



Bundling backpack and surf stories of beautiful mother nature

## TRAVEL & SURF BLOG



**20.4 K**

Average monthly views  
as of the last 31 days



**5.4 K**

Global Instagram  
Followers

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### CONTACT

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### 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.

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## WHO ARE WE? ABOUT ANIKA & JULIAN

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

Ani 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 chase 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**



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WE ALREADY WORKED WITH  
BRANDS & PRODUCTS



ACCOMMODATION & TRAVEL AGENCIES



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AS SEEN IN - EXTRACT



22places



# HARD FACTS - WEBSITE



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



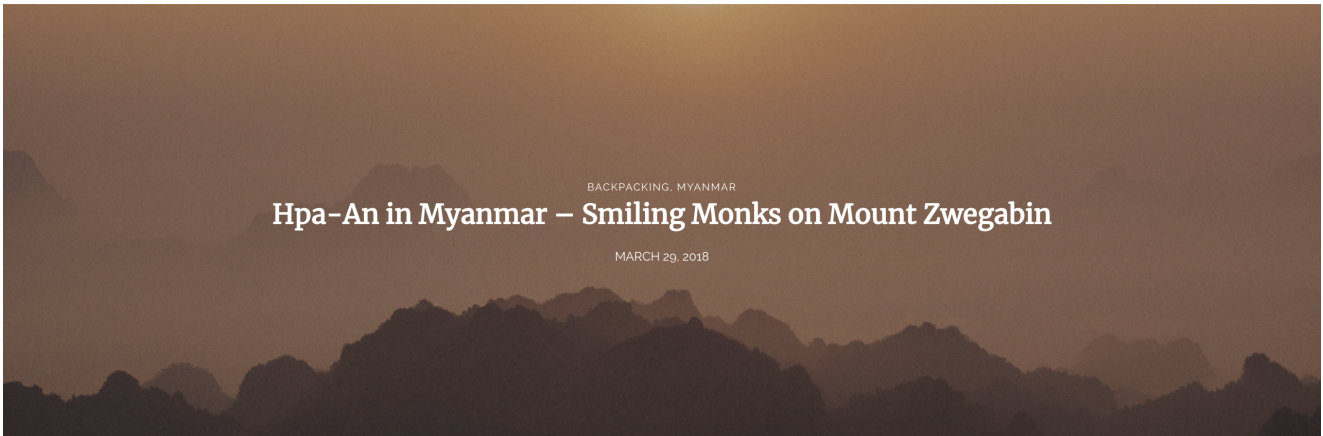
WAVES ▾

BACKPACK ▾

INSPIRATION ▾

ABOUT ▾

EBOOKS



BACKPACKING, MYANMAR

## Hpa-An in Myanmar – Smiling Monks on Mount Zwegabin

MARCH 29, 2018

Users

11,359



New Users

10,828



Sessions

14,355



Number of Sessions per User

1.26



Pageviews

20,483



Pages / Session

1.43



Analysis: Jan 1st 2019 - Jan 31st 2019 (Source: Google Analytics)

## BLOG AUDIENCE



- 20.4 K Page Views
- 40% Monthly Growth
- Bounce Rate constantly decreasing
- Time spent: 1:28 min
- 1.43 pages clicked per visit

