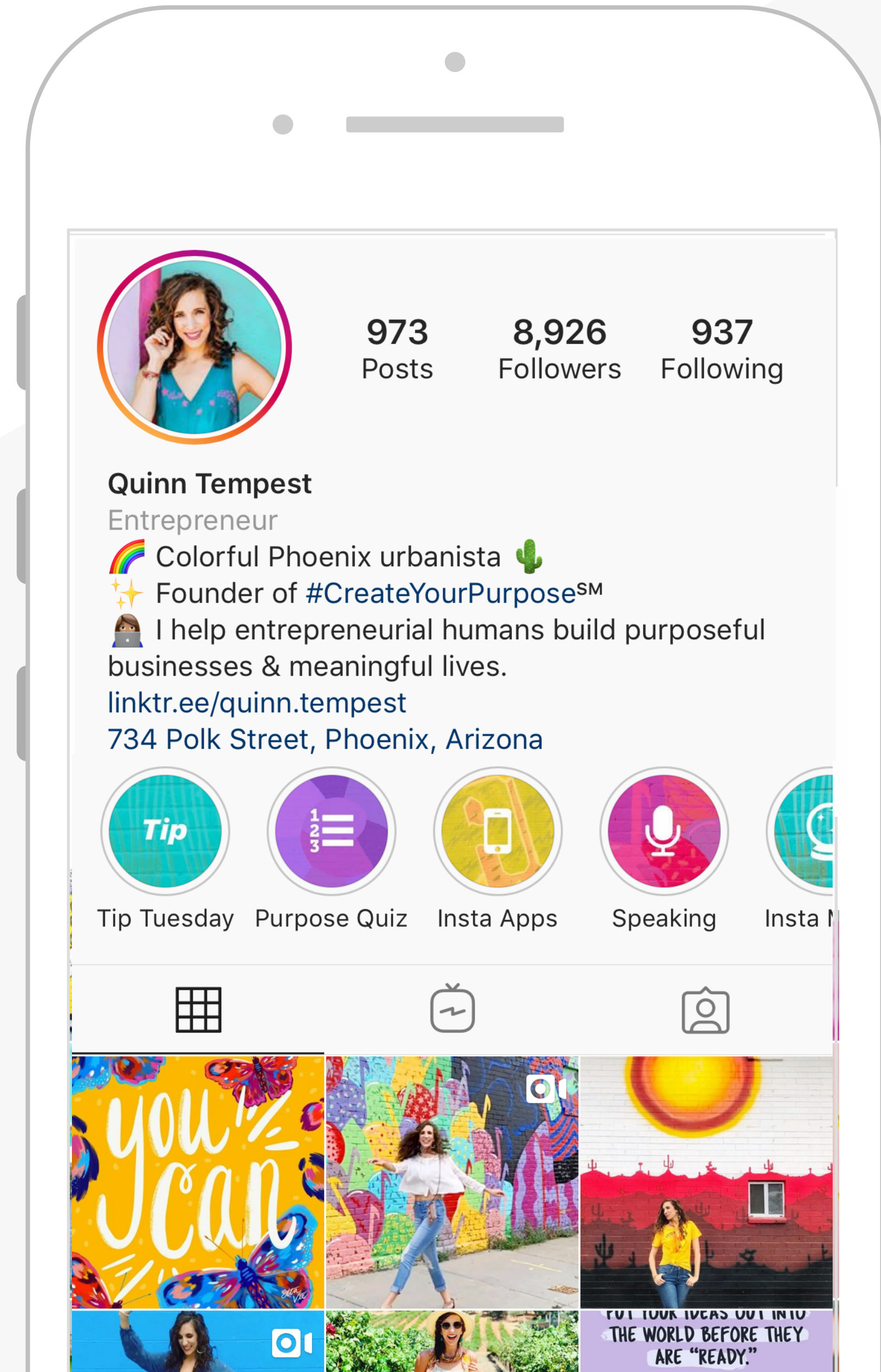
**WHAT'S THE**

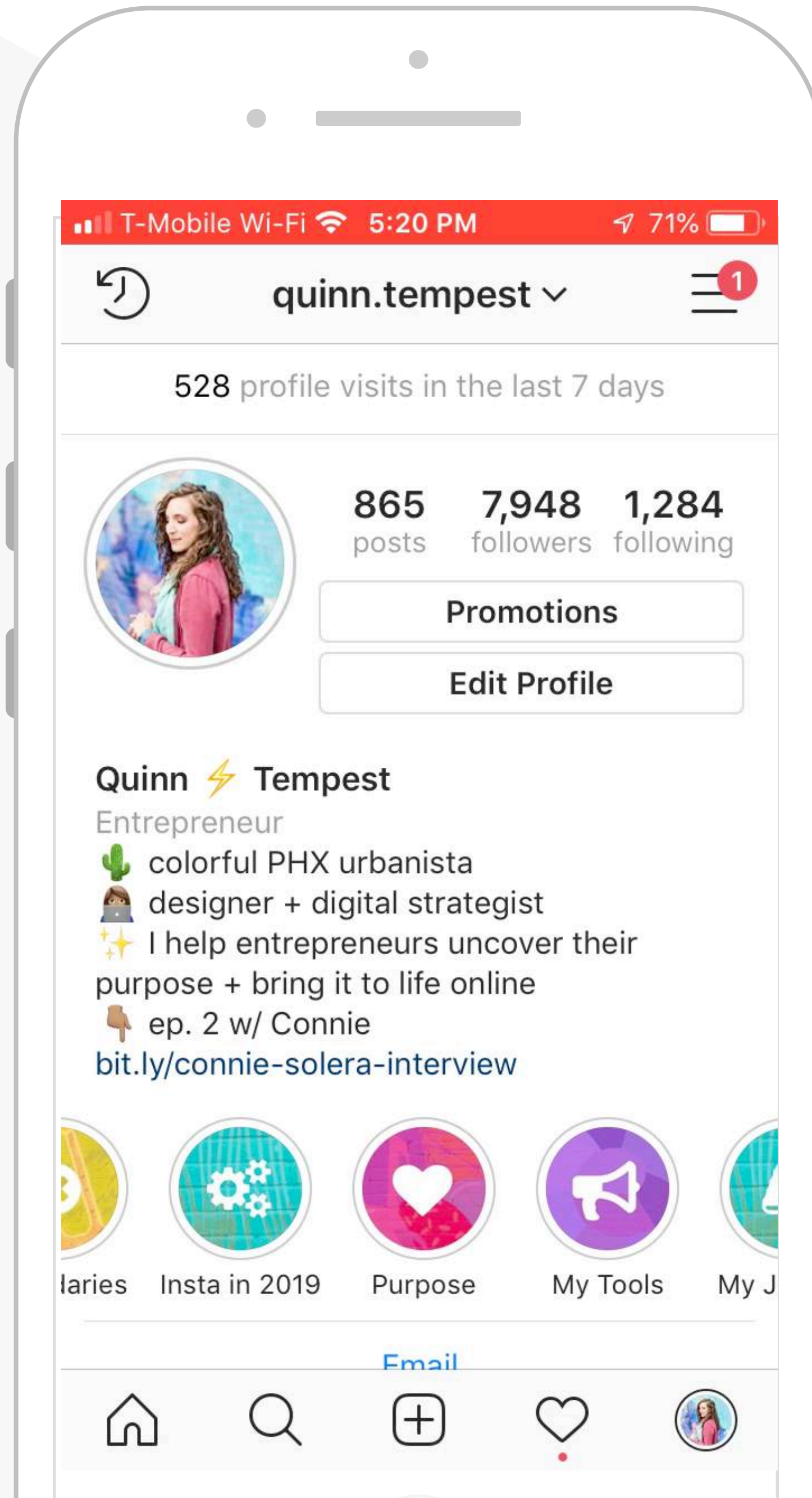
**DIFFERENCE?**



**FEED**

**Introduce people to  
or share updates on  
your brand in a  
curated manner**





# STORIES

**Engage your audience  
more deeply through  
real-time, authentic  
content**

# STORIES

**"Easier to navigate through Stories vs. feeds."**

**"It feels more personal and I love seeing  
behind-the-scenes."**

**"Quick visual hits vs. long reading of captions."**

**"Seems more timely and **less algorithmy.**"**

# FEED

vs.

# STORIES

**Timeless**

**Evergreen**

**Curated for  
discovery**

**In-the-moment**

**Authentic**

**Highly engaging  
Interactive**

so, tell us...

**WHAT SHOULD**

**WE POST?**

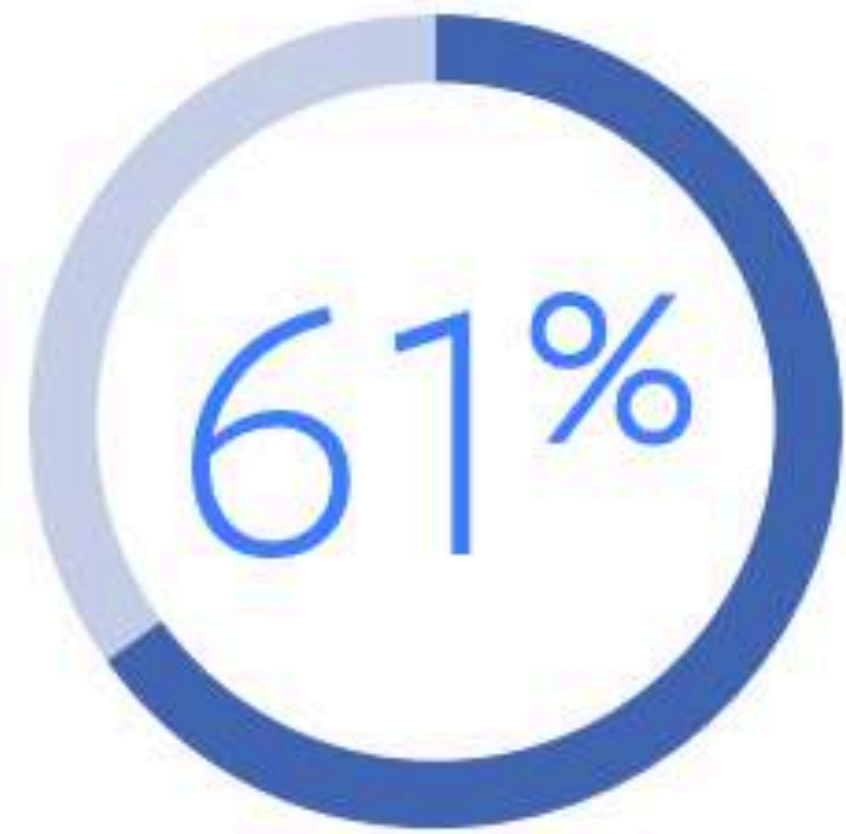


## And they turn to Instagram because it<sup>3</sup>





## Travel respondents from our survey use Instagram to travel like a local



find things to do on Instagram  
when traveling to a new place

**Open new worlds**

**Inspire** through sharing experiences of real life elsewhere

**Travel like a local, live like a traveler**

Give people an **authentic** glimpse into your destination

**Learn stories all through the journey**

Use storytelling **before, during, and after** their travels

# YOUR STORY ETHOS

WHAT DO YOUR  
VISITORS  
CARE ABOUT?

WHAT DOES  
YOUR  
DESTINATION  
STAND FOR?

WHAT MAKES  
YOU  
UNIQUE?



# COMMON STORY TOPICS

Location tours

User-generated content

"Day in the life"

