

# VISIT MORAY SPEYSIDE

2024  
TOURISM  
CONFERENCE

*@haimandawa*

VISIT  
MORAY  
SPEYSIDE



# How To Work With Influencers to Promote Your Business

*@haimandawa*

VISIT  
MORAY  
SPEYSIDE



364 posts

12.5 k followers

Haim & Awa - Highland Foodies 🇪🇸

haimandawa

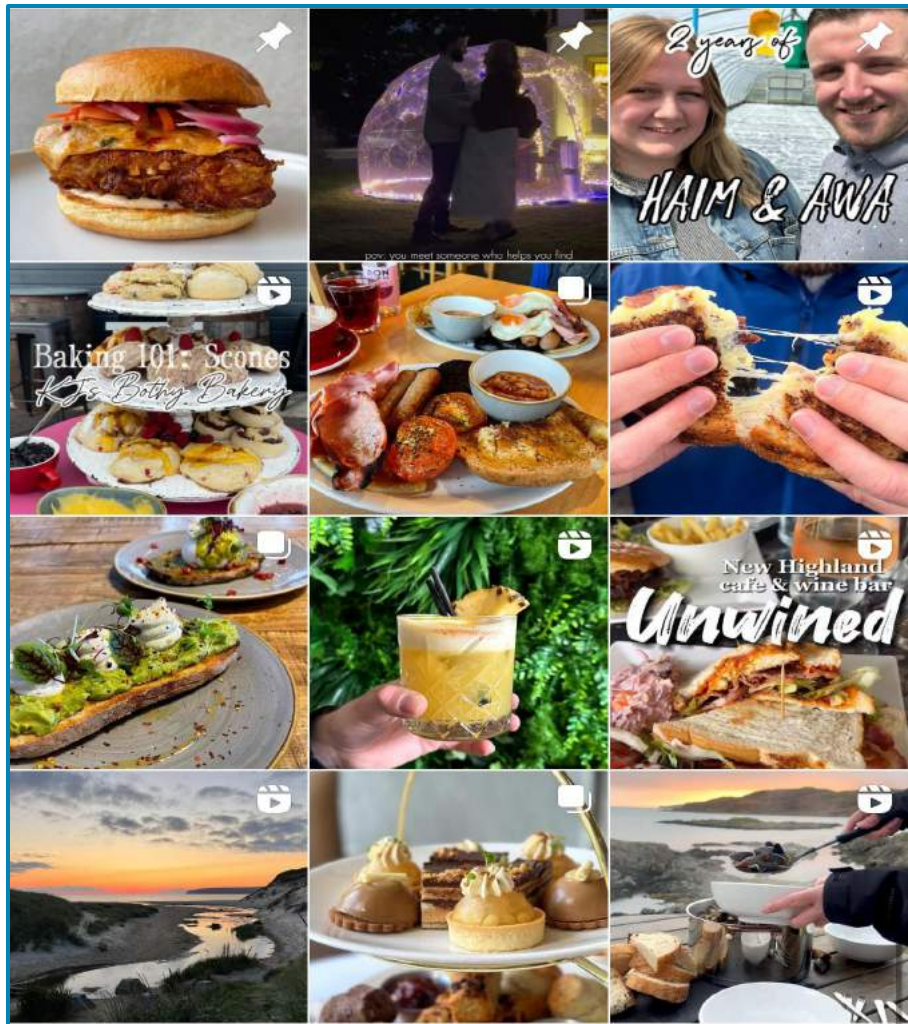
Digital creator

- Adam & Kelly - Inverness 📍
- Highlights from our Haim - Recipes & Review
- Adventures Awa - Travel Guides... more

[www.sundaypost.com/fp/my-scotland-high](http://www.sundaypost.com/fp/my-scotland-high)



