

USE CASE: SIMPLEVIEW UGC powered by STACKLA

Visit Macon



“We can push content all we want, but UGC speaks to people.”

This was the realization of Chandler Price, Web Media Manager of Visit Macon, when she decided to utilize Simpleview UGC, powered by Stackla, on their destination website. She feels that User Generated Content (UGC) is a key element that users are looking for and respond to, and wanted to aggregate and curate that content and translate it in a way that visitors could use to plan trips. “There is an emotional appeal when site visitors see peers enjoying Macon and the DMO,” she said.

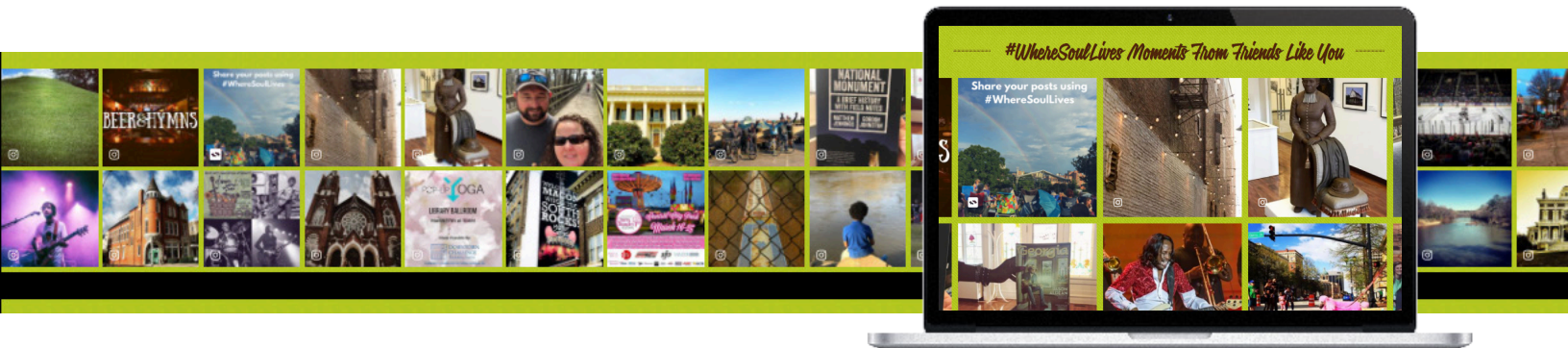


With Simpleview UGC powered by Stackla, Price can find and filter content for their social media pages and gain access to quality photos for their website.

Price started including inspiring social media content from our partner, Stackla, on the MaconGA.org website home page, things to do page, restaurant, nightlife, music, annual events & festivals, and wedding pages.

“We’ve seen how powerful the tool can be,” she said. Over the holidays, Visit Macon ran a contest: #maconmerry. They encouraged visitors to take photos in Macon with holiday items. They pulled those photos through Stackla and were getting what Price feels is excellent content.

“It’s a great way to get social media content, like for our Instagram. I check our Stackla feed every day. If it has our hashtag, I pull it, otherwise I comment on the photo and get permission. A lot of times people are more than happy for you to use their photo, so it’s free advertising.”



Price is currently expanding Visit Macon’s Stackla use with the assistance of Simpleview’s Digital Marketing team. She is now using more widgets in their blog posts and deep linking to gain traction on their website. If a quality image is performing well, for instance, Price creates a tile and deep links the coordinating listing to the tile. That way people can go to the restaurant or attraction listing to find out more information without having to exit and search; they can link straight from the photo.

Everyone is looking for authenticity. UGC is one of best ways to deliver that. That’s why Stackla is such a powerful tool, especially in tourism.

SIMPLEVIEWINC.COM/CASESTUDIES

Simpleview UGC

powered by **Stackla**