

# work with us

MEDIA PRESS KIT



[www.theupbeatpath.com](http://www.theupbeatpath.com)

## ABOUT THE ADVENTURERS

**Meet Steph and Jim.** American couple with a penchant for - okay, maybe an obsession with - being on the go. Traveling all over the world together since 2015, they take their audience on the road with them through various forms of media including blog posts, photography, and videography. They are firm believers that sharing their story as an American travel couple will help inspire other Americans to step outside their comfort zone and explore the beautiful, magical world we live in.

## WHY WORK WITH US?

*Did you know that 84% of consumers make a purchase after reading about a product or service on a blog?*

**You're a savvy travel or lifestyle brand** and have come to realize **the power of social media influencers** when it comes to **reaching real people fast**. With a **social media following of 12k+** and a readership of over 1k per month on our blog (all of which we gained in only 4 months time!), we have a **very engaged audience** that would love to learn more about your product or service.

But numbers aside, we are an **authentic traveling couple** that lives and breathes travel every single day, and can represent and bring awareness to your brand or service in a very real way. We only partner with reputable companies that we would use ourselves and can honestly recommend to our readers!

## SOCIAL MEDIA STATS

**INSTAGRAM:** 6.2K+ followers | 500+ average likes | 48 average comments

**TWITTER:** 1.1K+ followers | 6K+ daily impressions | 3.5% engagement rate

**FACEBOOK:** 1.4K+ followers | 6.2k reach

## AUDIENCE STATS

62% Female | 48% Male

49% Age 25-34 | 32% Age 18-24

92% United States

## SERVICES OFFERED

**Sponsored Posts:** Let us promote your brand to our audience by posting a high quality image or video with caption on Instagram, tweeting on Twitter, and/or a Facebook post. This is an extremely effective (and cost-effective!) way to get your product out there to a targeted audience virtually instantly. We have over 12k followers across our social media channels with outstanding engagement but our overall reach is significantly higher.

**Product Reviews:** We will provide an honest review of your product on our blog. Please email us to know where to send your product!

**Contests & Giveaways:** An excellent way to get our viewers engaged with your product, if you send us 2+ of your product, on request we will hold a giveaway to our audience for your product with a link back to your brand's social media channels and/or website.

**Social Media Consulting:** Steph and Jim both have a diverse background in marketing and sales and are glad to impart our knowledge of social media to help grow your organization's following and overall revenue using social media.

**Press Trips:** Whether it be to promote tourism to a specific destination, promote accommodation, or a certain activity, we obviously love to travel and would love to share

with our readers! Where ever it is in the world, let us know if you'd like us to help draw more crowds to your location.

**Photography Services:** Need new photos for your website, social media channels or brochure? Jim and Steph offer a wide range of packages depending on your needs, including drone photography.

## TESTIMONIALS

*“The Upbeat Path is now one of my favorites, love all the various adventures they go on and how they capture all the content for us to see.”*

*“What an excellent page about travel. Would highly recommend for informative and engaging content!”*

*“I’ve been following The Upbeat Path for a while and I’m never tired of reading the beautiful adventures of the nomadic life!”*