



GOING  
**AWESOME**  
PLACES

Will Tang  
Chief of Awesome



OUTDOORS  
EXPERIENCES

ADVENTURE

OFF  
THE  
BEATEN  
PATH

## About Going Awesome Places

What am I all about?

- #1:** Authentic first-hand experiences
- #2:** Outdoor adventure and experiential travel
- #3:** Inspiring others through video and storytelling
- #4:** Empowering through detail itineraries and guides





# About Going Awesome Places

---

Connecting with my audience

## **Storytelling**

Conversational, authentic, no BS

## **Photography**

Professional, intriguing and unique

## **Video**

In the moment and unscripted





**Millennials**

USA      Canada

Singapore      Australia

United Kingdom

Japan      Philippines

50/50 Male & Female

# About Going Awesome Places

## By the Numbers

Monthly Unique Views	Twitter Followers
102,000+	32,800+
Monthly Page Views	Facebook Fans
155,000+	13,600+
Newsletter	Instagram Followers
6,400+	28,200+
YouTube Subscribers	Pinterest Followers
11,300+	9,200+





# How We Help Brands

---

## How I work with brands

More of a **partnership** than a one-time transaction

Collaborative process to **hit targets** and marketing goals

### **Core:**

Inspire consumers to act

Connect with brands at a personal level

Moving past traditional press trips to help brands meet marketing objectives



# What We Offer

---

## Our services include:

- YouTube videos for brands and destinations
- Evergreen blog posts (personal or brand)
- Social media promotion pre, during and post trip
- Professional photography
- Photography and videography for stock use
- Host giveaways
- Host Twitter chats



# Taiwan

## Live Like A Local Campaign

THE HEART OF ASIA

- 10 day individual press trip
- 5-part YouTube video series
- 50+ social media posts
- 4 blog posts

Combined 24,754  
video views in the  
series

50,000 page  
views on Taiwan  
content on the  
blog

Most successful  
influencer on this  
campaign



# Affiliate Partnership

---

## Portfolio



- Sale-based partnership
- Drive tour bookings
- Evergreen content on hiking Inca Trail

48 sales and  
counting since  
partnership

32,000 page  
views on  
evergreen Inca  
Trail content

Converted  
\$75,000 USD + in  
sales



#12DaysOfKanetix: Day 2

Posted by Kanetix

1,076 Views

## Video Host

---

## Portfolio

**KANETIX.CA**

- Instagram and Facebook Live
- Video interview host
- Co-hosting Kanetix TravelShare show

12  
DAYS  
— of —  
Kanetix

Inaugural host for  
#TravelShare QnA

Latest New  
Year's Eve  
campaign  
generated 10,175  
views



**VISIT** } **BUFFALO  
NIAGARA**

- 3 day individual press trip
- Social media coverage on Twitter, Facebook and Instagram
- 4 blog posts exclusive to each area visited
- Promotion of posts via Facebook and Twitter

3,068 views on  
first day

Featured on  
popular local blog  
- Buffalo Rising

230K+  
impressions on  
Twitter



VISIT } BUFFALO  
NIAGARA







InterContinental Hotels Group

- Exclusive Canadian blogger to host giveaway of mini-fridge to promote IHG's "Reel Summer" contest
- 3 week-long contest
- Blog post introducing the giveaway
- Social media shares across Facebook, Twitter and Instagram



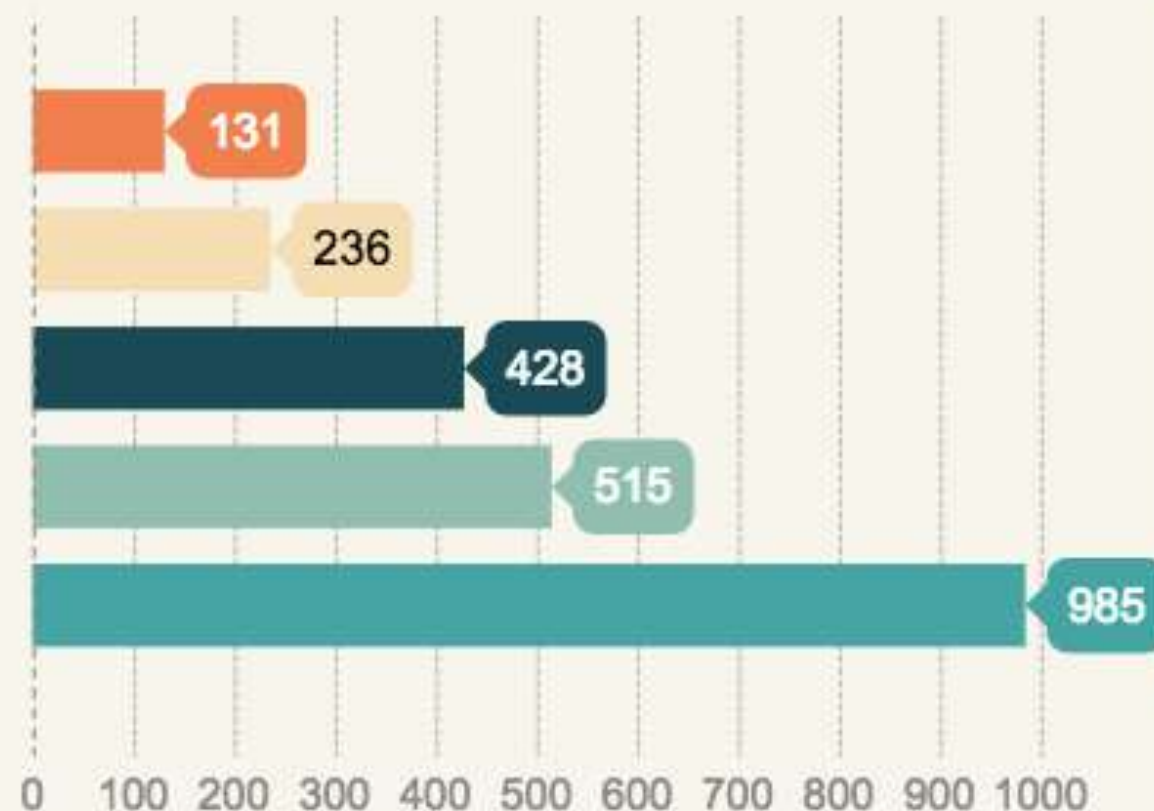




InterContinental Hotels Group

## RESULTS - The power of hosting contests with Going Awesome Places

IHG Rewards Club Registration   New Twitter Followers   Contest Facebook Shares   New Facebook Likes   Tweets About Giveaway



Generated 5,050 contest entries.

IHG was impressed by the contest coverage produced, social reach and how "amazing" the contest was run.

Going Awesome Places surpassed IHG's expectations and did better than any of their blogger counterparts in the USA.



# Portfolio

## Other brands I have worked with



ABOVE & BEYOND





# Thank You

Let's do some **awesome** work together!

**psyched@goingawesomeplaces.com**

**Facebook:** facebook.com/goingawesomeplaces

**Twitter:** @goawesomeplaces

**IG:** goingawesomeplaces

**YouTube:** youtube.com/user/goingawesomeplaces

**Pinterest:** pinterest.com/goawesomeplaces

Catch my latest IG shares on  
**#GoingAwesomePlaces**

**GOING AWESOME PLACES**