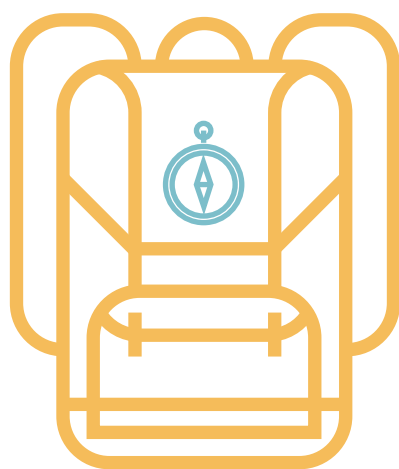






# UNPOCO DESUR

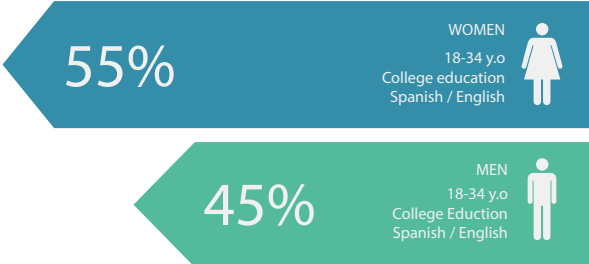


MEDIA KIT

# UNPOCODESUR IN NUMBERS

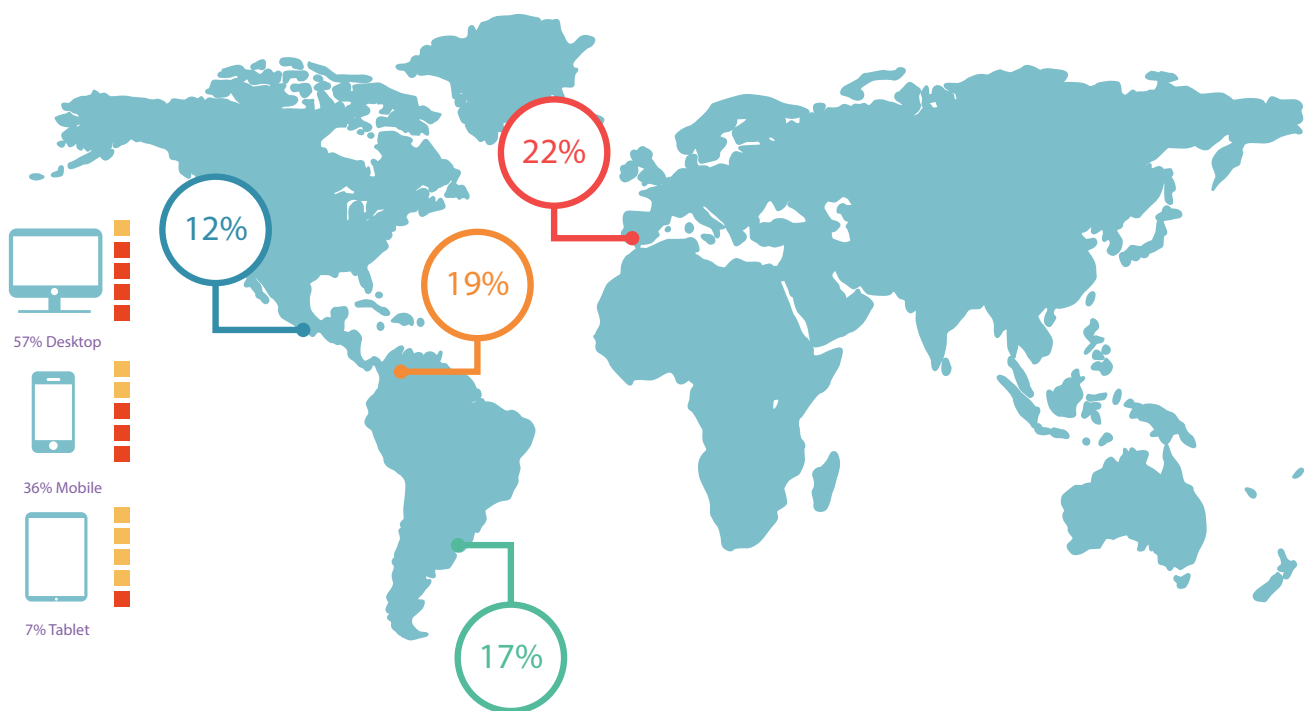
-  7000 Likes
-  1300 Followers
-  1400 Subscribers
-  1200 Followers