Category highlights

Giveaways / contests

Team profiles

Event Recaps

Takeovers

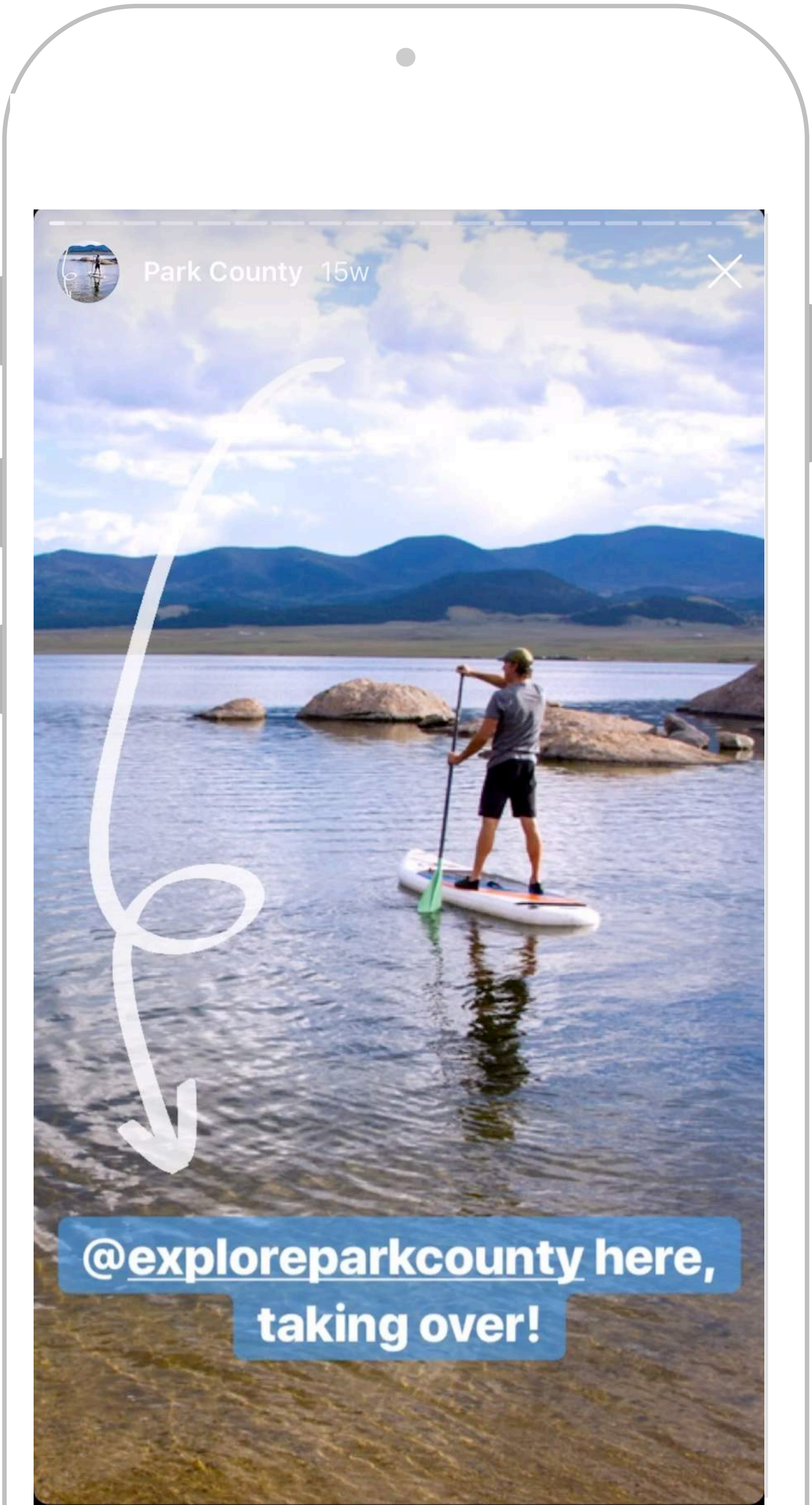
Behind-the-scenes

12

**INSTA STORY**

**TACTICAL TIPS**



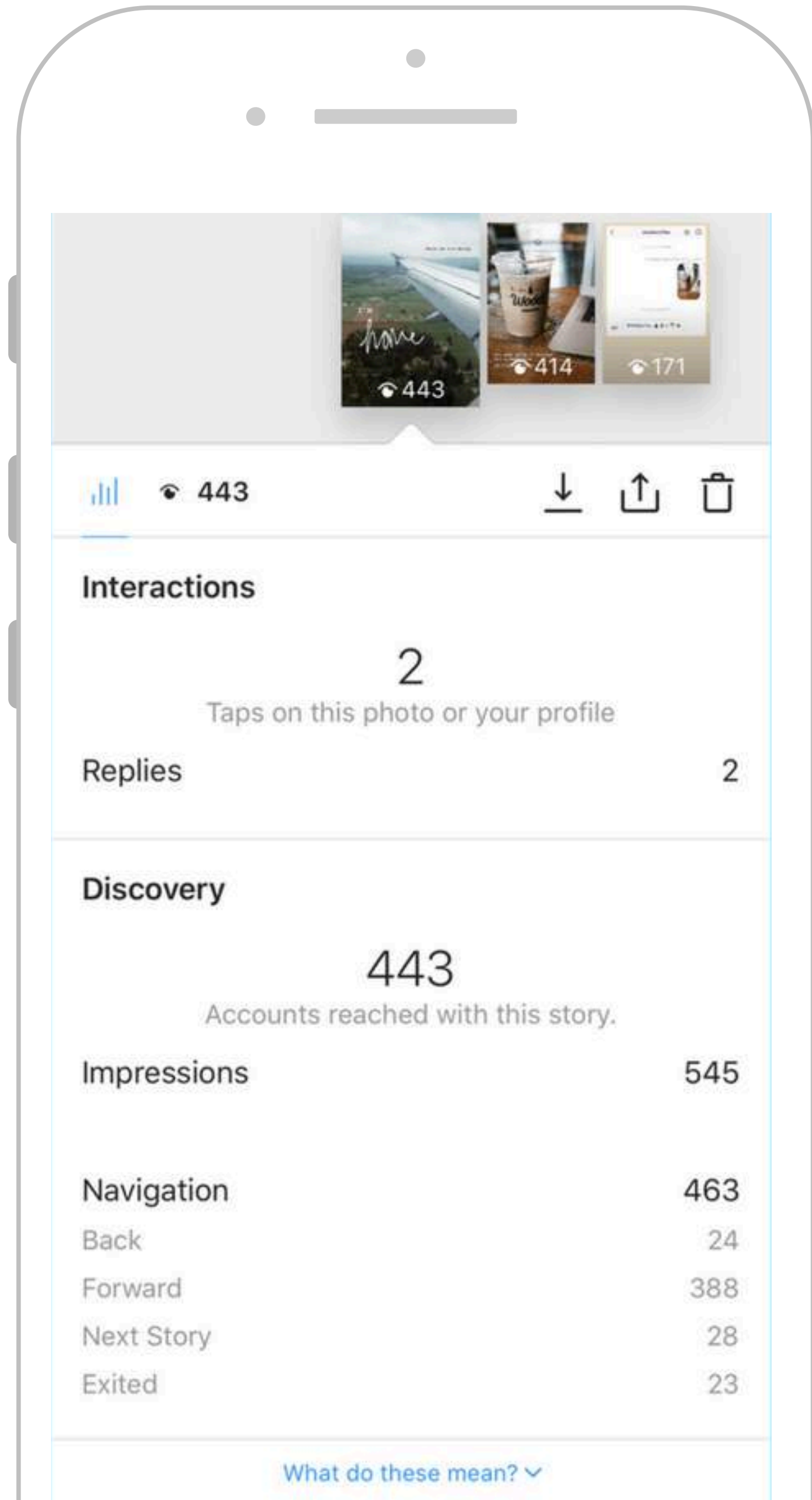


1

