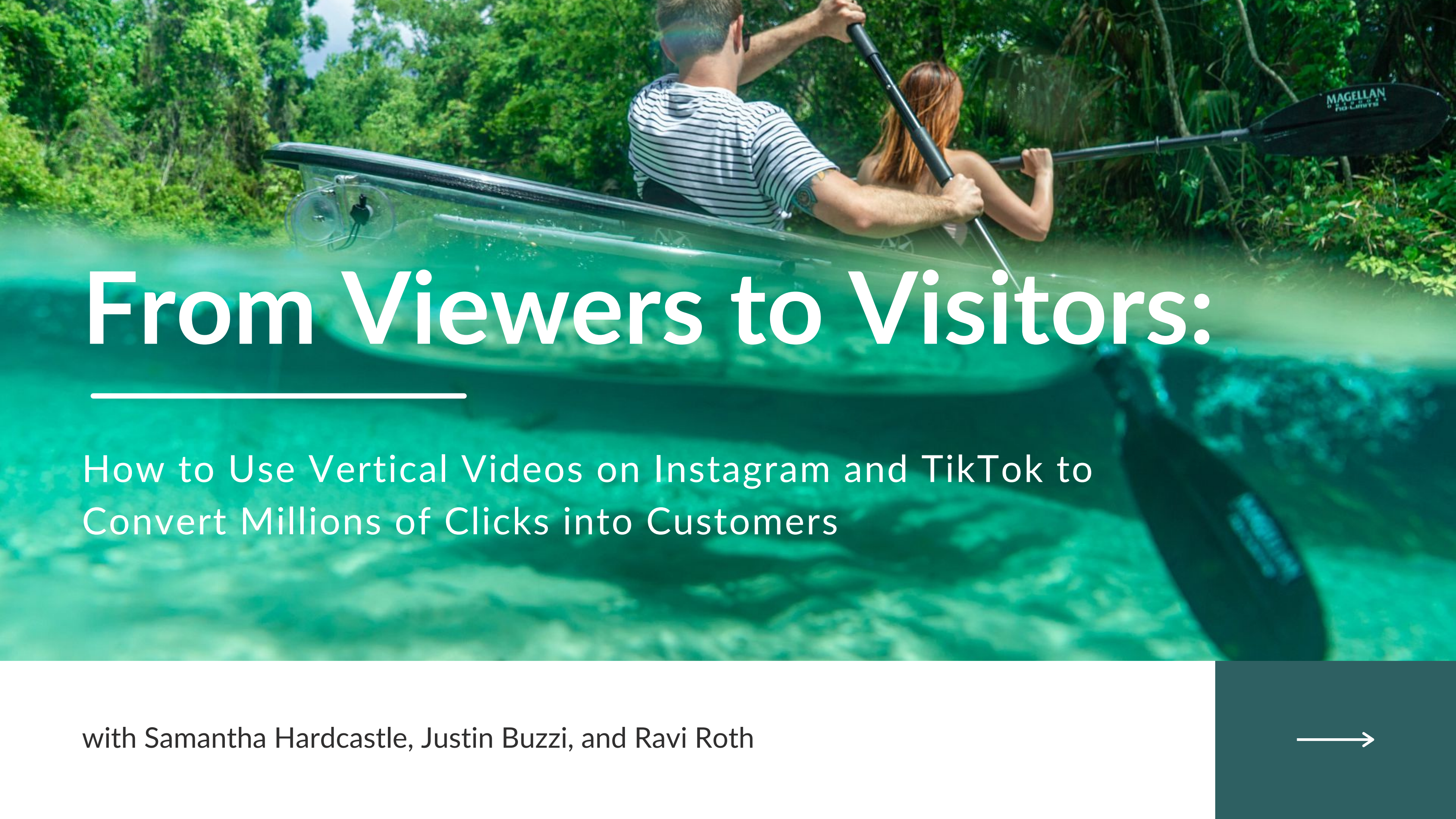


A man and a woman are kayaking down a river. The man is in the foreground, wearing a striped shirt, and the woman is behind him. They are both using black paddles. The river is surrounded by dense green foliage. The text 'From Viewers to Visitors:' is overlaid on the image in a large, white, sans-serif font.

From Viewers to Visitors:

How to Use Vertical Videos on Instagram and TikTok to
Convert Millions of Clicks into Customers

with Samantha Hardcastle, Justin Buzzi, and Ravi Roth



THE POWER OF VIDEO



01 IT'S MORE MEMORABLE

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

02 IT LEADS TO ACTION

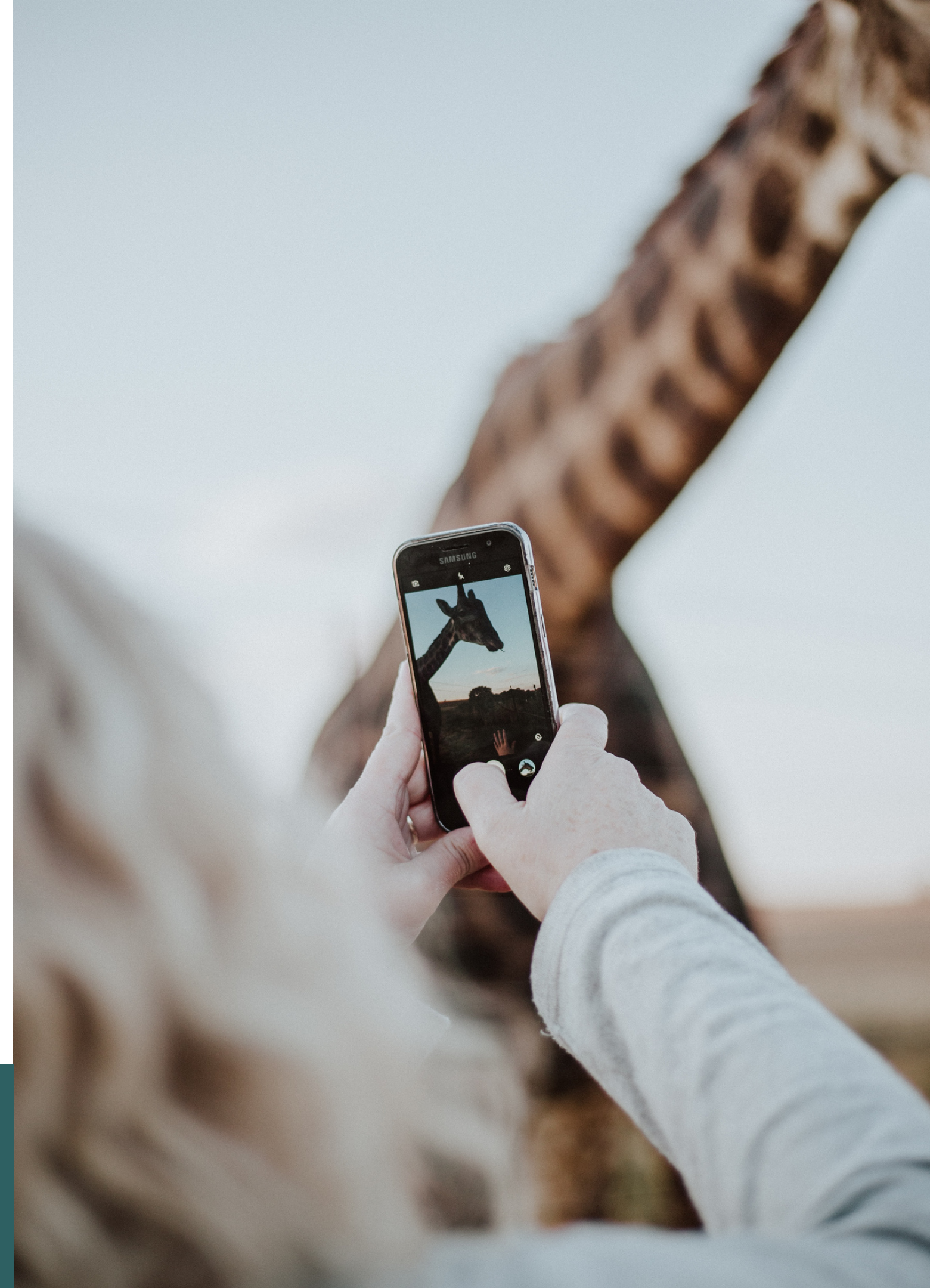
43% of TikTok users go somewhere or try something new after watching it on the platform.

03 IT'S HIGHLY CONVERTING

Companies using video in their content marketing mix show a 66% higher average website conversion rate.

Today we're exploring...

