

# UNPOCO DESUR

MEDIA KIT - NOV 2016



## WHO ARE “UNPOCODESUR”?

**Valentina** is 29 y.o and Colombian born, she spent half of her life in Barcelona and have lived in 5 different countries. (speaks Catalán, Spanish an English fluently and can survive with Italian and German) her education as graphic designer and photographer are a great asset for a multidisciplinary project. She has worked as SEO consultant for international brands such as Delivery hero, Merqueo or Estrella Damm and is the Managing director of [hispanictravelbloggers.com](http://hispanictravelbloggers.com), the first professional association for spanish speaking travel blogs

**Jesper** is 30 y.o German born and in love with Scotland. He speaks German and English fluently and his spanish skills are better year after year. As a social worker Jesper is the human part of the team, he loves to talk, discover and share human stories focusing on storytelling and real experiences. He is also a great chef.

We both work as digital nomads with our Marketing and Design agency while we move and have been travelling the world together for almost for 5 years.









## WHY US?

- 1 Unpocodesur has grown during the last two years to become a trusted source of information for all kinds of travellers and we are working hard to keep improving our results.
- 2 We own a huge directory of original quality pictures of all our destinations. (yes, we can also do video!)
- 3 We have proven professional experience on online marketing (SEO, Social Media, SEM, Display and Email Marketing) <https://www.linkedin.com/in/valenc>
- 4 We can write in Spanish, English, German and Catalan. We actually create content for Skyscanner and UPSOLC and we have been featured in many newspapers and magazines
- 5 Our audiences come from all around the globe: Spain, Colombia, Argentina, Chile México, Germany and USA
- 6 We travel with our photography, video and editing equipment.
- 7 We work and travel on the road allowing us to be self-sufficient.