**BUILD A NARRATIVE**

**OVER SEGMENTS**

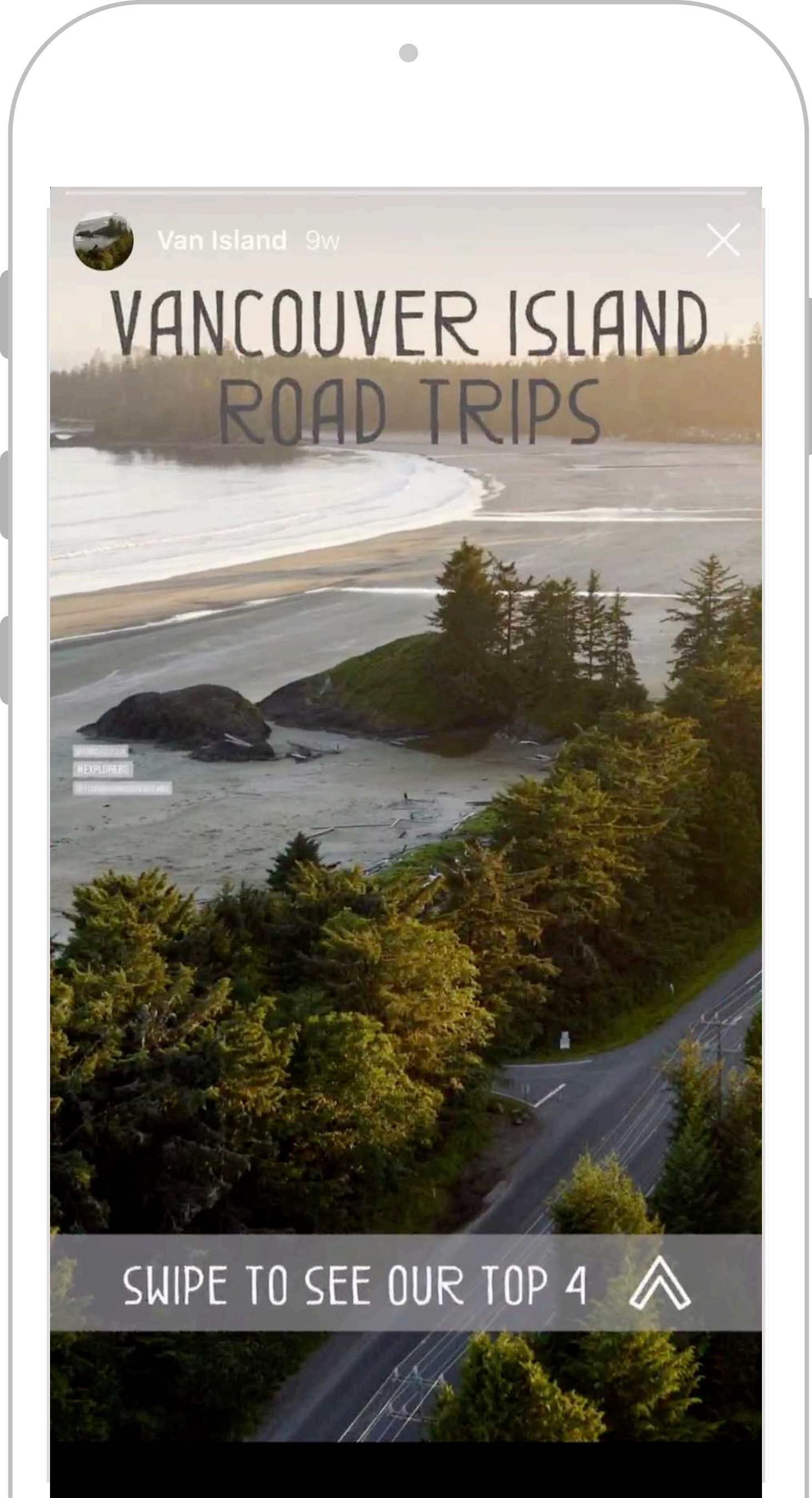
**VISIT | DURANGO**  
C O L O R A D O



2

UNDERSTAND YOUR

ANALYTICS



3

CREATE A

VISUAL STRATEGY



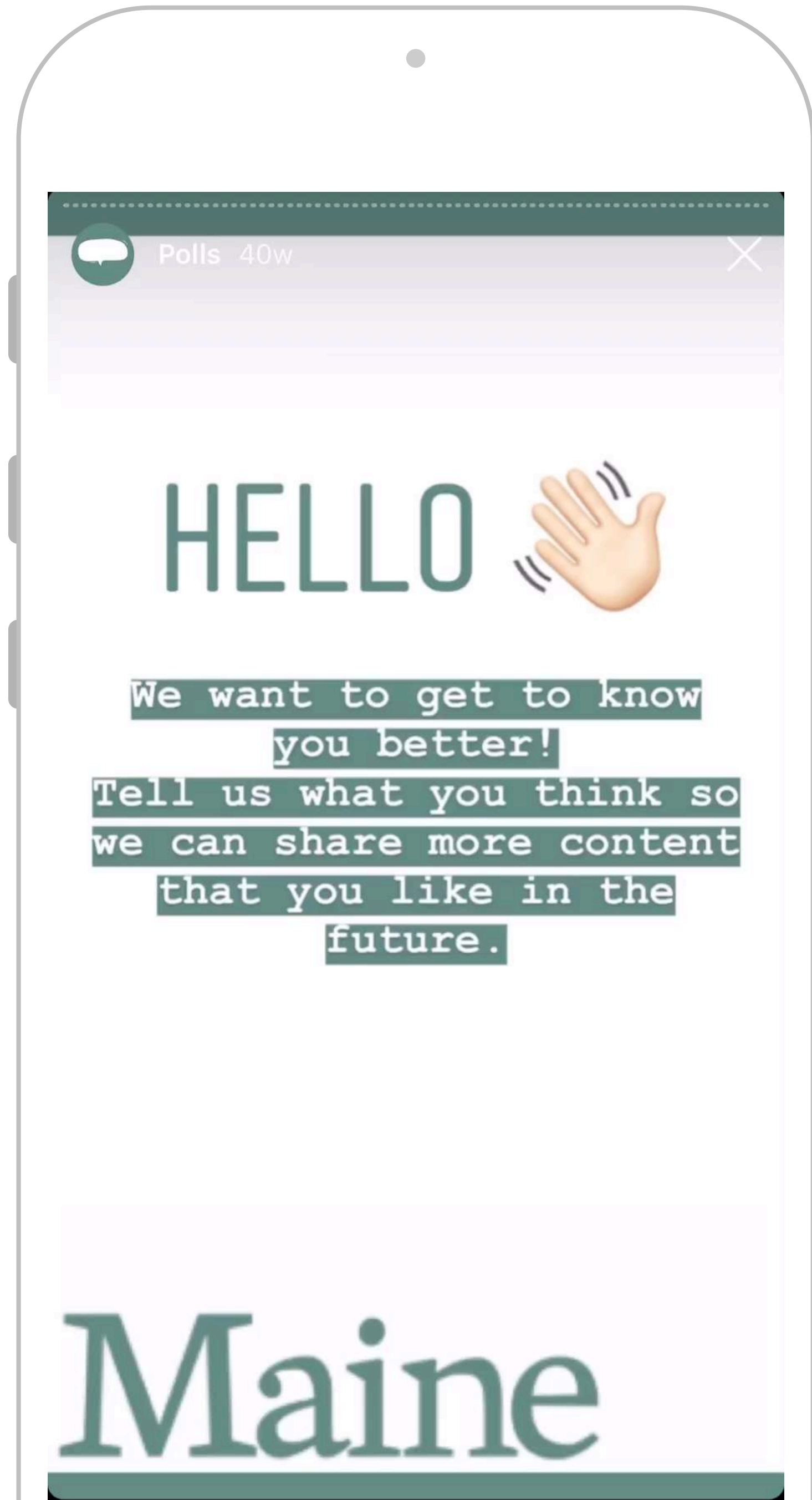
DESTINATION  
BRITISH COLUMBIA™