- How to easily create a vertical video
- Video's role in discovery & the path to purchase
- How to hook travelers & keep them engaged
- Jumping on (brand aligned) TikTok trends
- Strategies for increasing clicks and conversions
- Opportunities for repurposing & collaboration



Video is an opportunity to bring the magic of your experience to life.

It's time to channel your inner storyteller



Justin Buzzi

Get Up & Go Kayaking



19 FRANCHISED LOCATIONS

Founded in 2016 with 2 owned & operated locations, Get Up And Go Kayaking now has 19 operational locations.

300,000,000 SOCIAL MEDIA VIEWS

In 2022 our combined Reels views is over 100,000,000 amongst our brand Instagrams.

IN THE PRESS

We've been featured on The Bachelor, Discovery Channel, MTV, and ranked #1 activity in the world on TripAdvisor in 2021 for Nature & Outdoor.

Ravi Roth

Ravi Round the World



LGBTQ TRAVEL INFLUENCER

35 countries and counting, Ravi partners with destinations and brands to promote tourism through storytelling on social media.

IN THE PRESS

Nominated for LGBTQIA+ Influencer of the year by American Influencer Awards, Gay Cities Influencer of the year, featured in People, Huff Post, Cheddar, Uproxx, Tripadvisor.

#JUSTTHETIP

Ravi gives travel tips and tricks to maximize each person's potential while lifting up marginalized voices through Instagram, TikTok, and YouTube.

Samantha Hardcastle

The Storied Experience & Amore Social



STORYTELLER & STRATEGIST

Helping brands get their story out and maximize their content's impact since 2010

EXPERIENCE CONSULTANT

Supporting hosts & operators infuse their experience with more culture, purpose, personality, and wellbeing

SLOW TRAVEL ADVOCATE

On a mission to transform the way travelers & operators view travel and minimize the impacts of overtourism