Followed by highlandhighlights\_, ju and 234 others



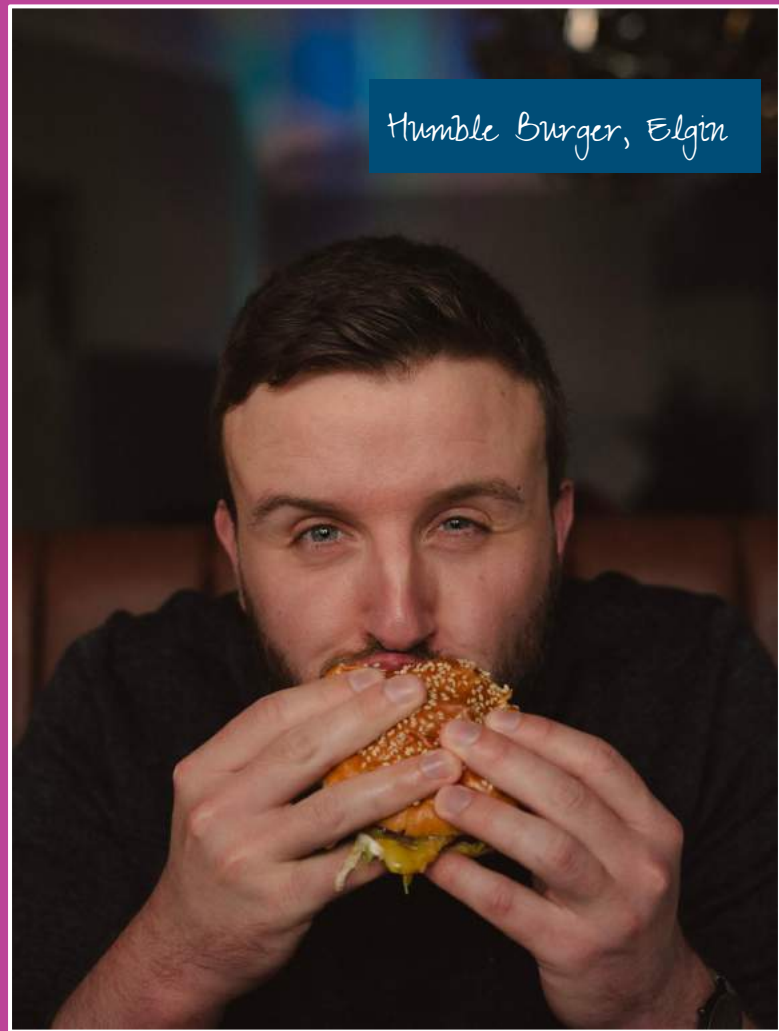
LOCAL FIRST

- Hair Highlights

*Kula Coffee Hut, Duffus Estate*



*Bootleggers, Hopeman*



Harbour Lights, Lossiemouth



Logie Steading, Durnphail

# OUR NICHE

FOOD TOURISM IN SCOTLAND





# INFLUENCER MARKETING

- Why?

# INFLUENCER MARKETING

1:29 4G

Wayfaring Kiwi 8+

Wayfaring Kiwi  
17 Jul 2023 · 🌐

Have you heard of the Moray Coast in Scotland? 📧

I wouldn't be surprised if you've never he... See more

**Total insights**  
See more details about your post. >

People reached	Post engagement
<b>149363</b>	<b>9964</b>

1:30 4G

Post insights

Monday, 17 July 2023 at 19:17 · 🌐

149,363 1,369 259 136

Reach more people with similar posts  
This post reached 3.03x more people than your typical post.

Create Post

**Overview**

Reach	149,363
Impressions	150,666
Post reactions, comments and shares	1,764
Total clicks	8,200

