

# Intro to Localhood

Virginia Tourism Corporation

VIRGINIA  
IS FOR  
LOVERS

▶ CrowdRiff

# Hello! 🙌



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**CrowdRiff**



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**CrowdRiff**

# Agenda

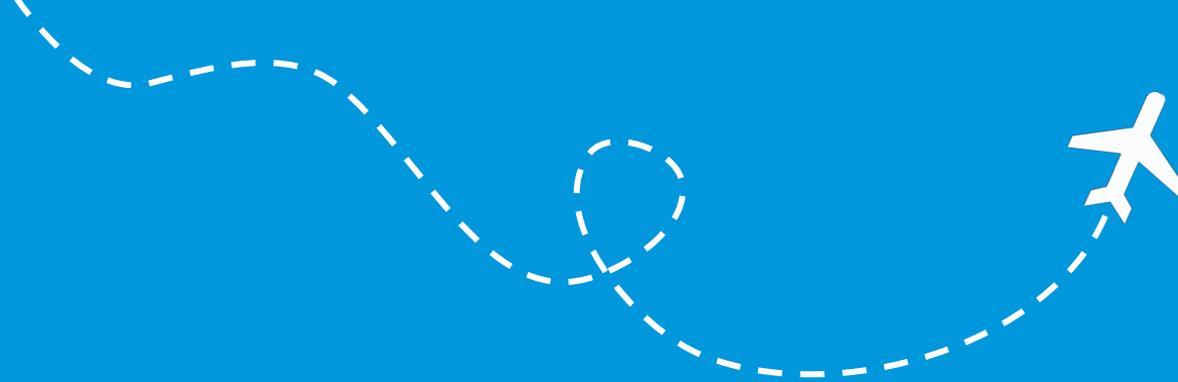
## Purpose of today's call:

- Introduction to Localhood
- Localhood Platform Walkthrough - let's jump in together!

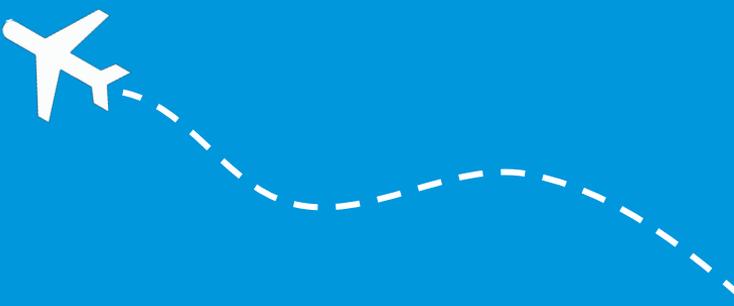
## Desired Outcome:

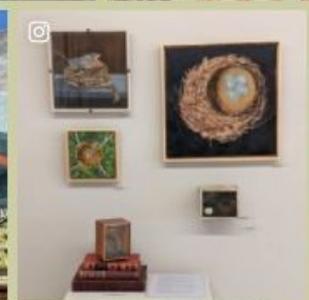
- Sign up for Localhood to get started!





