

wavesnbackpack

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

TRAVEL & SURF BLOG



5.1 K

Average monthly views
as of August 2017



646

Fans
as of August 2017



3.2 K

Followers
as of August 2017



102

Followers
as of August 2017

CONTACT

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SOCIALS @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

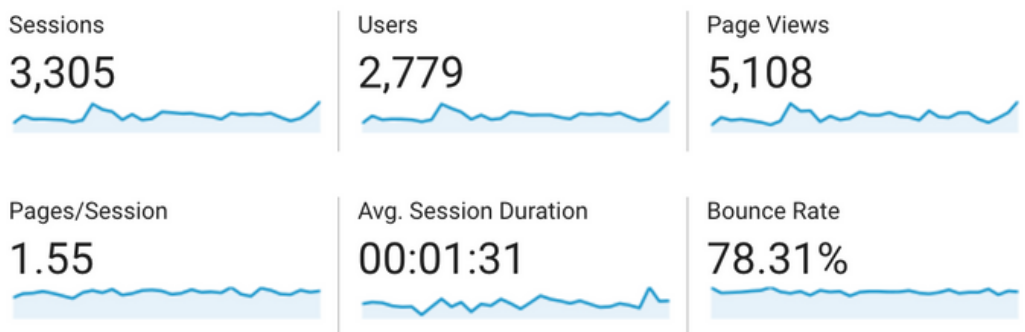


AS SEEN IN - EXTRACT



22places

HARD FACTS - WEBSITE



Analysis: July 1st - August 1st 2017 (Source: Google Analytics)

BLOG AUDIENCE



- 5.1 K Page Views
- 50% Monthly Growth
- Bounce Rate constantly decreasing
- Time spent 1:30 min+
- 1.55 pages clicked per visit

HARD FACTS - WEBSITE II

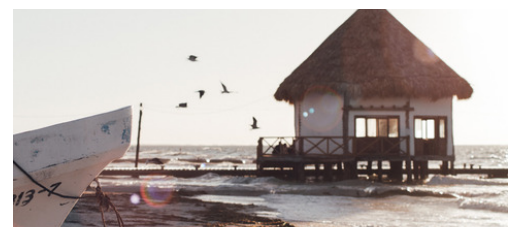
Country ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	ebook Purchase (Goal 1 Conversion Rate) ?	ebook Purchase (Goal 1 Completions) ?
	3,305 % of Total: 100.00% (3,305)	82.09% Avg for View: 82.09% (0.00%)	2,713 % of Total: 100.00% (2,713)	78.31% Avg for View: 78.31% (0.00%)	1.55 Avg for View: 1.55 (0.00%)	00:01:31 Avg for View: 00:01:31 (0.00%)	0.73% Avg for View: 0.73% (0.00%)	24 % of Total: 100.00% (24)
1. Germany	1,128 (34.13%)	78.81%	889 (32.77%)	69.33%	1.87	00:02:02	1.77%	20 (83.33%)
2. Sri Lanka	305 (9.23%)	82.62%	252 (9.29%)	86.56%	1.23	00:00:56	0.00%	0 (0.00%)
3. United States	263 (7.96%)	88.97%	234 (8.63%)	85.93%	1.24	00:00:57	0.00%	0 (0.00%)
4. United Kingdom	215 (6.51%)	80.00%	172 (6.34%)	85.58%	1.26	00:01:09	0.00%	0 (0.00%)
5. Australia	200 (6.05%)	86.50%	173 (6.38%)	85.50%	1.40	00:01:23	0.00%	0 (0.00%)
6. Switzerland	149 (4.51%)	80.54%	120 (4.42%)	76.51%	1.74	00:01:28	0.67%	1 (4.17%)
7. Austria	108 (3.27%)	83.33%	90 (3.32%)	73.15%	1.72	00:01:22	1.85%	2 (8.33%)
8. Mexico	105 (3.18%)	72.38%	76 (2.80%)	84.76%	1.25	00:01:06	0.00%	0 (0.00%)
9. Spain	53 (1.60%)	81.13%	43 (1.58%)	73.58%	1.89	00:03:14	0.00%	0 (0.00%)
10. Canada	51 (1.54%)	94.12%	48 (1.77%)	86.27%	1.22	00:00:25	0.00%	0 (0.00%)