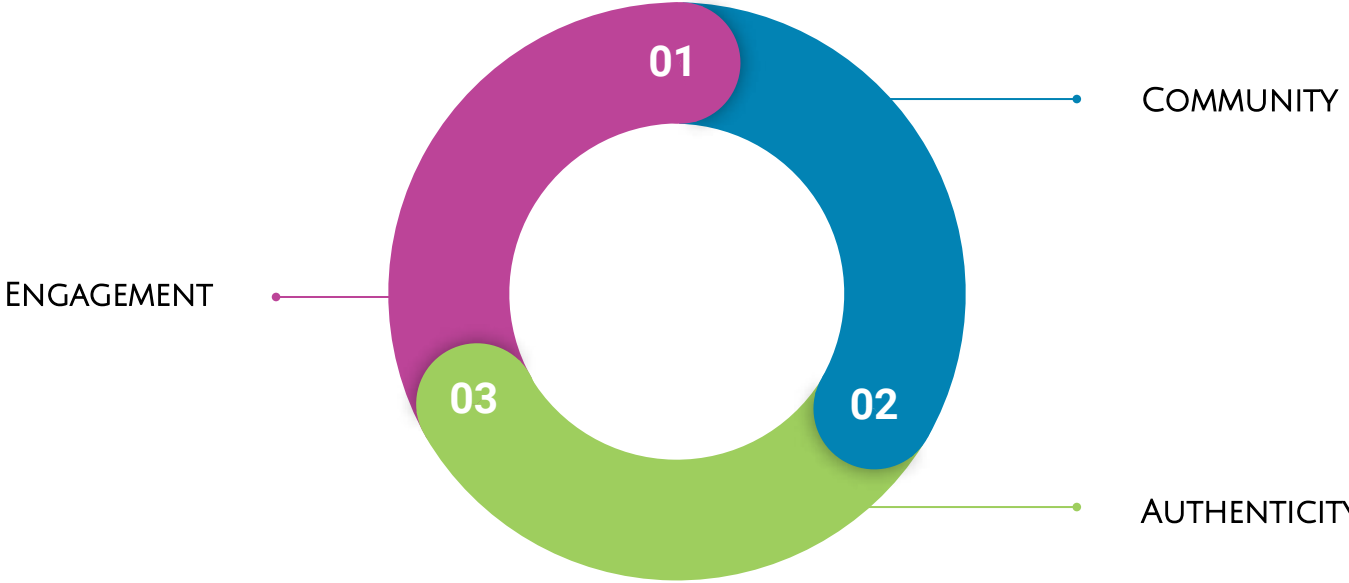
Page insights Boost post

Sticker taps	301
@kincraigartcafe	79
@cult.cafe.ullapool	61
@thecafeatlogiesteading	58
@glenrowancafe	54
@the_pier_laig	49

Sticker taps	333
@thaidining_inverness	79
@alvieforestfood	56
@northkessock_hotel	48
@riverhouseinv	45
@iv10.fortrose	33
@sutor_creek	29
@rocpool	27
@macdonaldaviemoresort	16

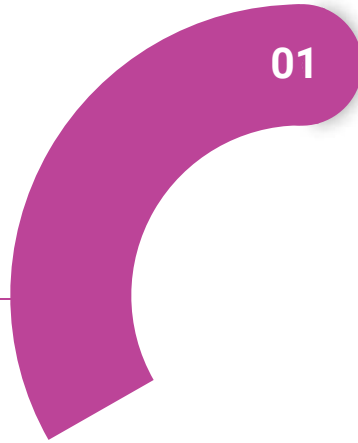
# INFLUENCER MARKETING

- How to get it right?



# METRICS THAT MATTER.

ENGAGEMENT



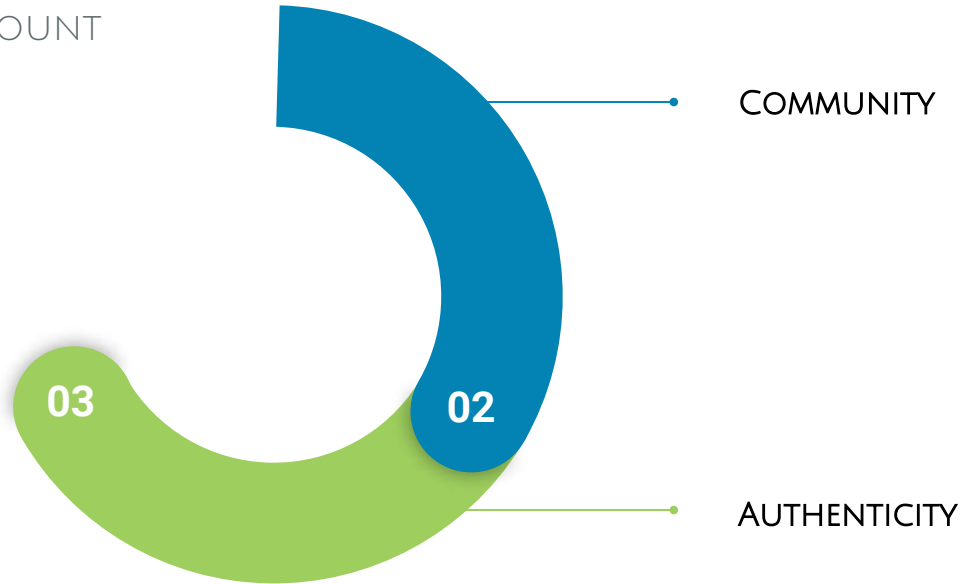
- VIEWS
- COMMENTS
- CLICK-THROUGHS
- GOOD OLD-FASHIONED WORD OF MOUTH

# INFLUENCER MARKETING

- Who's right for you?

# 67% OF CONSUMERS FIND AUTHENTICITY MORE COMPELLING THAN PERFECTION IN BRAND CONTENT. GENUINE, RELATABLE CONTENT IS KEY.

