



## GOING AWESOME PLACES

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### WHO WE ARE



Going Awesome Places is a travel brand that focuses on outdoor adventure and experiential travel and has a strong presence on through the blog, YouTube, Instagram, Facebook, and Twitter via an audience that is global. The brand's specialty is in creating high-quality evergreen content that revolves around inspiring others to travel, incredibly detailed itineraries, and creative storytelling through video.

### WHAT WE OFFER YOU

#### Exposure



Tap into our base of over 102,000 uniques per month

#### Video



Authentic and personal video content

#### SEO Optimized



Engaging, authentic, evergreen content

#### Conversion Focused



Emphasis on driving audience to buy

#### Analytics



Detailed post-campaign analytics

### YOU'RE IN GOOD COMPANY



### WHY WORK WITH US



Our goal is to make you successful. We view ourselves as an extension to the companies, brands, and destinations that we partner with and the goal is to help you reach your marketing goals and initiatives. We value open communication, transparency, and collaboration.

### HOW TO PARTNER

#### DESTINATION MARKETING

Highlight your destination or brand to thousands of avid and potential travellers.

#### EVERGREEN AND SEO-OPTIMIZED

Creating first-page-ranking content is the goal of all written content. All written pieces are thoroughly researched and planned. After all, you need to make sure people see the content that's created!

#### VIDEO

Expertise in creation of professional and engaging hosted video content for YouTube and your own channels.

#### SOCIAL BOOST

Tap into our thousands of highly relevant and engaged followers. Also experienced in live events, chats, and takeovers.

#### PHOTOGRAPHY

Award-winning photography that can be licensed for your website, magazine, online ads, and more.

#### PRODUCT REVIEWS

Showcase your travel related product with an in-depth and thoughtful review that most importantly converts to sales.

### STATISTICS

#### OVERVIEW

Page views (per year): 1.6M  
Page views (per month): 155K  
Unique visitors per month: 102K  
Total social reach: 93.8K  
Total video views on YouTube: 2M



#### GEO

38.8% USA  
9.4% Canada  
9.2% Singapore  
4.8% Australia  
4.2% Japan  
4.1% United Kingdom



#### SOCIAL MEDIA

Instagram: 28.1K  
Facebook: 13.6K  
YouTube: 11.8K  
Twitter: 32.8K  
Pinterest: 9.2K  
Mailing list: 6.7K

