



12FPS



**#HOWTOSANTAFE**

*City of Santa Fe Final Report*

*November 24, 2014*

“ Cities, like dreams, are built of  
desires and fears. ”

ITALO CALVINO



# SUMMARY

## STRATEGY

12FPS identified a unique opportunity to stimulate entrepreneurship and tourism in a dynamic Instagram campaign. What began as a response to “The Buzz Project,” a Request For Qualifications by City of Santa Fe Economic Development Department, has become a cultural meme trending amongst locals and travelers. The contract was executed for \$47,000, a significant investment for the City of Santa Fe Economic Development Division, but a modest budget for work with the scope and scale proposed by 12FPS.

Using the hashtag #HowToSantaFe, we promoted The City of Santa Fe as a visually-compelling destination and an entrepreneurial center. The campaign emphasized marketing the city to a global audience of young professionals and creative entrepreneurs. More than 75 million daily users on Instagram<sup>1</sup> made it an ideal channel for telling Santa Fe’s social media story, due in part to the natural beauty and picturesque quality of the historic city. #HowToSantaFe reached almost 5 million people worldwide with more than 50 million impressions<sup>2</sup>. The campaign was additionally augmented through Twitter and Facebook. More than half of surveyed Santa Feans<sup>3</sup> believe that

social media is the most effective way to reach people and that Santa Fe should be promoted through such means.

## INFLUENCERS

The campaign contracted 8 high-profile social media influencers to Santa Fe, and additionally attracted 12 other high-profile Instagram influencers who promoted the city through the #HowToSantaFe hashtag. Many of them are significantly engaged in returning to Santa Fe and have established growing professional relationships and a personal connection with the city, characteristic of long-term repeat visitors. Young repeat visitors who will return throughout their lives for unpaid pleasure trips to Santa Fe and who are established as cultural and social media influencers are amongst the most important destination marketing relationships a city can cultivate. The value of generating these relationships for an extremely low investment is expected to expand over time.

## CONTESTS

Through in-kind donations of goods and services from more than 20 local businesses, the HowToSantaFe campaign offered weekly Instagram photo contests that highlighted the city’s greatest assets. The contests functioned to ignite local participation through exposure & prizes.

## EDUCATION

Local photographers and more than 60 Santa Fe business owners were given the chance to network and build relationships, resulting in new employment opportunities.

A Mobile Media Workshop gave business owners and creative professionals the tools to grow their online presence and build an engaged audience through social media. Additional contributions from 10 local businesses supported this educational opportunity.

Conservative reporting based on social media views and interaction tells us this pilot phase returned a 500%+ ROI<sup>4</sup>. This return is expected to continue to grow for the Santa Fe brand.

## CAMPAIGN GOALS

- ✓ Create visibility & positive buzz on social media outlets around assets in Santa Fe
- ✓ Provide tools & mentorship for local businesses to engage and effectively utilize social media
- ✓ Facilitate local talent development and visibility to local businesses



# DELIVERABLES

## BUSINESS PARTNERSHIPS

### Contract Minimum:

Identify 10 local business partners

aBeansTalkSocial  
Back Road Pizza  
Casa Chimayo  
Center for Contemporary Arts  
Cherry Pie Social  
Creative Santa Fe  
CRUMBACHER  
Daniel Quat Photography  
Davis Mather Folk Art Gallery  
Drury Plaza Hotel  
Furry's Buick GMC  
Gryphon Helicopters  
Inn and Spa at Loretto  
John Rippel USA  
Only Green Design  
Paper Dosa  
Performance Santa Fe  
Positive Energy Solar  
Santa Fe Botanical Gardens  
Santa Fe Dining  
Santa Fe Photographic Workshops  
Santa Fe Spirits  
Santa Fe Tails  
SITE Santa Fe  
Ski Santa Fe  
Squeaky Clean Carwash  
Ten Thousand Waves  
TerraCotta Wine Bistro  
The Official Burning of Zozobra  
Timberwick Studios  
Trail Rides at Ghost Ranch  
Xynergy  
Yoga Source