# HARD FACTS - WEBSITE II

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>11,359</b> % of Total: 100.00% (11,359)	<b>10,839</b> % of Total: 100.10% (10,828)	<b>14,355</b> % of Total: 100.00% (14,355)	<b>82.62%</b> Avg for View: 82.62% (0.00%)	<b>1.43</b> Avg for View: 1.43 (0.00%)	<b>00:01:28</b> Avg for View: 00:01:28 (0.00%)
1. <a href="#">Germany</a>	<b>4,494</b> (39.01%)	<b>4,191</b> (38.67%)	<b>5,893</b> (41.05%)	<b>80.33%</b>	<b>1.47</b>	<b>00:01:34</b>
2. <a href="#">Sri Lanka</a>	<b>1,074</b> (9.32%)	<b>982</b> (9.06%)	<b>1,312</b> (9.14%)	<b>90.40%</b>	<b>1.16</b>	<b>00:00:48</b>
3. <a href="#">United States</a>	<b>703</b> (6.10%)	<b>691</b> (6.38%)	<b>774</b> (5.39%)	<b>86.82%</b>	<b>1.30</b>	<b>00:00:44</b>
4. <a href="#">Switzerland</a>	<b>691</b> (6.00%)	<b>649</b> (5.99%)	<b>855</b> (5.96%)	<b>81.05%</b>	<b>1.40</b>	<b>00:01:28</b>
5. <a href="#">Austria</a>	<b>651</b> (5.65%)	<b>610</b> (5.63%)	<b>929</b> (6.47%)	<b>72.87%</b>	<b>2.30</b>	<b>00:04:26</b>
6. <a href="#">Australia</a>	<b>579</b> (5.03%)	<b>553</b> (5.10%)	<b>650</b> (4.53%)	<b>87.69%</b>	<b>1.25</b>	<b>00:01:09</b>
7. <a href="#">United Kingdom</a>	<b>452</b> (3.92%)	<b>439</b> (4.05%)	<b>528</b> (3.68%)	<b>88.45%</b>	<b>1.20</b>	<b>00:00:50</b>
8. <a href="#">Mexico</a>	<b>252</b> (2.19%)	<b>226</b> (2.09%)	<b>301</b> (2.10%)	<b>86.38%</b>	<b>1.23</b>	<b>00:00:49</b>
9. <a href="#">Spain</a>	<b>204</b> (1.77%)	<b>196</b> (1.81%)	<b>234</b> (1.63%)	<b>76.92%</b>	<b>1.66</b>	<b>00:01:05</b>
10. <a href="#">Indonesia</a>	<b>201</b> (1.74%)	<b>190</b> (1.75%)	<b>247</b> (1.72%)	<b>84.62%</b>	<b>1.21</b>	<b>00:01:44</b>

Analysis: Jan 1st 2019 - Jan 31st 2019 (Source: Google Analytics)

## BLOG AUDIENCE



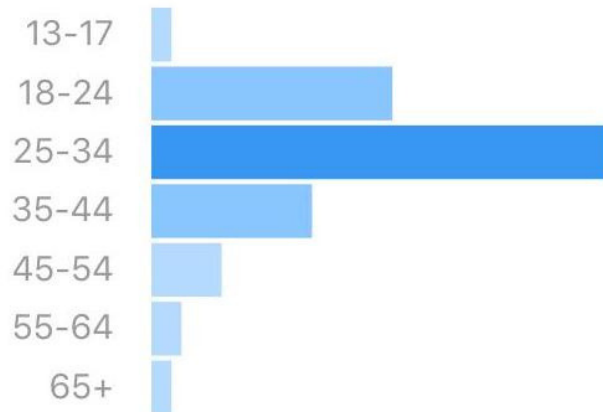
- Bilingual Blog with global audience
- Strong presence in the German market
- Top Countries: Germany, Sri Lanka (travellers), United States, Switzerland, Austria
- Own Products: Sri Lanka eBook, Surf Preparation Handbook



# OUR COMMUNITY - INSTAGRAM

## Age range (i)

All Men Women



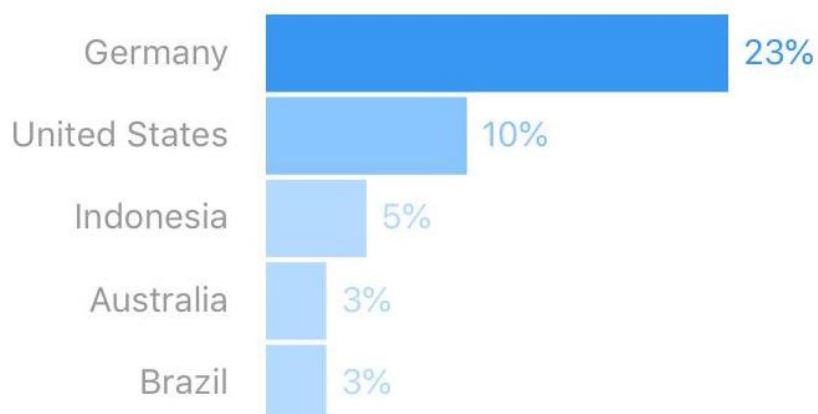
## INSTAGRAM



- 4.9 K followers (Date: Feb 17th)
- 52% women, 48% men
- Main age group: 25-34 years
- Travel-savvy followers
- Top Cities: Cologne, Munich, Berlin, Hamburg