# UNPOCODESUR IN NUMBERS

-  10200 Likes
-  1870 Followers
-  1920 Subscribers
-  6800 Followers

**40.500** Monthly pageviews  
**21.000** Average monthly sessions  
**D.A 28** - Moz Trust **5.79**


**55%**

WOMEN  
 18-34 y.o  
 College education  
 Spanish / English



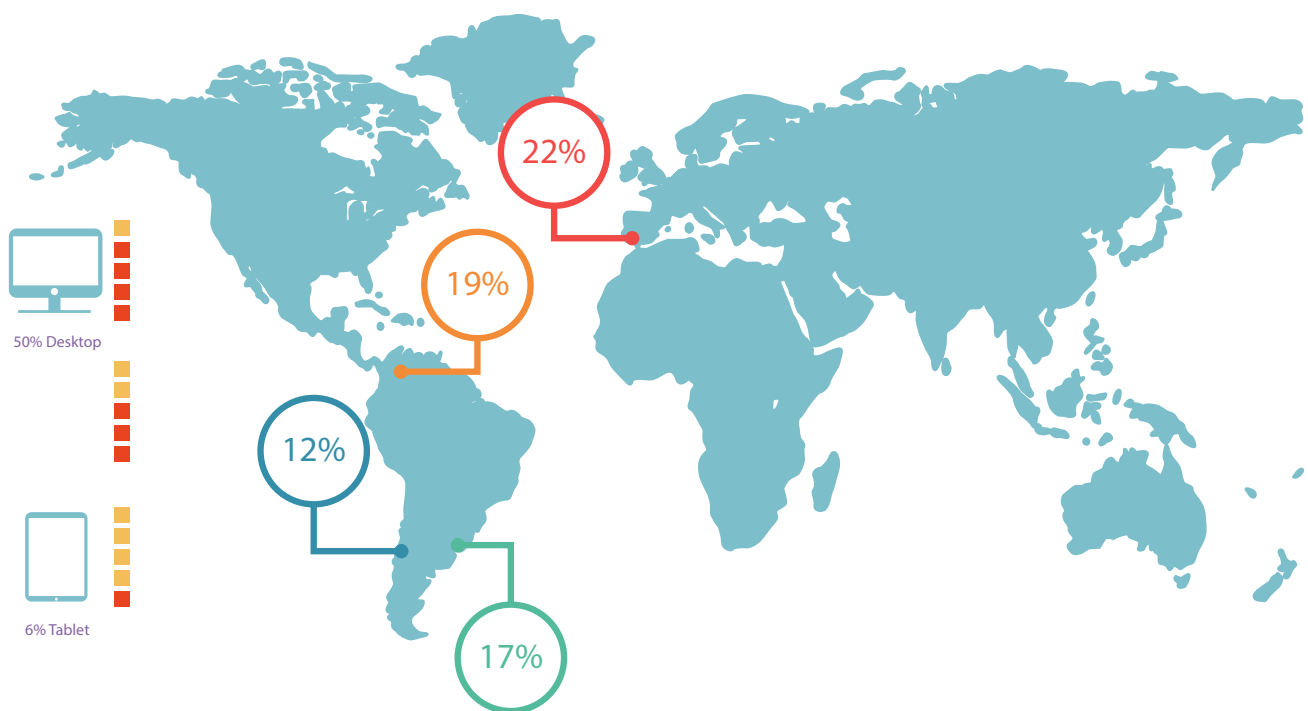
**45%**

MEN  
 18-34 y.o  
 College Education  
 Spanish / English



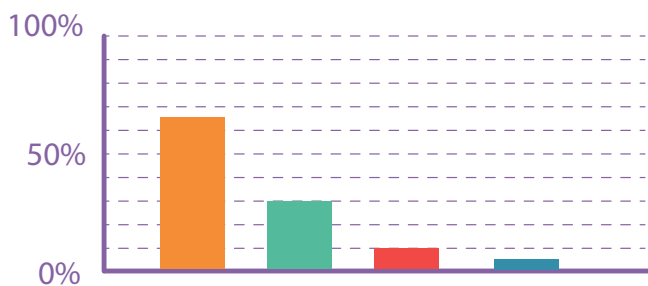
**We can agrupate our visitors in these categories:**

- Backpacking | Outdoor travel | Independent Travel
- Slow travel | Adventure travel | New experiences
- Cultural travel | Local discoveries | Responsible tourism



## TRAFFIC SOURCES

Organic (SEO) - Social Media - Email - Referral



## SPONSORS & PRESS TRIPS

- Rail Europe
- Trusted Housesitters
- Thifty rental cars
- Firefly rental cars
- Tropical islands (DE)
- Eating Europe food tours
- Emilia Rogmana Tourism
- Blog ville

# LET'S GET SERIOUS

## EXTRA INFORMATION FOR THE CURIOUS MINDS

We have even more if you are not afraid to ask ;)

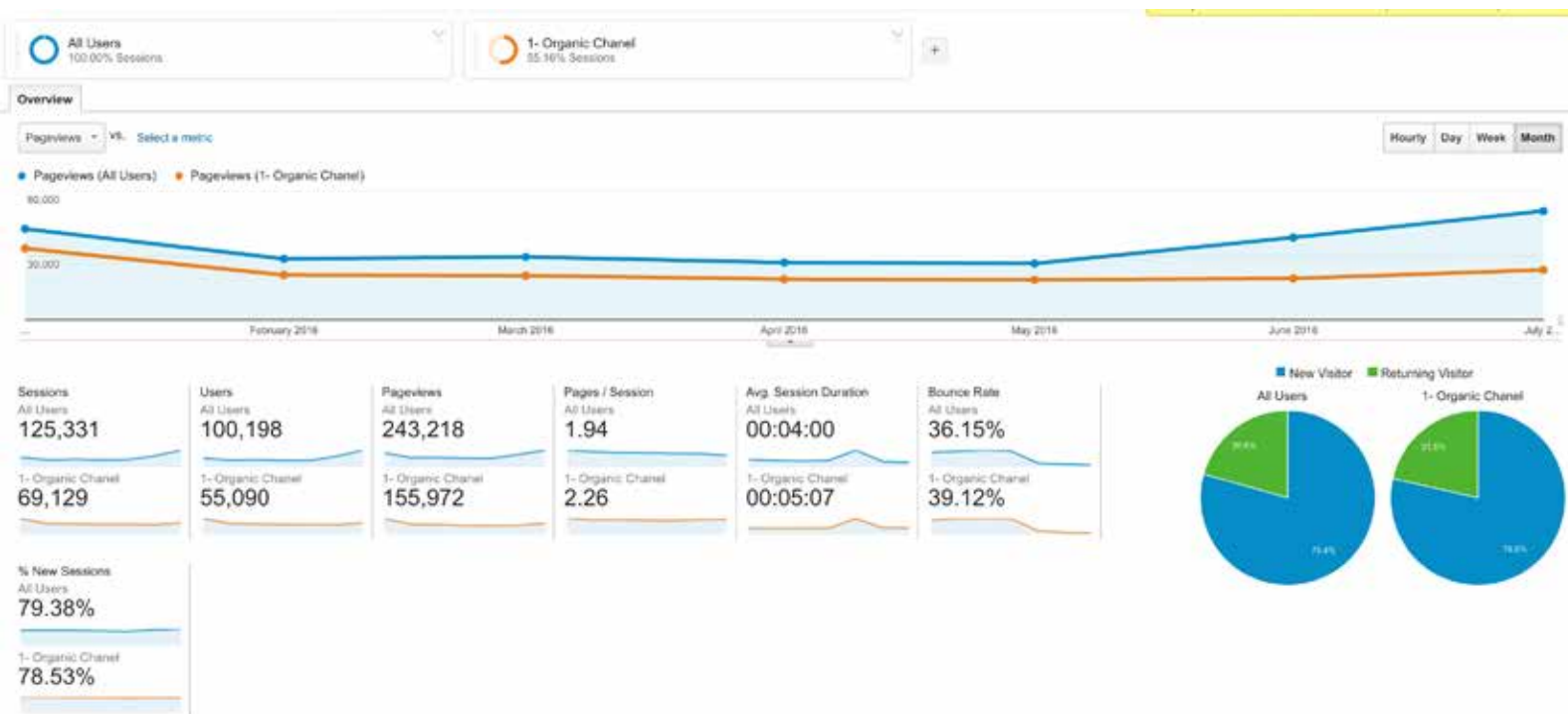
Statistics preview  
Other platforms  
Influential/reach measure  
SEO Report  
Case Studies

## STATISTICS PREVIEW

Our users are highly engaged with more than 2 pages per session and an average time of more than 4:00 minutes on the site with a small 36% of bounce rate.

