



#### CASE STUDY:

## ORLANDO NORTH/ SEMINOLE COUNTY

### ORLANDO NORTH INFLUENCER CAMPAIGN

To increase awareness and drive visitation to Seminole County, our team partnered with the Do Orlando North team to launch a targeted influencer campaign designed to reposition the destination within Florida's crowded tourism market. The campaign focused on reaching Active Adventurers through content that felt personal, relevant, and trustworthy.

The strategy was guided by trends showing that younger travelers—particularly Millennials and Gen Z—respond more strongly to micro and nano-influencers than to traditional celebrity endorsements. These creators often maintain smaller but more engaged audiences and are seen as more authentic and relatable. To tap into that, the team collaborated with a diverse mix of local influencers who had strong ties to travel, food, and lifestyle content and could speak credibly about the region.

Each influencer was provided with a clear creative brief but encouraged to share content in their own voice and style. This balance of structure and creative freedom helped ensure the campaign delivered consistent messaging while keeping the content natural to each platform. A curated weekend itinerary and vacation giveaway added a tactical hook, driving both reach, engagement, and giving potential visitors a clear example of what a Seminole County getaway could look like.



**INDUSTRY**  
TRAVEL & TOURISM

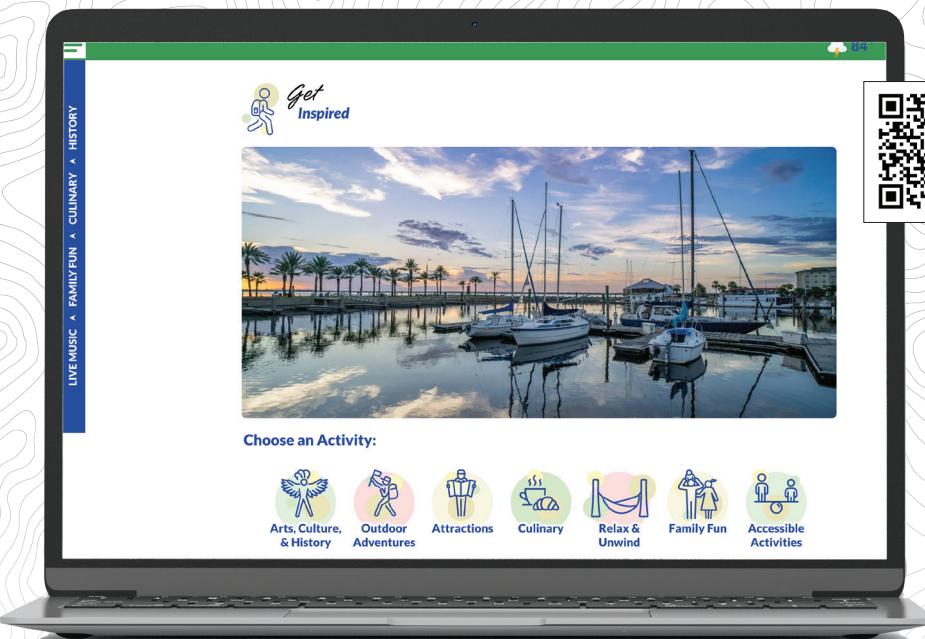


**AUDIENCE**  
MILLENNIALS  
ACTIVE TRAVELERS  
DRIVE MARKET



**CATEGORY/TACTICS**  
INFLUENCER MARKETING  
INTERACTIVE DESIGN  
SOCIAL MEDIA MARKETING  
DIGITAL MARKETING

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Get Inspired Hub  
<https://doorlandonorth.com/get-inspired/>

