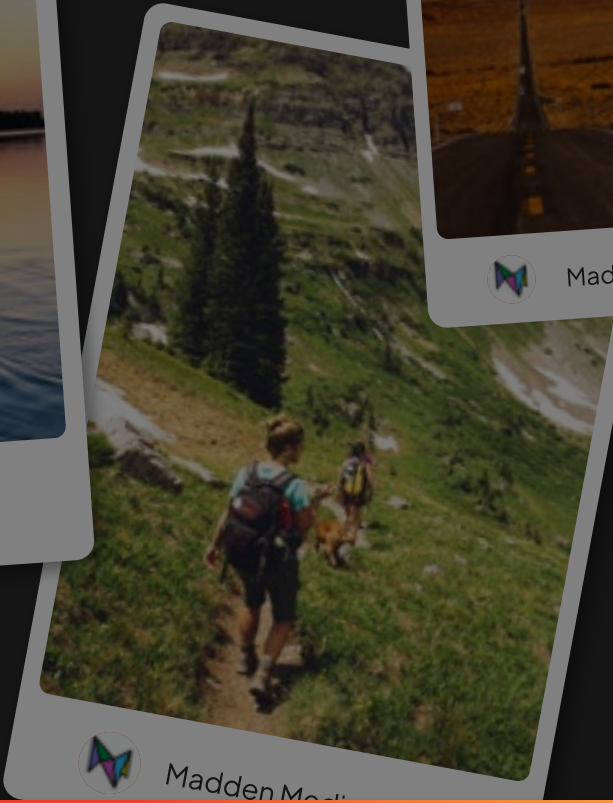
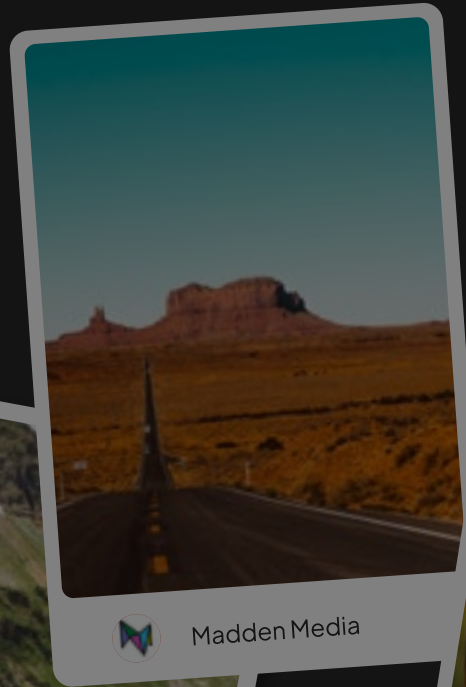
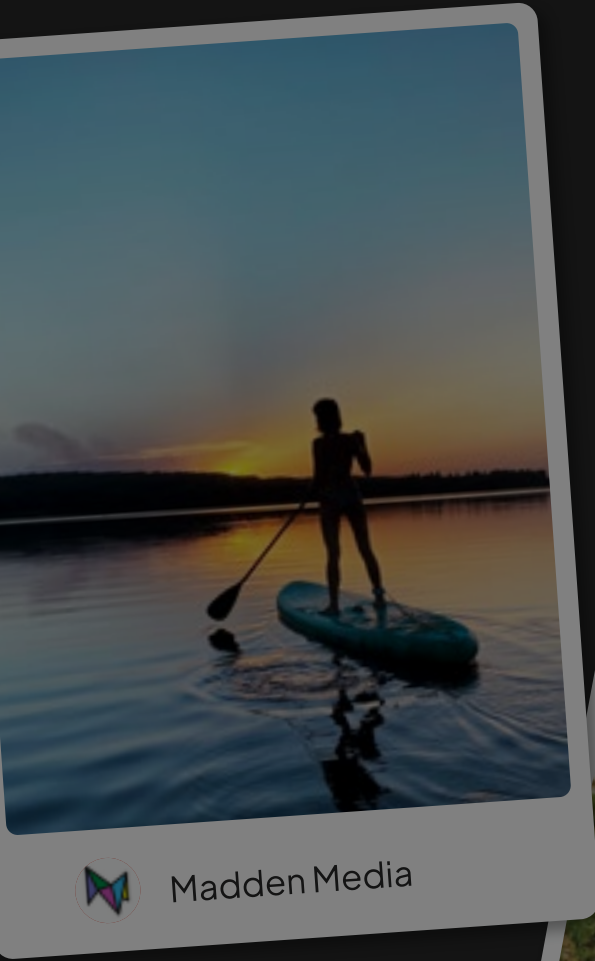


