

Yamit* Water Park – Pic2go for Parks & Attractions

Scope & objectives:

Utilizing Pic2go's innovative solution for social-media marketing of the park's new facilities and attractions. Turning visitors to "park ambassadors" on Facebook - as they share their visit experience photos with their Facebook friends. Drive traffic to the park's Fan page.

The Activity:

Started August 2011 – Yamit water park visitors could get their visit photos sent directly to their personal Facebook walls to share with all friends. The service was offered for free by the park photographers while using Pic2go's special barcode cards to auto-match photos to visitors.



Results (after 4 weeks):

Thousands of visitors were photographed. More than 45% have downloaded and shared their branded photos in their personal Facebook accounts – driving 860,000 exposures of the photos to their Facebook friends. 4000 people have joined the park's Facebook page as new fans.



About Pic2go's Technology

Pic2go's technology offers a self-operated photo-marketing solution using special 2D barcodes to auto-tag people in photos. There's no need for special photography equipment or trained operators.

The photos are easily downloaded and shared by the visitors directly in their personal Facebook accounts.

* Yamit is one of Israel's leading water parks - <http://www.yamit2000.co.il>



Social Media PhotoMarketing

www.pic2go.com