**38.000** Monthly pageviews  
**18.000** Average monthly sessions  
 D.A 22 - Moz Trust **5.28**



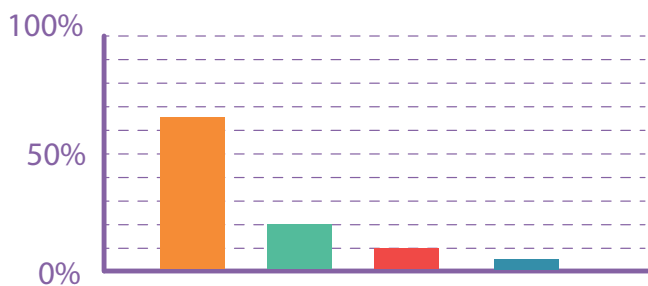
We can agrupate our visitors in "three" categories:

- 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

## WHY US?

- 1 Unpocodesur has grown during the last year till 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.
- 5 Our audiences come from all around the globe: Spain, Colombia, Argentina, México, Germany and UK
- 6 We travel with our photography, video and editing equipment.
- 7 We work and travel on the road allowing us to be self-sufficient. Please give a look to our marketing & design agency [www.comando-t.com](http://www.comando-t.com)



## WHO ARE “UNPOCODESUR”?

**Valentina** is 28 y.o and Colombian born, she spent half of her life in Barcelona and have lived in 5 different countries. She speaks Catalán, Spanish an English fluently and can survive with Italian and German. She moves and works on online marketing (specialist in SEO and content marketing) and loves photography.

**Jesper** is 29 y.o German born and in love with Scotland. He speaks German and English fluently and his spanish skills are way better year after year. As a social worker Jesper is the human part of us, he loves to talk, discover and share human stories. He is also a great chef and the account manager of Comando-T

Want to meet us? Give us a shout :)

## JOIN THE ADVENTURE!

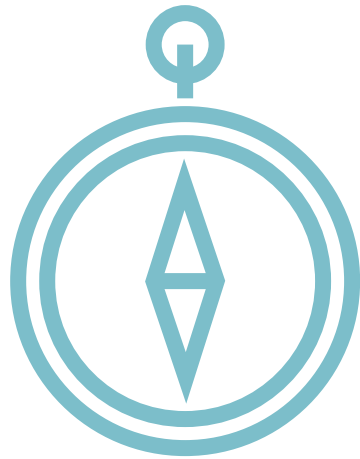
Ready to work with us?

- Content creation
- Blog trips & Reviews
- Online Advertisement
- Dedicated emails
- Offline Advertisement
- Sponsorship along the whole route