As you will see the organic channel is our strongest one with better statistics than the general average, we focus on the creation of SEO optimised content.

\*Averages from 1Jun 2016 to 31 July 2016



## OTHER PLATFORMS

We manage more than one platform, being this travel blog the biggest one of all. In our network you can also find:

<http://nomadadigital.org>

A community for spanish speaking digital nomads launched on the 1st of sep 2015 with already more tan 1000 members (registered) and 25.000 unique visitors per month, 4000 facebook followers and growing fast.

# INFLUENTIAL & REACH MEASURE

The Midgame calculated our reach with a total amount of 105,000 reached users being facebook our strongest chanel.

\*data form July 2016

**Valen Correa**  
Content Marketer / SEO / Travel Blogger

Monthly Reach **104,913**

About Me    Influencing with    [SHARE](#)    [Tweet](#)

Connect your accounts ?

- Website or Blog
- Youtube Channel
- Facebook Page
- Twitter Account
- Google Plus
- Instagram

**Influencing With**

Un poco de sur - Travel Blog	<b>51,527</b> Monthly Reach
Un poco de sur - Twitter account	<b>1,331</b> Followers
Instagram Un poco de sur - Travel blog	<b>1,349</b> Followed By
Nómada Digital	<b>33,409</b> Monthly Visits
Un poco de sur Travel Blog	<b>17,297</b> Monthly Visits

**Influencing In**



## SEO REPORT

Our main content in the site is related to South America but we are increasing Europe destinations and during the 2017 will focus on East europe and Asia.

Please give a look to our actual rankings for strong terms in Google Spain compared to one of the main backpacking portal in the spanish speaking community (similar rankings for Argentina, Colombia and Mexico).

Keywords <span>32</span>	Un Poco de sur <span>▲</span> <span>◆</span> <span>☰</span>	Mochileros.org <span>◆</span> <span>◆</span> <span>☰</span>	Check date <span>☰</span>
≡ Viaje sudamerica	1	64 <span>↓ 3</span>	02/02/16 06:27
≡ mochileros argentina	1	5	02/02/16 06:23
≡ viaje por sudamerica	1	30 <span>↓ 1</span>	02/02/16 06:22
≡ mochileros bolivia	1	8	02/02/16 06:21
≡ viajar por sudamerica Sudamérica	1	32	02/02/16 06:04
≡ Mochileros sudamerica	1	5	02/02/16 06:25
≡ viajar sudamerica	1	33 <span>↓ 2</span>	02/02/16 06:26
≡ Mochileros chile	1	14 <span>↓ 3</span>	02/02/16 06:20
≡ ruta por sudamerica	1	35	02/02/16 06:22
≡ curiosidades argentina Sudamérica	2	>100	02/02/16 06:05
≡ Mochileros colombia	2 <span>↓ 1</span>	10	02/02/16 06:19
≡ vivir en berlin Europa	4	>100	02/02/16 06:17
≡ Viajar a Chile Sudamérica	5	>100	02/02/16 06:07
≡ mochilero	9 <span>↓ 2</span>	1	02/02/16 06:25
≡ Mochileros	9 <span>↑ 1</span>	1	02/02/16 06:28
≡ como llegar a machu picchu Sudamérica	11 <span>↑ 1</span>	12 <span>↑ 1</span>	02/02/16 06:10
≡ Mochileros Ecuador	11	7 <span>↑ 3</span>	02/02/16 06:18
≡ Viajar a bolivia Sudamérica	13	>100	02/02/16 06:06



# JOIN THE ADVENTURE!

Ready to work with us?

- Content creation
- Blog trips & Reviews
- Online Advertisement (display and native)
- Dedicated emails
- Offline Advertisement
- Sponsorship along the whole route

## CONTACT US

**Email:** [hola@unpocodesur.com](mailto:hola@unpocodesur.com)  
**Website:** [www.unpocodesur.com](http://www.unpocodesur.com)  
**Facebook:** [www.facebook.com/unpocodesur](http://www.facebook.com/unpocodesur)  
**Twitter:** [www.twitter.com/1pocodesur](http://www.twitter.com/1pocodesur)  
**Instagram:** [www.instagram.com/unpocodesur](http://www.instagram.com/unpocodesur)