## SOCIAL MEDIA INFLUENCERS

5 social media influencers

A total of 8 social media influencers were brought to the city, including:

**Christoffer Collin** // 787k followers  
**Kael Rebick** // 369k followers  
**Jon Taylor Sweet** // 100k followers  
**Paul Tellefsen** // 72k followers  
**Sarah Palmer** // 565k followers  
**Tyson Wheatley** // 551k followers  
**Jessica Zollman** // 250k followers  
**Sam Horine** // 383k followers

The Social Media Influencers participated in the Burning of Zozobra, the AHA Festival, and public Instameets at Ski Santa Fe and Center for Contemporary Arts (CCA). They visited a cumulative total of 22 business partner establishments.

## LOCAL INFLUENCERS

Cultivate 2 local photographers to participate in the campaign

Working through local networks and via the response to publicity created by 12FPS for the campaign, we engaged over 10 local photographers who shared the experiences with the visiting influencers. This elevated the level of local talent and encouraged their peers and networks to participate in building a strong voice for Santa Fe. Each of their followings grew significantly and their potential as influencers in their own right expanded as a result.



*Thank you, Santa Fe, it was a blast! Can't in words describe what an incredible experience it has been. From enjoying incredible landscapes, amazing food, to meeting with friendly locals and hanging out with new and old friends. Exploring on your own is always fun, but doing so with friends is far superior. I can only hope I'll be back in this beautiful city as soon as possible.*



**CHRISTOFFER COLLIN**  
@WISSLAREN, 767K FOLLOWERS

# DELIVERABLES



## People (Grand Prize)

Juror: @twheat

Winner: @roxhop

Prize Sponsors: Inn and Spa at Loretto,  
Santa Fe Photographic Workshops,  
Performance Santa Fe

## CONTESTS

A total of (8) contests were run from August 15 - November 8, 2014.

### Art + Design

Juror: @omjsk

Winner: @theabundantsimple

Prize Sponsors: Davis Mather Folk Art,  
Only Green Design Inc.

### Movement + Action

Juror: @redcircle12

Winner: @shansteinacker

Prize Sponsors: Ski Santa Fe,  
YogaSource

### Cars + Transport

Juror: @samhorine

Winner: @bradtrone

Prize Sponsors: Furry's Buick GMC,  
Squeaky Clean Car Wash

### Food + Drink

Juror: @britttnyism

Winner: @thekitchenwitch

Prize Sponsors: Santa Fe Spirits, Terra  
Cotta Wine Bistro

### Outdoors + Adventure

Juror: @erinazouz

Winner: @palominocimino

Prize Sponsors: Ski Santa Fe,  
Ten Thousand Waves

### Pets + Animals

Juror: @punkodelish

Winner: @kmhalasz

Prize Sponsors: Santa Fe Tails,  
Back Road Pizza

## INSTAMEETS

### Ski Santa Fe – Ride the Chairlifts!

August 28, 2014

Influencers and community members were invited to hike Ski Santa Fe and ride the fall chairlifts.

### CCA Santa Fe – Make Portraits

September 12, 2014

Included an exhibition of photography by local social media influencers Erin Azouz and Ja Soon Kim.

## MOBILE MEDIA WORKSHOP

October 24, 2014

Santa Fe Convention Center

66 businesses & individuals attended

*Primary skills & topics included:*

Engaging the Instagram community

Growing your following

Creating unique and striking content

Best practices around Instagram

Turning followers into customers

Building community in Santa Fe

Local business sponsors were also present and gave away prizes to workshop attendees.

## NEW JOBS

12FPS facilitated new relationships between local businesses and social media talent, resulting in approximately \$50,000 in new paid work opportunities within the city limits.

## LOCAL BUSINESS CONSULTS

12FPS team members met individually to coach businesses who offered significant campaign contributions on their social media: John Rippel, Furry's Buick GMC, Trail Rides at Ghost Ranch, Ski Santa Fe, Inn and Spa at Loretto, CRUMBACHER, Casa Chimayo, Gryphon Helicopters and CURRENTS New Media.

