

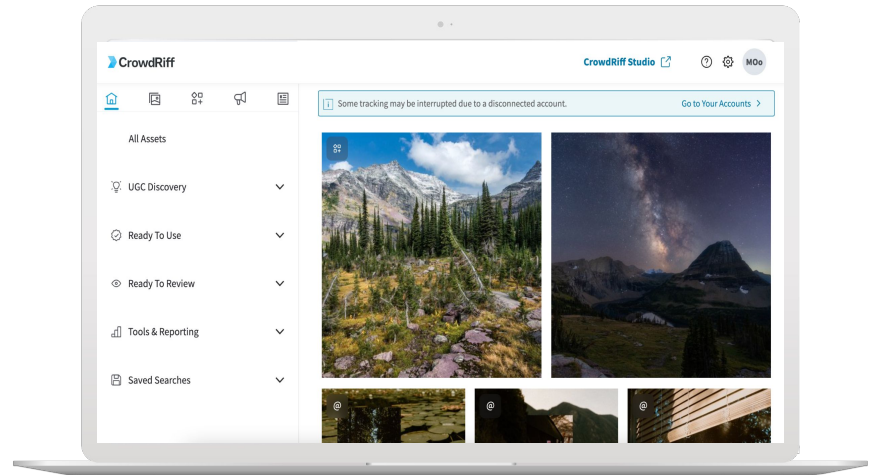
UGC Cooperative Marketing Program

September 2024



Web Core Platform Features

- **Social Trackers**
- **Search**
- **Hashtag Rights**
- **Galleries**
- **Photo Walls**
- **Gallery Insights**



Social Trackers

Social trackers tell CrowdRiff what kind of user-generated content you're looking for.

With a solid set of social trackers in place, your library becomes a never-ending source of high-quality content for your marketing and social teams.

MONTANA

We love your content!

We, Montana Office of Tourism, think your content will encourage people to visit our destination, and we want to share it with our audience.

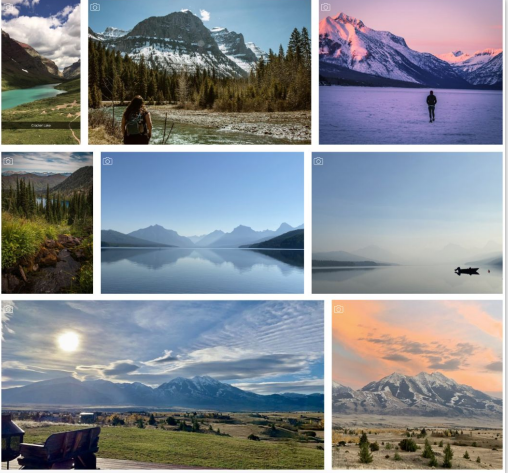
When we use your content, you can:

- 🕒 Spend less time thinking about promotion (we'll do it for you!)
- 📢 Reach a larger audience and increase engagement
- 📣 Promote your business to new visitors

[Get Started](#)

+ [What will linking do?](#)

+ [What is CrowdRiff?](#)