CASE STUDY

Madden Media Uses Tagger to Preserve Its Leadership Position in Destination Marketing



Introduction

The media landscape has splintered, directing consumer attention towards niche, creator-driven channels. **Madden Media** partners with Destination Marketing Organizations (DMOs) to seize this net-new media shift, showing no signs of slowing down.

Over a remarkable 40-year legacy, Madden Media caters to over 200 travel and tourism organizations across the United States annually.

They offer a breadth of services, including Public Relations, Creative Production, Destination Intelligence, Media Buying and Martech, solidifying their leadership in this space.

In working with clients, the team leverages influencers who share deep relationships with their audiences. Their strategy -- rooted in a meticulous analysis of the media landscape -- empowers DMOs to harness authentic storytelling, social platforms and co-creation to promote destinations in fresh, engaging ways.

Madden's overarching aim is to build a deeper resonance with the values of DMOs' target audiences compared to older, more stale advertising methods. By embracing various executions—from award-winning social media campaigns to viral challenges and beyond—they leverage the organic nature of creator content. Their approach brings a fresh dynamic to promoting travel and tourism in the digital age.



The Challenge



The obstacle was crafting a robust, end-to-end solution capable of efficiently measuring the impact of their narratives. As the initiative scaled, the lack of a centralized solution threatened to bottleneck the process.

Josh Johnson, Madden's Associate Director of Creative Services, told us:

“As we began to ramp up our efforts to bring stories from our destination to life with the help of content creators and social media influencers, it became clear we needed a trusted resource to source, vet and verify the work being completed to speak both internally and externally to the efficacy of our efforts.”

A comprehensive solution with premier social API data would not only automate a significant portion of the workflow but also ensure the accuracy and reliability of the data being handled. Without this integrated system, the process risked becoming excessively manual, hindering scalability and imposing an unwanted workload on the team.

The Solution



Madden's search for an optimized solution led them to Tagger (by Sprout Social), securing a suite of tools critical for refining influencer strategy, discovery, activation, campaign management and measuring campaign effectiveness.

Josh describes the transformation, "Tagger takes a laborious task like searching for trusted influencers and creators and turns it into a simple process of selecting pertinent information and finding profiles that are a good fit for any reference point that is added."

Tagger's flagship offer is **Signals**, which is acclaimed as the most comprehensive influencer dataset on the market. It houses a wealth of data, including over 11 billion historical posts, profiles of 278,000 global brands, support for 11+ languages and an array of 50+ filters and reporting features.

This data reservoir enables Madden to "structure our influencer deliverables in such a way as to generate the strongest ROI for our clients while aligning with the influencer's content."

Additionally, Tagger's analytics facilitated Madden in adapting to algorithm shifts across platforms. Josh lauds Tagger for empowering agencies to craft engaging campaigns, describing it as a "turn-key solution that puts the power to craft impactful creator campaigns in the hands of agencies, both big and small."



Overview of Tagger's Signals Dataset



Historical Posts:
Over 11 Billion



Profiles of Global Brands:
278,000



Supported Languages:
11+



Filters & Reported Features:
50+

Case Study Highlights



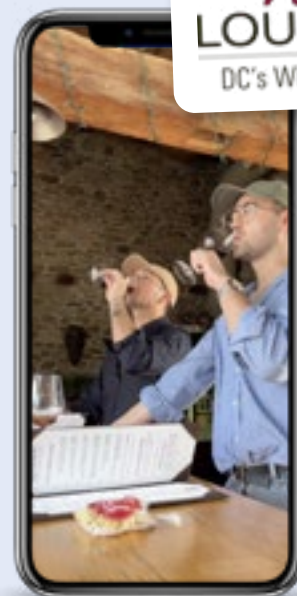
Loudoun County Wine Influencers

In Spring 2023, Madden partnered with Visit Loudoun, Virginia, to manage influencer relationships, aligning with Loudoun's mission to promote wine tourism. Known as "DC's Wine Country" with over 50 wineries, Madden identified food and beverage-centric influencers to endorse the Loudoun brand based on key parameters like audience location, content performance and follower demographics.