## LOCAL EARNED MEDIA

12FPS worked with subcontractors ANGR.AM and JLH Media to construct a publicity plan that relied on social media, website presence, editorial coverage, the MeetUp platform and local word of mouth. The PR plan garnered the front page of the Santa Fe New Mexican, with the wrap-up press release to be announced to national and international news media markets.

# METRICS

11/24/14

*Figures are to date and are actively increasing*

**52.3 MILLION IMPRESSIONS**<sup>2</sup>  
on social media channels

**4.9 MILLION PEOPLE**<sup>2</sup>  
reached through the campaign worldwide

**\$261,000+ VALUE**<sup>4</sup>  
in marketing ROI for City of Santa Fe on  
\$47,000 investment

**\$50,000+**  
in new paid, local job opportunities

**10,719+ POSTS**  
from almost 2,000 users on Instagram

**\$55,000+ IN-KIND SUPPORT**  
from local businesses

**30 STATES**<sup>2</sup>  
where people are using #HowToSantaFe

**10 LOCAL BUSINESSES**  
started their own social media campaigns

**94% OF LOCALS**<sup>3</sup>  
feel that promoting Santa Fe through social  
media is important





# QUOTES



Growing up in Santa Fe is different from visiting Santa Fe. Working with 12FPS on #HowToSantaFe showed me how incredibly rich the community of art, design, and image are in Santa Fe and how much potential they have to grow. After our Instameet, we hiked to the top of Deception Peak. Later, after seeing the photos I shared, I had a few friends actually travel to Santa Fe and hike to Baldy Mountain- to me, that shows that #HowToSantaFe was a success. After participating in the project, I'm planning my return back to Santa Fe in the next few years, not only for the chile, but for the community and the chance to cultivate it alongside my friends.

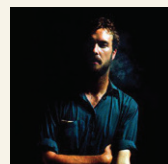


**HALLEY ROBERTS**

@halleyroberts  
6.8k followers  
Art Director for Edition Local  
San Francisco, CA



"The #HowToSantaFe project gathered together a fantastic group of people with photographic talent to explore the area, and show in photos why we love this city so. For most of the photographers, this was their first time in The City Different. I will never bore of how taken 'world class' travelers are by Santa Fe, and seeing their eyes light up. I've always known that I will live in Santa Fe again one day; I've never been more inclined to come back home after the #HowToSantaFe project."

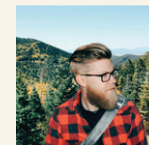


**RAMSAY DEGIVE**

@rdegive  
3.8k followers  
Photographer for NY Times &  
Wall Street Journal  
Brooklyn, NY



"The #HowToSantaFe campaign has connected me with creative people in the community that I wouldn't have met otherwise. The connections are great to have in this small creative community, so we can refer each other for jobs. It's also just nice to have people to go out and explore with every once in a while. Winning the transportation contest is giving me a free car rental to take a road trip so I can make some personal photography work. Potential creative jobs are also coming from being involved with this campaign, which may be a way to not have to work at a coffee shop while I finish up school. I can't wait for the next instameet or adventure with this community!"



**BRAD TRONE**

@bradtrone  
1.2k followers  
Photo Student at SFUAD  
Santa Fe, NM



# QUOTES



"CCA hosted a fabulously well-attended event in our gallery space thanks to the diverse exposure and audience drawn by the #howtosantafe campaign. The audience at the instameet activated the gallery by engaging with the art installations via photography and curiosity. CCA strives to bring valuable programming to the community of Santa Fe and hosting the #HowToSantaFe Instameet only helped to enhance our community involvement."