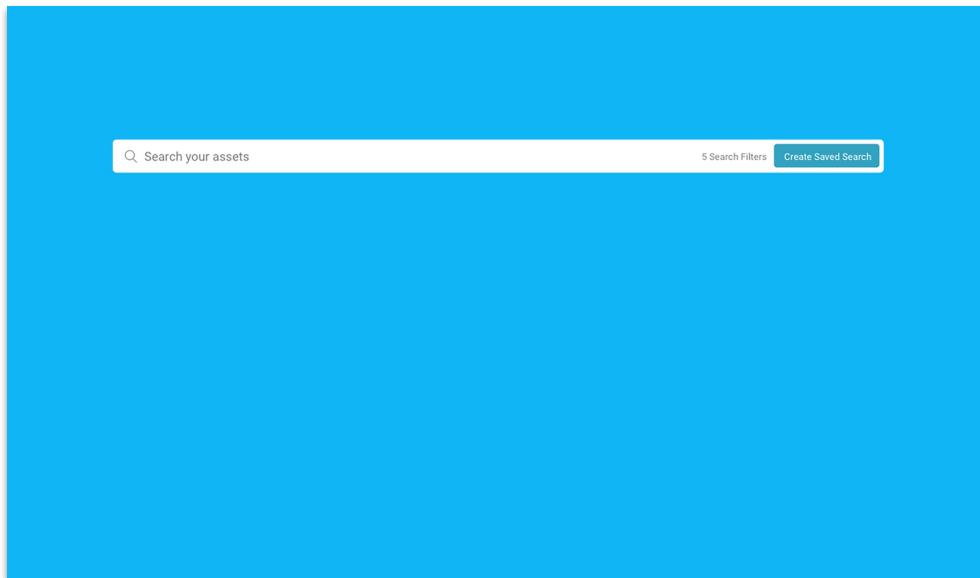
Search

CrowdRiff's search feature is a powerful tool. If you learn to use it well, you'll always find what you're looking for.

The secret to mastering this feature is using the right keywords and search syntax.

Quick tips:

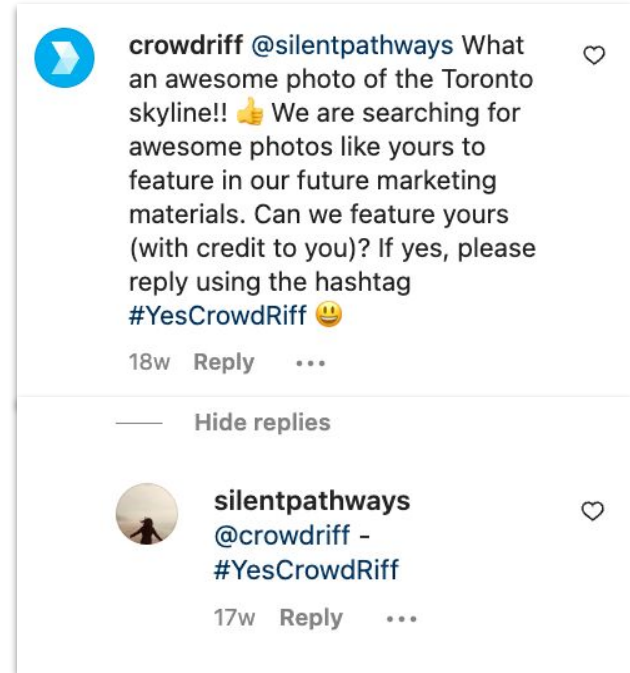
- Use AND to narrow your search
- Use OR to broaden your search
- Use the minus symbol (-) to exclude keywords



Hashtag Rights

CrowdRiff's Hashtag Rights app allows you to request rights to user generated-content — quickly and easily.

It works like this: You send out a pre-written comment with an approval hashtag and if the user responds with that hashtag, you have permission to use their photo in your marketing.



Galleries

Galleries allow you to show — rather than Tell — what's special about your destination.

Use them throughout your website so that travelers can see the top restaurants, attractions and things to do in your area.



