

TRAVEL IN ITALY AND AROUND THE  
WORLD

# VIAGGIANDO A TESTA ALTA

Media Kit





# WHO I AM?

## HELLO, MY NAME IS CASSANDRA

Class of 1995, computer technician.

Working student with an exceptional passion for travel.

I have an excellent knowledge of English and professional competence in IT.

I love visiting new countries and discovering local cultures.





# MY BLOG



**[WWW.VIAGGIANDOATESTAALTA.IT](http://WWW.VIAGGIANDOATESTAALTA.IT)**

Viaggiando A Testa Alta is a travel blog born of instinct in a warm spring afternoon from the desire to tell the world the places I visited. Within the blog you can find the stories of my travel experiences, as well as useful tips to help travelers organize their next adventure.



# THE COMMUNITY



## TARGET

Young couples and solo travelers

Average salary 1500-2500 euro

Prefer to move independently

They love to try local cuisine

Booking resorts and facilities with bed and breakfast treatments - half board

## GOALS

I help users plan their journeys by making routes easily replicable by indicating transport, accommodation and activities.

I provide support to hotel facilities and tourism institutions in their online presence and digital communication.



# ANALYTICS 2019

**200 k**

Page Views

**72 k**

Unique Users

**67 k**

Organic Research

**86 %**

from Italy

**63 %**

Women



# The 3 most read articles



HOW TO REACH  
BERGAMO?

**6.5 k views**



WHAT TO SEE IN  
NASSAU?

**21.3 k views**



HOW TO REQUEST  
ESTA?

**17.2 k views**



# SOCIAL CHANNELS



INSTAGRAM - 25.8 K

@viaggiandoatestaalta

FACEBOOK - 3.2K

@viaggiandoatestaalta

YOUTUBE - 1.5K

@ViaggiandoATestaAlta

PINTEREST - 29K VIEWS

@viaggiandoatestaalta

TRIPADVISOR - LEVEL 6

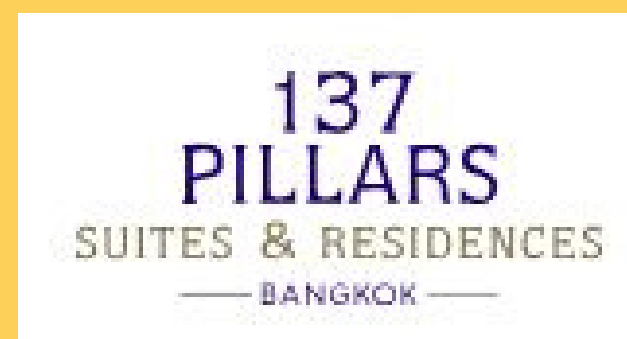
@viaggiandoatestaalta



# Some collaborations



REGIONE SICILIA





# COMMENTS OF THE READERS



"A very detailed post about an island that I miss completely! Very nice infographic!"



"I wanted to tell you that this post falls into place since I was looking for various travel options where there were great possibilities for surfing!"



"Corsica has been on my wishlist for a long time and this post will be very useful to me! Thank you!"



# What can I offer?

## ARTICLES

Increase the authority of your website with one of my articles dedicated to your facility or your service.

## SOCIAL COVERAGE

Be noticed on social media through exclusive content: photos, professional videos and storytelling made for you and included in an ad hoc strategy.

## PHOTOGRAPHY

Making of photographs of product, institutional photographs and unique images for the print and for the web.

## PRODUCT PLACEMENT

We can build together the right strategy to promote your facility or service through images and articles for a certain audience.

# CONTACT MEE

Do you have any questions or do you want to propose some projects that you think I can help you with?

Don't think twice and write me



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WEBSITE

[www.viaggiandoatestaalta.it](http://www.viaggiandoatestaalta.it)