

The Power of Social Influence

- Abbey Way





Look familiar?



The Story Behind The Viral "Steps" Video



1.50 CALL OR VISIT US ONLINE TODAY!

Tribune-Review

FRIDAY, JANUARY 21, 2022

ESCAPE MISSION Pens score late, turn back Senators' rally **B1**

BREAKING NEWS AT TRIBLIVE.COM

WESTMORELAND EDITION

2018, 2019, 2020
BEST OVERALL
NEWSPAPER

Pa. Society of
Professional
Journalists
5 consecutive years



COURTESY OF SEVEN SPRINGS

Way provides a video snow report for Seven Springs Main Resort on Thursday with a staged stumbling skier in background.

Seven Springs' slick idea goes viral

Daily snow report with stumbling skier a big hit on social media

by PAUL PEIRCE

Daily snow reports posted by ski resorts often can be boring, simply listing the amount of fresh snow, ski conditions, temperatures and the number of open slopes.

A report posted Thursday by Seven Springs' narrator Abbey Way via Twitter hit it big, garnering attention across the country with a slipping, stumbling skier in the background barely able to navigate snow-covered steps at the Somerset County resort.

"Yes, we're aware of the popularity of (Thursday's) report. It was retweeted by (former NBA basketball star) Rex Chapman, who has

1.1 million followers on Twitter, plus many others," resort spokesman Alex Moser said. "And we just received a call this afternoon from KTLA News in Los Angeles asking to use it."

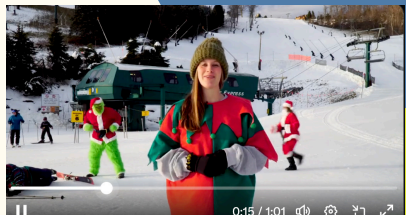
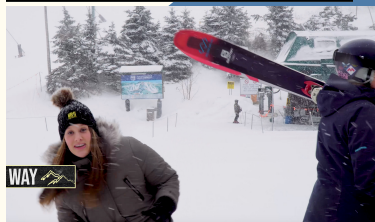
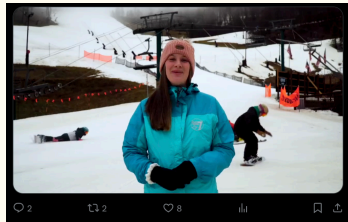
Chapman's tweet directed followers to watch "the person coming down the steps."

As Way announced that 16 inches of fresh snow had fallen this week, including 1 inch overnight, and there

were 31 open slopes and trails, a skier attempting to navigate the stairs behind her appears to hang on to a rail for her life. After the woman reaches the ground and apparently heads toward the lifts, the skier continues to stumble until she's out of view.

Pressed about the authenticity of the background activity, Moser relented.

SEVEN SPRINGS - A2



How it took off.





The Public Reaction


Greg Chang @greg_chang_61 · 1m

This is the result of a social media manager who knows what they are doing!

Seven Springs @7SpringsPA · 8h

- 1 inch of natural snow overnight
- 16 inches of snow this week
- 21 slopes and trails
- 3 terrain parks
- 9 am - 9 pm

Snow Report: 7springs.com/mountain/snow-...



Anthony Boyer @AnthonyBoyerD... · 1m

This should win an Emmy.

Seven Springs @7SpringsPA · 12h

- 1 inch of natural snow overnight
- 16 inches of snow this week
- 21 slopes and trails
- 3 terrain parks
- 9 am - 9 pm

Snow Report: 7springs.com/mountain/

Casey Neistat @Casey · 25m

there is no way this was an accident... its too good. someone give the **seven springs** social media person a raise. big companies pay big ad agencies big money to come up with ideas this good. i laughed, then watched it again.

Seven Springs @7SpringsPA · 7h

- 1 inch of natural snow overnight
- 16 inches of snow this week

Chad Tyson @chadtyson · 1h

If you missed it, @7SpringsPA and @abbeyway11 won the internet today with this morning's snow report! 🤪




How We Kept It Going



Seven Springs @7SpringsPA · Jan 21, 2022

Snow wasn't the only thing falling on the mountain yesterday, the temperatures were dropping too!

- ☀️ High of 19 degrees, low of -3
- 🎿 21 slopes and trails
- 🏠 3 terrain parks, 47 features
- 🕒 9 am - 9 pm

Check out the Snow Report here: 7springs.com/mountain/snow-...



0:29

16

96

401



Seven Springs @7SpringsPA · Jan 22, 2022

You asked, we delivered. Struggling Skier/Mrs Bean is here with an update.

7springs.com



0:42

TRUGGLING SKIER/MRS.BEAN

51

444

2.2K





Takeaways


- 1** Take Risks
- 2** Stay consistent
- 3** Entertain/Educate
- 4** Make Shareable Content

Sound Like Too Much?
Get Someone Else To Do It For You.





Influencer/Creator Marketing

- **Huge Opportunity To Reach More People**
 - **Improves Word Of Mouth Endorsements**
 - **Saves You Time**
 - **Can be very low cost or free**
- 



Types of Collaborations

- Trade vs Paid
- Gifts with no expectations
- Post on their feed/Collab Posts
- UGC



How To Find Them

- Search Online/Social

Ex: "Food creator, influencer, blogger.."

- Influencer Agency
- Your Own Followers



How To Pick Them

- What they post about
- Quality of their content
- Engagement
- Followers




How To Contact Them

- **Direct Message**
- **Email**



Best Practices

1. Clearly state exactly what you are looking for and what they are getting in return.
 2. Give Them Value.
 3. Create a long term partnership if you are happy with the results.
 4. Trust the creator, respond quickly, avoid unnecessary additional edits
 5. Have Patience.
- 

Wigle Whiskey Creator Campaign



1. Working with more than 50 Pittsburgh creators
2. Hosting events just for creators
3. Creating buzz about big announcements
4. They are engaging and posting months later
5. Great opportunity for us to capture content
6. Creating opportunities for them to grow too



A Few Final Thoughts

- 1** Don't Overthink It
- 2** Don't chase followers, love the ones you already have
- 3** Be Responsive, pretend they are right in front of you
- 4** Learn from your analytics



MAKE REAL CONNECTIONS



Thank You!

Connect with me:

IG: @absolutelyabbey11

LinkedIn: Abbey Way