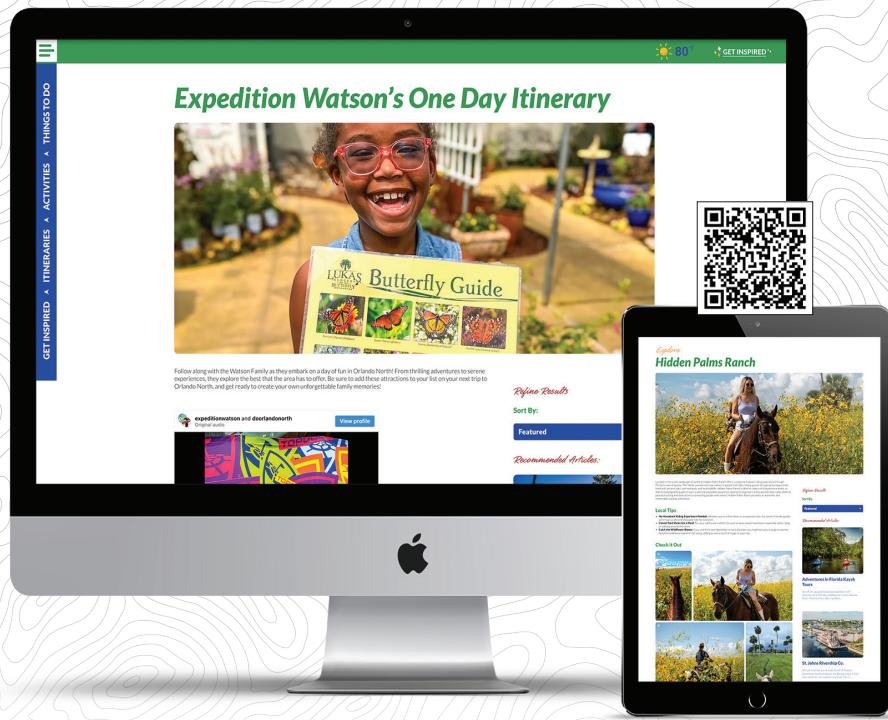


With Florida's theme parks and beaches dominating the tourism spotlight, Do Orlando North aimed to differentiate Seminole County by appealing to Active Adventurers—experience-driven travelers under 45, often with young families—who crave authenticity, convenience, and affordable getaways.

The core idea: showcase Seminole County through the eyes of real locals. The “Like a Local” campaign set out to reframe the region as more than a neighboring destination to the theme parks and beaches, inviting travelers to experience outdoor escapes, local restaurants, family-friendly attractions, nightlife, and dog-friendly spots, all in an approachable, inspiring way.

To deepen engagement, the campaign featured a vacation giveaway built around an influencer-curated itinerary. This helped translate inspiration into action by giving potential visitors a clear and exciting picture of what it means to “Do Orlando North” like a local.

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### Activities and Itinerary Listings

<https://doorlandonorth.com/itineraries/expeditionwatson/>



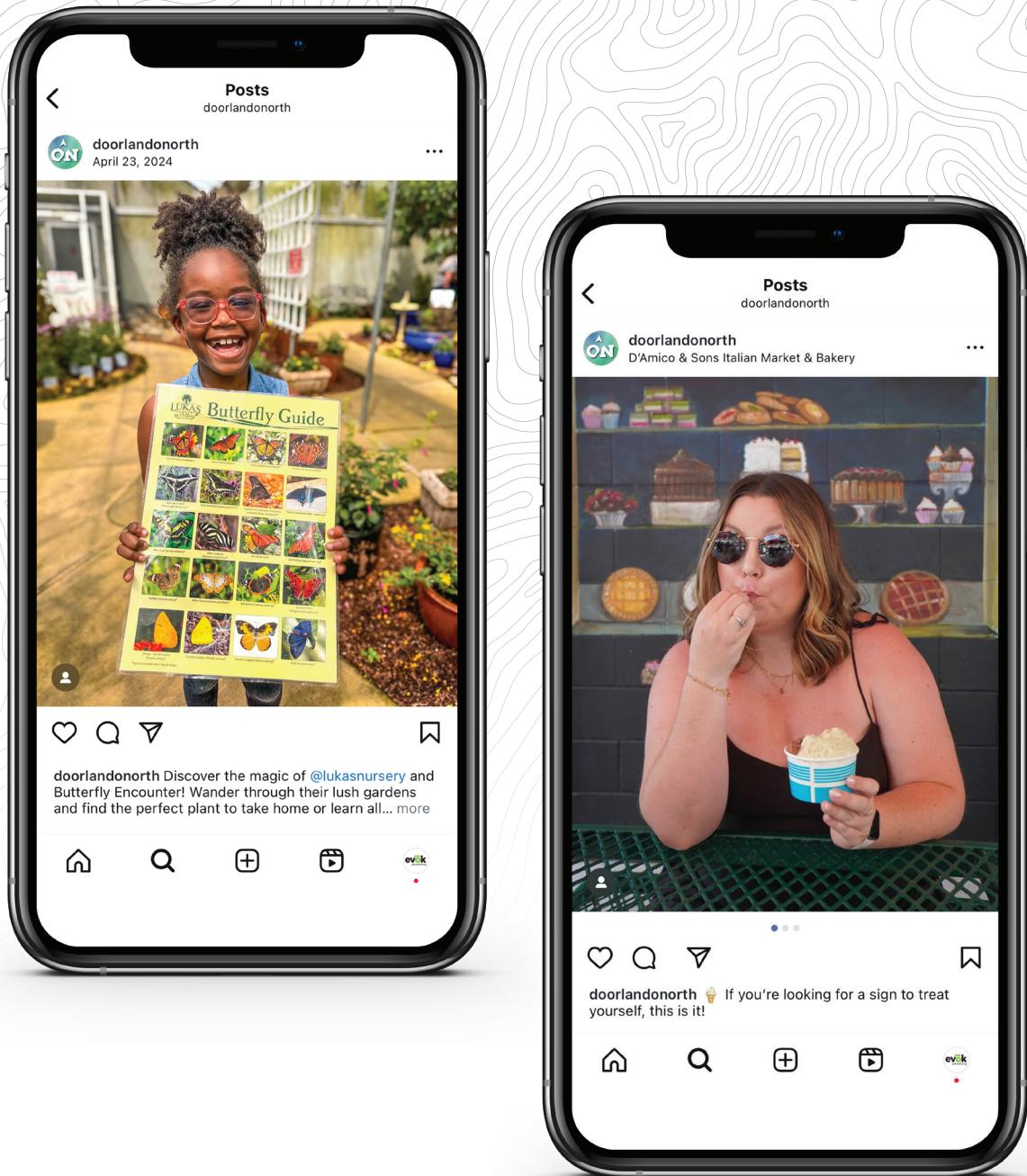
## WORK.

