

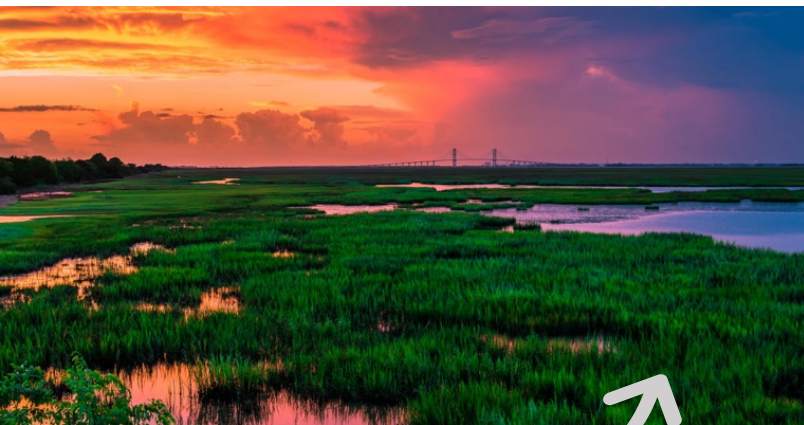
6 Tips for Beautiful and Effective Storytelling:

1. Ensure Relevancy

Who are you to your audience? Why are you telling this story now? Where is this, and what are the circumstances? Does your story align with your target audience's interests?

2. Be Authentic

Your story doesn't have to be perfect or scripted or told by hired models. Promote candid conversations and authentic endorsements of your destination or product, and showcase the everyday.



3. Evoke Emotion

Tell stories that make people feel real emotions – make them laugh; make them cry. Creating an emotional connection to your destination or property is one of the strongest tools you can use in your storytelling.

4. Have a Focal Point

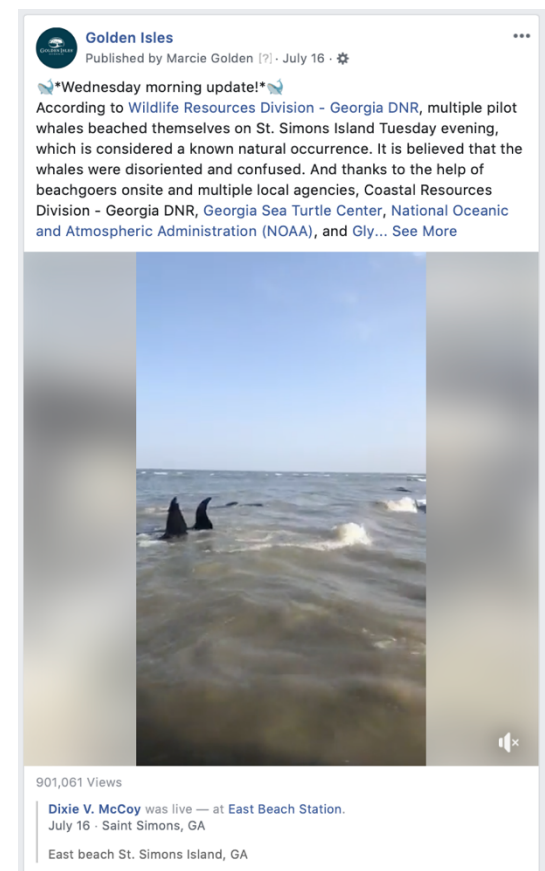
Don't overcrowd your images. Leave space so your focal point stands out. Use dramatic colors, and allow space for the image subject or text to shine.

5. Use Immersive Creative

Video presents a unique opportunity to immerse your audience in your message, whether it is the final produced video, homepage header videos, social overlays or polls are incorporated in the spot, or behind-the-scenes visuals are provided.

6. Make it Share-worthy

Out of all of the available content, what is going to make users share your content? Is it interesting and unique color and composition? Timely, interesting or off-the-beaten-path subject matter? Lesser-known areas or images the audience has never or rarely seen?



Tips & Tricks for Using Visuals More Effectively

1. Use User Generated Content (UGC) in Instagram Stories to involve your audience in the conversation about your destination, activity or property.

In addition, repurpose UGC you have permission to use in other digital and even print channels.

2. Optimize a Shorter Video for Mobile Placements.

With mobile video, there is a quick drop-off, so ensure your brand message and climactic or dramatic content hook is up front (within the first 3 seconds). However, there is immense opportunity for users to see and interact with your content due to how often people are on their phones.

3. Remember Mobile Video is Most Often Played Without Sound.

When editing your video, keep in mind that users tend to have their sound off on their mobile devices, especially during the day, so ensure the message can be said without words or that words are displayed on-screen as captions or part of the artwork.

4. Pay Attention to Your Digital Video Thumbnail.

Select a thumbnail that is not only interesting at a glance, but that is also related to the first 10-15 seconds of your video. In your gallery, vary the scene with your thumbnails, and keep in mind that close-ups of people tend to perform well to get users to click in to view your videos.

5. Add Video Calls to Action (CTA) Mid-Video.

Recent research shows that CTAs placed mid-video deliver the highest conversion rates over placing them toward the beginning or even at the end of the video.

Training Tools and Resources:

- Lynda.com Courses
- Skillshare Courses
- Udemy Courses
- YouTube Tutorials
- Fohr.co (Influencer Marketing)

Photo Editing Resources:

- Canva.com (Browser photo editing option)
- Unfold (Photo editing and story creation mobile application)
- Lightroom (Adobe Software photo editor)
- Snapspeed (Photo editing mobile application)
- Retouchup.com (Paid browser photo editing option)
- Videoshop (Video editing application)