

Celebrity Social Media Takeover: Geoffrey Zakarian

BY THE NUMBERS:
 Stories Impressions – 164K
 Discovery – 154K
 Actions – 1,224
 Static Post Reach – 95K

FOLLOWERS:
 @geoffreyzakarian – 558K
 @visitlauderdale – 32K
 @diplomatbeachresort – 17K
 @pointroyal – 6K



Social Media Micro Influencer Campaign: Restaurant & Spa Months

@lauderbabe – 11.7K followers @ftlauderdalefoodies – 13.6K followers @nilado – 1.2K followers @venicemagftl – 4.6K followers @floridatdatenight – 12.2K followers



Social Media Splash Campaign: Restaurant & Spa Months



INSTAGRAM PARTICIPANTS INCLUDED:

- @visitlauderdale – 32,297
- @theterracegrill – 1,235
- @thepiazzaitalia – 708
- @dunefortlauderdale – 3,634
- @valentinocucina – 5,981
- @galleryonefill – 3,198
- @lebigstrolighthousepoint – 312
- @onedoorest – 5,391
- @andysliveness – 1,851
- @luigistuscangrill – 848
- @browndogeatery – 1,485
- @arubabeachcafelbts – 2,401
- @wildsealcolas – 1,195
- @bhrriverside – 1,334
- @dejabluerestaurants – 872
- @spaatauberbeach – 1,391
- @grandresortspa – 6,525
- @marriotttharborbeach – 4,349
- @planetmassage – 481
- @burlockcoast – 1,845
- @3030oceanftl – 4,793
- @thecookandthecork – 1,040
- @15thstfisheries – 2,936
- @jacksonsprime3300 – 790
- @chimafortlauderdale – 3,963
- @steelpanftl – 446
- @etaru – 6,782

COLLECTIVE FOLLOWERS: 97K+