The campaign was built around three key pillars: authentic storytelling, strategic promotion, and experiential engagement.

- **Influencer Partnerships:** Carefully selected local creators were matched to experiences that aligned with both their voice and the region's character. Each delivered a mix of photos, videos, stories, and blog-style content to capture the real essence of exploring like a local.
- **Paid Social Promotion:** Their content was backed by a paid social campaign targeting drive markets across Florida and neighboring states. Ads were optimized for clicks and engagement, driving users to curated landing pages or blog itineraries.
- **Vacation Giveaway Integration:** A high-profile, influencer-led weekend itinerary served as the basis for the campaign's giveaway. Users could enter to win the same "Do Orlando North" experience, increasing excitement, page traffic, and travel intent.

The campaign ran across multiple platforms with continual optimization based on performance data.

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Influencer Partnerships



# RESULTS.

The “Like a Local” campaign delivered measurable success in awareness, engagement, and travel planning intent:

## SOCIAL & PAID MEDIA

**150,689**  
total link clicks

**3.47 million**  
total impressions

**\$0.13**  
average CPC

## GIVEAWAY RESULTS

**26,643**  
landing page views

**6,459**  
entries from  
all 50 states

**24.2%**  
conversion rate

## WEBSITE IMPACT (YoY)

**+25.2%**  
sessions  
(290,217 total)

**+30.4%**  
new users  
(261,051 total)

**+27.7%**  
page views  
(414,020 total)

**+1.5%**  
engaged  
sessions

## TOP-PERFORMING ADS

Wekiva Island Paddleboarding

**39,798**  
clicks

**7.9%**  
CTR

**\$0.08**  
CPC

Sean's Weekend Itinerary  
(Day 1)

**31,183**  
clicks

**6.2%**  
CTR

**\$0.07**  
CPC

Hidden Palms Ranch

**30,892**  
clicks

**6.0%**  
CTR

**\$0.08**  
CPC

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### Influencer Content

## KEY TAKEAWAYS

Evok Advertising's "Like a Local" campaign successfully repositioned Seminole County as a distinct Florida destination by leveraging authentic storytelling, local influencer partnerships, and strategic paid media support. By focusing on micro and nano-influencers, the campaign tapped into highly engaged audiences that valued authenticity and relatability over traditional endorsements.

The results demonstrate the power of combining organic influencer content with paid promotion and experiential engagement. With over 3.47 million impressions, 150,000+ link clicks, and a 25% year-over-year increase in website sessions, the campaign drove both awareness and measurable visitation intent. The influencer-curated giveaway amplified engagement, generating more than 6,400 entries nationwide and a 24.2% conversion rate.

For destinations seeking to stand out in competitive travel markets, this case underscores the value of blending authentic local perspectives with data-driven digital amplification to inspire, engage, and convert potential travelers.