- COMMUNITY > FOLLOWER COUNT
- DON'T DISREGARD "MICRO" INFLUENCERS
- MINDFULNESS VS CARELESS CONSUMERISM
- DEFINE YOUR NICHE
- CREDIBLE ENDORSEMENTS
- STORYTELLING CONTENT > AESTHETIC CONTENT
- CONSENT CONTENT



GENERALIST ENGAGEMENT RATE	SPECIALIST ENGAGEMENT RATE
0.6%	6.4%

# CREATORS





# CREATORS

Take-awa  
Download me!



# INFLUENCER MARKETING

- What?



COLLABORATION

IS KEY

# TMS RESTAURANT WEEK



Badenoch's, Elgin



Logie Steading



Orrin, Elgin

# TMS COCKTAIL WEEK



Foggies Bar, Elgin



Badenochs, Elgin



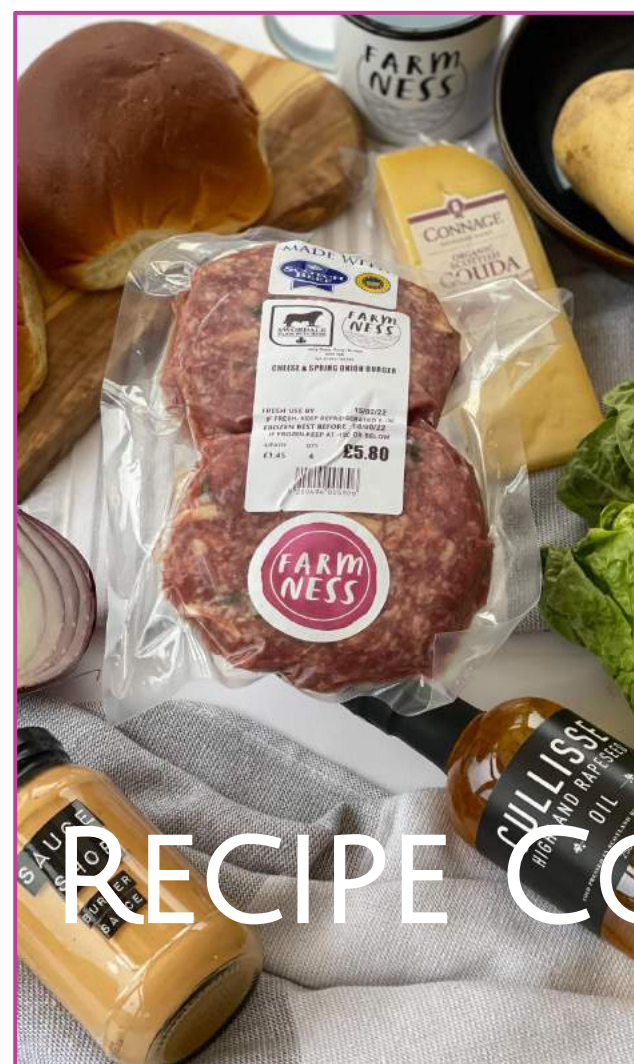
Laichmoray Hotel, Elgin

# TMS FARM TO FORK

*Coming Soon...*

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# RECIPE COLLABS





# UGC | USER GENERATED CONTENT

86% OF MILLENNIALS BELIEVE UGC REFLECTS A BRAND'S QUALITY

- OFTEN MORE COST-EFFECTIVE
  - PAID ORGANIC CREATOR CONTENT
  - FREQUENTLY CREATED ACCORDING TO A BRIEF
  - DOESN'T BENEFIT FROM REACHING THE CREATOR'S AUDIENCE
  - TYPICALLY QUICKER TURNAROUND
  - TIME SAVER VS GENERATING YOUR OWN CONTENT
  - BUDGET-FRIENDLY: £50-100 PER VIDEO
- YOUR EXISTING CUSTOMERS CAN BE YOUR BEST ADVOCATES
- ENCOURAGE IT: ENGAGE
- GIVE YOUR LOYAL CUSTOMERS A SOCIAL PAT ON THE BACK
  - AS VAIN AS IT SOUNDS, WE LOVE IT!

# PRODUCT COLLABS



# PRODUCE



# GIVEAWAYS

- LOWER COST INVESTMENT
- EXPOSURE TO WIDER AUDIENCES
- INCREASED BRAND AWARENESS
- INCREASED FOLLOWING
- TREAD LIGHTLY...





# THANK YOU!

*and welcome Haim...*

*Take-awa  
Download me!*



*@haimandawa*

