

# wavesnbackpack

Bundling backpack and surf stories of people who want to share impressions.

## TRAVEL & SURF BLOG



**13.6 K**

Average monthly views  
as of the last 31 days



**772**

Global Facebook  
Fans



**3.4 K**

Global Instagram  
Followers

### CONTACT

- BLOG** [www.wavesnbackpack.com](http://www.wavesnbackpack.com)
- EMAIL** [anika@wavesnbackpack.com](mailto:anika@wavesnbackpack.com)  
[julian@wavesnbackpack.com](mailto:julian@wavesnbackpack.com)
- PHONE** +49 151 25282992
- SOCIALS** [@wavesnbackpack](https://www.instagram.com/wavesnbackpack)

### ABOUT WAVESNBACKPACK

What happens to all stories that are told but not written down? Exactly, they're forgotten! Because of that we initiated wavesnbackpack. Here we share our own experiences while traveling planet earth, combining those with other globetrotters'.

---

## WHO ARE WE? ABOUT ANIKA & JULIAN

Hi! We are Anika & Julian, feeling home while on the road exploring new cultures.

Anika has a background in Linguistics and speaks Spanish fluently, focuses on a perfect style of writing for our readers and is also responsible for all pictures published on wavesnbackpack. After living in Spain she fell in love with the nomad life and can't get enough of capturing moments.

Julian accomplished his Master Sc. in Dublin in Digital Marketing and is responsible for all digital communications for a globally operating software company. His knowledge in online marketing helps to grow wavesnbackpack continuously. Surfing beside turtles in Sri Lanka made him addicted to chasing waves.

*"certainly, travel  
is more than the  
seeing of sights,*

it is a change that goes on,  
deep and permanent, in the  
ideas of living."

Mary Ritter Beard



---

COMPANIES WE ALREADY WORKED WITH



---

AS SEEN IN - EXTRACT



22places

# HARD FACTS - WEBSITE



Bundling backpack & surf stories of people who want to share impressions.



WAVES ▾

BACKPACK ▾

INSPIRATION

ABOUT ▾



Users

8,038



New Users

7,640



Sessions

9,713



Number of Sessions per User

1.21



Page Views

13,573



Pages/Session

1.40



Analysis: Jan 1st 2018 - Feb 1st 2018 (Source: Google Analytics)

## BLOG AUDIENCE



- 13.6 K Page Views
- 50% Monthly Growth
- Bounce Rate constantly decreasing
- Time spent: 1:20 min
- 1.4 pages clicked per visit

# HARD FACTS - WEBSITE II

Country ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	<b>8,038</b> % of Total: 100.00% (8,038)	<b>7,647</b> % of Total: 100.09% (7,640)	<b>9,713</b> % of Total: 100.00% (9,713)	<b>83.22%</b> Avg for View: 83.22% (0.00%)	<b>1.40</b> Avg for View: 1.40 (0.00%)	<b>00:01:20</b> Avg for View: 00:01:20 (0.00%)
1.  Germany	<b>2,831</b> (35.23%)	<b>2,688</b> (35.15%)	<b>3,510</b> (36.14%)	<b>79.80%</b>	<b>1.56</b>	<b>00:01:43</b>
2.  Sri Lanka	<b>945</b> (11.76%)	<b>864</b> (11.30%)	<b>1,174</b> (12.09%)	<b>88.16%</b>	<b>1.25</b>	<b>00:01:02</b>
3.  United Kingdom	<b>487</b> (6.06%)	<b>472</b> (6.17%)	<b>573</b> (5.90%)	<b>85.34%</b>	<b>1.27</b>	<b>00:01:14</b>
4.  Switzerland	<b>418</b> (5.20%)	<b>397</b> (5.19%)	<b>502</b> (5.17%)	<b>78.49%</b>	<b>1.54</b>	<b>00:01:44</b>
5.  United States	<b>411</b> (5.12%)	<b>402</b> (5.26%)	<b>447</b> (4.60%)	<b>87.92%</b>	<b>1.21</b>	<b>00:00:51</b>
6.  Austria	<b>407</b> (5.07%)	<b>382</b> (5.00%)	<b>505</b> (5.20%)	<b>83.76%</b>	<b>1.38</b>	<b>00:01:10</b>
7.  Australia	<b>401</b> (4.99%)	<b>388</b> (5.07%)	<b>448</b> (4.61%)	<b>87.72%</b>	<b>1.24</b>	<b>00:00:46</b>
8.  Mexico	<b>232</b> (2.89%)	<b>220</b> (2.88%)	<b>300</b> (3.09%)	<b>87.00%</b>	<b>1.30</b>	<b>00:01:12</b>
9.  Canada	<b>195</b> (2.43%)	<b>192</b> (2.51%)	<b>221</b> (2.28%)	<b>83.71%</b>	<b>1.28</b>	<b>00:01:05</b>
10.  Netherlands	<b>146</b> (1.82%)	<b>142</b> (1.86%)	<b>173</b> (1.78%)	<b>82.08%</b>	<b>1.38</b>	<b>00:01:00</b>

