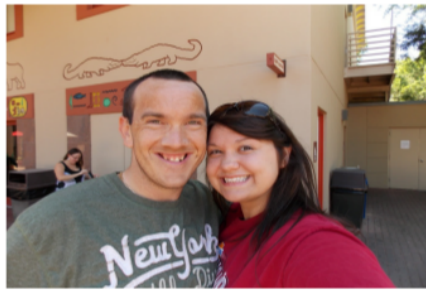


# MINIGUIDE: 2

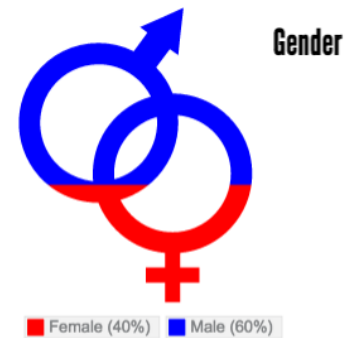
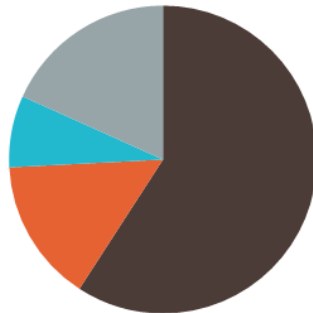
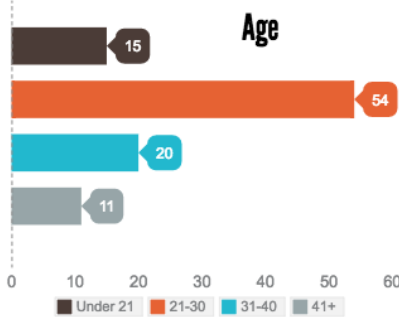
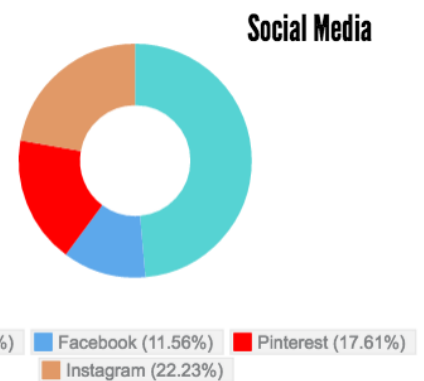


# A BRIT & A SOUTHERNER

Chris & Heather Boothman - [abritandasoutherner.com](http://abritandasoutherner.com)

By pursuing our philosophy of Exploring the World One Weekend at a Time, we are able to balance our passion for travel with a full-time job. We focus on sharing our travel experiences and emphasizing that you can follow your dreams even with an 8-5 job.

## Demographics



## Advertising

### Product/Brand Reviews

Produce high quality content to endorse brands. E.g. Product, Hotel Reviews. Published in timely manner.

### Social Media Outreach

Provide frequent and drilled-down social media marketing strategies over various networks.

### Targeted Advertising

Target specific audiences and demographics particularly related to the 'Weekend Traveler' sector.

### Front Page Website Highlighting

Target key areas on homepage to ensure maximum traffic to focused posts. E.g. Slider, Sidebar etc.



powered by