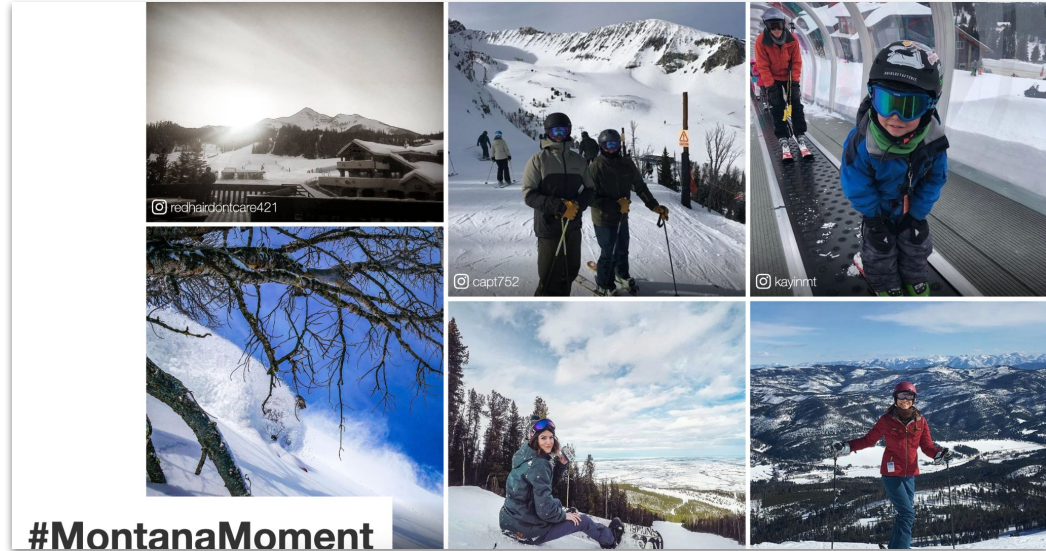
Photo Walls

Photo walls are essentially galleries that have been specially designed for large-screen displays.

There are two layout options: slideshow and shuffle. Both offer a rich visual experience but have different specialities.

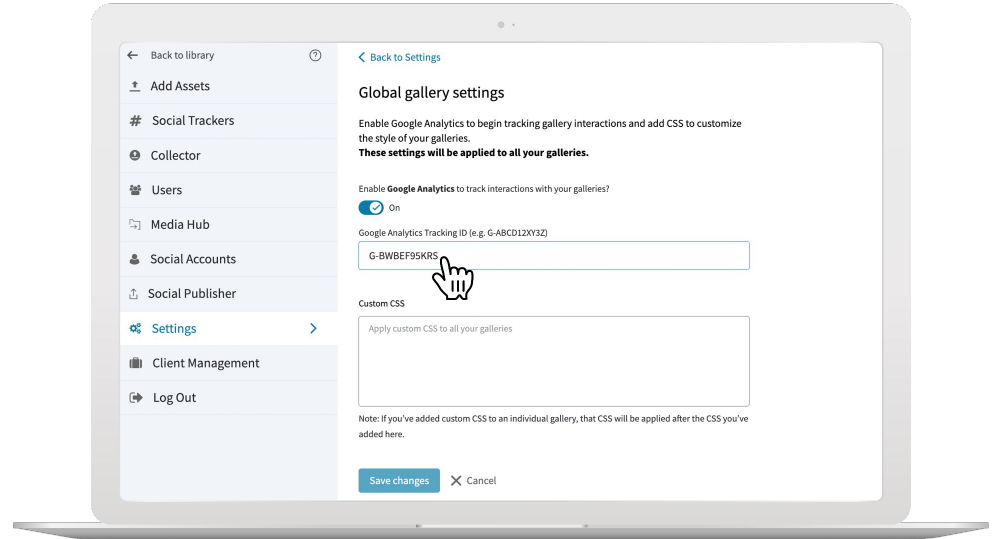
Quick tips:

- Use the shuffle layout to fill your display with a tiled wall of photos, which will get updated every few seconds
- Use the slideshow layout to feature a single image or video with the caption, location and other detail



Gallery Insights

CrowdRiff provides basic Gallery Insights within the platform to help you measure performance of the content added to your website.



Pricing

UGC Web Core License Value: \$12,000

- Social Trackers
- Search
- Hashtag Rights
- Galleries
- Photo Walls
- Gallery Insights

Negotiated rate for partners: \$10,000

State Investment	\$8,500
Partner Investment	\$1,500
TOTAL Investment	\$10,000

Next Steps

- **Sept. 25: Deadline to express commitment to program**
 - Email lizzy@windfallstudio.com
- **Oct. 1: Onboarding kickoff with CrowdRiff**
 - All Partner Licenses are 12 months and will begin on Oct. 1, 2024, and end Sept. 30, 2025

Thank you

