

STACKLA CASE STUDY

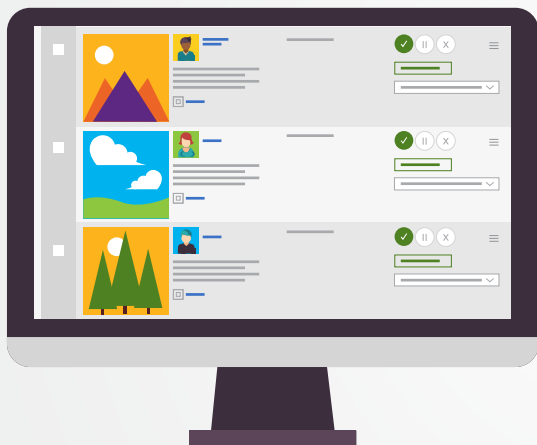
Think Iowa City



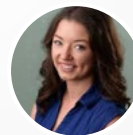
OVERVIEW

The marketing team at Think Iowa City is responsible for creating content for a vast variety of platforms. In their ever-present search for content to share on Facebook, Instagram, website, advertisements, visitor guides and more, there was a need for a powerful UGC aggregation and management tool to help find the most compelling images of their destination.

To accomplish this, the Think Iowa City team turned to Stackla and became a Curate level client with Rights Management enabled. Now, less than four months later, the Think Iowa City staff has found over 61,000 UGC images and now utilizes Stackla as their premier hub for visitor content



I brag about Stackla all the time. It has made my job a million times easier.



– **Addison Mittelstaedt**,
Digital Media Coordinator for
Think Iowa City

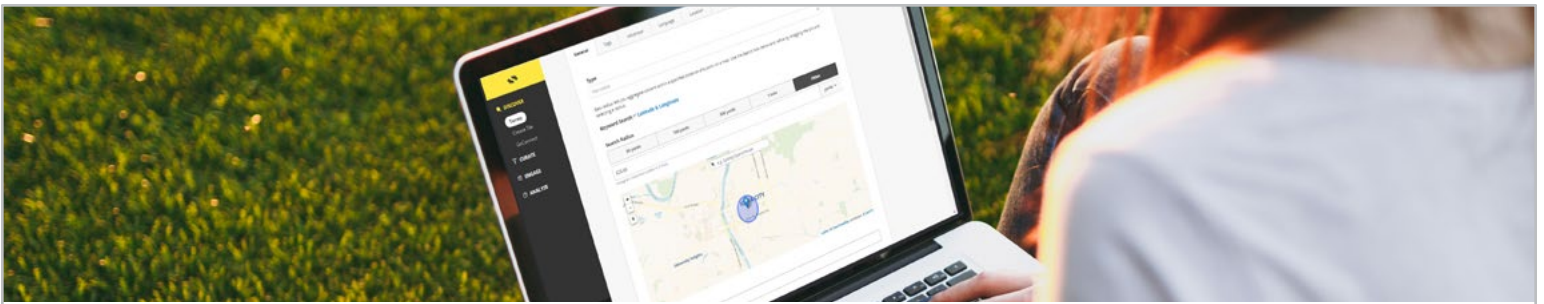
SITUATION

Finding quality UGC is a common problem for destinations. While there's rarely a shortage of photos shared about a destination, the ability to find usable shots related to tourism is often a limitation of DMOs.

Think Iowa City was no different. The DMO began its contract with Stackla in July 2018 and immediately began work on utilizing multiple features of the tool to fuel their marketing efforts.

"I brag about it all the time. It has made my job a million times easier." says Addison Mittelstaedt, Digital Media Coordinator for Think Iowa City. "Before I would have to take days out of my week to go do photo shoots. We used to have to send photographers out to our surrounding towns. There'd be one day a week I'd have to go out and take pictures in bulk. With Stackla now, I have time to do other things with those photos now coming in. I rely more on Stackla for those images."

Along with training and assistance from Simpleview's social media specialist, the Think Iowa City team has established optimal use of these features of Stackla and is seeing tangible results in website performance, social media engagement and staff time efficiency.



Creating Customized Search Terms

Stackla allows clients to utilize a variety of search types to best find qualified content on social platforms. The Iowa City team created 40 individual search terms utilizing keywords, Instagram locations and hashtag searches. In August alone, those search terms found over 9,000 photos of Iowa City and its surrounding areas.

SOME OF THE MOST IMPACTFUL SEARCH TERMS INCLUDE:

Hyper focused terms that search travel keywords in the captions of user generated content. Those keywords included: visit,travel,vacation,visited,traveled,flew in,drove to,stayed in,hike,trip,most fun,road trip,wanderlust,tour,tourist and resulted in over 1,000 qualified visitor photos. By using targeted keywords, Stackla allows DMOs to create searches that specifically find visitor content.

An Instagram location search for neighboring Coralville. Think Iowa City is like many DMOs in which they are mandated to market both a core city but also the surrounding areas. The DMO team established searches for their surrounding destinations by adding location tags to search terms. Now, whenever an Instagram user tags nearby Coralville, a member of Think Iowa City will see that photo appear in Stackla.

Hashtag searches for targeted topics like #iowacityart and #iowacityfoodie. By setting up these search terms for highly-qualified hashtags, the Think Iowa City team can now see hashtagged photos about their destination all in one place. No longer do they need to search individual hashtags on Instagram and endlessly scroll down to see old photos. They can now aggregate all of their hashtagged photos in one place and filter through them using date specific searches.

With so many qualified photos being captured within Stackla, Mittlestaedt is compelled to use the tool throughout the day. "I look over it every morning. I look for pictures that are captivating that should be shared across our social media. I'll check again around lunchtime and then before I leave."