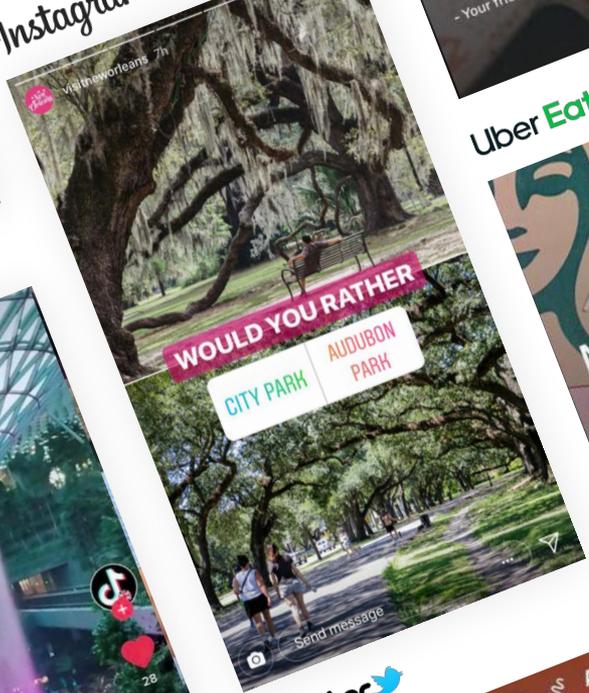
# Introduction to Localhood



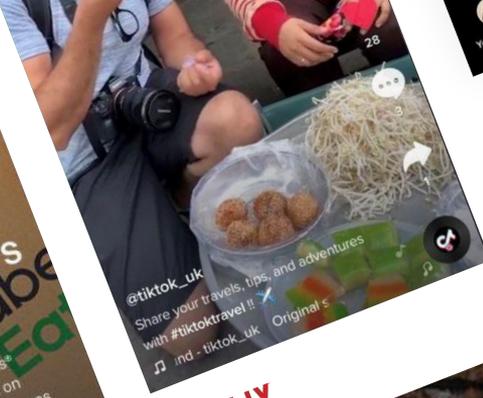
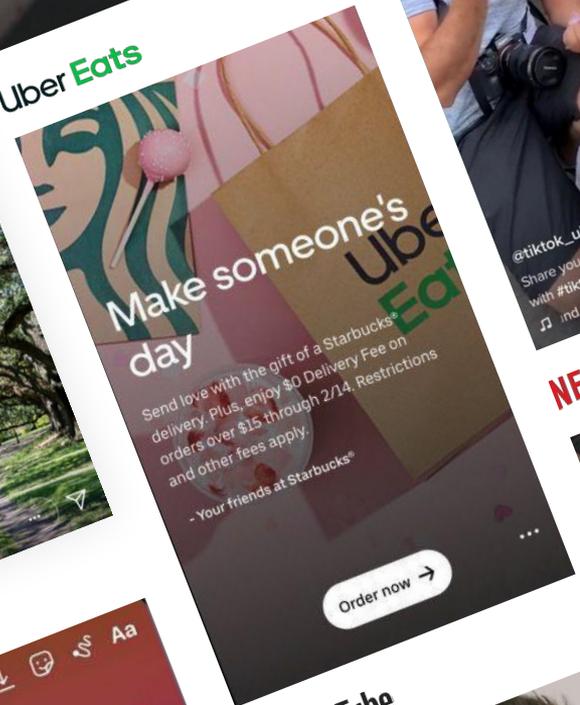




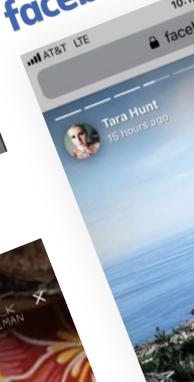
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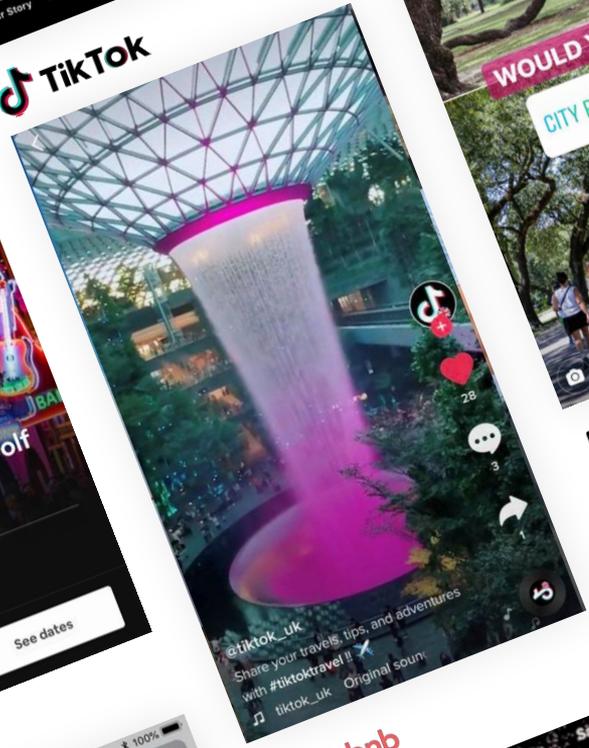
Uber Eats



