



GOING
AWESOME
PLACES

Will Tang
Chief of Awesome



OUTDOORS
EXPERIENCES

ADVENTURE

OFF
THE
BEATEN
PATH

About Going Awesome Places

What is the brand best known for?

- #1:** Authentic first-hand experiences that readers trust
- #2:** Outdoor adventure and hands-on experiential travel
- #3:** Inspiring storytelling through video
- #4:** Empowering travel through detailed itineraries and guides



About Going Awesome Places

How we connect with our audience

Ridiculously detailed

Itineraries and guides that you bring with you on your trip

Storytelling

Conversational, authentic, no BS

Photography & video

Professional, intriguing and unique

Engaging

Unscripted and authentic moments on social media

About Going Awesome Places

By the Numbers

Monthly Unique Views

109,000+

Twitter Followers

31,000+

Monthly Page Views

168,000+

Facebook Fans

13,000+

Newsletter

7,800+

Instagram Followers

27,500+

YouTube Subscribers

19,600+

Pinterest Followers

10,700+

Aged 25-55

Canada

USA

United Kingdom

Australia

Singapore

50/50 Male & Female

How We Help Brands

How we work with brands

Value **long-term partnerships** over one-time transaction

Collaborative process to **hit targets**, marketing goals, and prove ROI

Core:

Inspire consumers to act

Connect with brands at a personal level

Moving past traditional press trips to help brands and destinations meet marketing objectives

Understanding the power of evergreen content and why SEO matters

What We Offer

Our services include:

- YouTube videos for brands and destinations
- SEO-optimized evergreen blog posts (on our blog or yours)
- Social media promotion pre, during, and post trip
- Professional photography
- Photography and videography for stock use
- Host giveaways
- Host Instagram takeovers

Why Brands Like Working With Us

Key differentiators:

- 10+ years in the industry
- Transparent and open communication
- Genuine and authentic voice
- Expertise on SEO and understanding the importance of evergreen content
- Proven ability to drive conversions and sales
- Highly versatile and a Swiss Army Knife of content creation



Ambassador - DMO - 2019-2022

Portfolio



- Part of the Destination Toronto Ambassador team
- Instagram takeovers on @destination_toronto
- Author of articles on the DMO's website
- Continuing partner for the city's seasonal marketing campaigns

Instagram content includes stories, reels, and in-feed posts

Exclusive group of 12 content creators on the Ambassador team



GLOBUS

- Invited to create content for the inaugural ChoiceTouring trip in North America
- 10-day Northern California By Design tour
- Campaign in partnership through iAmbassador
- Contracted to create buzz through social media and articles on the blog

All content performance tracked through iAmbassador

Exclusive group of 10 content creators selected for the trip

Ranking for “northern california road trip itinerary” & “northern california by design”



- Recurring partnership and video hosts, representing the destination
- Video content created for the Visit Niagara YouTube channel highlighting new attractions and areas of discovery
- Videos have a focus on culinary experiences

Fall Colours video has 450K views

Currently one of three video hosts of choice by the DMO

Content's goal is to showcase a unique and less-featured side of Niagara

ergonofis

- Content featuring their sit-stand desk and accessories
- Part of the “Level Up Your Home Office” series
- 3 YouTube videos
- 1 Blog Post
- Social media coverage

Home Office Tour
video has 49.8K
views

\$92,600+ in
gross sales in 2
years

Partially Hosted Trip - DMO - 2020

Portfolio



TAHITI
TOURISME

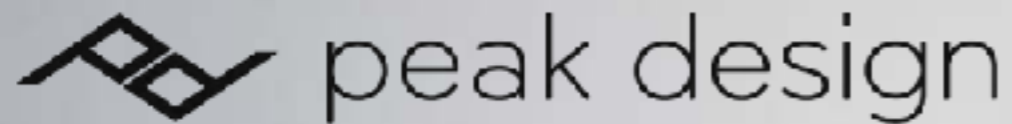
- Example of a creative collaboration when budget is limited
- 16 day trip with DMO support on-the-ground
- 3 YouTube videos
- 1 detailed itinerary article
- 6 additional articles about French Polynesia
- Social media coverage in-destination

Top 5 search result for “Tahiti Itinerary”

Top 5 search result for “Bora Bora on a Budget”

Top search result for “Islands of Tahiti” on YouTube

Top search result for “Tahiti on a Budget” on YouTube



- Feature for the brand new Travel Tripod
- 1 product review article
- 3 YouTube videos




\$38,000 in sales during lifetime as affiliate (since Oct 2018)

Individual Press Trip - DMO - 2019

Portfolio



- 4 day individual press trip
- 2 YouTube videos
- 1 detailed itinerary article
- Social media coverage in-destination

A photograph of an orca breaching the water, creating a splash. The orca is black on top and white on the bottom.

First
page ranking
for "Richmond
BC itinerary" and
"Things To Do in
Richmond
BC"

YouTube video
has generated 16K
views

Top search result
for "Richmond BC"
on YouTube

FLYING KIWI

- 14 days in New Zealand
- 1 in-depth tour review
- 2 videos on YouTube
- 1 promotional video for Flying Kiwi
- Special commission-based partnership

Dominate search terms "Flying Kiwi" on YouTube and Google

Ultimate goal: Converting sales through the affiliate program



Taiwan

Live Like A Local Campaign

THE HEART OF ASIA

- 10 day individual press trip
- 5-part video series available on YouTube and Amazon
- 50+ social media posts
- 4 blog posts

Combined 24,754
video views in the
series

50,000 page
views on Taiwan
content on the
blog

Most successful
influencer on this
campaign

Affiliate Partnership - DMC - 2015

Portfolio



- Commission-based partnership
- Goal: drive tour bookings
- Evergreen and SEO-optimized content on hiking the Inca Trail

70+ sales and counting since partnership

70K+ page views on evergreen Inca Trail content

Converted over \$150,000 USD in sales

Other brands I have worked with

Portfolio





Thank You

psyched@goingawesomeplaces.com

Facebook: facebook.com/goingawesomeplaces

Twitter: [@goawesomeplaces](https://twitter.com/goawesomeplaces)

IG: [goingawesomeplaces](https://instagram.com/goingawesomeplaces)

YouTube: youtube.com/user/goingawesomeplaces

Pinterest: pinterest.com/goawesomeplaces

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