## Top locations (i)

Cities Countries



# OUR PRODUCT SRI LANKA EBOOK



PREPARATIONS & PACKING LIST



TRANSPORTATION



ROUTES & TRAVEL PLANNING



COMMUNICATION



BUDGET & FINANCE



CHECK LIST



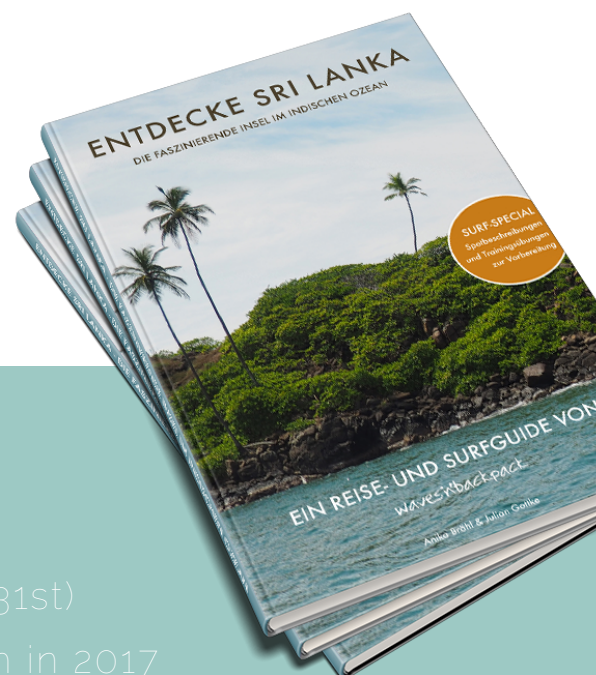
FOOD RECOMMENDATIONS



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



## STATISTICS - LANDING PAGE

- 565 Page Views monthly (Jan 1st - Jan 31st)
- 150+ Sri Lanka eBooks sold since launch in 2017 (Date: 31st Jan)

# OUR PRODUCT

## SURF PREPARATION HANDBOOK



SURF WORKOUT WITH A WIDE RANGE OF EXERCISES



DEDICATED CHAPTER TO IMPROVE YOUR BALANCE



BREATHING TECHNIQUES SHARED BY A LIFELONG SURFER

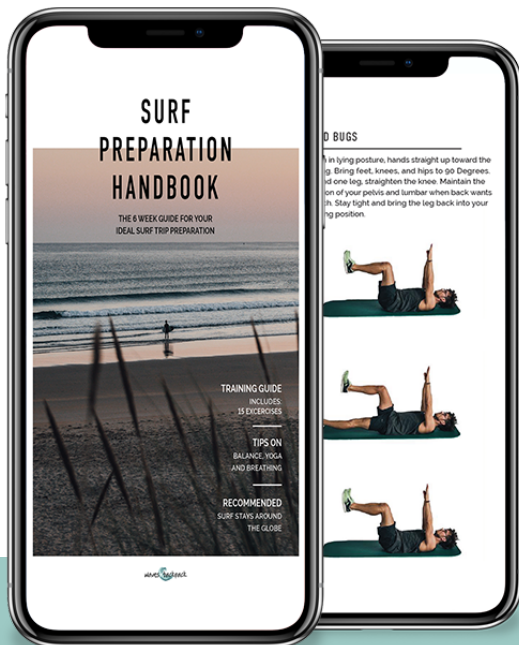


DEVELOPED TOGETHER WITH A SPORTS SCIENTIST



TIPS ON STRETCHING

## DETAILS



- 50 pages packed with tips for an ideal surf trip preparation
- A workout developed together with a sport scientist
- Available in English since 2019
- supported by Blue Tomato, Bredder Balance Boards & Tatonka