## ANGIE RIZZO

@ccasantafe  
140 followers  
Public Programming  
Center for Contemporary Arts  
Santa Fe, NM



"It was a brilliant plan by the City of Santa Fe and 12FPS to create and implement #HowToSantaFe. Santa Fe is a gorgeous city that relies heavily on tourism and the visual and viral format of Instagram is the perfect marketing fit. 12FPS made the most of this partnership, working hard to bring Instagram novices, such as ourselves and others, up-to-speed and relevant. A local Santa Fe business for over 45 years, John Rippel U.S.A. continues to look for meaningful ways to reach our existing customers and to attract new ones. 12FPS has been very generous with their time, teaching us how to Instagram and encouraging collaboration with other local businesses at the free workshop and Instameets. Promoting Santa Fe is of benefit to all local businesses. Under the tutelage of 12FPS, we created our own Instagram feed utilizing the #HowToSantaFe hashtag and others relevant to our business, to create a visual story that blends images of life in Santa Fe with those of our belt buckles and jewelry. We have plans to continue using #HowToSantaFe and to continue collaborations with other local businesses that cross-promote all of us."

## JENNIFER JOHNSON

@johnrippel  
136 followers  
Marketing Director  
John Rippel U.S.A.  
Santa Fe, NM



"I was lucky enough to attend #HowToSantaFe/12FPS's Instagram seminar on Friday, October 24, 2014. In a town where we're always worried about turnout it was great to walk into a packed room that was vibrating with energy, even before the seminars began. The biggest 'happy surprises' for me? Number One: Sitting in the aforementioned packed room, surrounded by fellow forward-thinking creatives (something that doesn't happen nearly enough in Santa Fe). Number Two: The amount of ideas the seminar generated for me; ideas that include inviting local influencer Erin Azouz to lead a two-day Instagram intensive for Santa Fe Photographic Workshops and inviting several noted Instagrammers to come to Santa Fe, take a workshop, and share their images and experiences with their followers. Big thanks to the 12FPS team and to the City of Santa Fe for the #HowToSantaFe campaign and the educational programming. Please keep 'em coming!"

## CARRIE MCCARTHY

@sfpw  
328 followers  
Marketing Creative Director  
Santa Fe Photographic Workshops  
Santa Fe, NM





# CONCLUSIONS

## SUCCESSSES

- ✓ Boost tourism & economic development in Santa Fe
- ✓ Reach 5 million people worldwide
- ✓ Ignite local creativity, collaboration and networking opportunities
- ✓ Create new jobs in Santa Fe
- ✓ Expose Santa Fe's assets to creative entrepreneurs worldwide

## LESSONS LEARNED

Workshop & consultations should take place earlier in the campaign

Identify & pair-up key businesses with Influencers for optimal engagement and exposure

Greater communication efforts will be made to help participating businesses understand what to expect from Influencers

## NEXT STEPS

Seek support through county & city's private and government sectors to continue maximizing momentum of the HowToSantaFe brand

Grow @HowToSantaFe Instagram account to leverage local promotion

Next iteration of website to act as archive of rich visual content from the campaign, with live #HowToSantaFe hashtag feed





# CITATIONS

## REFERENCES

1: *Instagram Says Half of All Instagrammers, 75M+, Use the App Daily*

By Anthony Ha, Tech Crunch

<http://techcrunch.com/2013/12/12/instagram-daily-usage/>

2: Generated from Keyhole Statistics.

<http://www.howtosantafe.com/stats/>

3: Results compiled on November 19, 2014 by MIX of 274 people surveyed. Age range of survey participants:

20-29: 57	50-59: 45
30-39: 74	60-69: 31
40-49: 59	Other: 5

4: *How Much Is a Tweet Really Worth?*

By Alex Knapp, Forbes

<http://www.forbes.com/sites/alexknapp/2013/06/14/how-much-is-a-tweet-really-worth/>

5: New paid work opportunities are calculated over the course of one year and include:

One full-time employee for 12FPS

Part-time contractor for 12FPS

Part-time contractor for Anagr.am

Santa Fe Photographic Workshops

Thoma Foundation

TR Concepts

Global Yodel

KSFR

## DEFINITIONS

**Impressions**, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page.

<http://www.brickmarketing.com/define-impression.htm>

**Reach** is defined as the estimated number of individuals in the audience of a broadcast that is reached at least once.

<http://marketingabout.com/od/marketingglossary/g/reach-def.htm>