Analysis: July 1st - August 1st 2017 (Source: Google Analytics)

BLOG AUDIENCE



- Bilingual Blog with global audience
- Strong in the German market
- Top Countries: Germany, Sri Lanka, United States, UK, Australia
- 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%

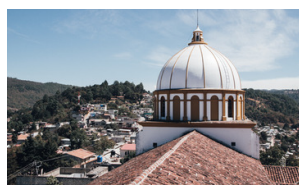
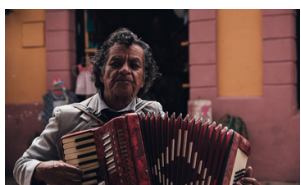


Analysis: April 18th - May 15th 2017 (Source: Facebook Insights)

FACEBOOK



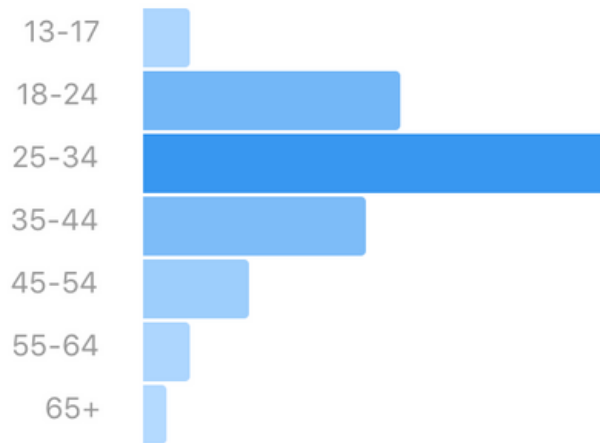
- 646 fans (Date: August 1)
- 47,443 People Reached within 28 days (incl. paid)
- 1,661 Post Engagements (107% growth)
- Organic Reach per post 300-2,500 (depending on type)
- Apprx. 130 monthly Page Views



HARD FACTS - INSTAGRAM

AGE RANGE

All Men Women



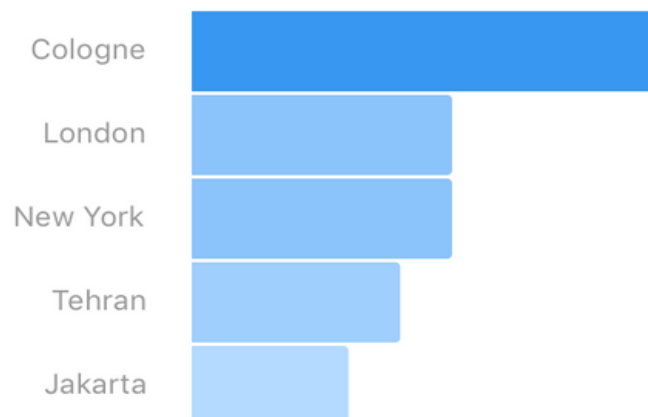
INSTAGRAM



- 3.2 K followers (Date: August 1)
- 54% men, 46% 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



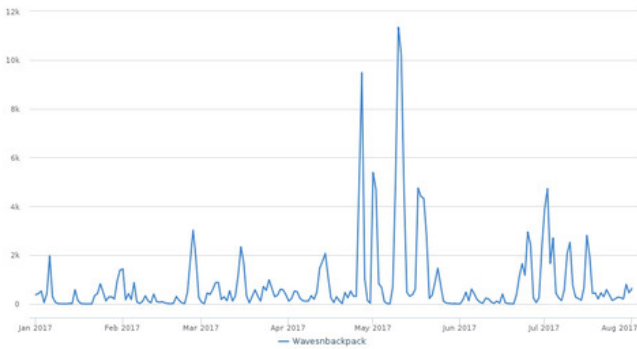
DETAILS

- 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 English language in September 2017