They hosted travel influencer Alicia Tenise Chew, who's WSET certified and familiar with the region, to spotlight Loudoun's offerings. Chew's content, covering local wineries, dining, shopping and B&Bs, included two Instagram posts, an Instagram Reel and a blog post. The campaign, analyzed via Tagger, generated over 18k impressions, around 3k video views and reached a potential of 430k audience members.



Loudoun County Wine Influencer Campaign Examples



18K+
Impressions

3K
Video Views

430K
Audience Members

Case Study Highlights - Continued

Finger Lakes Social Campaign

Seizing TikTok's rising popularity, Madden collaborated with the Finger Lakes Regional Tourism Council to connect DMOs with young travelers. They employed Tagger to identify suitable influencers promoting the region's core offerings.

The campaign featured curated itineraries covering various counties within the Finger Lakes, promoting local adventures through TikTok posts, Instagram stories, short videos, posts and blogs.

The results were impressive: 128 posts over three days, 352,000 impressions, a potential reach of 7 million+ accounts and an earned media value of over \$267,000.



Finger Lakes Social Campaign Examples



128

Posts over Three Days

352,000

Impressions

7 Million+

Potential Reach (Accounts)

\$267,000+

of Earned Media Value

Case Study Highlights - Continued

Visit Tampa Bay's Culinary Journey

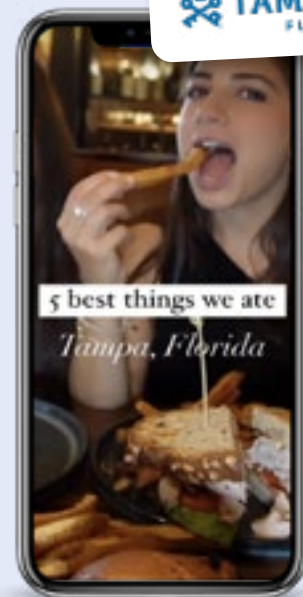
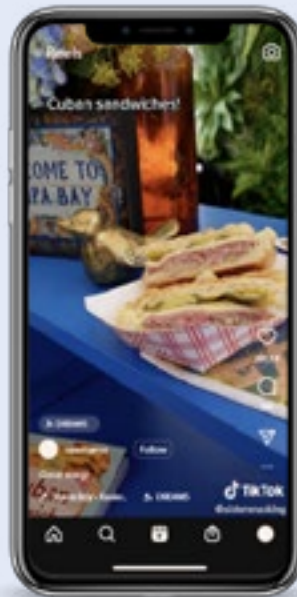
Following Tampa Bay's Michelin Star City Status recognition, Madden aimed to amplify this achievement in New York.

They crafted a unique destination takeover at Smorgasburg, highlighting Tampa Bay's culinary heritage, particularly the iconic Cuban sandwich from Ybor City. Madden engaged influencers to create buzz around this event, resulting in substantial online engagement both pre-event and during the event.

The campaign metrics were compelling: pre-event promotions garnered over 227,000 impressions, 1.2M video views, 36,000 engagements and an earned media value of over \$545,000. During the event, the figures stood at around 184,000 impressions, 80,000 video views, 1,600 engagements and an earned media value of over \$92,600.



Visit Tampa Bay's Culinary Journey Campaign Examples



227,000

Impressions from Pre-Event Promotions

1.2M

Video Views

36,000

Engagements

\$545,000+

of Earned Media Value

Looking Ahead

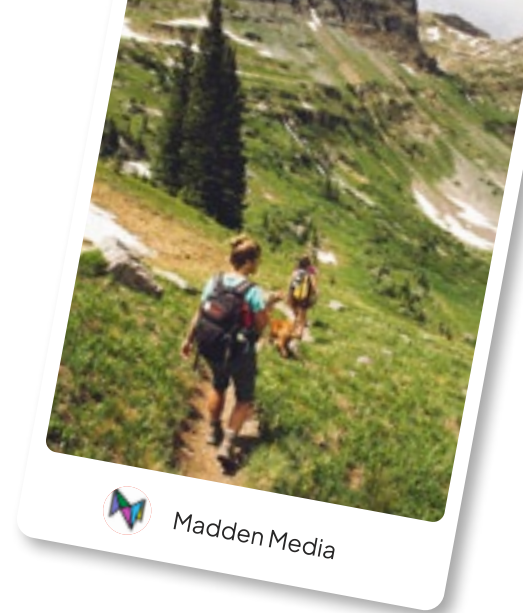


When asked about the advice they'd offer to a peer thinking about using Tagger, the response was straightforward, "Don't hesitate to ask for help or raise questions along your journey!"

