



## Case Study | Northern Ireland | CMS

# NORTHERN IRELAND & CROWDRIFT TAKE ON UGC ONE POST AT A TIME

"Giant adventure" awaits in Northern Ireland. From cosy hotels, lodges, and world-class visitor attractions, to the award-winning food and drink scene, Northern Ireland is one destination that has all bases covered for an adventurous traveller.

The destination marketing organisation (DMO), [Tourism Northern Ireland](#), promotes a campaign titled, "A Small Step to a Giant Adventure," illustrating the short distance there is between travelers and epic, fun-filled adventures. The DMO relied on user generated content (UGC) to paint an epic picture of the essence of the destination across social media, with hopes to encourage more potential visitors to "go" as well. But when the previous UGC platform Tourism Northern Ireland used wasn't delivering on quality content, the DMO turned to Crowdriff.



### GOAL:

Tourism Northern Ireland's goal was to **improve the experience of its online audience and enhance its own virtual storytelling by:**

- Locating and displaying **high quality, fresh UGC content** across social media channels
- Eliminating manual searches on social media and **avoiding the hassle of obtaining rights**
- Ensuring website visitors are served with **compelling content shot by real tourists**, rather than content staged by the tourist boards

The DMO faced challenges when searching for suitable UGC to share across social channels, especially when it came to searching for a particular subject or topic. There was an existing struggle to serve content that gave the website visitor or social media follower a sense of “I could be doing that.” Another challenge was for the UGC to be relevant for each of the different topics throughout the site, for example, searches for golf, food and drink, family, outdoors, pets, “Game of Thrones,” etc.

The image shows two smartphones. The left phone displays a sunset over a river with a boat and a list of hashtags. The right phone displays a grid of photos with the text "Share your own Giant Stories" at the top.

"

# Share your own Giant Stories

A grid of 18 small images arranged in three rows of six. The images depict various scenes: a playground slide, people kayaking near a waterfall, a person in a yellow kayak, a beach with a lighthouse, a ship at night, a rocky coastline, a cliff face, a rainbow over a field, a woman holding a sign, a street scene, a building at night, a forest path, a coastal view, a harbor with boats, a bridge, a stone archway, and a modern building.

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Since the launch of CrowdRiff in June 2020, **Tourism Northern Ireland has reaped the benefits of sourced UGC for social media channels, specifically Instagram.** By inputting the DMO's key brand hashtags, the team can consolidate content relevant to them in one place and choose content to post on social media that will inspire travel in Northern Ireland.

Other solutions Discover Northern Ireland found in CrowdRiff include widgets for the DMO's website and various galleries for regularly searched topics.





## RESULTS:

To date, Tourism Northern Ireland has seen the following benefits from using CrowdRiff:

- Access to **95k** pieces of relevant content and **126k** high-quality assets to search through and share
- UGC contributed an additional **1.3k** assets to the library, including **1k** pieces of content from the collector tool
- Website average visit duration and pages per visit increased **6.4 and 2.3** times more when individuals interacted with the gallery



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[SEE IT IN ACTION](#)