Visit Greenville SC

IMPROVING EFFICIENCY THROUGH INTEGRATION

Like many destination marketing organizations (DMOs), Visit Greenville, one of South Carolina's most active tourism hubs, struggled to get the best photos of its destination to market quickly. Lacking a system to collect, organize and distribute quality photos, the DMO was losing valuable time and money with processes that could easily be streamlined.

By utilizing Barberstock, the Contributor Upload Portal feature, and a User-generated-content (UGC) solution, Visit Greenville was able to not only organize their library of digital assets, but also manage user permissions and attain user-generated content in a cost-efficient manner. It's a solution that has increased both the quantity and quality of photos in the DMO's library, while saving the organization and its employees time, money and sanity.

ABOUT VISIT GREENVILLE SC

In the foothills of the Blue Ridge Mountains, right in the heart of South Carolina's Upcountry, stands Greenville, a fascinating destination filled with rich American history, Southern traditions and stunning natural landscapes. With an array of attractions and activities to promote, Visit Greenville utilizes high-quality professional photography, videos, user-generated content and other digital assets on a daily basis to ensure the success of the organization.

THE CHALLENGE

There were many obstacles impeding the success of Visit Greenville's marketing initiatives. The first was the DMO's disastrous photo library. Housed in a large folder on the company server, the library retained thousands of images but no clear structure, making it difficult for the Visit Greenville team to locate photos quickly. Employees wasted countless hours trying to find files, ultimately misplacing many assests due to the library's lack of organization. As more employees joined the Visit Greenville team, and as visual

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content became increasingly important to the everyday workflow, team members knew they needed to quickly find a solution.

Another issue for Visit Greenville was collecting quality user-generated content for its content marketing efforts. Social media was chock-full of amazing images of Greenville, but the DMO needed the rights to use this content. When employees found ad-worthy photos on social media, they would reach out to the photographer in hopes of receiving a quick response. Responses were rare and, when they did occur, took weeks and usually included the requirement of hefty payments for photo rights.

THE SOLUTION

Barberstock's digital asset library was Visit Greenville's answer to its out-of-control photo collection. The two teams worked closely during setup to ensure all content was organized and easily searchable; this was achieved primarily through the use of metadata spreadsheets (editable spreadsheets that merge with the platform and include all file metadata fields) that made the editing of asset information quick and efficient. Barberstock also assisted in assigning keywords to Visit Greenville's images, a time-consuming task that Barberstock's asset management pros tacked head-on.

Visit Greenville also made use of the **Contributor Upload Portal**, a feature that allows users to upload content that's been reviewed and approved by internal administrators. The Portal has enabled the destination to gather even more visual content from external partners, ensuring quality and consistency in the process.

Speaking of visual content, Visit Greenville was looking to acquire more of it in a timely and cost-efficient manner. To grow its selection of impressive user-generated content, Visit Greenville worked with a UGC platform, that enables clients to attain user-generated content and obtain rights. This made it easy for the DMO's team to locate photos and videos of their destination across various social media channels and efficiently secure the rights to use that content without paying extra.

The final step for Visit Greenville was to ensure all this visual content would be housed in one place. Barberstock's ability to integrate with many UGC platforms allows for a seamless process. Any rights-approved content is automatically imported to the Barberstock library and is placed into a designated Category/Folder for easy access. The image metadata fields are automatically populated with the social media user's description/caption, the credit field includes the user's name, and hashtags become keywords.

THE RESULTS

Barberstock with UGC integration has significantly sped up the Visit Greenville team's workflow. They can now import images from UGC into a designated folder and within 30 seconds, they are in their Barberstock library and ready to go. In addition, all of their content is stored and tagged in one place, making finding a file or a photo request a quick and simple task.

The UGC integration has also allowed Visit Greenville to utilize the **Barberstock/ Simpleview CMS integration** more efficiently. This process allows them to import photos from their Barberstock library directly into their CMS. With the addition of their rights-approved content within Barberstock, the two integrations effortlessly work together and enable Visit Greenville to quickly highlight user-generated content on its website.

> " I always love it when companies work together to help you achieve your goals and make things as easy as possible for you. Barberstock definitely does that! "
>
> – **Stephanie Thorn**, Marketing Project Manager for Visit Greenville SC

THE BENEFITS

With Barberstock and UGC, Visit Greenville can now:

- Garner high-quality user-generated content cheaply and quickly
- Acquire photos from destination partners and professionals efficiently and with oversight
- Manage user access for image quality control
- Find all photos and videos from their internal library in seconds
- Store photos with proper naming and metadata conventions easily
- Save countless employee hours which were previously spent finding lost photos
- Streamline their photo marketing process, all in one easy-to-use platform

FOR MORE INFORMATION

Call us at 520.575.1151 or Email us: **accountmanagers@simpleviewinc.com**
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