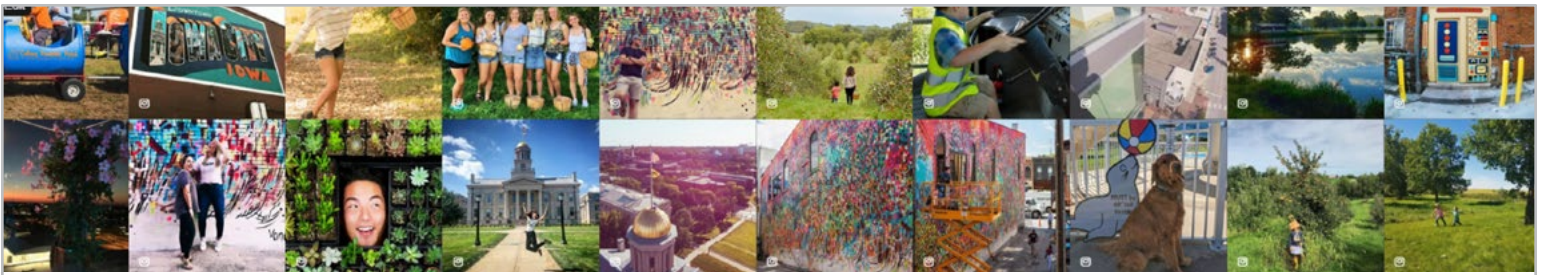
Customized Widget Utilization

At its core, Stackla is a tremendous tool for putting User Generated Content into customizable widgets that can be easily placed on any page within a Simpleview CMS. Think Iowa City has wasted little time in creating impactful widgets that enhance pages on their website. The DMO has created individual widgets that feature content specific to restaurants, things to do, events and of course, a medley of all the best content to go on the homepage.

Inclusion into a widget on the Think Iowa City website has become a badge of honor amongst local photographers. Mittlestaedt explained, "When we

integrated our widgets on our website, I put a screenshot on our Instagram story telling people to tag us for a chance to have their photos featured. It's crazy how many people started tagging their Instagram photos because they know their photo might be on the front page of our website in our Stackla widget."

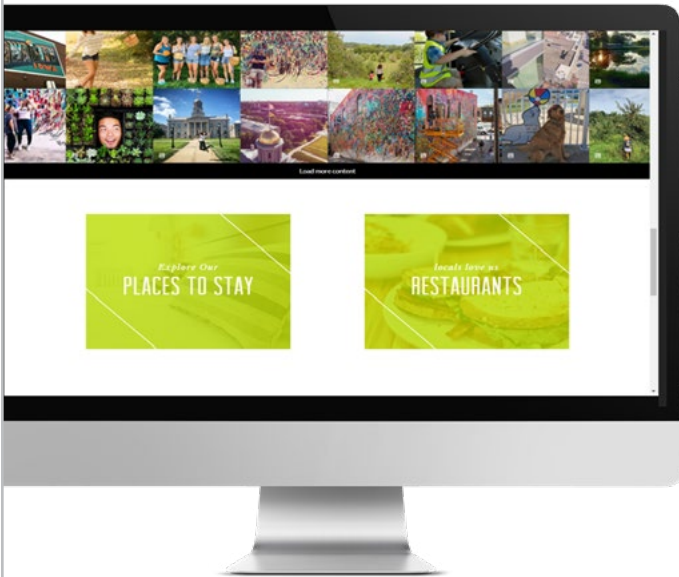
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Social Media Engagement

In Mittlestaedt's words, "Not only do I use Stackla to pull photos, but I also use it to engage with users in the area. If I see a good photo, I'll interact with it. I've noticed it's helped a lot with our following and our engagement."

For Iowa City, Stackla has found over 60,000 photos of the destination. The tool pulls those photos into its content section and allows clients to go directly to the photo's location on Instagram and engage with the piece of content. This can be done quite quickly and daily, leading to increased engagement and a boost in followers.



Rights Management

The Think Iowa City team utilizes one of the most impactful plug-ins available within Stackla. The rights management feature of the tool allows a client to act on found photos and request permission to use particular UGC in a DMO's marketing outlets including social media, print, advertising, website and more.

Since Iowa City began using Stackla, the DMO has secured rights for an astounding 120 user generated photos. To do so, the DMO team utilized both the Rights via Registration and Rights via Response features. The Rights via Registration feature allows the DMO to contact users and ask them to agree to a set of Terms & Conditions that relinquish photo rights to Think Iowa City. Stackla catalogues registration responses and allows the DMO to directly download rights-given photos for use.

"I don't think anyone has ever denied a request. I've gotten every single picture I've asked for. We're starting to build a new visitors guide. We've found awesome photos with Stackla that we're going use," says Addison.

Think Iowa City continues to utilize Stackla's Rights Management features on a weekly basis. At their current rate, by the time their first year at Stackla is complete, the DMO will have over 400 UGC photos at their hands for usage across their marketing efforts.

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— Addison Mittelstaedt,
Digital Media Coordinator for Think Iowa City

61,000+

photos of
Iowa City
found



40 targeted
search terms
created including:



LOCATION



HASHTAG
SEARCHES

647 photos published
into widgets

11 widgets
created



120 image rights 
secured in rights via
registration feature

17.41%



decrease in
bounce rate
when a website visitor sees
STACKLA

120 image rights 
secured in rights via
registration feature

:46 second
increase in average
session duration
when a website visitor sees
STACKLA



69.14%
increase in
pages/session
when a website visitor sees
STACKLA



FOR MORE INFORMATION

Call us at 520.575.1151 or

Email us: accountmanagers@simpleviewinc.com

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