



# How to Align with Social Media Influencers and Bloggers in Your Market

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# Influencer Strategy



**LAX** IS HAPPENING™



5 Week Campaign

4% of Campaign Budget

Targeting Frequent & Moderate Travellers

Amplified via Lifestyle, Foodie, Travel and Fashion Influencers

# The Influencers



#socialsummit16



@mgradypio



# Lifestyle Influencers



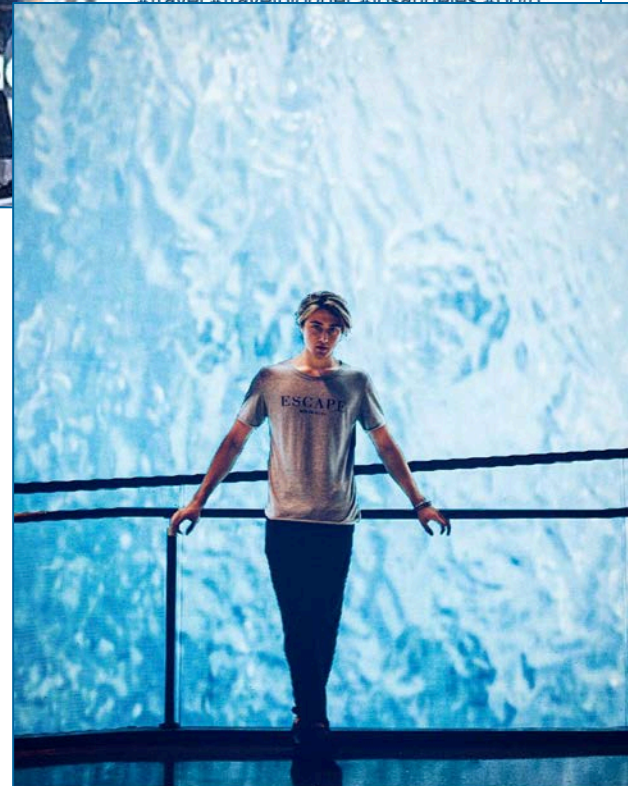
lauralbouy  
Tom Bradley Intern...

FOLLOW

15 likes

10m

lauralbouy In L.A.X with my little man. So much have changed with the renovation of the airport since I had my first date with his father, at the exact same place! (We met on a plane landing in LAX...). I just love being here ❤️➔ . Read my full experience in LAX on the blog (link in bio). #LAXishappening #lax #airport #fashionblogger #momandson #mylittleman #bugaboo #travel #travelblogger #losangeles #ootd



creatyler  
Los Angeles Intern...

FOLLOW

1,580 likes

2w

creatyler Late night adventures at LAX airport planning the next escape. Where should I go? #laxishappening @flylaxairport

- inspiresummerr I love your shirt!!!
- clemlopezz probably florida
- reidmarshall\_official My bungi
- pwitt35 Syria
- dartagnan\_urich Pictures like these are just incredible.
- saskiaonggo maldives
- ryan\_willman My house! Lol
- the\_instagraham Ohio. It will surprise you
- zachsakurai kazakhstan
- raniakz\_ Greece maybe
- adamandluke Hampton!!!

❤️ Add a comment...

...

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# Foodie Influencers



**jaxaustin**  
Los Angeles Intern...

FOLLOW

160 likes

46m

**jaxaustin** Stoked that LAX has so many upgrades! Perfect place to grab a burger, go for a skate, and hop on a flight! #LAXisHappening

[http://laxishappening.com/?utm\\_campaign=LAXHoliday15&utm\\_source=travel&utm\\_medium=social&utm\\_term=jax](http://laxishappening.com/?utm_campaign=LAXHoliday15&utm_source=travel&utm_medium=social&utm_term=jax)



**njinla**

FOLLOW

212 likes

44m

**njinla** Tacos made with fresh corn tortillas will forever rule my heart. It makes me happy that @flyLAXairport now has a variety of taco options – like these from @LoteriaGrill – for hungry travelers like myself, in addition to all of their new restaurants. As much as I plan on jet setting in 2016, sustenance will be of great importance. #LAXishappening

**bellybible** 🙌

**calgirl731** this pic literally made my mouth water

**rochellecherichavez** Homemade Masa tortillas growing up were the best 🙌



Add a comment...