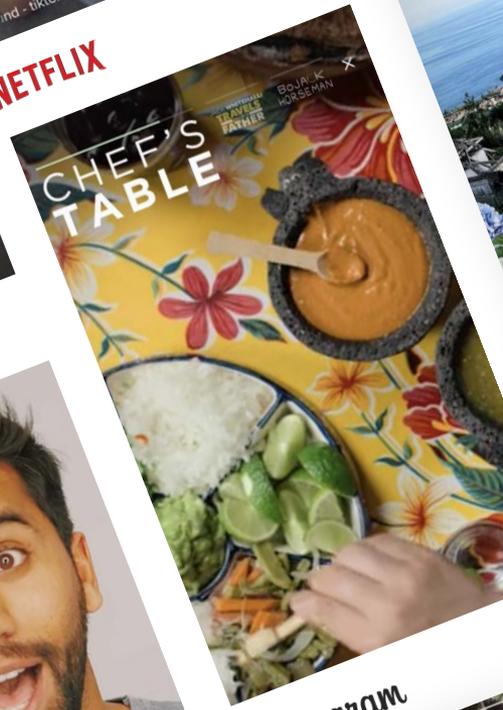
facebook



TikTok



NETFLIX



twitter



YouTube



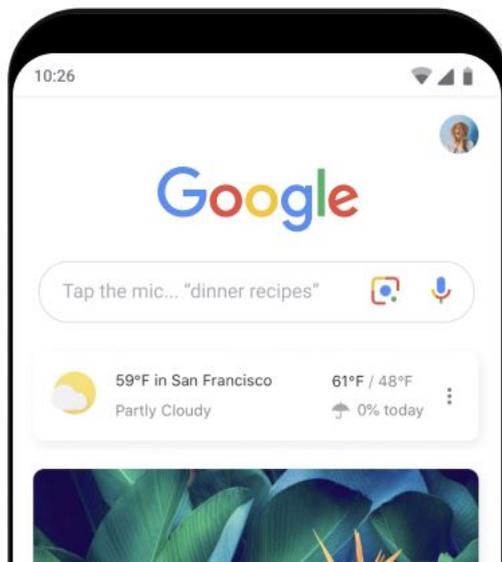
Instagram

book

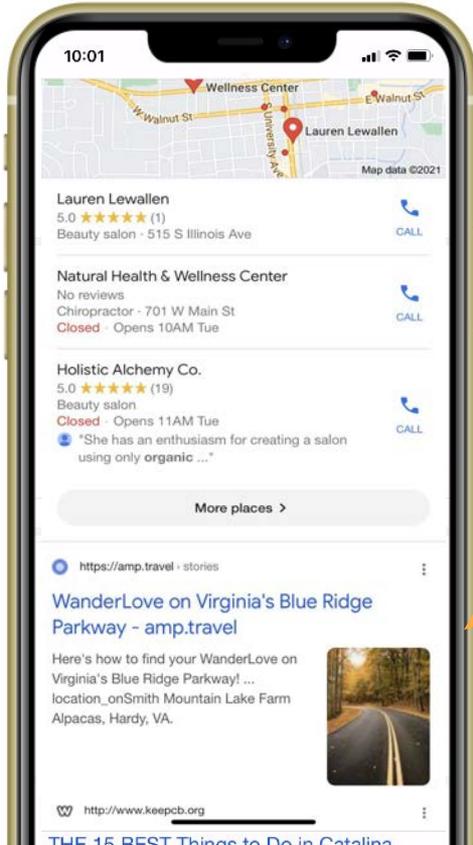
airbnb



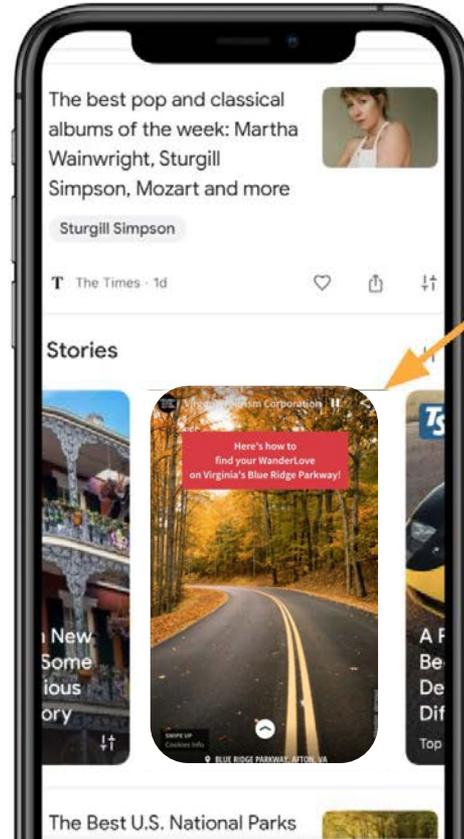
# Stories meet their widest audience ever.