4

MIND THE GUIDES

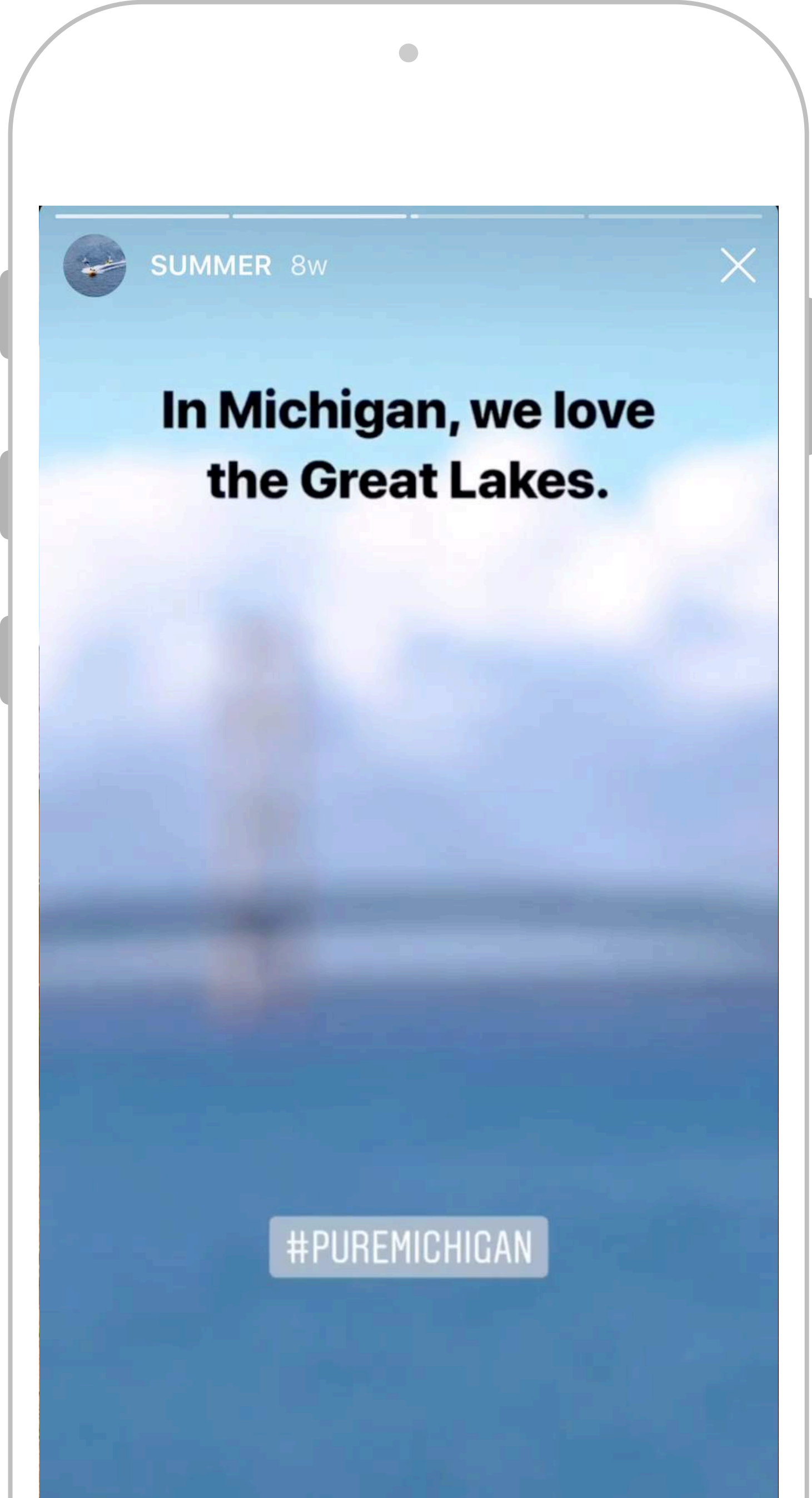


5

USE STICKERS TO

TO CREATE

ENGAGEMENT

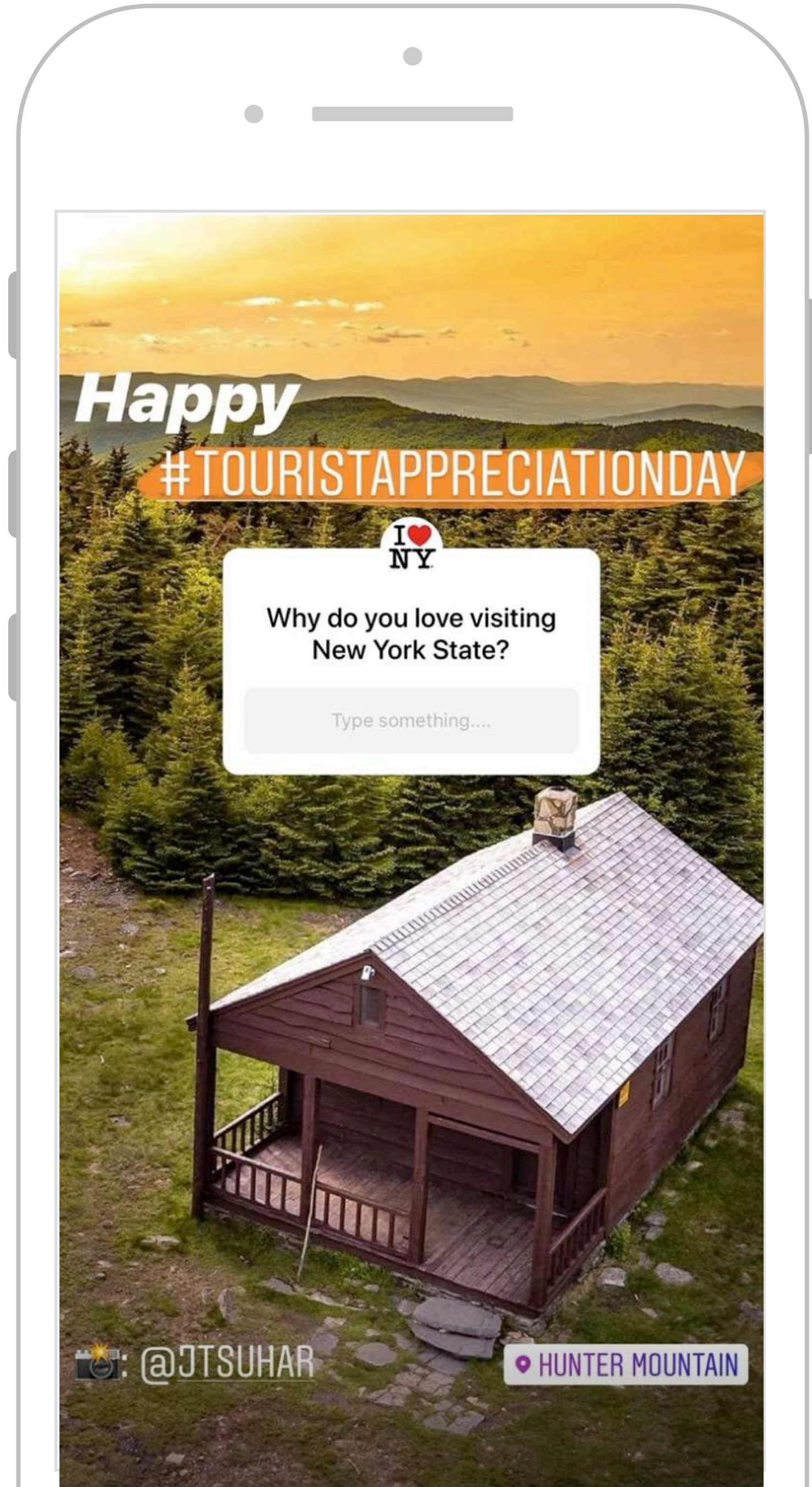


6

**LET YOUR STORIES**

**BE DISCOVERED**

PURE *M* ICHIGAN®



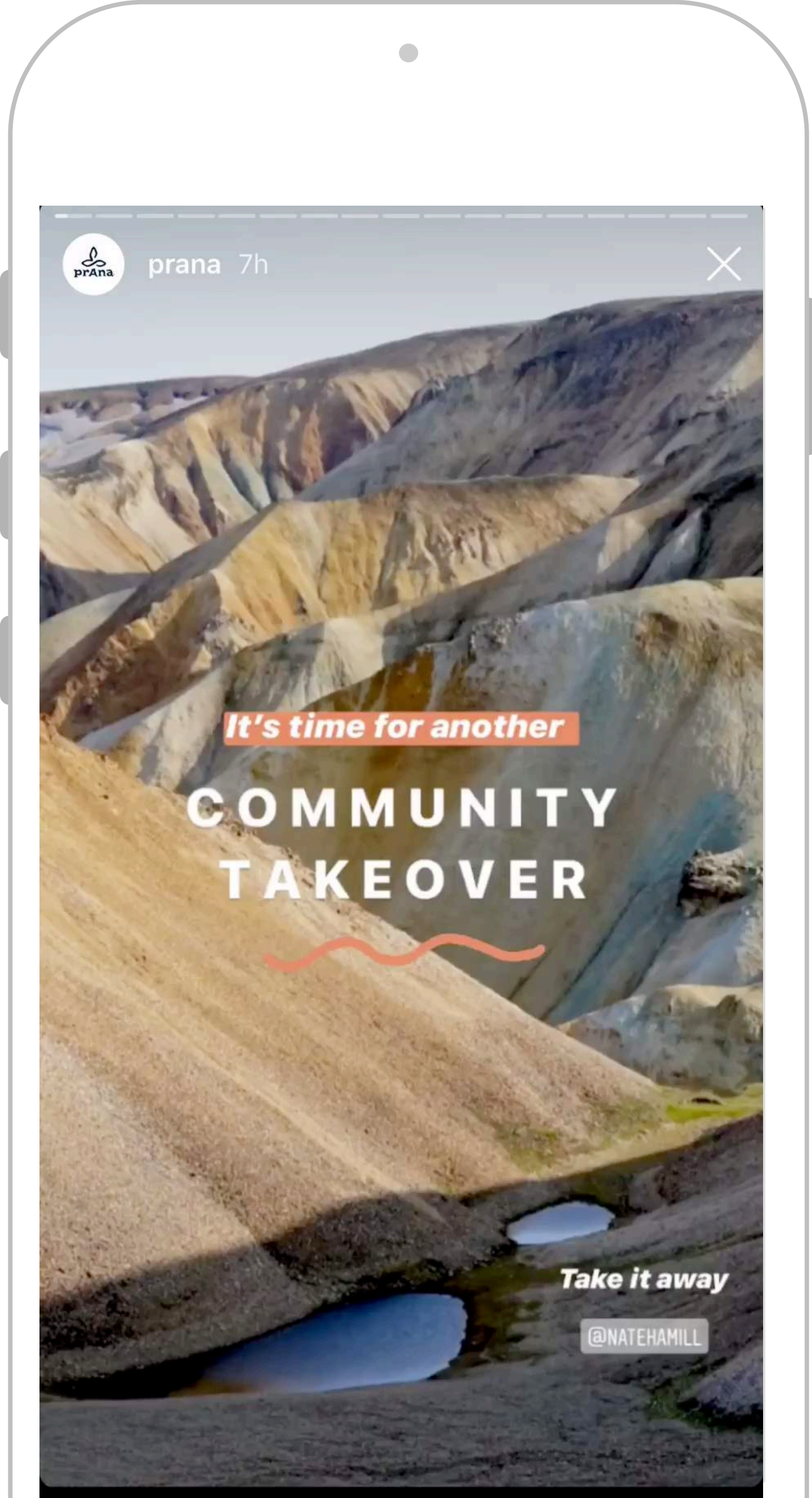