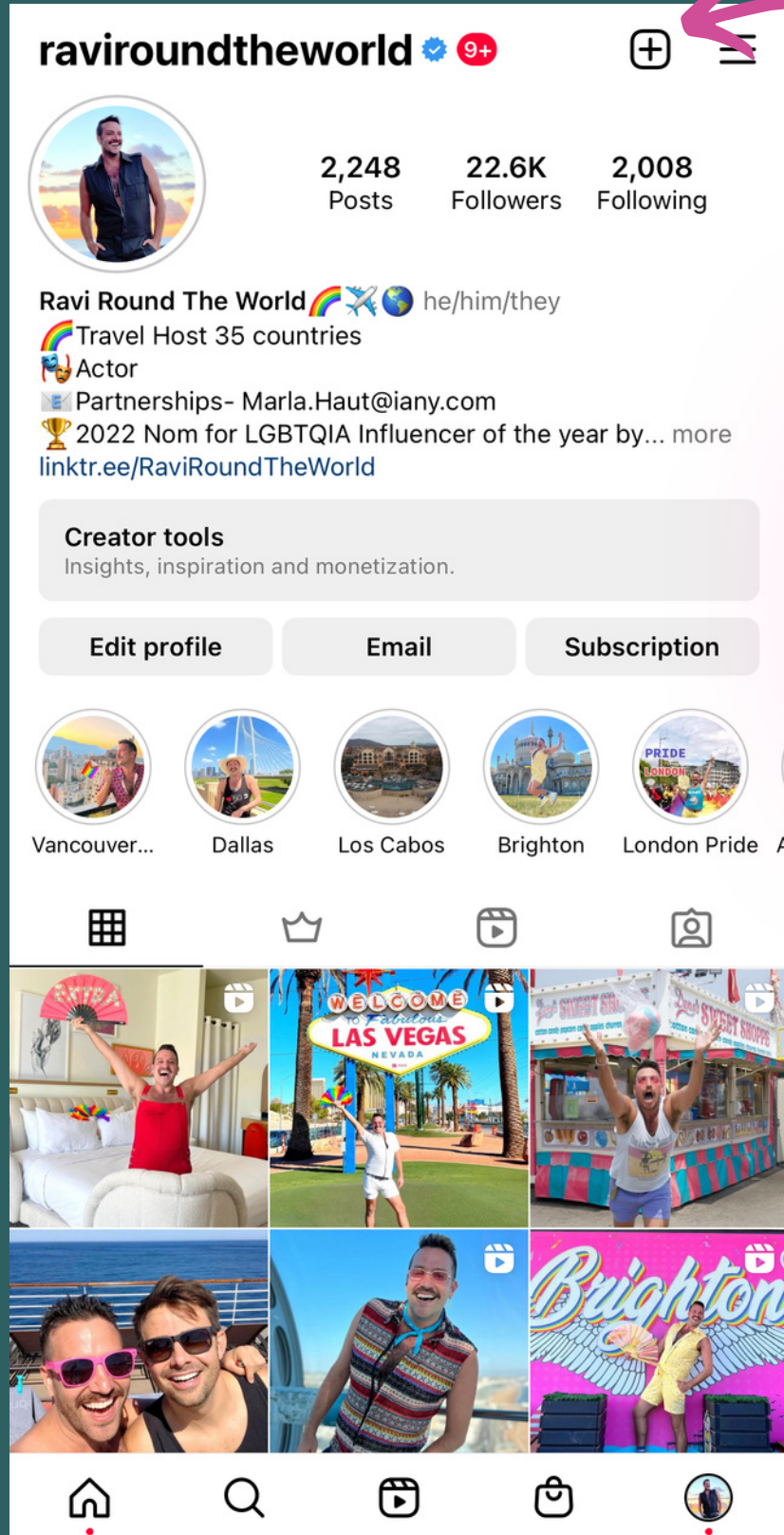


Creating a vertical video

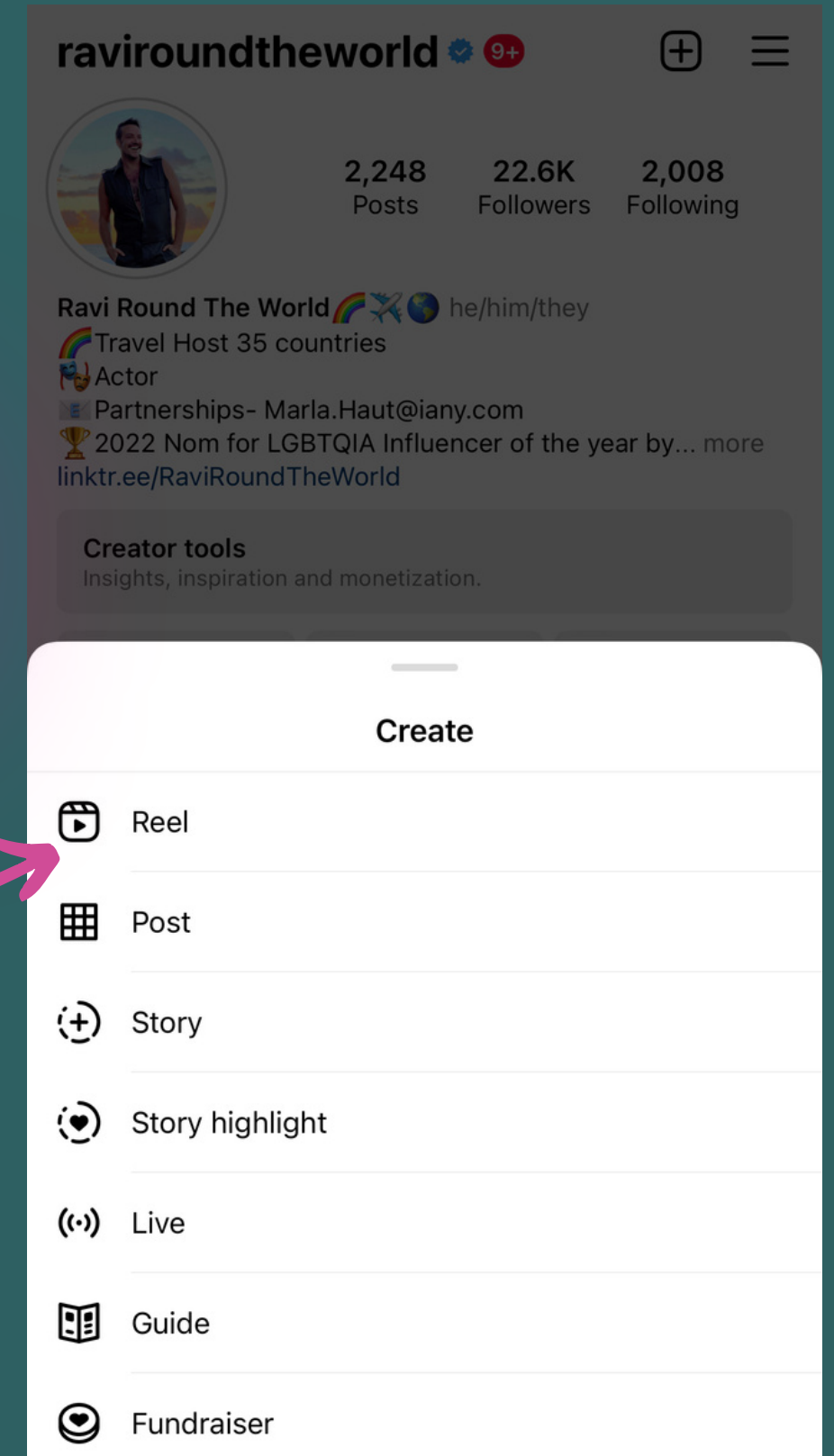
step by step instructions

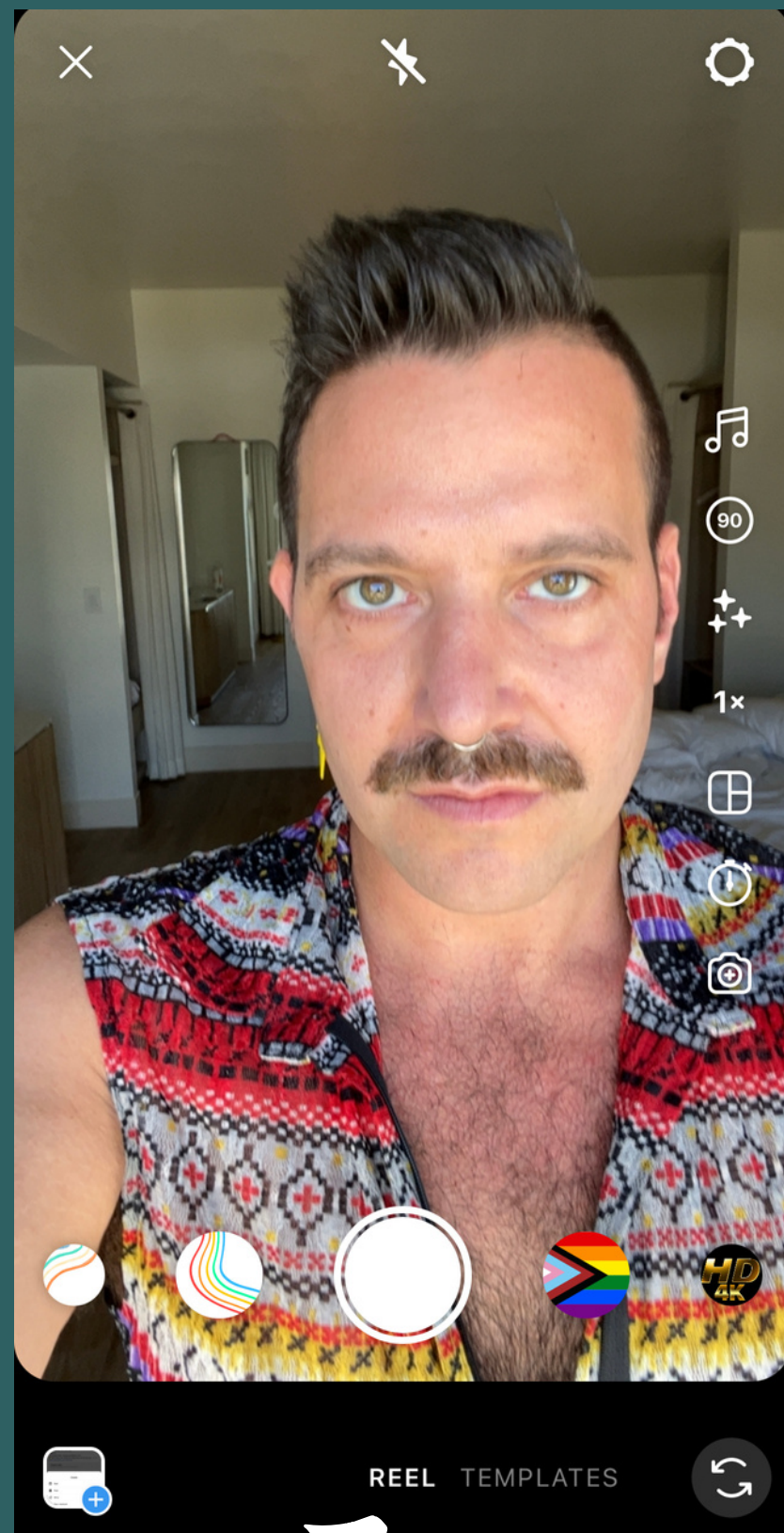


Open Instagram and tap on the Plus in the top right corner then press Reel



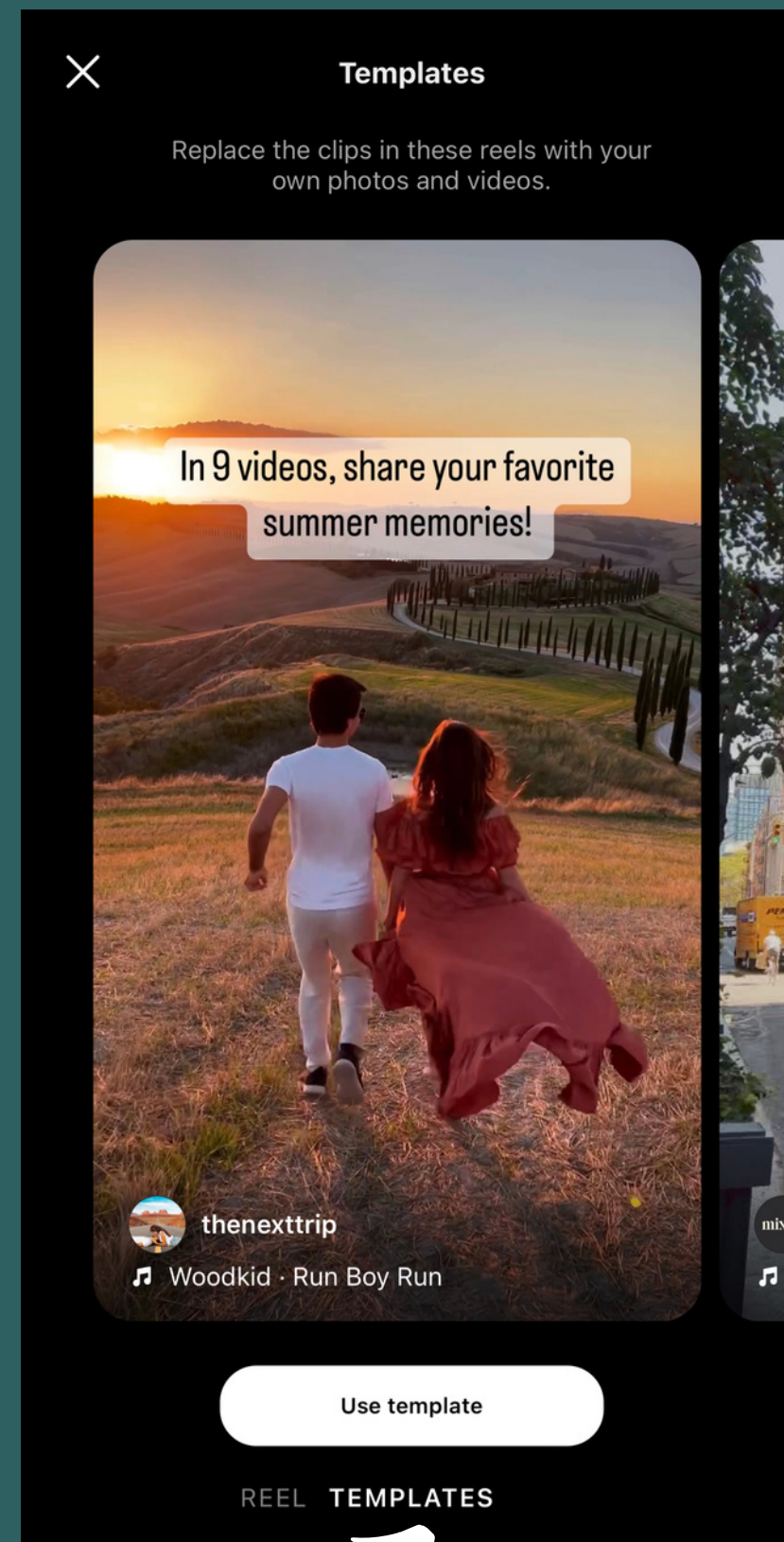
GET READY TO
GO VIRAL





You can create a reel yourself
OR you can use a template.