Analysis: Jan 1st 2018 - Feb 1st 2018 (Source: Google Analytics)

## BLOG AUDIENCE



- Bilingual Blog with global audience
- Strong presence in the German market
- Top Countries: Germany, Sri Lanka (travellers), UK, Switzerland, United States
- Own Product: Sri Lanka eBook





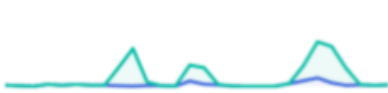
# HARD FACTS - FACEBOOK

## Reach

April 18 - May 15

47,443

People Reached ▲904%



## Post Engagements

April 18 - May 15

1,661

Post Engagement ▲107%



## Videos

April 18 - May 15

1,240

Total Video Views ▲33%

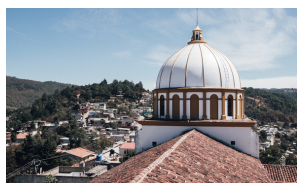


Analysis: April 18th - May 15th 2017 (Source: Facebook Insights)

## FACEBOOK



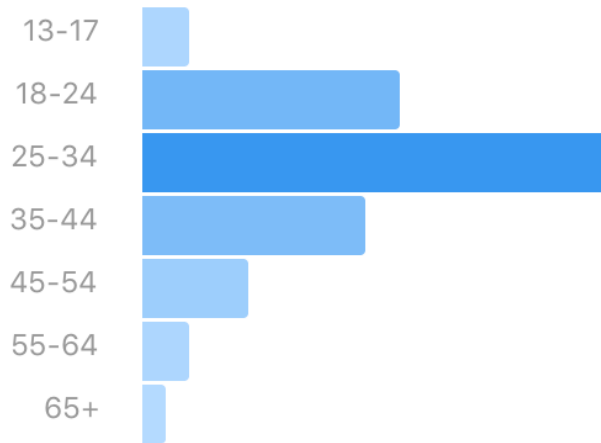
- 772 fans (Date: Feb 1st)
- 47,443 People Reached within 28 days (incl. paid)
- 1,661 Post Engagements (107% growth)
- Organic Reach per post 300-2,500 (depending on type)
- Apprx. 130 monthly Page Views



# HARD FACTS - INSTAGRAM

## AGE RANGE

All Men Women



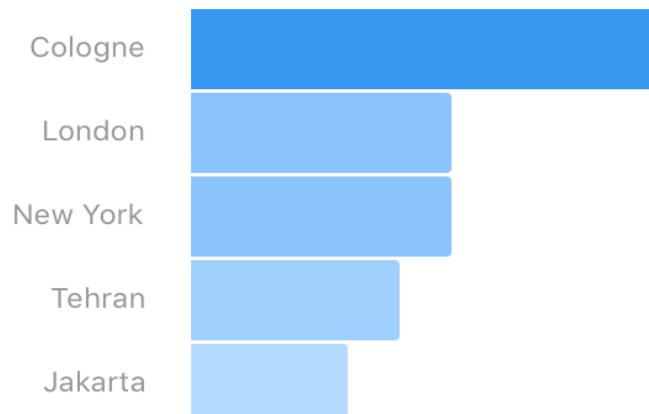
## INSTAGRAM



- 3.4 K followers (Date: January 10th)
- 53% men, 47% women
- Main age group: 25-34 years
- Travel-savvy followers
- Top Locations: Cologne, London, New York, Tehran, Jakarta

