

≡ addressbook

BY JOÃO MIGUEL SIMÕES

2017.06

First things first.

Allow me to **introduce myself and my project** – in case you are wondering who the hell am I:

Lisbon-based lifestyle Content Creator (media & social media). I can say that media is my business but travel, food, architecture, design and now fashion have been my main topics as a senior journalist. Regular contributor to several leading publications in Portugal and Brazil, I am the creative mind behind the platform addressbook by jms.



... and this is what I do:

I travel the world – literally – following the latest trends in style and indulgence. Simply put, and do not take me wrong, I truly believe that this global exposure as professional wanderer made my eye pop on lifestyle, helping me to spot the places, the people and the things (the good ones, of all sorts) that can make one's life much more enjoyable.

And this is precisely what I aim to share in my platform: my best finds, inducing viewers to experience something different from the ordinary.

addressbook by jms is deliberately inspirational.

addressbookbyjms.com
bilingual platform EN-PT

INSTAGRAM
(jmigsimoes)
followers: 21 000
(an average of 700-
800 new active
followers per month)

FACEBOOK
(facebook.com/
addressbookbyjms)
followers: 10 569

TWITTER
(jmigsimoes)
SNAPCHAT
(jmigsimoes)
INSTASTORIES
(jmigsimoes)

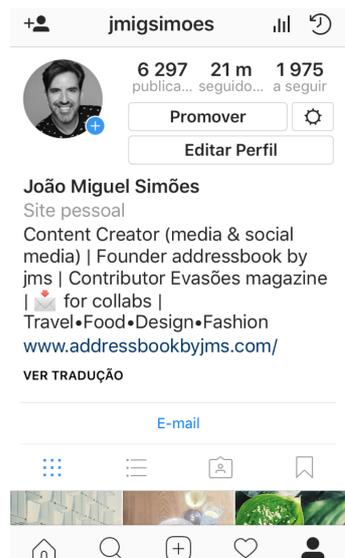


Put in other words...

Developing ideas, concepts and projects from scratch, apart from producing contents, is my “thing”.

Experiencing the world and meeting trendsetters in the travel and leisure industry over the years have enhanced and extended my social and professional skills in this business. And that is why I usually say lifestyle has become more than just a job to me: it is a state of mind – and changed my perception, my understanding.

Food styling, photo shootings for social media, photo shoot production for different purposes, social media advising, product placement, customized city guides and editorial projects (from books and magazines to brochures and websites) are part of my routine as Content Creator.

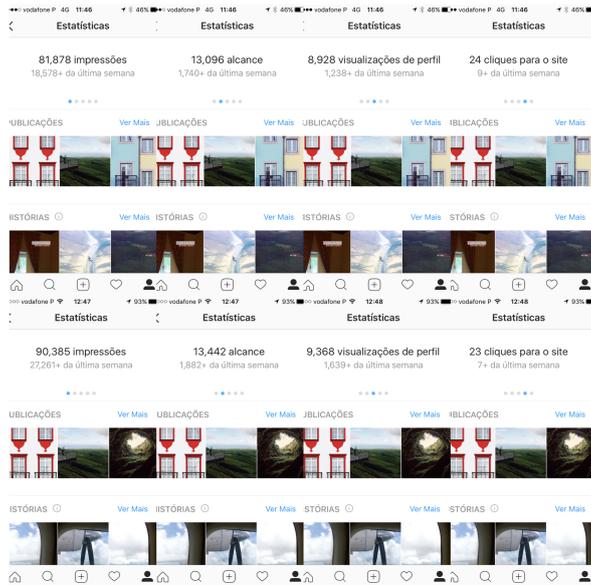


← this is my IG, by the way
21 000 followers
(so proud!)

... and counting...

Why is Instagram so important to me?

Apart from my regular contributions to press in Portugal and Brazil, Instagram, I have no shame to say it out loud, has become in the past year my most powerful communication tool. As a story teller, I can now combine words and well thought images on a totally different level of impact, reaching more people than ever – it took me a while to fully understand how it could work for me, but with 21 000 followers I guess I'm on the right track. With great power comes great responsibility – I'm aware of that. This is why I make sure to have one to three new posts every single day (Saturdays and Sundays included).



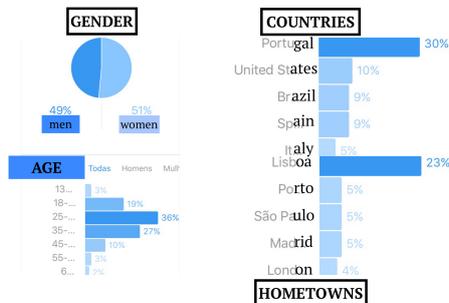
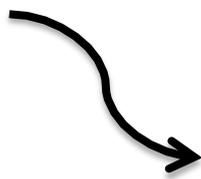
Call me #influencer, if you want, but I'm a journalist and a content creator

April and May 2017 have been particularly good to me on Instagram: not only I'm gaining new followers on a consistent basis as, by combining images on my feed and on my Instastories, I have achieved a **very flattering average of 75000 to 90000 views per week** (more than 300 000 views per month – wow!).