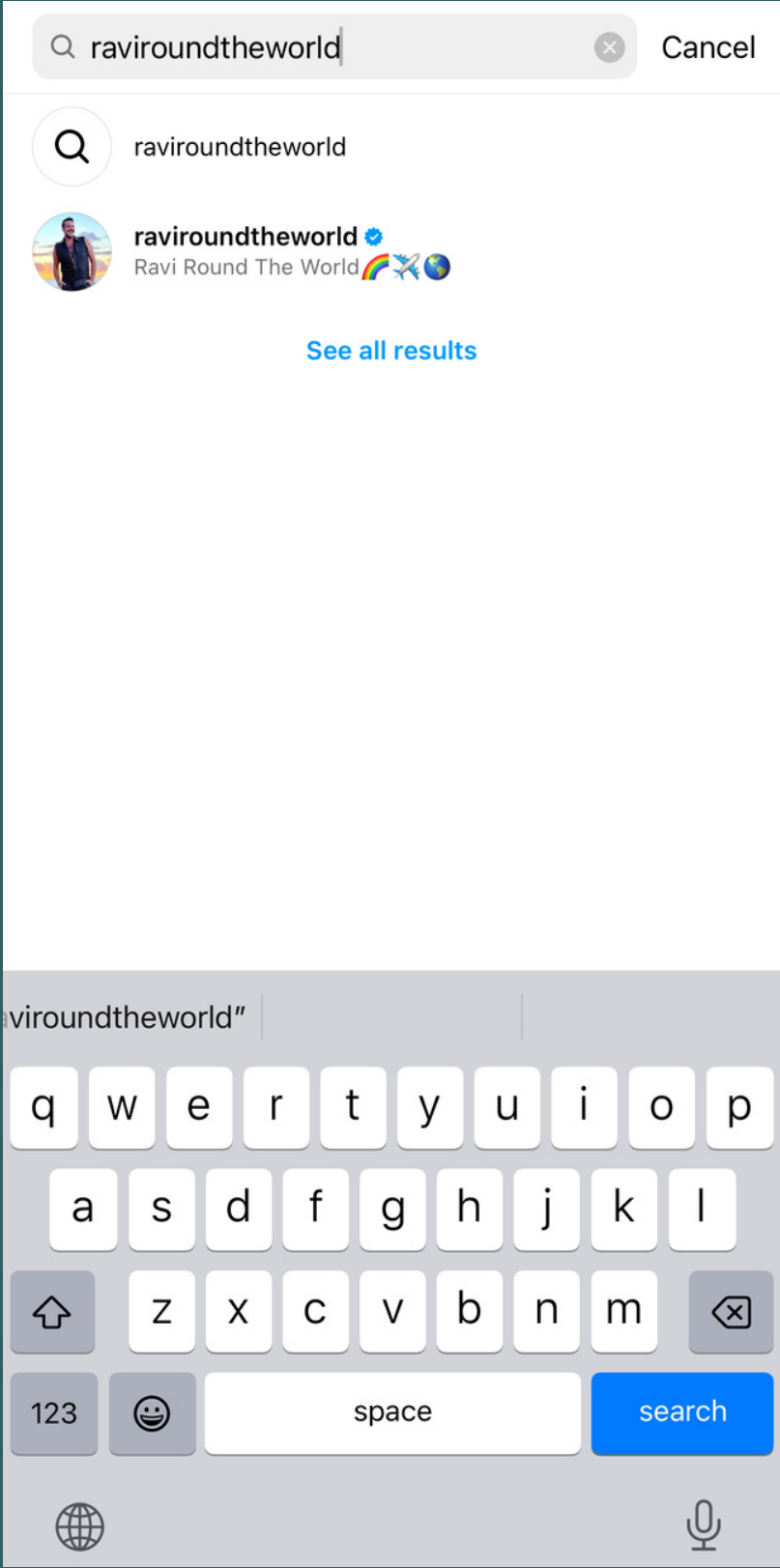
Today we will use a template.



