



Visit Anaheim Case Study

**DIGITALLY
DRIVEN** 



Background

—


Visit Anaheim approached Lauren for coverage of a staff maternity leave from June 2017 through the end of the 2017 year. She handled full social management of their channels including strategy development, content creation, engagement, and reporting with most of her time being put toward the development of an Instagram growth strategy for them.




The Plan


Visit Anaheim has a lot to offer a traveler - most notably being the Disneyland Resort. Implementing a strategy that included a mix of influencer partnerships, giveaways, and sharing user-generated content, Visit Anaheim was able to garner over 17,343 new followers to the account while keeping a higher-than-average engagement rate across Instagram. Visit Anaheim also did not want to do any advertising or boosting to reach new followers, so Lauren had to be mindful that there would be no advertising budget to help with growth.





 **Visit Anaheim** October 18, 2017 · 🌐





Tell us: where's your favorite place to grab a bite in Downtown Disney?

 You and 48 others 73 Comments 11 Shares


 **Visit Anaheim** January 9, 2018 · 🌐


Travel Tip #7: Make sure to take LOTS of photos.
📷: @cathiecatholicathy

  48 5 Comments 2 Shares

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Most relevant ▾

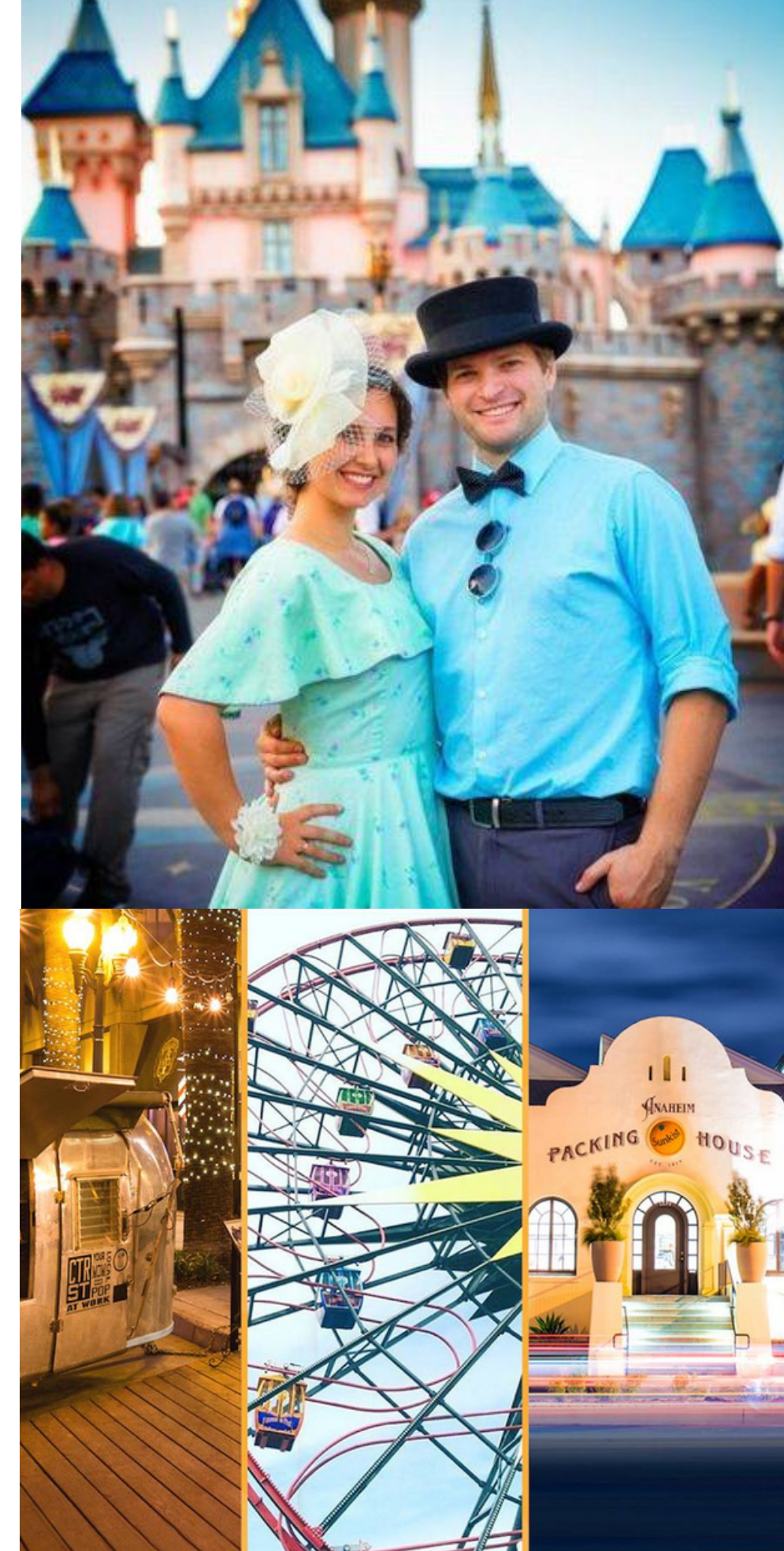
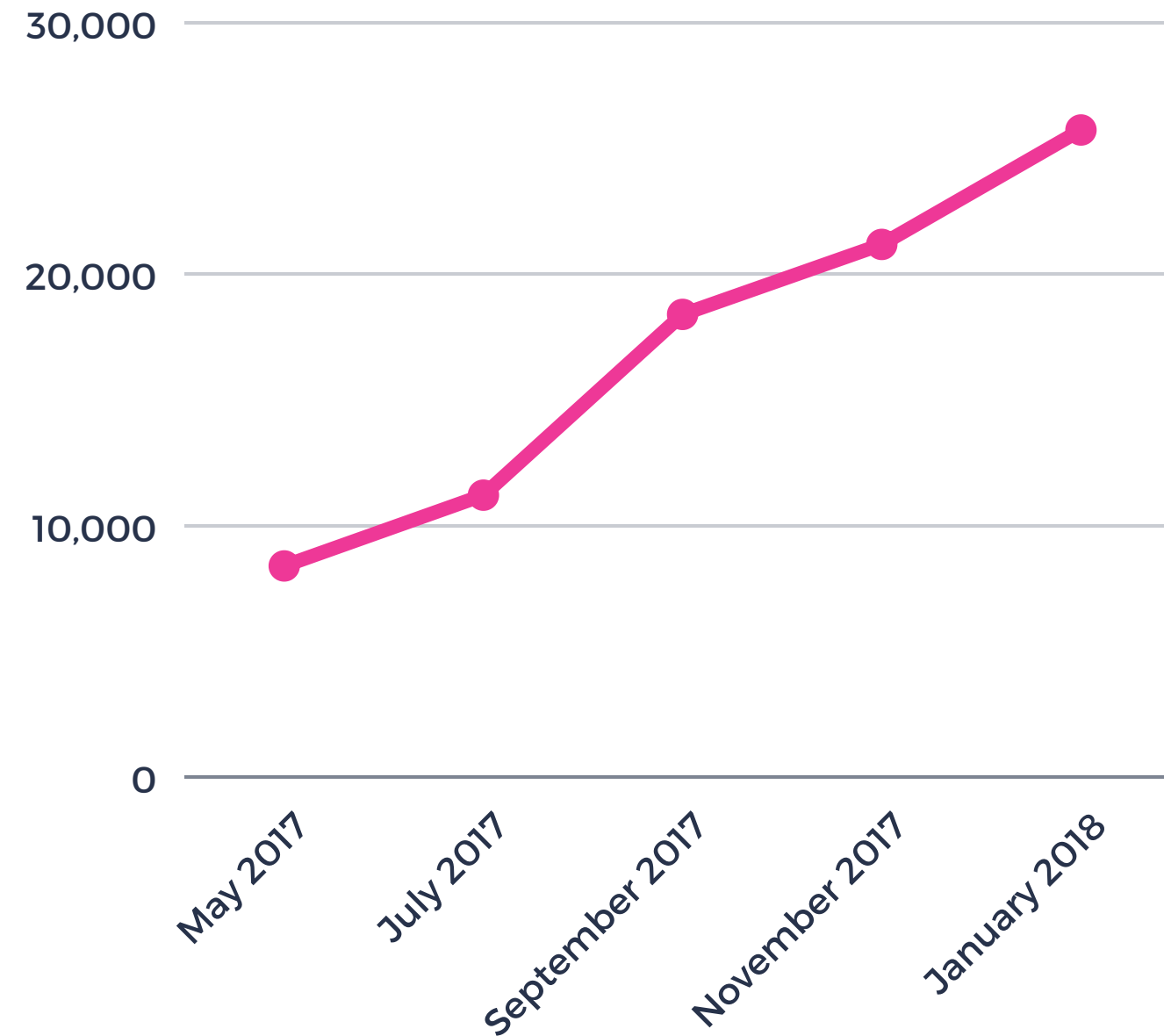
 **Eva Marr**
That's wat I was talking about yesterday **Kieran Marr**
Like Reply 4y

 **Devon Young**
That mini Disney work uniform is to die for! Such an adorable picture!!
Like Reply 4y



Results

When Lauren took over the account on June 1, Visit Anaheim had 8,624 followers and by the end of December, their Instagram following had jumped to 21,184 (see chart above). Since the return of their on-staff full-time social media manager in 2018, Visit Anaheim continued implementing my strategy and as of January 2021, the page has grown to over 117,000 followers.



By The Numbers

17,343

New followers to Visit Anaheim's social channels, completely organically

216

Engaging posts shared during the management period - June to December

8.6%

Engagement rate on social media posts across all managed channels. The average engagement rate for the tourism industry in 2017 was 2.05%.