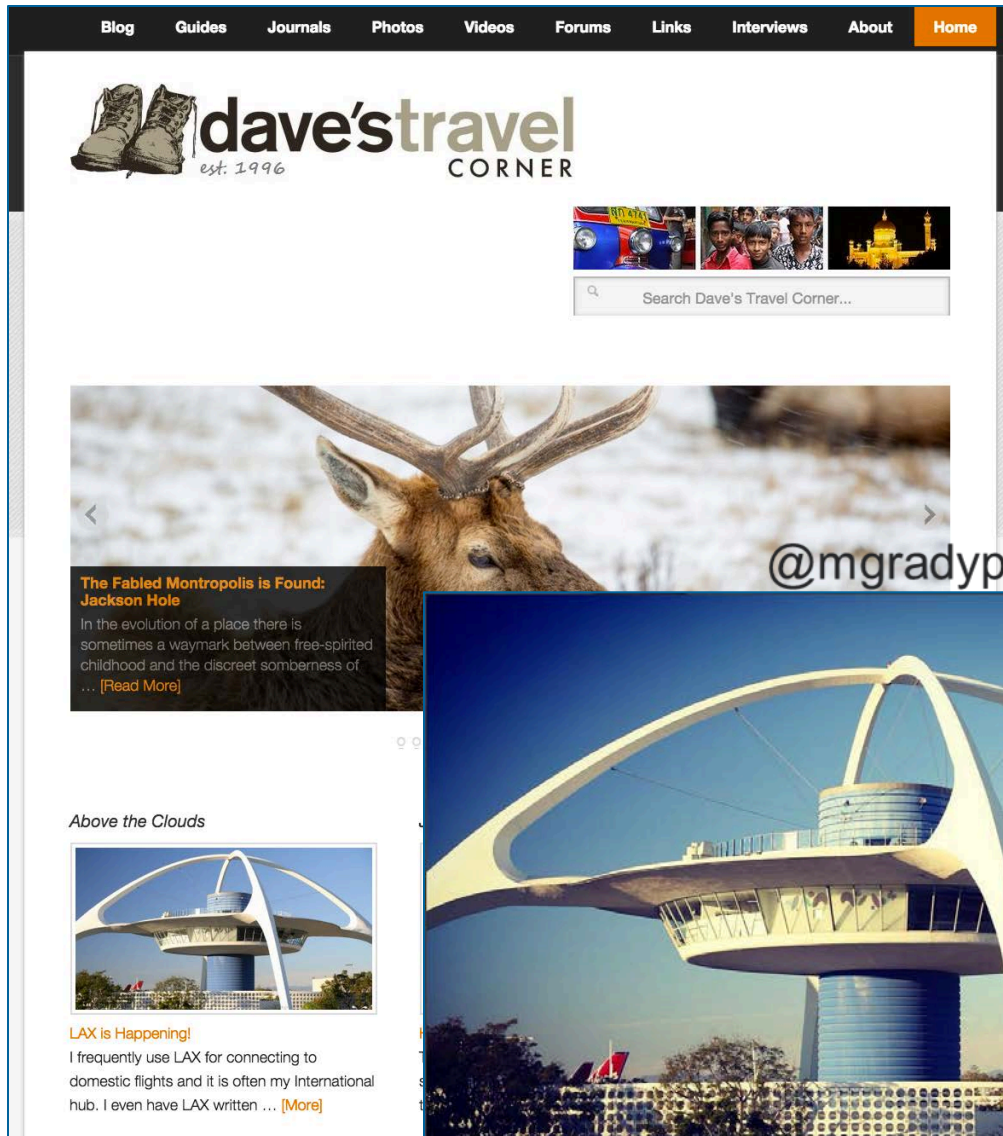


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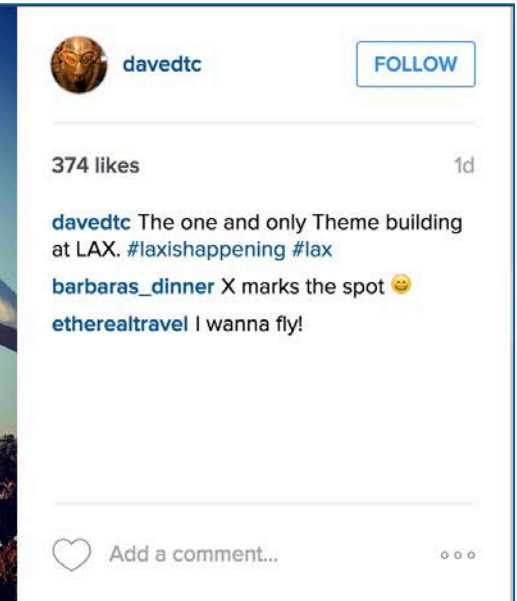


# Travel Influencers



The screenshot shows the homepage of 'dave's travel CORNER', established in 1996. The navigation bar includes links for Blog, Guides, Journals, Photos, Videos, Forums, Links, Interviews, About, and Home. Below the header is a search bar and a carousel of featured images. A prominent article titled 'The Fabled Montropolis is Found: Jackson Hole' is visible, along with a smaller article 'Above the Clouds' featuring a photo of the Theme Building at LAX.

@mgradypio



A screenshot of a Twitter post from user 'davedtc'. The post includes a profile picture, a 'FOLLOW' button, 374 likes, and a timestamp of '1d'. The text of the tweet reads: 'The one and only Theme building at LAX. #laxishappening #lax barbaras\_dinner X marks the spot 😊 etherealtravel I wanna fly!'. There is a 'Add a comment...' field at the bottom.