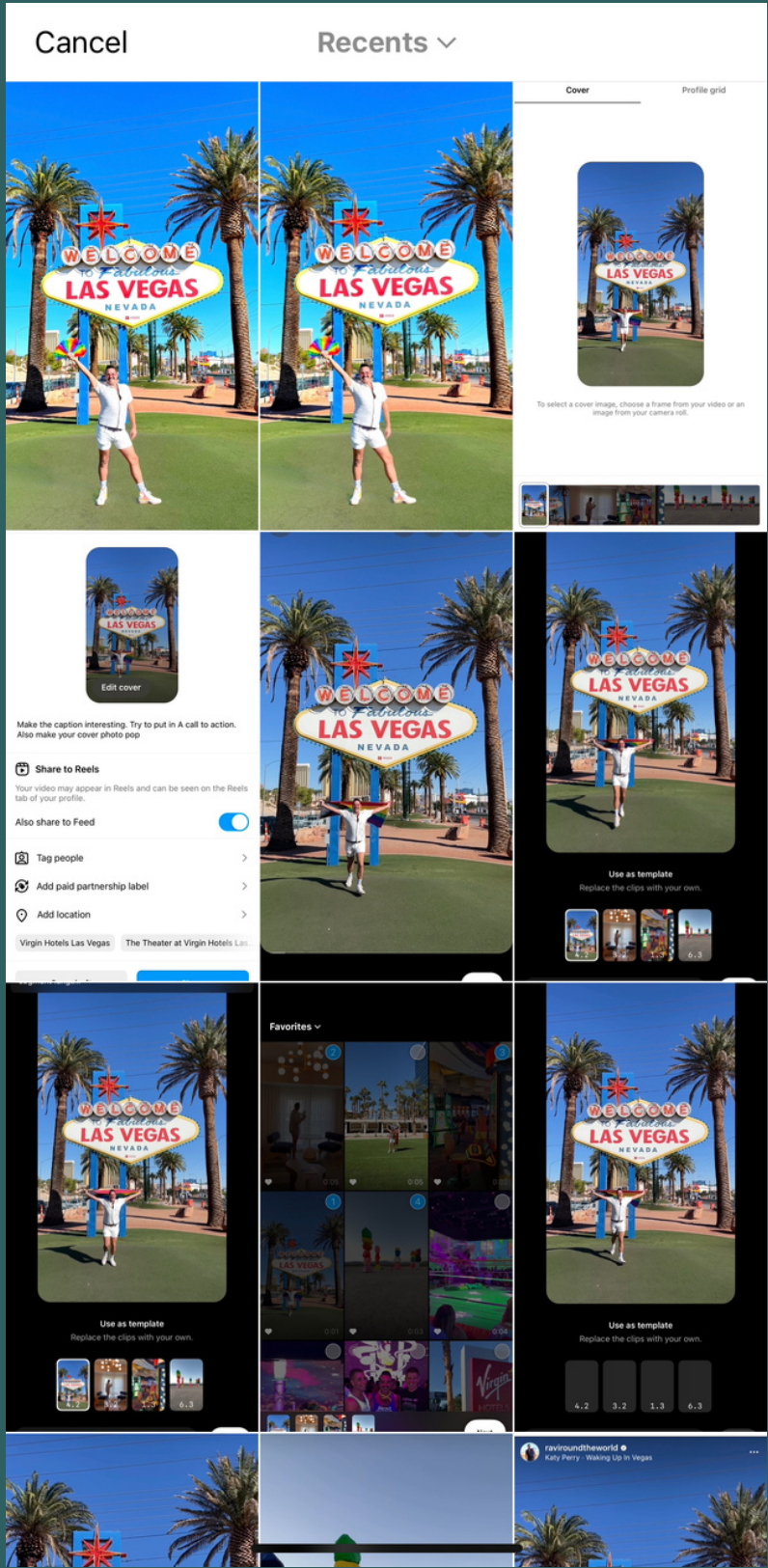
Search @Ravioundtheworld

Tap on this reel and click use template

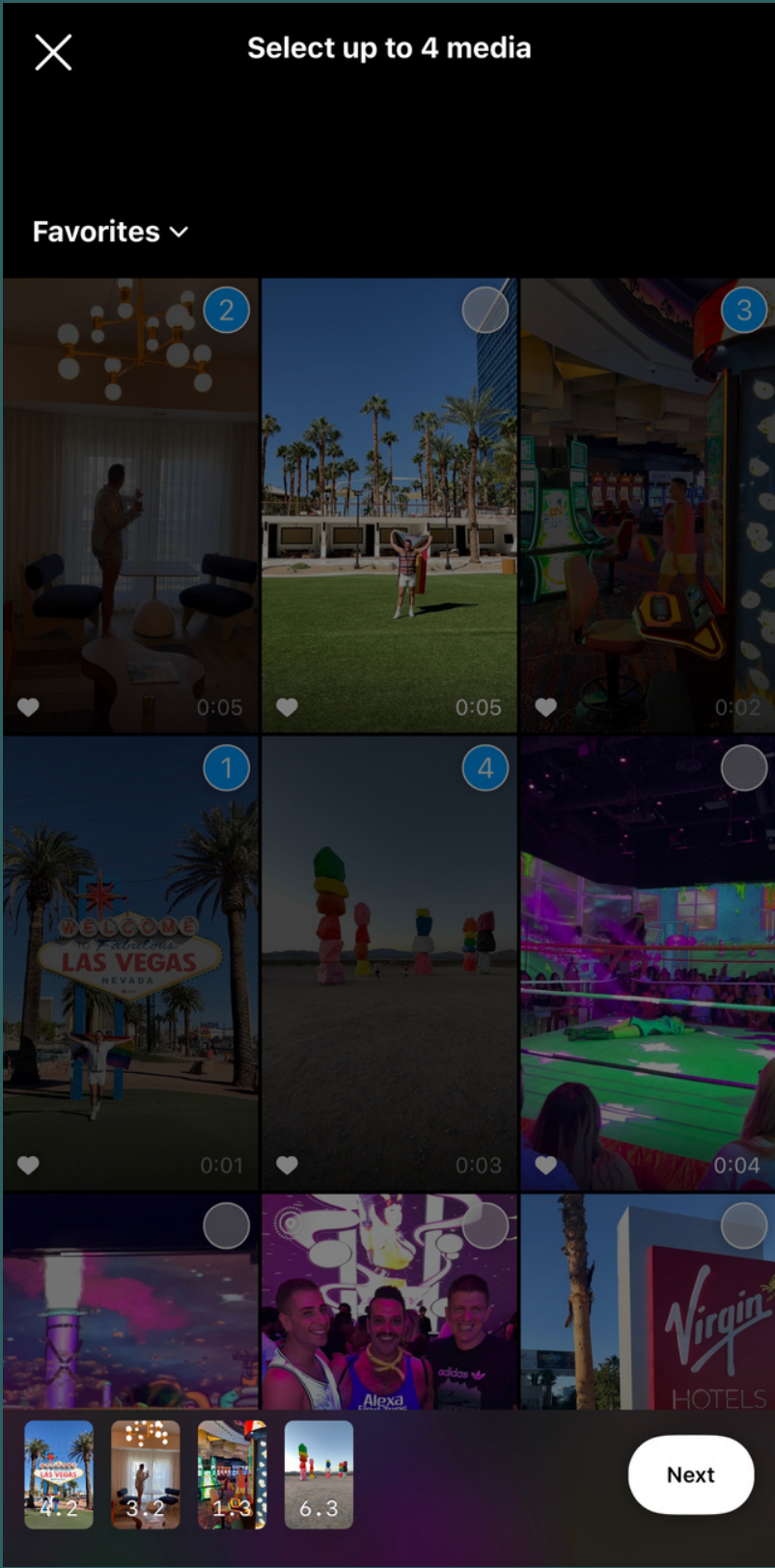
You now have 4 clips to create a reel with this audio