## STATISTICS - LANDING PAGE

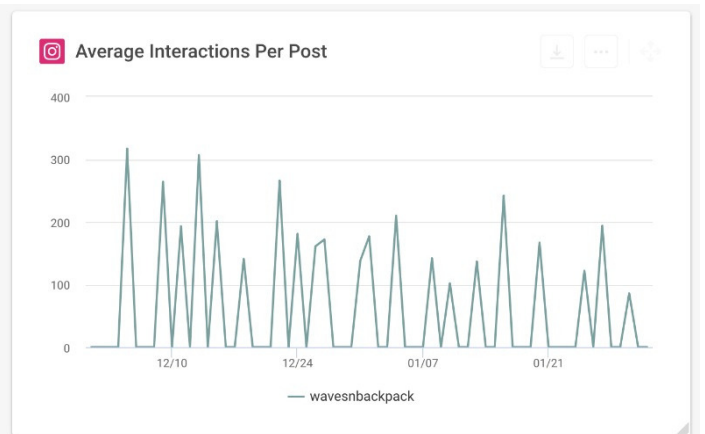
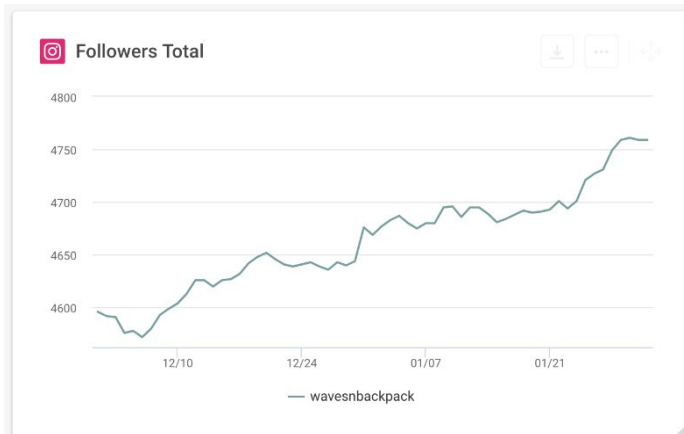
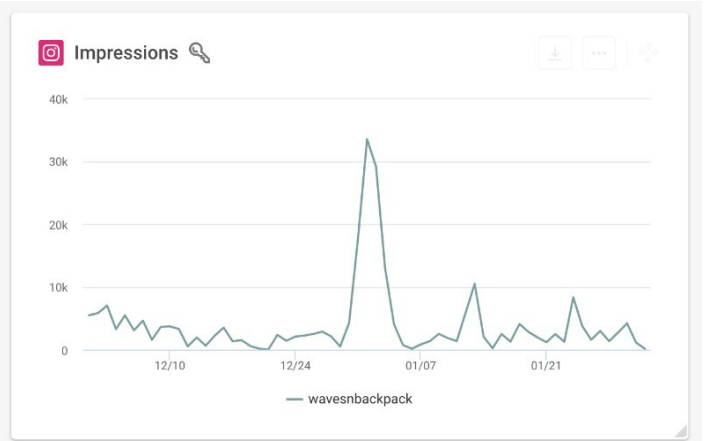
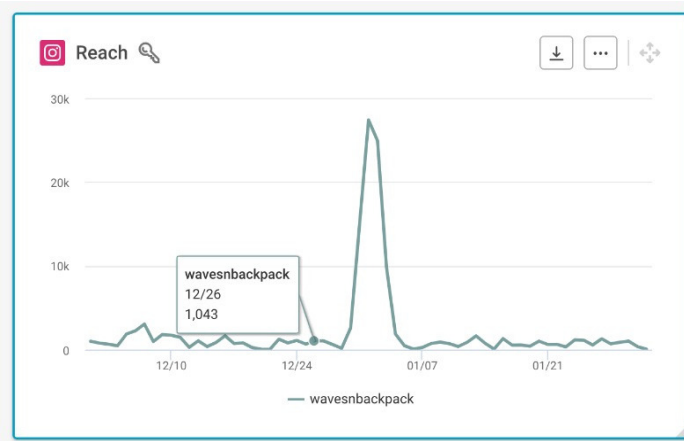
- 821 Page Views monthly (Jan 1st - Jan 31st)
- 25 Surf Preparation Handbooks sold since launch in Jan 2019 (Date: Jan 31st)





# APPENDIX

## INSTAGRAM REACH | INSTAGRAM IMPRESSIONS | INSTAGRAM FOLLOWERS | INSTAGRAM INTERACTIONS ANALYSIS: DEZ 1ST 2018 - FEB 1ST 2019



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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*