An acknowledgment was extended to Molly Warren, their Tagger Customer Success Manager, for the success they've experienced with the platform. They appreciated her readiness for monthly check-ins with their team, ensuring they maximize the platform's potential.

The Madden team is enthusiastic about their ongoing plans with Tagger.

Employing tools like Signals will be instrumental in staying updated on content that resonates well with creator audiences while effectively highlighting the uniqueness of their destinations.



Benefits of Working with Tagger's Platform Signals

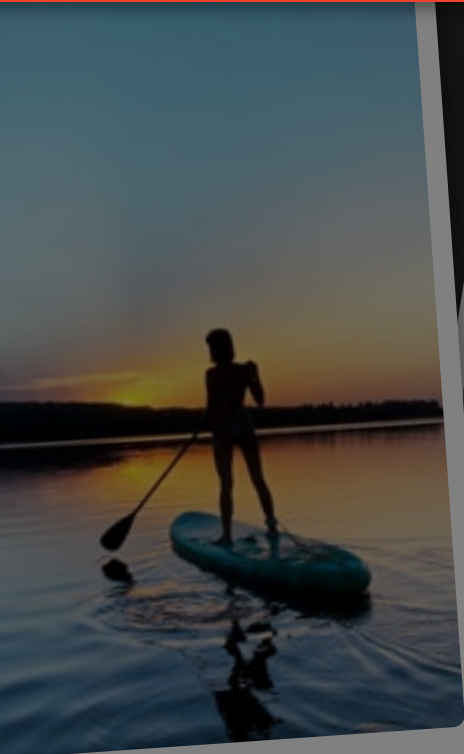
- ✓ Official API Partnerships with TiktTok, Instagram, YouTube, Meta, X & Twitch
- ✓ Platform Integrations with Shopify, PayPal, DropBox Sign, Okta, Tune, and Genius Link
- ✓ Serves global brands, agencies & creators
- ✓ Supports local languages
- ✓ Campaign Management
- ✓ Influencer Discovery
- ✓ Messaging & Payment Automation
- ✓ Campaign Automation
- ✓ Real-time Reporting
- ✓ Creator Portal
- ✓ Collaborator Portal
- ✓ Influencer Outreach Templates
- ✓ White Label Solutions
- ✓ Customizable Workflows
- ✓ Actionable Insights
- ✓ Content Performance
- ✓ ROI Tracking
- ✓ Influencer Contact Details
- ✓ Custom Lists
- ✓ KPI Estimation
- ✓ Estimated Influencer Fees



For more information on Madden Media and their DMO influencer marketing services, visit: www.maddenmedia.com



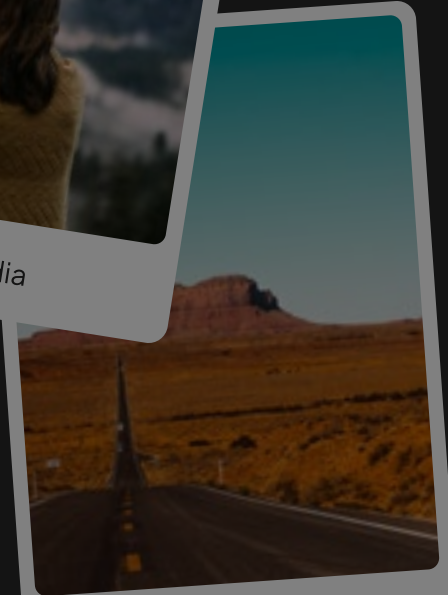
tagger
by Sprout Social



Madden Media



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Madden Media

> Want to Learn More?

To learn more about Tagger by Sprout Social and its proprietary social intelligence engine, Signals, visit:

www.TaggerMedia.com