Find your videos to use



Select your 4 clips then hit next



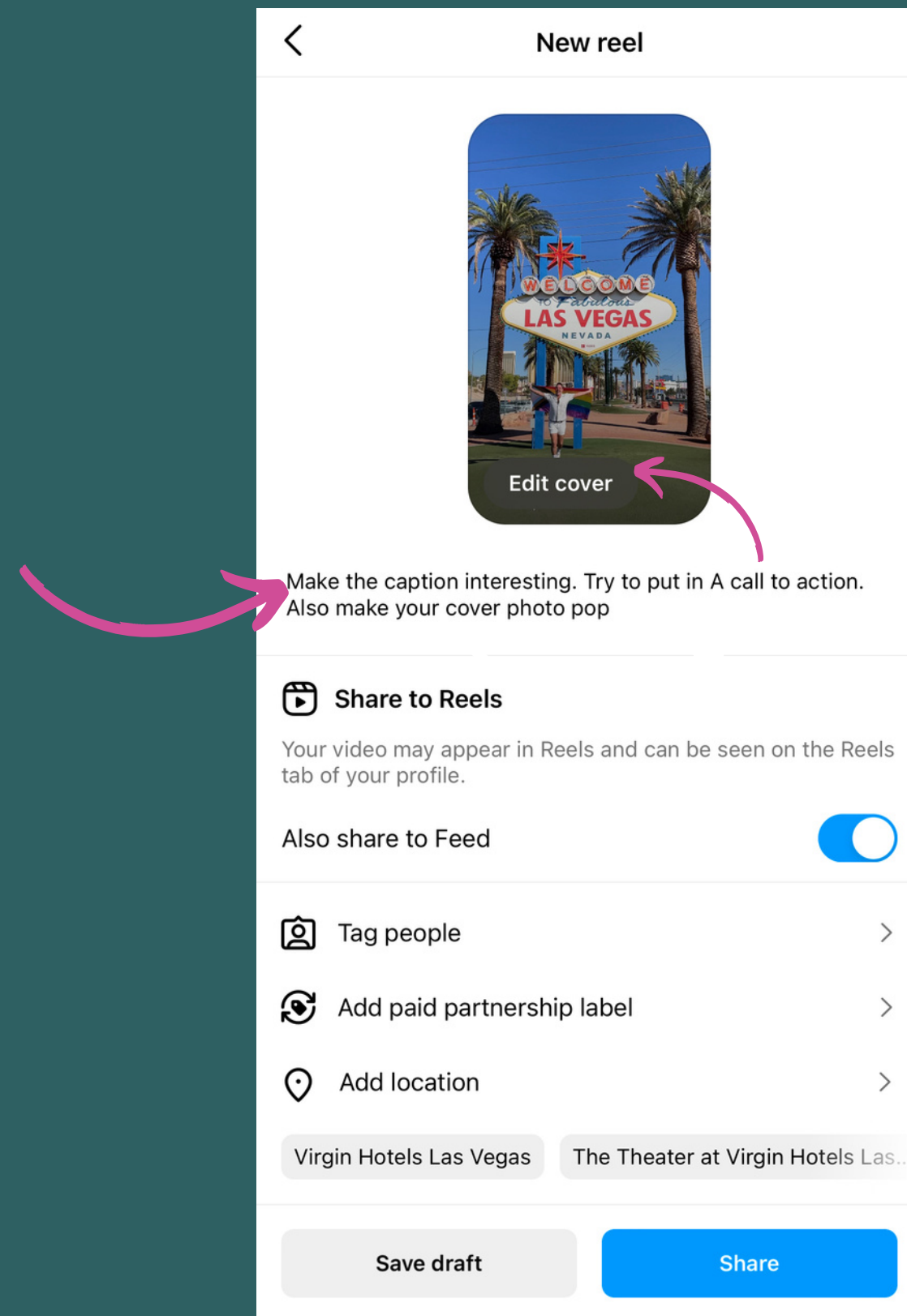
They will display on the bottom



This is what the next screen looks like



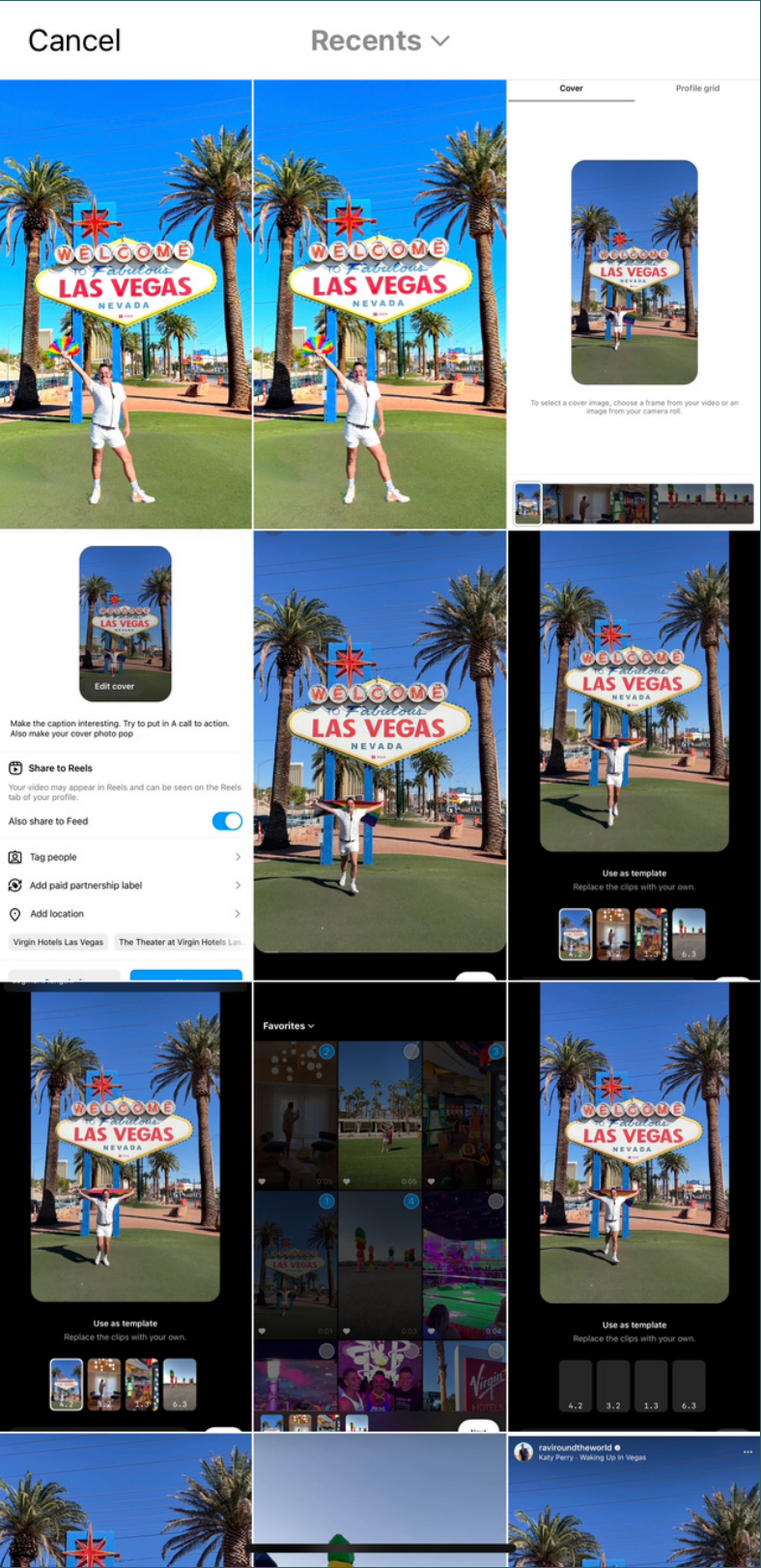
Put in caption then press edit cover



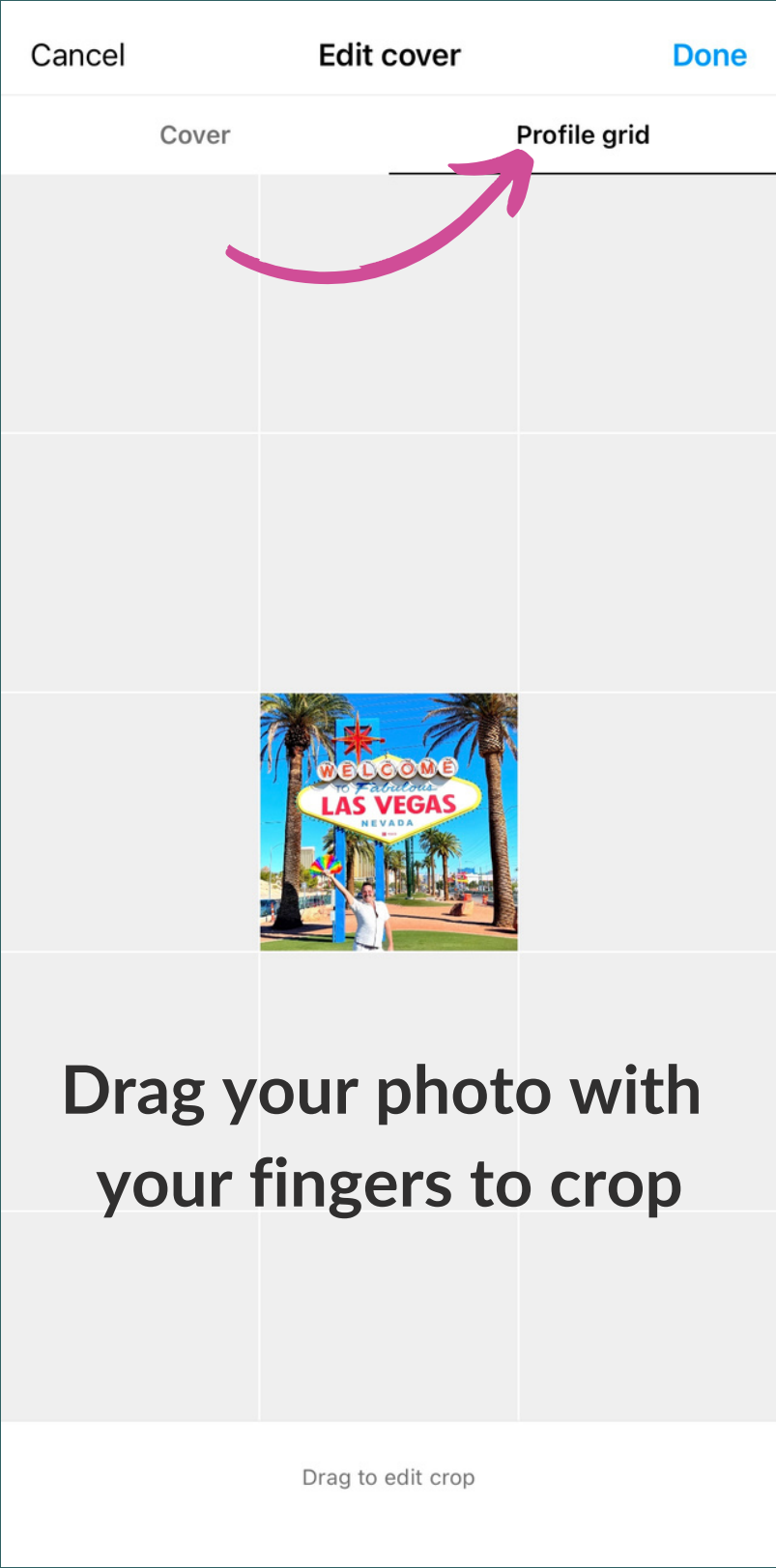
Tap on add from camera roll



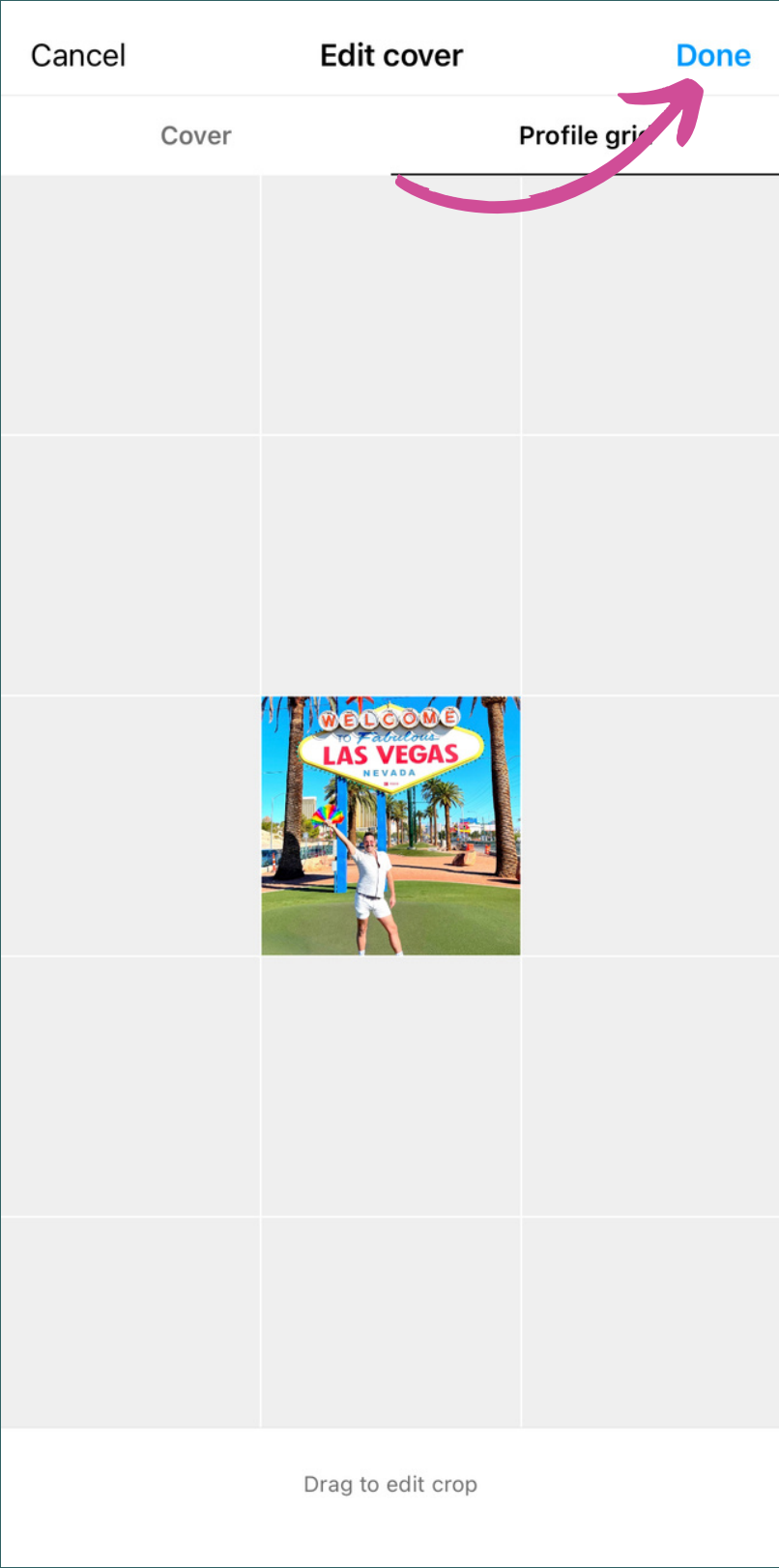
Go through photos and find the perfect fit