7

LEAN INTO

USER-GENERATED

CONTENT

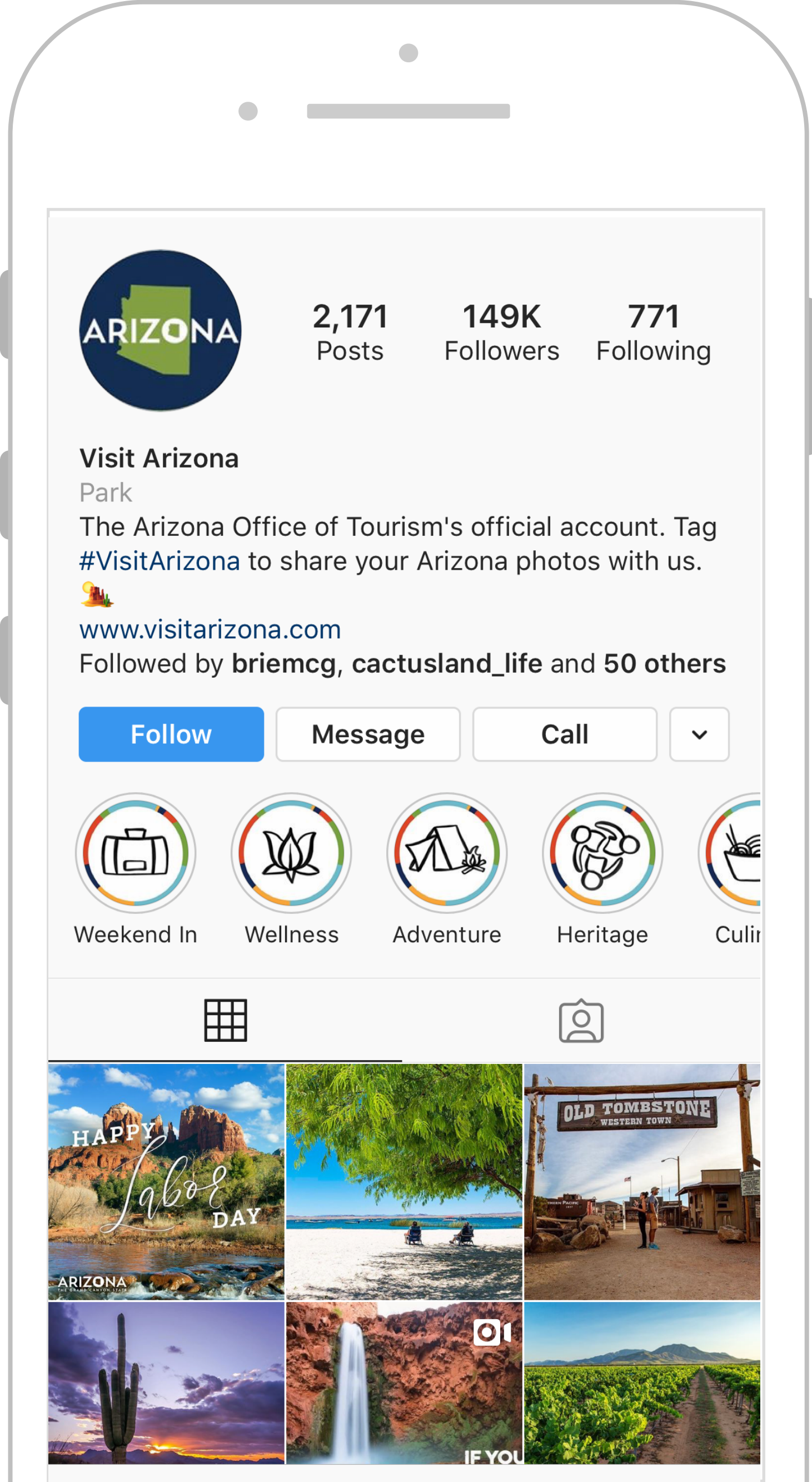
I ❤️ NY



8

TAP INTO

INFLUENCERS

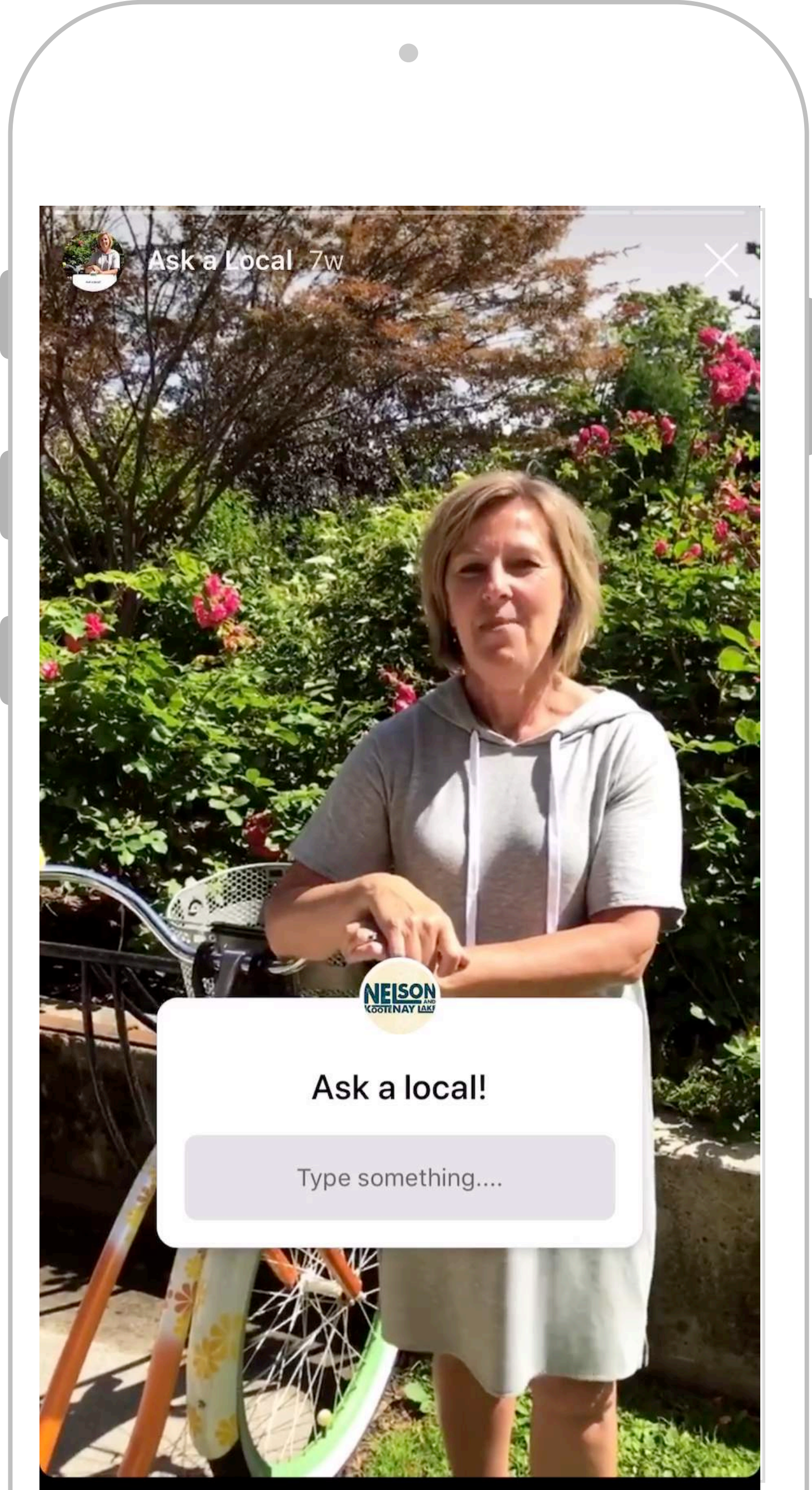


9

CREATE A

HIGHLIGHT STRATEGY

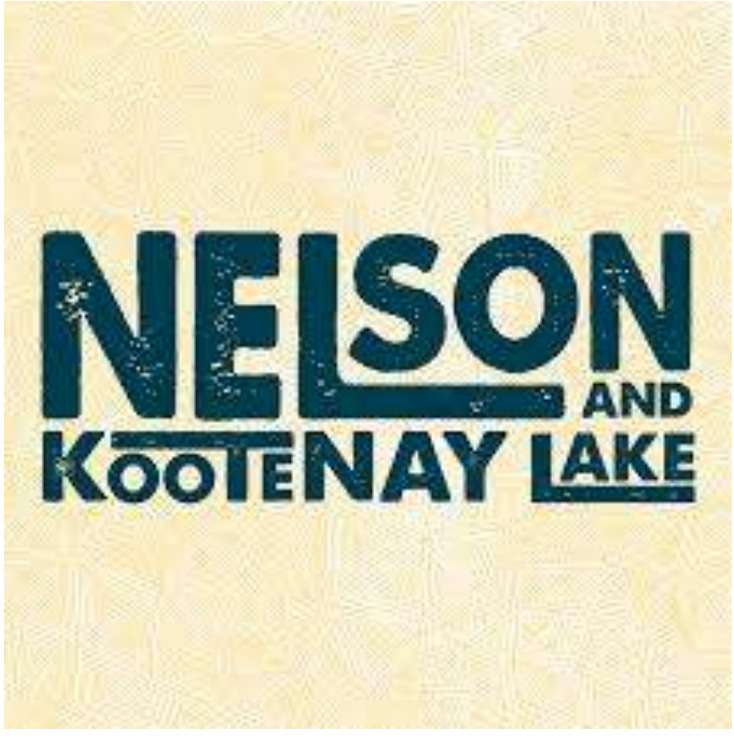