# Google Search

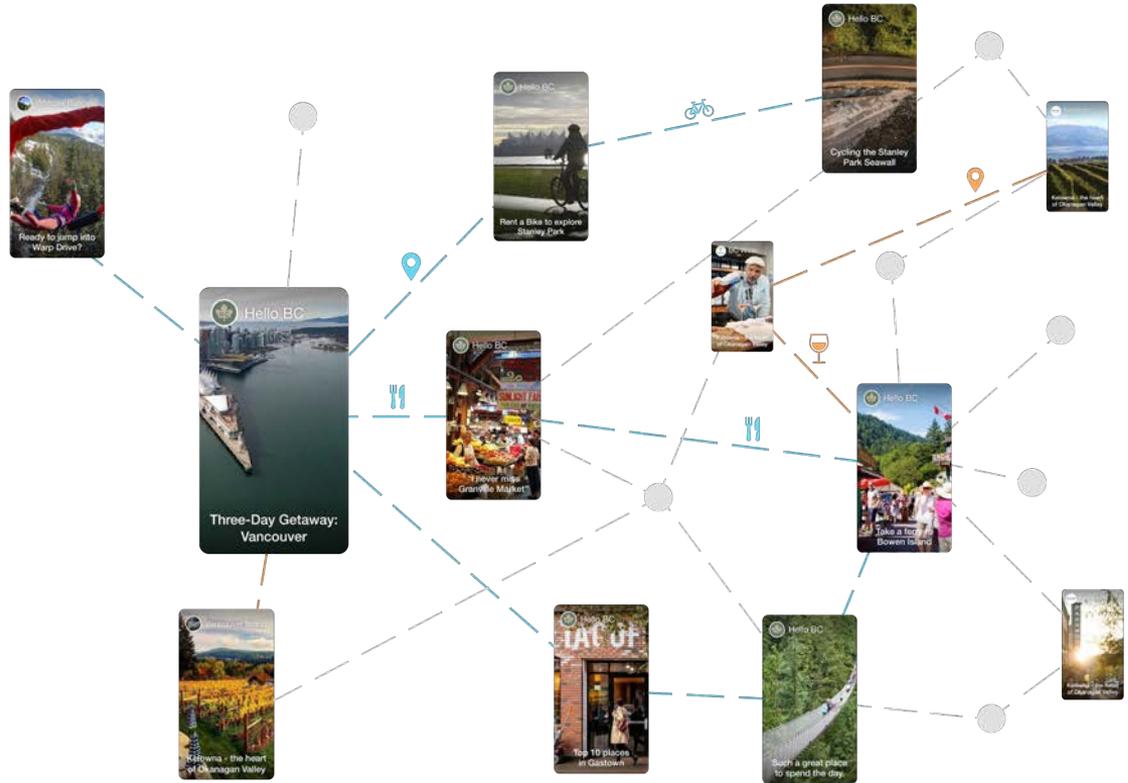


# Google Discover



# Localhood Stories

An ecosystem of compelling, **mobile-first** travel content, created by local partners and shared across a **decentralized** audience reaching travellers around the world.



# Why Stories?

The unique format of Stories provides a lot of inherent value to DMOs



## Compelling

Combining still imagery, video, and sound into a mobile-friendly, familiar format that isn't tied to a social network.



## Multi-Purpose

Create your Story once, and easily export it to be repurposed across your social media channels.



## Discoverable

Each Story is a web page, so it is crawled and indexed by search engines, meaning your future visitors can find it organically.



## Insightful

Get real-time insights into your visitors, the content they're consuming and how they're interacting with your Stories.

# Distribution Value

Being part of a state solution has its own added value.



