



WHISKEY
TANGO
GLOBETROT



NORTHSTAR™
CALIFORNIA

A CASE STUDY

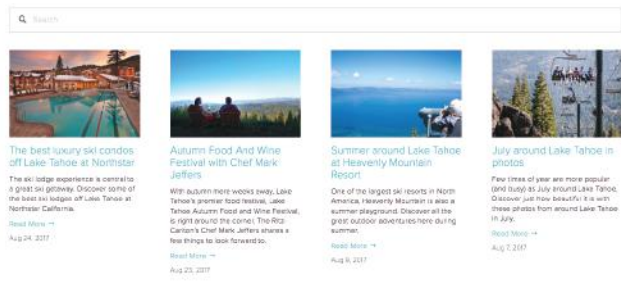
THE GOAL

Grow Northstar's social media reach, increase views to northstarcalifornia.com, and drive transactions up from the San Francisco Bay Area.





**VENTURE.
RETREAT.
DISCOVER
INDULGE.**



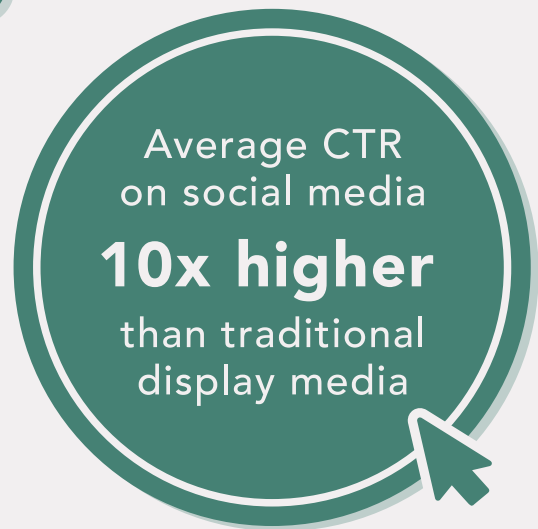
THE SOLUTION

Develop and design a first-of-its-kind, non-branded ski resort microsite/blog and ambassador program, featuring articles, photos and videos by influential content creators, and positioned as the digital destination for all things Lake Tahoe; inspiring and equipping visitors and locals with the 4-1-1 on where and how to venture, retreat, discover, and indulge. Ambassadors included award-winning content creators, family travel journalists, a former pro snowboarder, L.A. food and drink writer, Olympic gold medalist skier, chefs and local snow reporters. Articles were then syndicated and distributed through social media, targeted advertising, content partnerships, and newsletters.

THE RESULTS



65k
monthly page views
during the winter
ski season



Average CTR
on social media
10x higher
than traditional
display media

60%
year-over-year
Facebook Revenue
growth



FIRST PAGE
Google
RANKINGS

Content featured in
publications + websites like



AFAR

**ON THE
SNOW**.com



200k
revenue from direct,
retargeting + social media native
advertising of blog content