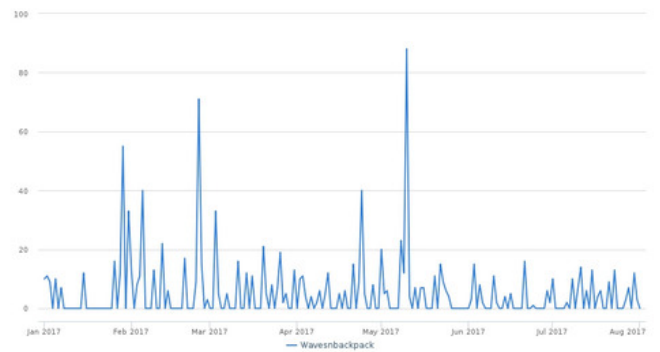
APPENDIX

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

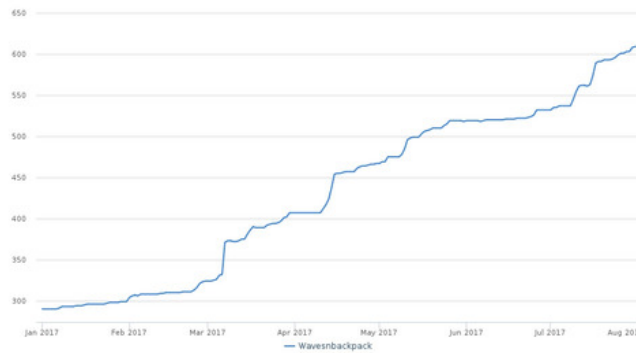
Facebook Reach | Wavesbackpack
01/01/2017 - 08/01/2017 (daily)



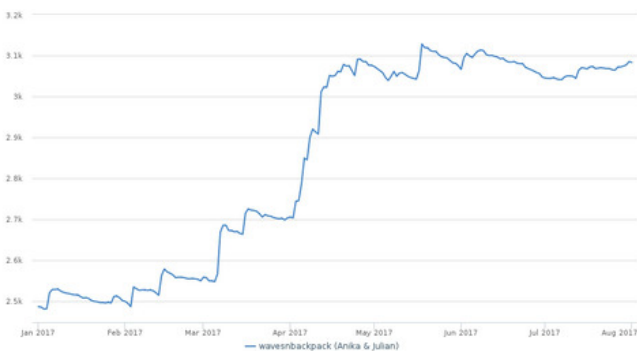
Average Interactions Per Post | Wavesbackpack
01/01/2017 - 08/01/2017 (daily)



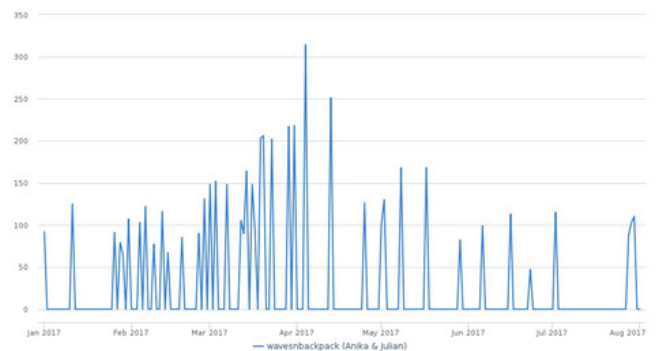
Facebook Fans Total | Wavesbackpack
01/01/2017 - 08/01/2017 (daily)



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

WE ARE LOOKING FORWARD TO HEARING
FROM YOU!

SALTY GREETINGS,

Ali & Julia