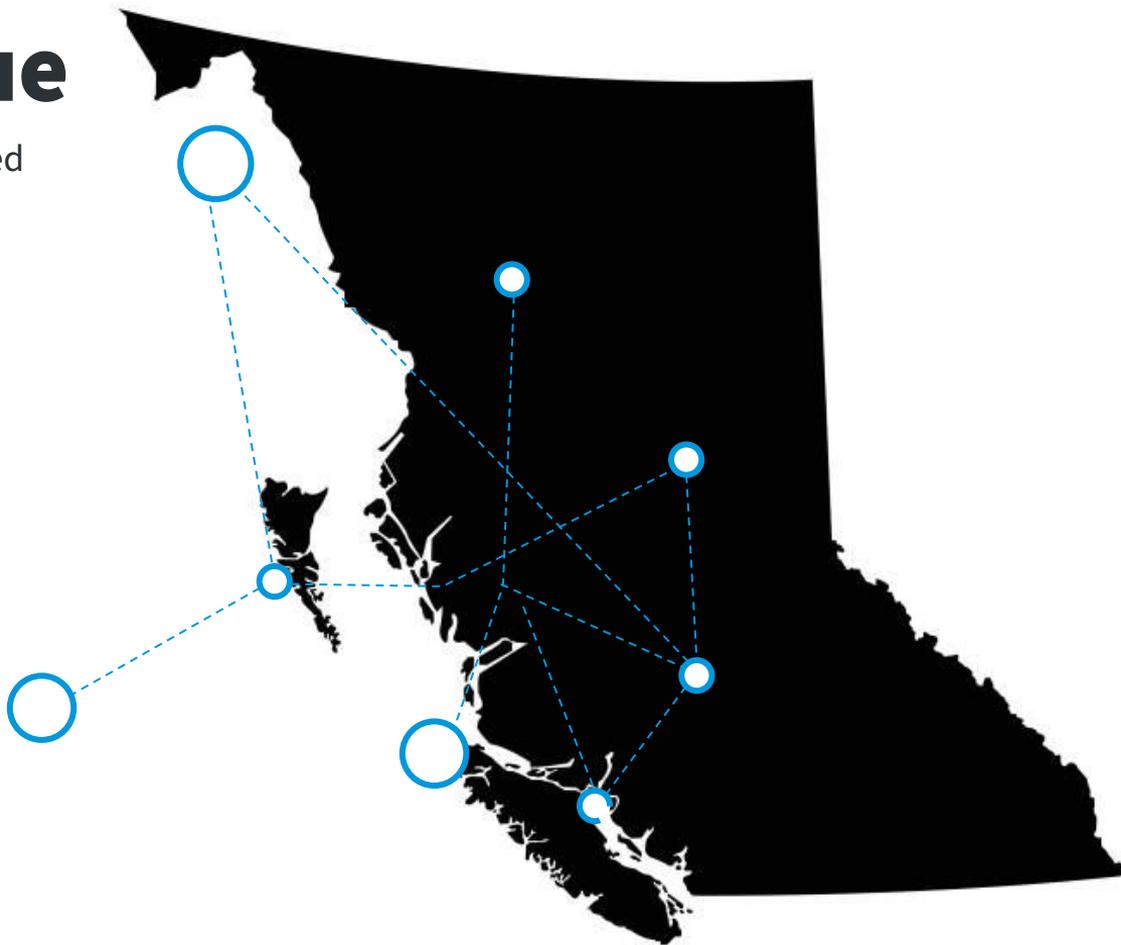
## Increased Distribution

Not only will your Stories appear on your own properties, your relevant Stories will also show up in Galleries and recommendations across the entire network.

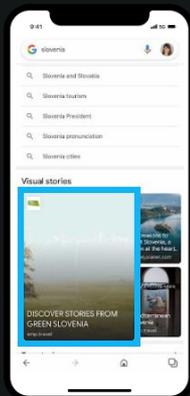


## Content Standardization

All partners in the Network build on the same content standard, making the traveller journey more consistent, harmonious and effective across countries.



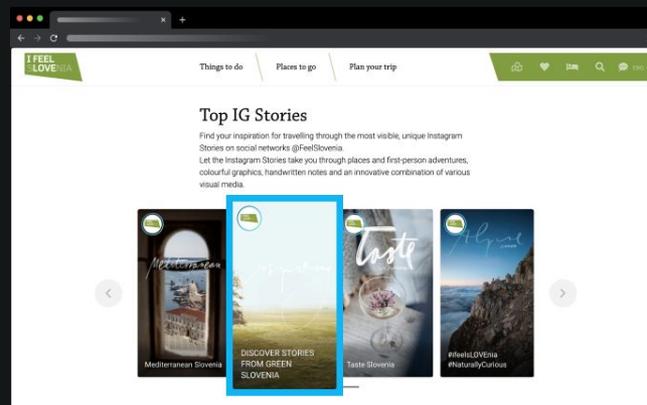
# Create once, distribute everywhere.



Google



ETC Campaign Page



Slovenia Homepage



Slovenia Sub-Pages



Slovenia IG

# Localhood Benefits



# Localhood Benefits

The unique format of Stories provides a lot of inherent value to DMOs



## Feature on the State DMO website

Localhood is a shared platform between state and city-level DMOs, giving them a common platform to work together.



## Boost your SEO performance

Localhood Stories are indexed by Google and show up in Google Search and Google Discover results.



## Repurpose content across channels

Localhood Stories can be repurposed on various social media platforms, reducing the content creation workload for DMOs.



## Target Millennials and Gen Z

Localhood helps DMOs easily convert old blog content into engaging, mobile-friendly content.

# Localhood benefits

## Be featured on VTC's website

Localhood is a shared platform between state and city-level DMOs, giving them a common platform to work together.

VTC has added over **20 Story galleries** to their website so far! Every story that you publish has the potential to surface on virginia.org, generating traffic to your own website.

Here are some pages where you could be featured!

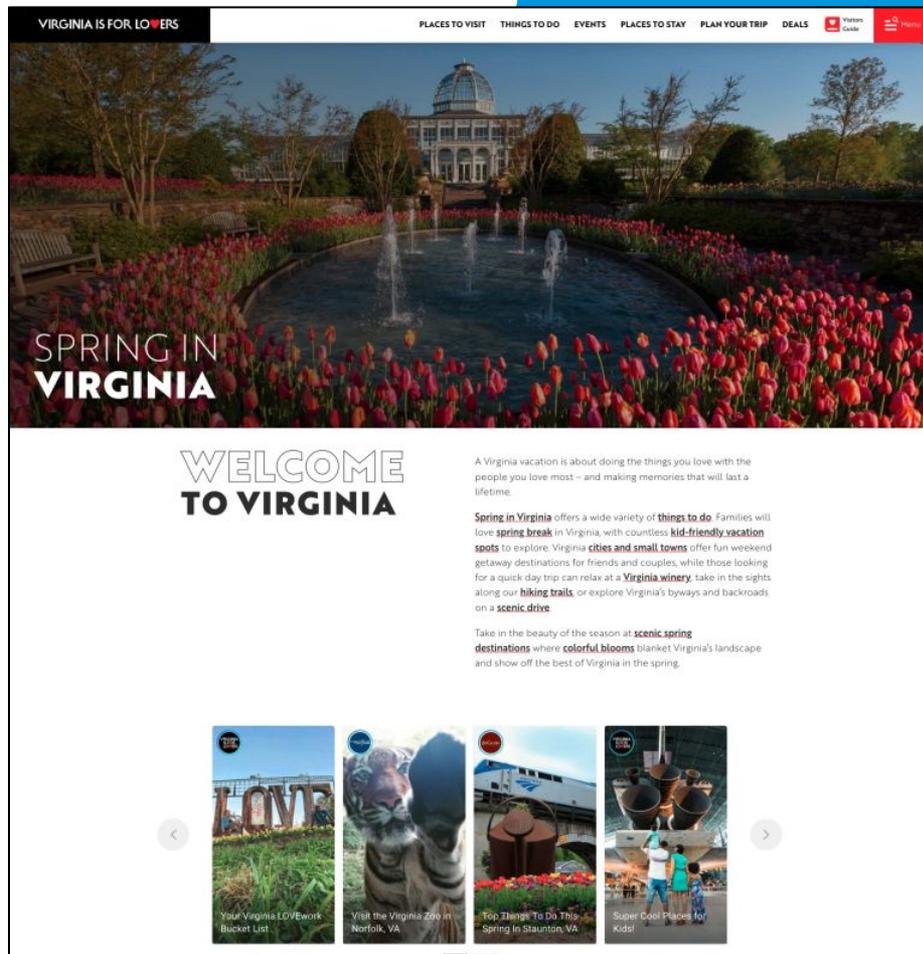
## [Cool Places for Kids](#)

