



TOP REVIEWORS

MAINE

OF ORIGINALITY

Maine

EARNED MEDIA AND ORGANIC
SOCIAL MEDIA – WINTER 2020/2021

October 29, 2020



A look back – Summer/Fall 2020

- Supported 11 press/influencer trips
- Media results (June – September)
 - 207 pieces of coverage
 - 4.1MM coverage views
 - 17.9K social shares from coverage

The Boston Globe

Reader's
Digest

AFAR

lonely planet

FORBES

TRAVEL+
LEISURE

TRAVEL
AWAITS

AARP®
Real Possibilities

American
FLY FISHING
Incredible fly-fishing destinations

USA
TODAY™

Maine

A look back – Summer/Fall 2020

- Worked with Maine-based photographers to add more than 300 photos to the photo library
 - Traditional camping
 - Maine Guides
 - Fly fishing in Aroostook County
 - Rangeley
 - Mt. Kineo
 - Maine Beaches



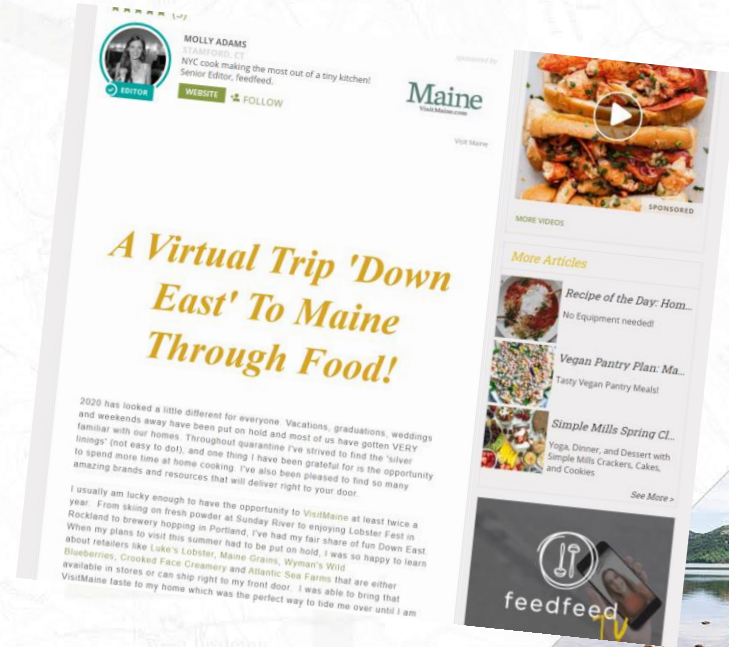
A look back – Summer / Fall 2020



feedfeed

Feedfeed collaboration

- Goal was to keep Maine top-of-mind with those who wouldn't be visiting this year
- @thefeedfeed: 1.8MM followers
- Four influencers with combined following of 455K
- Results
 - 398.5K total engagements,
 - Reach of 4.5MM



Maine



feedfeed

brown butter maine lobster rolls

The Brown Butter Maine Lobster Rolls video was shared on [@thefeedfeed](#) and [@thefeedfeed.recipevideos](#). This video was also promoted across [Facebook](#), [Twitter](#), [Pinterest](#), [Youtube](#), and lives on our site [HERE](#) in perpetuity.

“First YUMMY but yes [@visitmaine](#) so beautiful and truly a destination with great food, people and much to enjoy that takes your breath away.”

“Beautiful and yum! I am a huge fan of [@atlanticseafarms](#) (and [@visitmaine](#)) and I can’t wait to make this [@dianemorrissey](#) !!!!!”

“What a gorgeous presentation of so many of our favorite Maine goods! Thank you for highlighting Maine cheese. 🧀”

“Love Maine. Always fun, and my mouth is watering!!”

“Goodness, I want to [@visitmaine](#) now! This looks amazing”

Maine

Winter 2020



Leverage Maine's outdoor opportunities, safe and healthy environment.

- Outdoor recreation
 - Wide-open spaces / Healthy lifestyle / Responsible travel
- Winter getaways
 - Lodging / Dining / Museums
- Sustainability
- Retail component
 - Holiday shopping / Maine products
- What's New in 2021

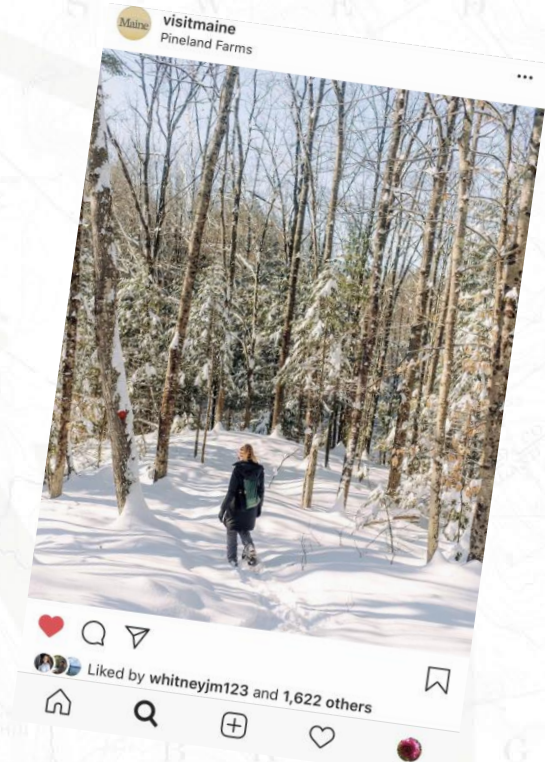
Winter 2020

- Proactive pitching
- Content development
- Respond to leads and requests
- Press visits
- Monthly media e-newsletter
- Weekly snow reports



Social Media & Content Integration

- User generated content
- Maine and/or New England-based influencers
- Acquire photo/video assets
- Themes:
 - Holiday shopping
 - Holiday events
 - Outdoor activities
 - Winter getaways
 - Responsible travel



DO YOU HAVE NEWS TO SHARE?

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Thank you!