Then it will appear but please press profile grid so you can drag it to the best crop



Once you are happy press done

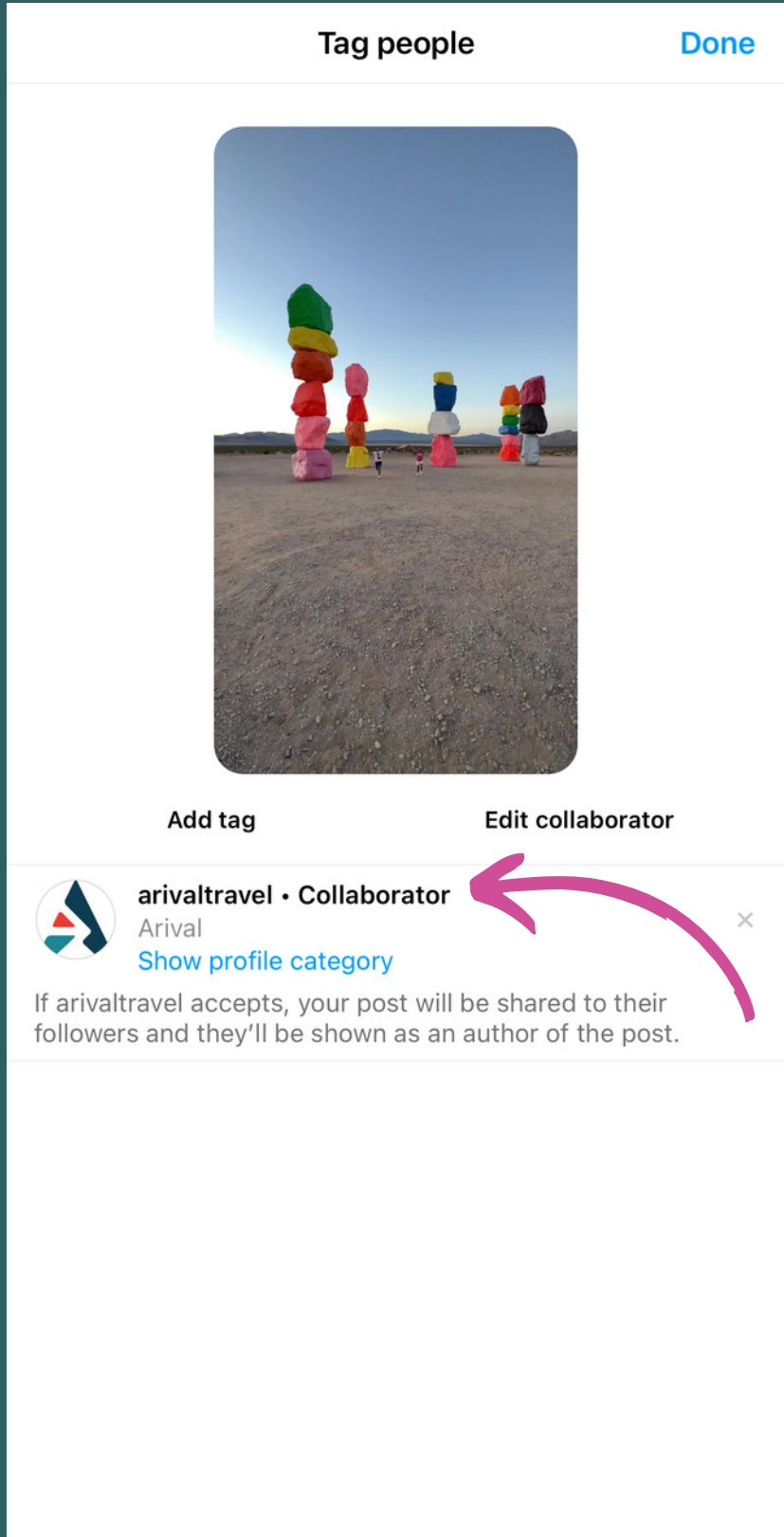
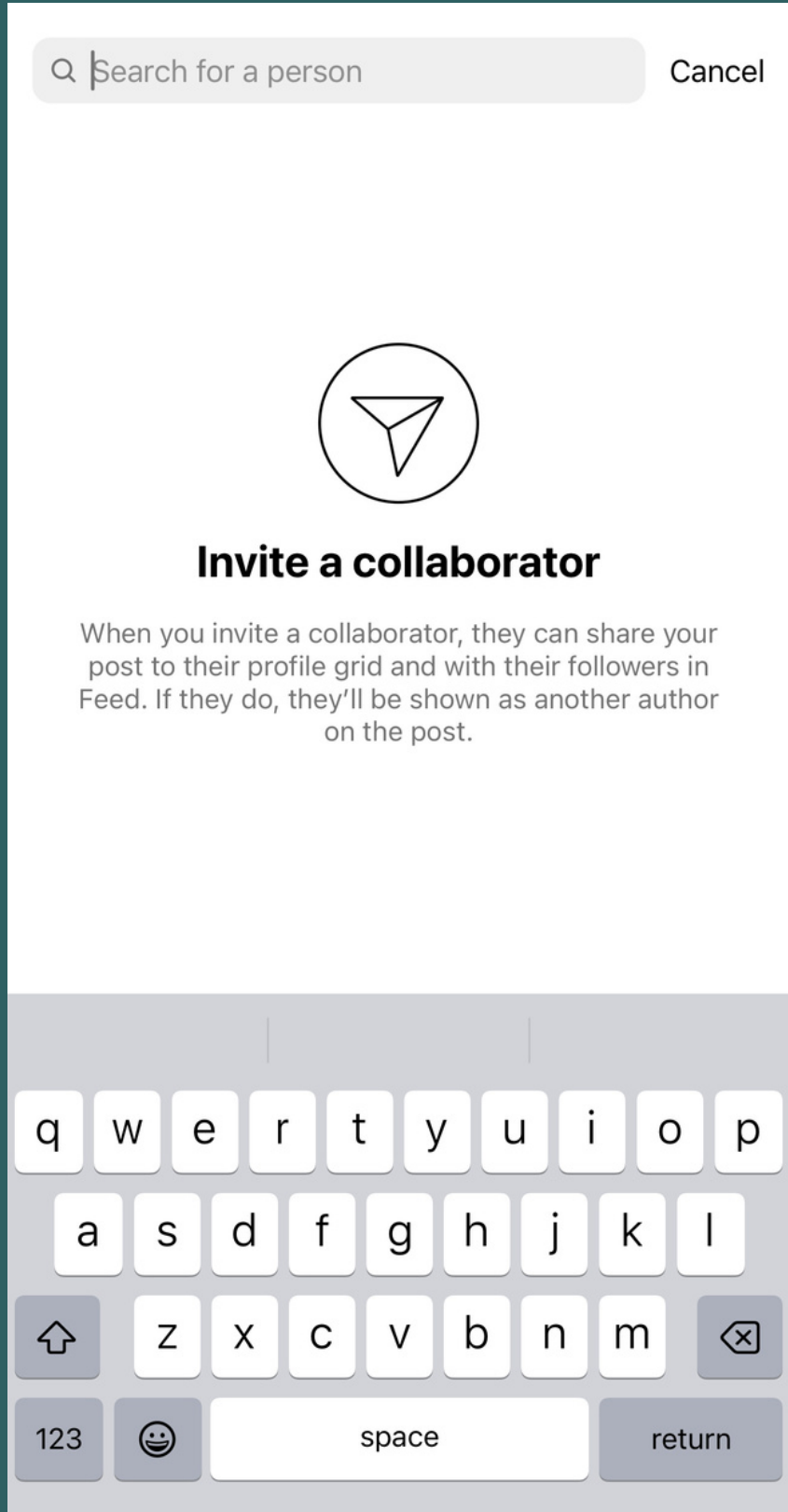
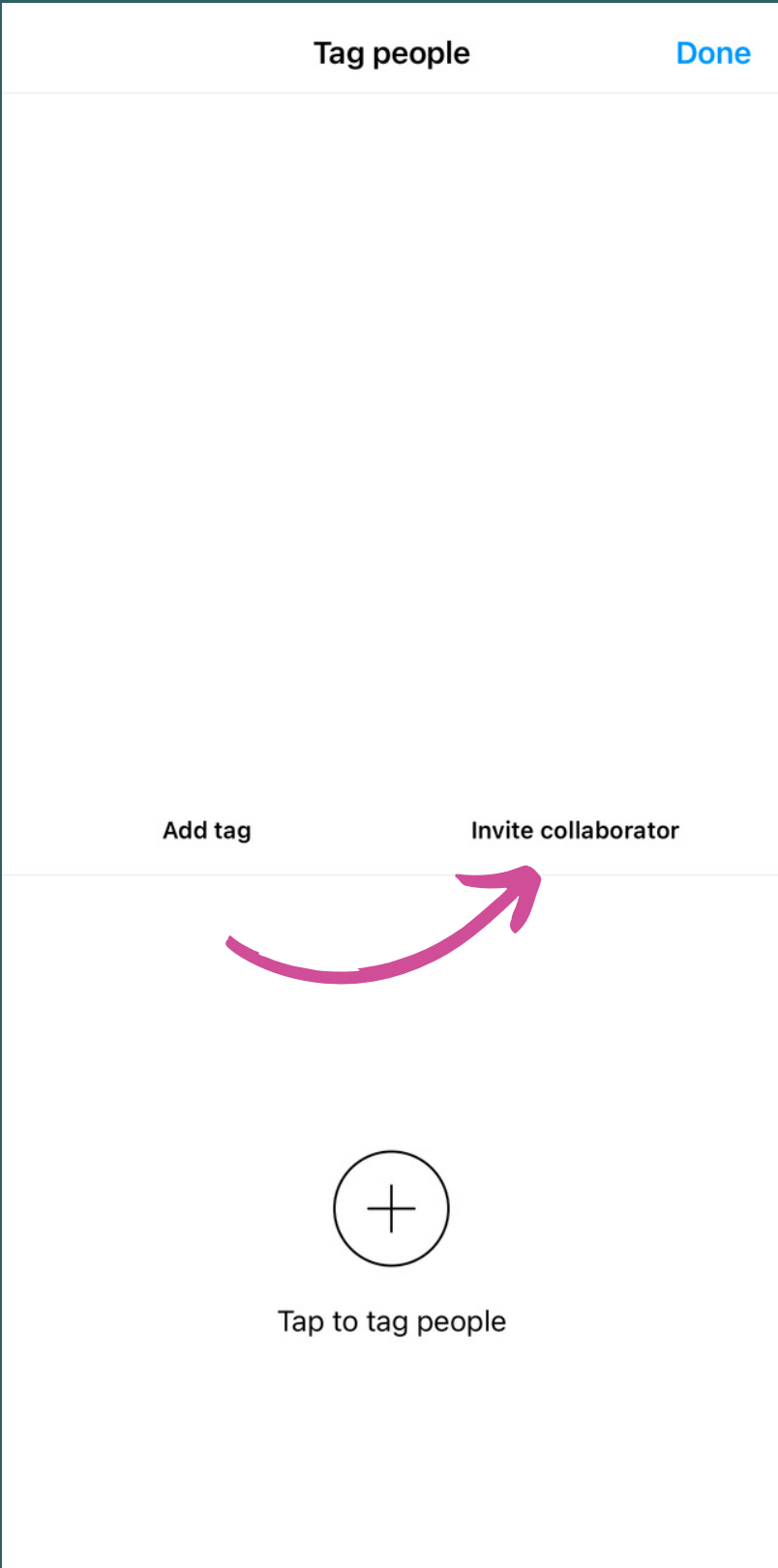
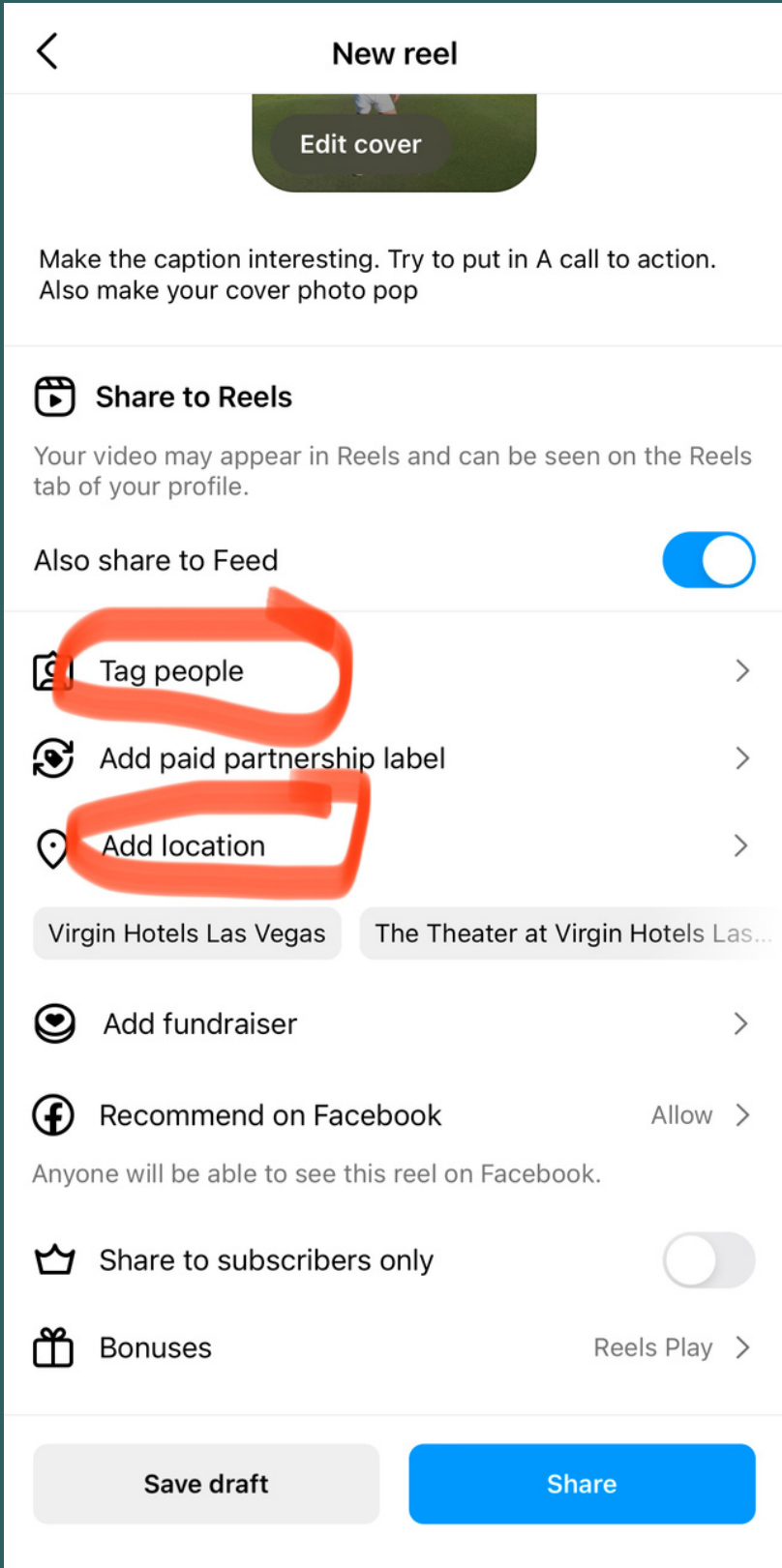


Tag folks and add location

Press invite collaborator

Search for @arivaltravel

It will show up like this



This is a screen record of the video. Now we challenge you to make a reel over the next day. Make sure you tag @Arivaltravel as collaborator, use relevant hashtags, and have fun!