## [Food & Drink](#)

## [Outdoors](#)

## [Seasonal Pages](#)

## [Regional Pages](#)



The screenshot shows the Virginia Tourism Commission website. At the top, the navigation bar includes "VIRGINIA IS FOR LOVERS", "PLACES TO VISIT", "THINGS TO DO", "EVENTS", "PLACES TO STAY", "PLAN YOUR TRIP", "DEALS", and social media icons for YouTube, Facebook, and Instagram. The main header image features a large fountain surrounded by a field of red tulips, with the text "SPRING IN VIRGINIA" overlaid. Below the header, the text "WELCOME TO VIRGINIA" is displayed. To the right, there is a paragraph of text: "A Virginia vacation is about doing the things you love with the people you love most – and making memories that will last a lifetime." Below this, a section titled "Spring in Virginia" offers a variety of "things to do", including "spring break", "kid-friendly vacation spots", "Virginia cities and small towns", "hiking trails", and "scenic drive". At the bottom, there is a carousel of four story gallery thumbnails with navigation arrows on either side. The thumbnails are: "Your Virginia LOVEwork Bucket List" (showing a large 'LOVE' sign), "Visit the Virginia Zoo in Norfolk, VA" (showing a sloth), "Top Things To Do This Spring in Staunton, VA" (showing a train), and "Super Cool Places for Kids!" (showing a playground).

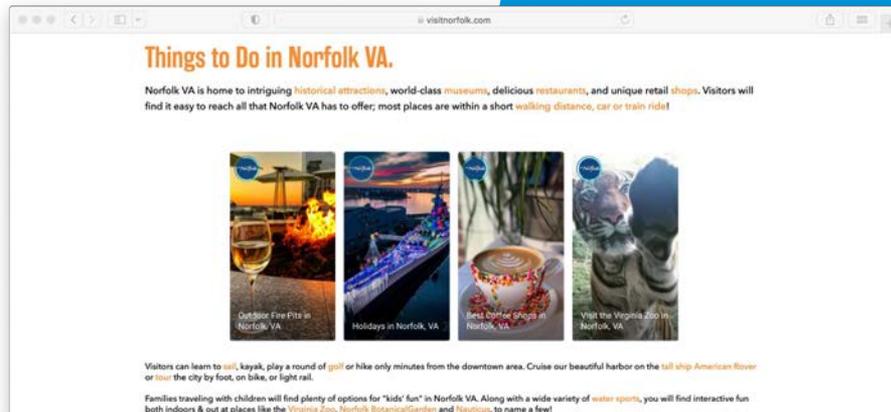
# Localhood benefits

## Repurpose content across multiple platforms

Localhood Stories can be repurposed on various social media platforms, reducing the content creation workload for DMOs.

**Visit Norfolk** created stories to add to their Things to Do Page and then repurposed that story on Instagram as a Reel.

Create once, distribute everywhere!



# Localhood benefits

## Boost your SEO performance

Localhood Stories are indexed by Google and show up in Google Search and Google Discover results.