# Fashion Influencers



honeysilk

FOLLOW

620 likes

1d

honeysilk LAX is the start and finish line to every adventure. Today on HONEYSILK.COM, why LAX is home #LAXIsHappening @flylaxairport ----- @liketoknow.it www.liketk.it/1ZNY8 #liketkit honeysilk #instadaily #style #travel tourdestfu Gallery on point!! 🍷 \_fashionista25 Nice @lisariowallen Love bris!! 🍷



blakescott\_  
Los Angeles Intern...

FOLLOW

2,711 likes

3h

blakescott\_ With work travels, @flyLAXairport is like a second home to me. So happy with the newly renovated airport, it's definitely a must see! #LAXIsHappening <http://bit.ly/1O19HUE>

#BlakeScott #Lax #OnATuesday

comedian\_notrespazz Dope!

richyskr 🍷 damn good

chefmarz07 @blakescott\_ where did you get that jacket?

didiooi @mostlyedwin @charles.chua not sure why but his insta always reminds me of you two (I like his insta acct too!). Stay fashionable and handsome you both. Miss ya :)

mimi145 @ashmaann this guy really reminds me of you

ludy\_alzaban Wow 🍷

👤 Add a comment...

...

# The Results

**13**

Influencers

**1.8MM**

Potential Reach

**44**

Posts

**922,146**

Actual Reach

**21,882**

Social Engagements

**16,350**

Website Visits

(15% of campaign website traffic)





# #TravelSkills Chat Sponsorship



LAX sponsored the #TravelSkills chat hosted by travel influencers, Chris McGinnis and Johnny Jet on Tuesday, November 17 from 9am – 10am PT.

# #TravelSkills Results in 60 Minutes

**1,617**  
tweets

**46,628,455**  
timeline deliveries

**608**  
contributors

**3,257,323**  
reach

**310**  
#laxishappening  
mentioned

**289**  
@flylaxairport  
mentioned +  
retweeted





# LAX Beauty Blogger/Influencer Event

**JUST  
PLANE  
GORGEOUS.**

BEAUTY IS HAPPENING.



**GET  
RUNWAY  
READY.**

BEAUTY IS HAPPENING.



**GET A  
MAKEOVER  
ON YOUR  
LAYOVER.**

BEAUTY IS HAPPENING.



## Event:

The beauty influencer tour was designed to highlight beauty offerings resulting from LAX's modernization.

## Theme:

“From layover to makeover: take a little stress out of airport travel...”



#socialsummit16

@mgradypio







# LAX Beauty Blogger/Influencer Results

**U.S. FrontLine**

U.S. Frontline  
[http://usfl.com/2015/11/bjain\\_teikoku/91199](http://usfl.com/2015/11/bjain_teikoku/91199)  
 Circulation 55,000, Distribution 33 states, 210 locations

**“Layover to Makeover”**



- Metrics as of 2/22/16:
  - Facebook Potential Impressions: 10,684
  - Instagram Potential Impressions: 142,887
  - Twitter Potential Impressions: 542,425
  - YouTube Potential Impressions: 31,377
  - Media and Website Potential Impressions: 29,966,742
- Total Potential Impressions to Date: 30,694,116



# How To: Define and Locate the Right Influencers



- Identify influencer organic tone and authentic voice
- Match influencer to your brand identity
- Find influencers who stay true to your campaign strategy



- Leverage the influencer's personality/knowledge of your brand
- Choose influencers who are credible opinion leaders with engaging content



- Influencer content must be real and real honest
- Amplify messaging to target audience...word of mouth is world of mouth

# How To: Measure Success



- Campaign Hashtag:  
Require all influencers to use a campaign hashtag to track content effectively

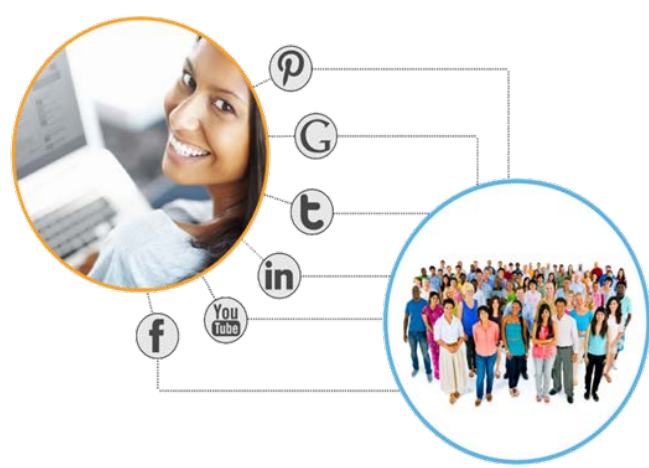


- Referral Traffic:  
Individual influencer receive their own UTM tagged link, to effectively measure referral traffic per influencer



- Engagement & Sentiment:  
Measurement of audience reaction to the content specific goal of the campaign (i.e. engagement, clicks, comments, etc.)





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