Thanks to these statistics provided daily by IG, I also have a **better understanding of my crowd** - gender, age, countries, hometowns, to what content they are more or less responsive...

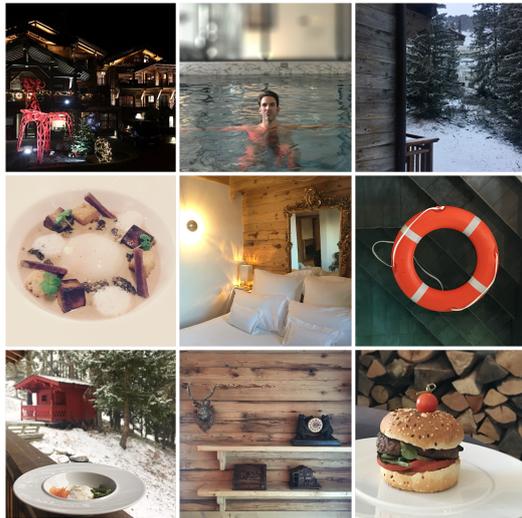
This matters. A lot. Specially since I'm looking forward to reinforcing my collabs with lifestyle brands – from hospitality to fashion.

my followers on IG [april-may 2017]

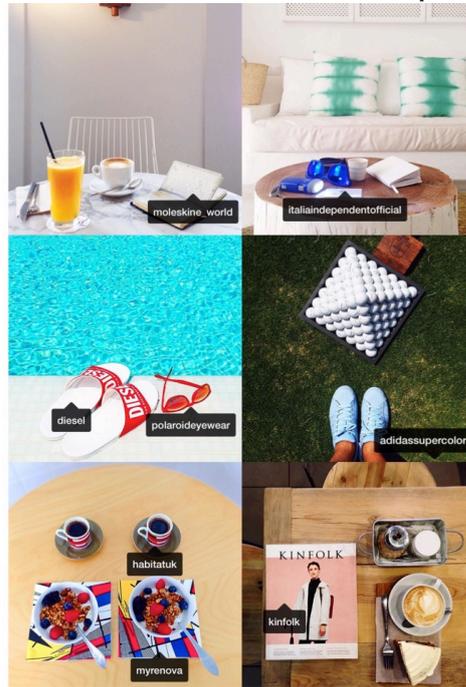


Below you will find a few exemples of my recent collabs on IG

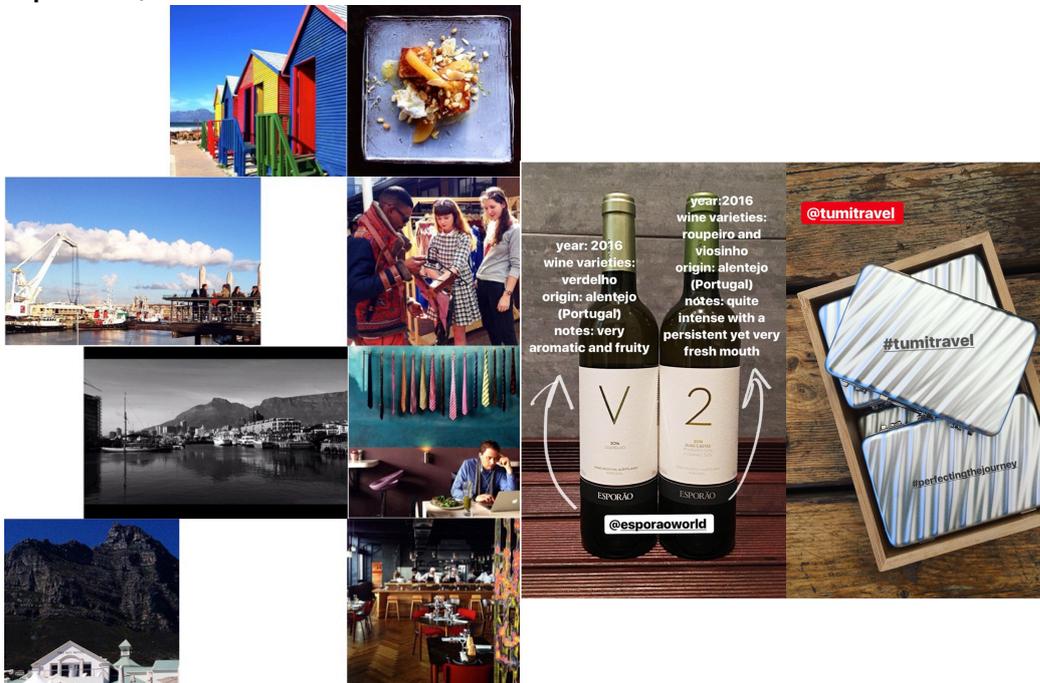
Product placement



La Sivolière | Courchevel 1840-France



Cape Town | South Africa



Instastories

[more on <http://addressbookbyjms.com/blog/index.php/projects>]

for inquiries: +351 91 999 4178 | jm.guel166@gmail.com