**Visit Staunton**'s story generated **38.3K Impressions** on Google Discover!



# Localhood benefits

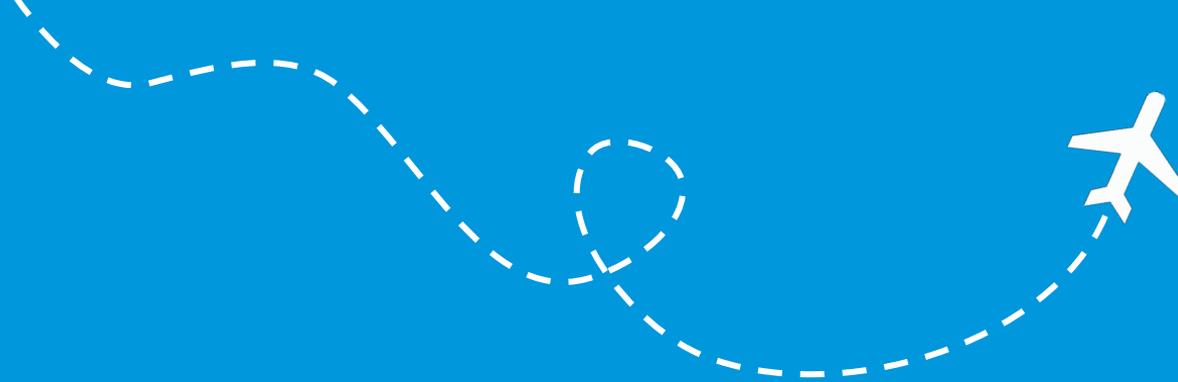
## Keep your website relevant for Millennials and Gen Z

Localhood helps DMOs easily convert old blog content into engaging, mobile-friendly content.

**Visit Williamsburg** turned [this blog](#) from 2020 into a story. The results:

- 7.75% CTR!
- 14.9K Impressions on Google Discover
- 16.9K Impressions on Google Search - [Link to video](#)
  - “Williamsburg Virginia” Visual Stories Section
- 3592 Gallery Impressions on Homepage & Winter Page of Virginia.org





# Story Creator Walkthrough

Let's Dive In!



# Next Steps



# Joining Localhood

Joining is free, creating a story takes 30 minutes.

## Onboarding Session

We onboard your team and strategize with you on how your team plans to use stories.

## Retrainings and Ongoing Communication

If any point you or your team need a retraining or storyboarding session, we are here to help.

## Monthly Newsletter

We provide content updates, highlights, product enhancements and shoutouts every month so you are kept updated on what's happening in the Network

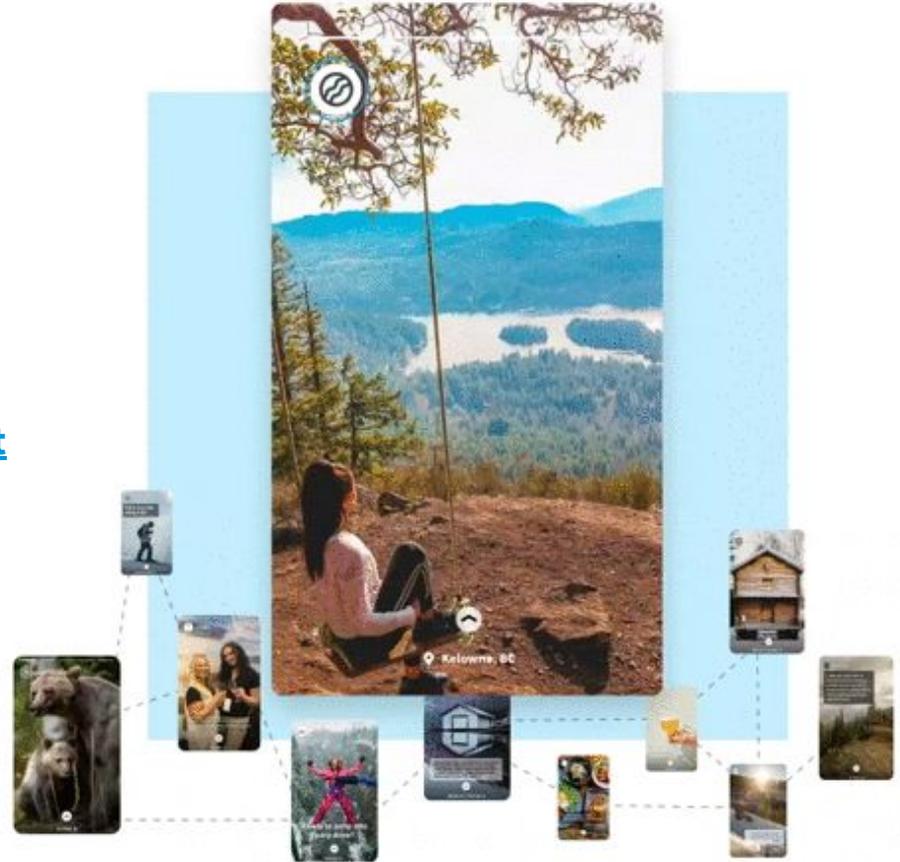
## Quarterly Community Events

We go through best practices, trends, and key findings at our quarterly community events.