## TOP LOCATIONS

Cities Countries



# OUR PRODUCT

## SRI LANKA EBOOK



PREPARATIONS & PACKING LIST



ROUTES & TRAVEL PLANNING



BUDGET & FINANCE



TRANSPORTATION



COMMUNICATION



FOOD RECOMMENDATIONS



CHECK LIST



SURF-SPECIAL



## DETAILS

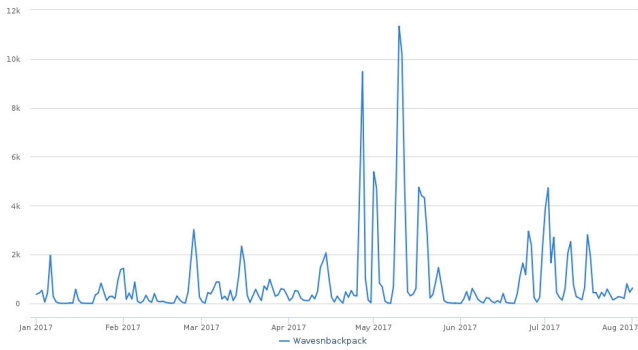
- 60 pages with information about country and culture
- Travel- and budget planning
- Surf-Special: Spot guide and training plan, elaborated with a sport scientist
- Available in German and English since October 2017



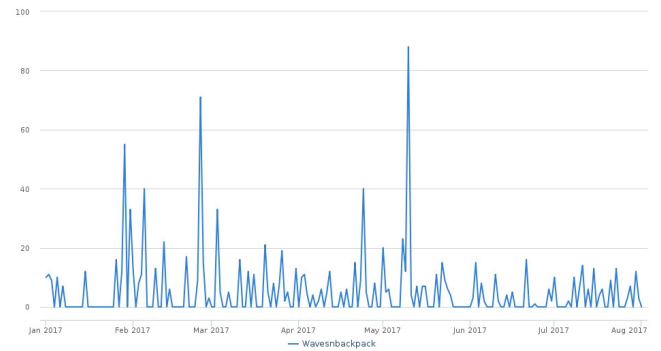
# APPENDIX

## FACEBOOK REACH | AVG. INTERACTIONS | FACEBOOK FAN GROWTH | INSTAGRAM FOLLOWERS | INSTAGRAM INTERACTIONS

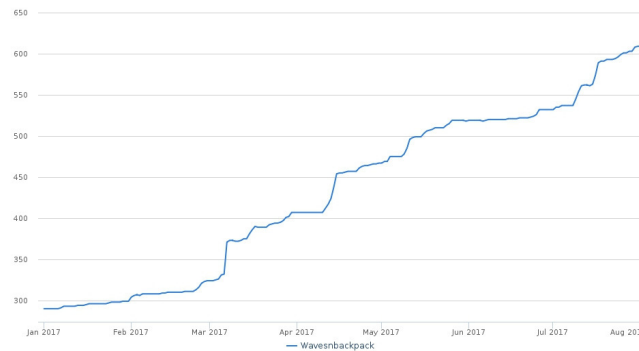
Facebook Reach | Wavesbackpack  
01/01/2017 - 08/01/2017 (daily)



Average Interactions Per Post | Wavesbackpack  
01/01/2017 - 08/01/2017 (daily)



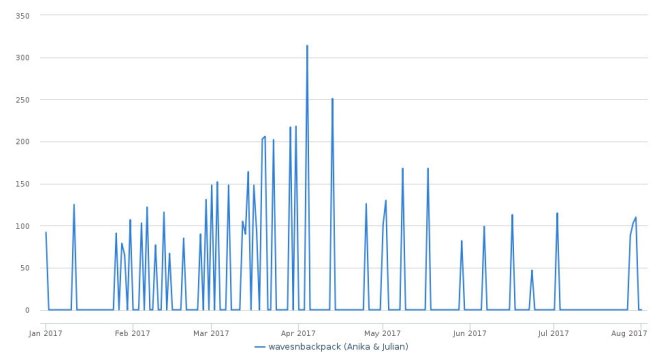
Facebook Fans Total | Wavesbackpack  
01/01/2017 - 08/01/2017 (daily)



Instagram Followers Total | wavesbackpack (Anika & Julian)  
01/01/2017 - 08/01/2017 (daily)



Average Interactions Per Post | wavesbackpack (Anika & Julian)  
01/01/2017 - 08/01/2017 (daily)



---

CREATE SOMETHING AWESOME WITH US?



WRITE AN EMAIL TO  
[ANIKA@WAVESNBACKPACK.COM](mailto:ANIKA@WAVESNBACKPACK.COM)

WE ARE LOOKING FORWARD TO HEARING  
FROM YOU!

SALTY GREETINGS,

*Ali & Julia*