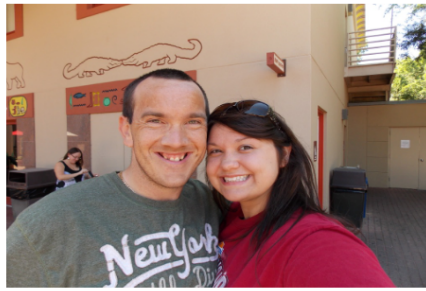


2 MINGUIDE:



A BRIT & A SOUTHERNER

Chris & Heather Boothman - 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



Unique Visitors (per month):

50,000

Page Views (per month):

70,000



6,171 Likes



38,310 Followers



20,293 Followers
915,000 Reach

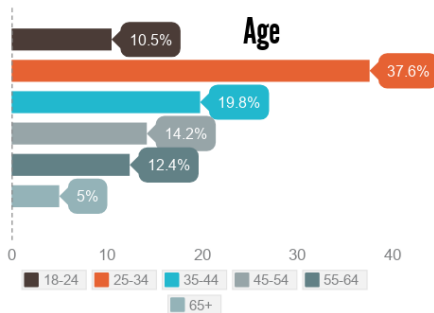


25,370 Followers

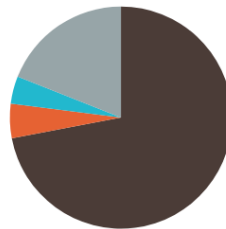
Social Media



Twitter (42.50%) Facebook (6.85%) Pinterest (22.51%)
Instagram (28.14%)

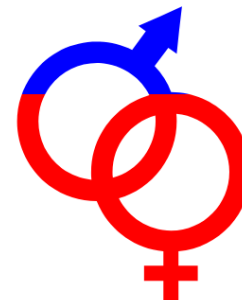


Age



Target Audience

USA 72% UK 5%
Canada 4% OTHERS 19%



Gender

Female (70%) Male (30%)

Advertising



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



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



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



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



Partnerships:

HOUSTON
VisitHouston.com



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