# Ready to join?

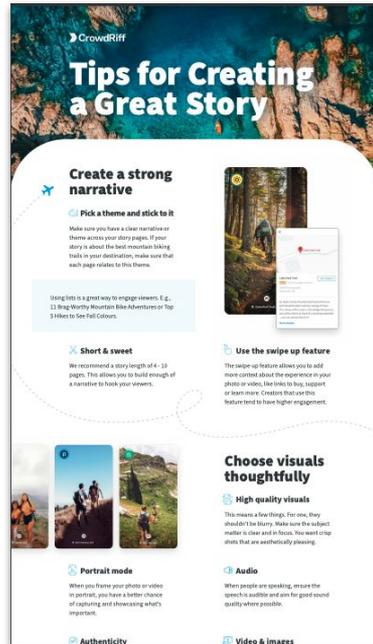
For more information visit our [VTC x CrowdRiff Localhood Page!](#)

Click here to [sign up for a VTC Localhood account](#) and select a Training Session to attend.



# Tools to get you started

## [Story Creation](#) and [SEO Tips](#)



**Tips for Creating a Great Story**

**Create a strong narrative**

- Pick a theme and stick to it**  
Make sure you have a clear narrative or theme across your story pages. If your story is about the best mountain biking trails in your destination, make sure that each page relates to this theme.
- Short & sweet**  
We recommend a story length of 4-10 pages. This allows you to build enough of a narrative to hook your visitors.
- Use the swipe up feature**  
The swipe-up feature allows you to add more context about the experience in your photo or video. Use this to buy, support or learn more. Creators that use this feature tend to have higher engagement.

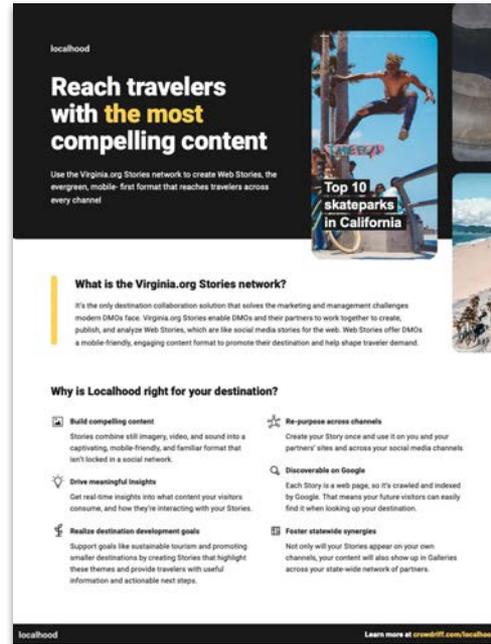
**Choose visuals thoughtfully**

- High quality visuals**  
This means everything. For one, they shouldn't be blurry. Make sure the subject matter is clear and in focus. You want crisp shots that are aesthetically pleasing.
- Portrait mode**  
When you frame your photo or video in portrait, you have a better chance of capturing and showcasing what's important.
- Audio**  
When people are speaking, ensure the speech is audible and aim for good sound quality where possible.

**Authenticity** **Video & Images**

Using this is a great way to engage viewers. E.g., 11 Best Worthy Mountain Bike Adventures or Top 5 Hikes in Santa Cruz.

## [Virginia Localhood](#) [One Pager](#)



**Reach travelers with the most compelling content**

Use the Virginia.org Stories network to create Web Stories, the evergreen, mobile-first format that reaches travelers across every channel.

**What is the Virginia.org Stories network?**

It's the only destination collaboration solution that solves the marketing and management challenges modern DMOs face. Virginia.org Stories enable DMOs and their partners to work together to create, publish, and analyze Web Stories, which are like social media stories for the web. Web Stories offer DMOs a mobile-friendly, engaging content format to promote their destination and help shape traveler demand.

**Why is Localhood right for your destination?**

- Build compelling content**  
Stories combine still imagery, video, and sound into a captivating, mobile-friendly, and familiar format that isn't locked in a social network.
- Drive meaningful insights**  
Get real-time insights into what content your visitors consume, and how they're interacting with your Stories.
- Realize destination development goals**  
Support goals like sustainable tourism and promoting smaller destinations by creating Stories that highlight these themes and provide travelers with useful information and actionable next steps.
- Re-purpose across channels**  
Create your Story once and use it on you and your partner's sites and across your social media channels.
- Discoverable on Google**  
Each Story is a web page, so it's crawled and indexed by Google. That means your future visitors can easily find it when looking up your destination.
- Factor statewide synergies**  
Not only will your Stories appear on your own channels, your content will also show up in Galleries across your state-wide network of partners.

**Top 10 skateparks in California**

Learn more at [crowdriff.com/localhood](https://crowdriff.com/localhood)

A person is silhouetted in a canoe on a calm lake at sunset. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and blue. The water reflects the vibrant colors of the sky. In the background, a dark silhouette of a forested shoreline is visible against the bright horizon.

# Questions?

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