ARIZONA  
GRAND CANYON STATE



10

**BUILD-IN**

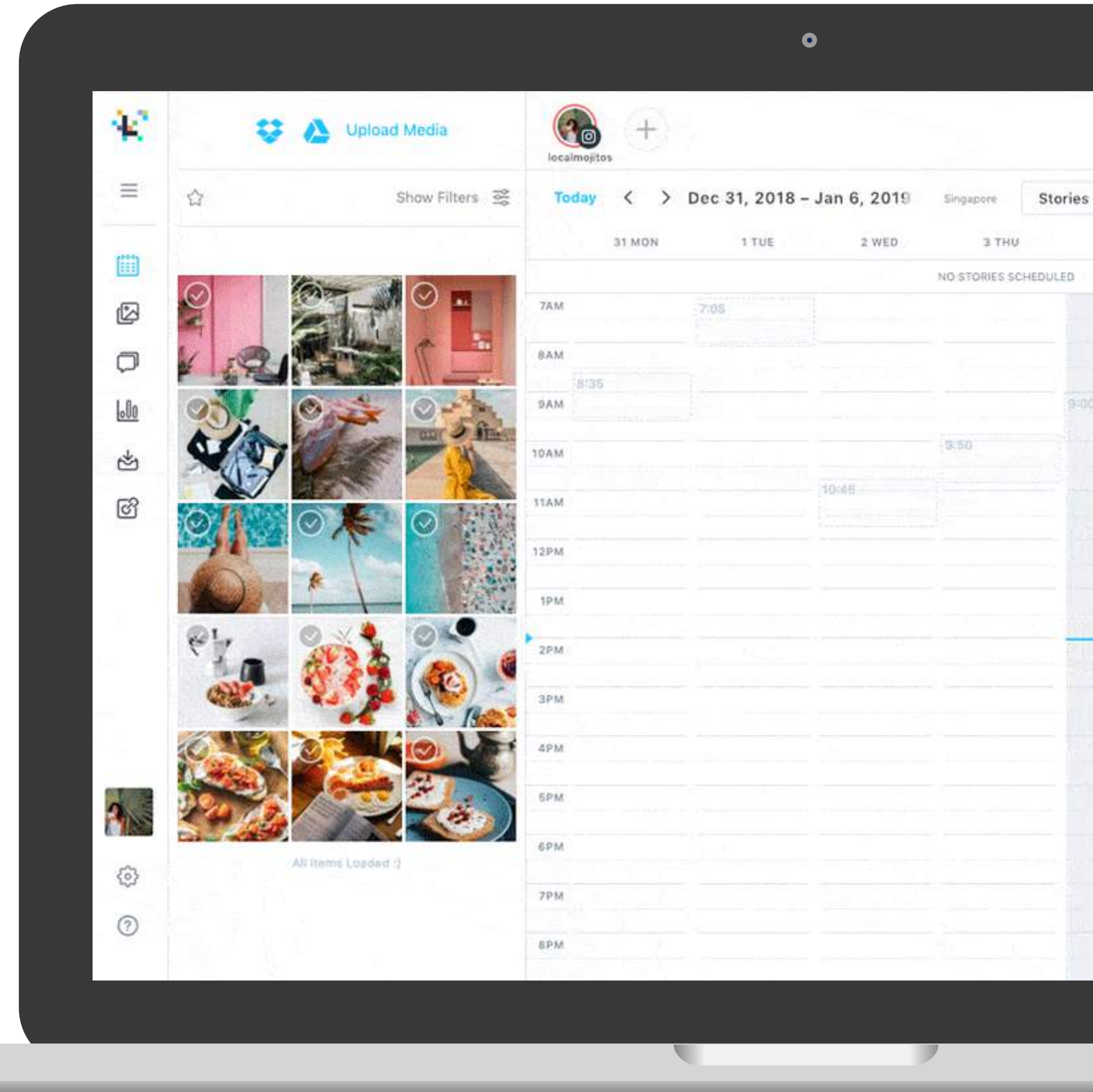
**PREDICTABILITY**



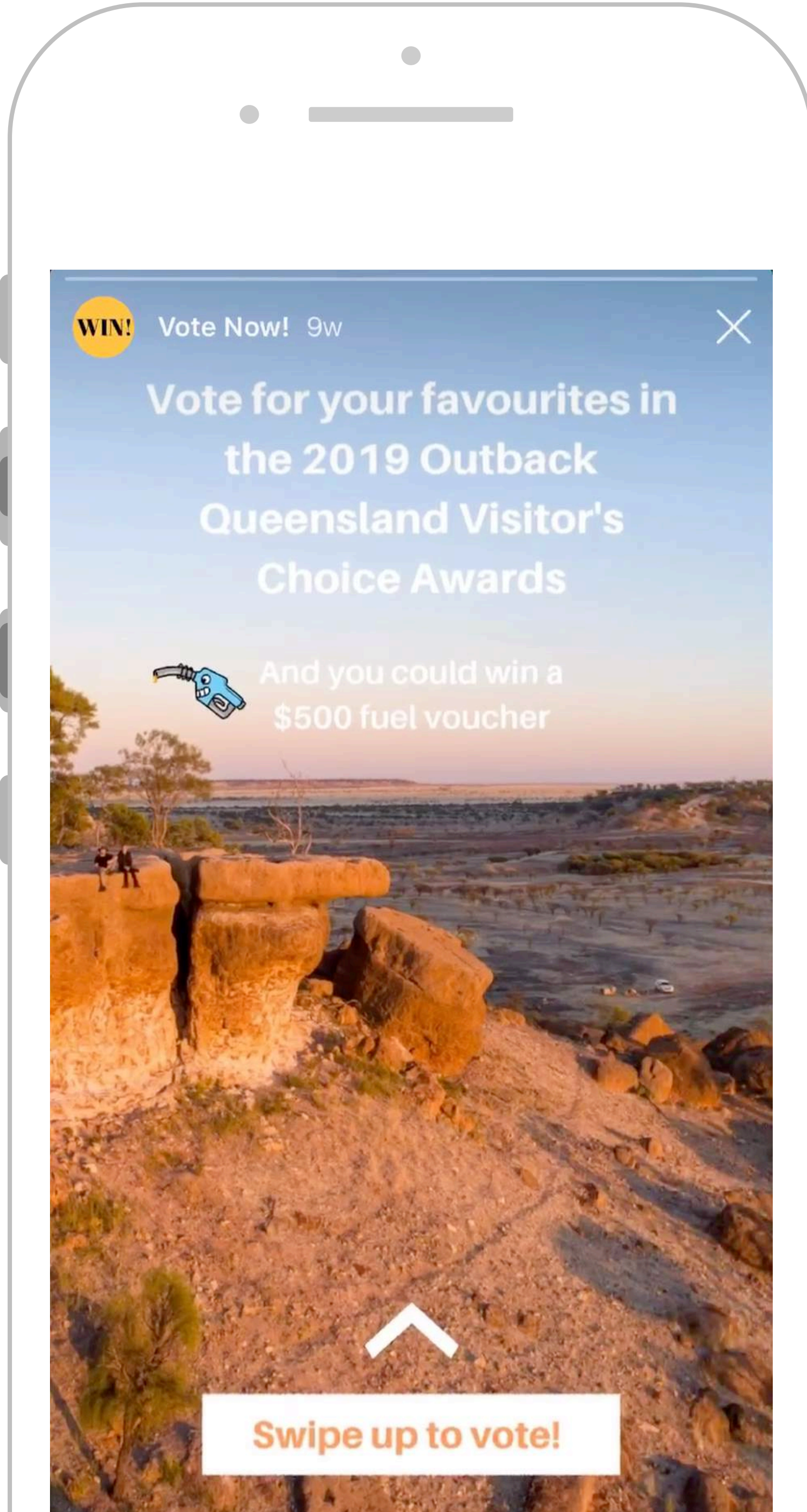
11

USE A DEDICATED

PLANNING TOOL







12

**BRIDGE YOUR**

**FOLLOWERS**

**OFF THE GRAM**

**"Instagram Stories  
are the fastest  
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in history of  
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***-Matt Holman, Instagram***



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