## CONTACT US

**Email:** [valentina@unpocodesur.com](mailto:valentina@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)





# 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

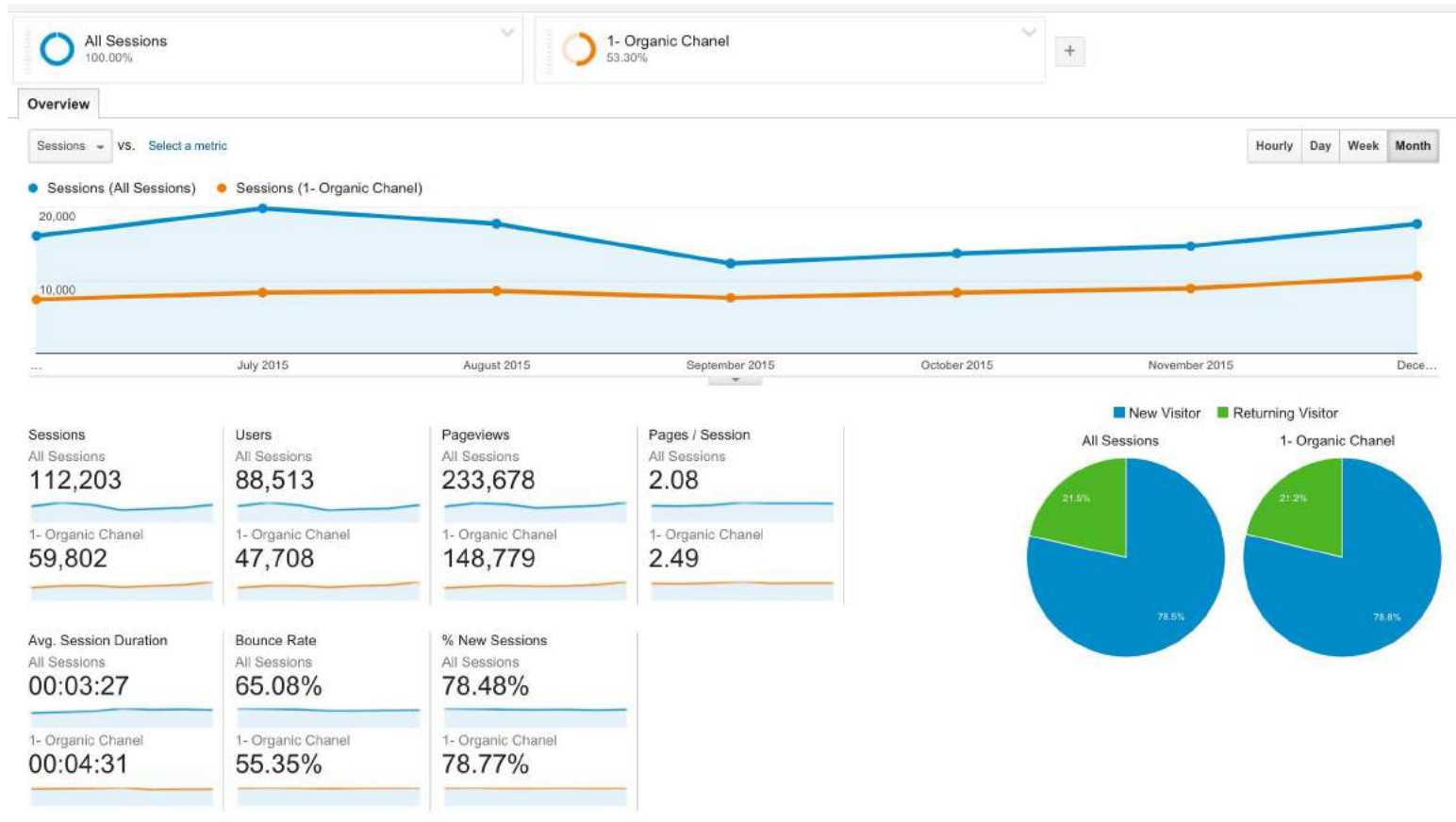


## STATISTICS PREVIEW

Our users are highly engaged with more than 2 pages per session and an average time of 3:27 session duration with a bounce rate of 65%

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 2015 to 31 Dec 2015



## 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 700 members (registered) and 25.000 unique visitors per month and growing fast.

### <http://volemos.net>

Deals and offers for average travellers of all kind. We work in partnership with Trivago and Skyscanner, the platform was launched at 1st january 2016, we are open to deals and reviews with small hotel operators and tour operators.

# INFLUENTIAL & REACH MEASURE

The Midgame calculated our reach in October 2015 with a total amount of 146,412 reached users being facebook our strongest chanel.

**Valen Correa**  
Content Marketer / SEO / Travel Blogger  
Monthly Reach 146,412

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                         | 16,440 Monthly Visits |
| Un poco de sur - Travel Blog           | 124,611 Monthly Reach |
| Un poco de sur - Twitter account       | 1,074 Followers       |
| Instagram Un poco de sur - Travel blog | 470 Followed By       |
| Nómada Digital                         | 3,817 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 2016 will focus on 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<br>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<br>Sudamérica     |  2                   |  >100                | 02/02/16 06:05            |
| ≡ Mochileros colombia                      |  2 <span>▼ 1</span>  |  10                  | 02/02/16 06:19            |
| ≡ vivir en berlin<br>Europa                |  4                   |  >100                | 02/02/16 06:17            |
| ≡ Viajar a Chile<br>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<br>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<br>Sudamérica           |  13                  |  >100                | 02/02/16 06:06            |



# CASE STUDY

So far we had the pleasure to collaborate with an important amount of press trips, no marketing action required on top such as Tropical islands, Eating Europe food tours, Chile tourism board...

We are marketers and we also work with our clients in another level, please find attached the summary of our joint action with TrustedHousesitters.

### Goals:

- Improve the presence of TrustedHousesitters on the spanish speaking community
- Achieve quality backlinks

### Procedure:

We organized a contest and a content campaign involving other recognized travel bloggers in the spanish speaking community.

### Summary of results:

- 10 pieces of content created in 10 quality travel blogs
  - 6 DoFollow links to Trusted Housesitters (DA >20)
  - 1 NoFollow link
  - 3 Mentions

Email marketing campaign to more than 6000 total subscribers

Social media outreach in 6 of the biggest blogs, some examples bellow:



7000 followers on FB



14.000 followers on FB

7000 followers on FB