

# Media Kit

June 2018



# Viajando con

## Fran

The blog was born by the end of 2012 when Francisco was about to graduate from university. During his college years he had many international exchange experiences, and when he got his business major he tried the corporate life. He worked for EY as a marketing and sales consultant, and helped launch one of the biggest e-commerce startups in Latam.

**But after 2 years of really intense office life, he finally decided to leave everything behind** and start his first big trip with no return ticket. He has visited more than **50 countries** so far.

He's very flexible and can go from hitchhiking and sleeping in a tent to a 5 star hotel suite the next day. The key for him is **being open and flexible**. He loves **learning from different cultures**.

**He has inspired thousands of young (and not so young) people** to go after their dreams. He shares his **travel experiences** but what he enjoys the most is writing **thoughts on personal development** and minimalism. His main goal is to get people out of their comfort zone, realize their potential as human beings, **and find the courage to become their best selves**.



# Why

## travel Influencers?

# Why Hispanic

## travel Influencers?

These days every traveler does research in advance on the Internet.

Because of their travel expertise, strong online presence, personal stories and reviews, travel influencers enjoy the trust of their followers.

They share content based on authentic experiences, have a variety of followers, and create visual content. This is why they have become one of the key actors influencing purchasing behaviors (not only for travel products).

Spanish is the second biggest language in the world measured by the number of native speakers, and the third one by people that can speak it fluently.

The Hispanic world is growing at a faster rate than the English and Chinese population, and its influence is getting bigger in countries like the US.

Many Spanish speaking countries are becoming developing countries and adding lots of people to their middle class. Many of them are starting to travel to new destinations.

**But not every travel influencer is the same.**



## Why Francisco?

He has a **business background**, he worked as a consultant focused on creating and developing marketing and sales strategies for big companies and startups.

He's just not another travel influencer, **he gets the big picture** and understand what companies need.

He's posts have a **very high engagement** and created a **very loyal readership**.

He wants to continue on this path towards helping people develop themselves. And traveling more is one of the best ways, right?

Now he works as a freelance brand strategist focused on developing content & influencer marketing strategies and expanding to Spanish speaking markets.

**Let's get to the numbers!**

Main  
Channels



**Blog**



**Facebook**



**Instagram**



**YouTube**



## Blog

With more than 200 posts/pages my blog is a mix of travel experiences, useful tips and thoughts about travel.

I don't post very often any more because my target audience attention shifted to social media platforms.

### Monthly Stats

Unique visitors



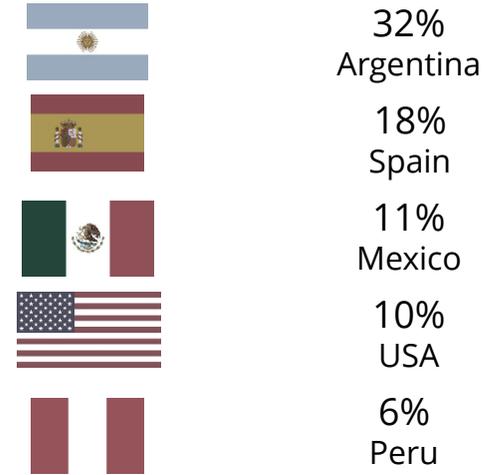
Pages viewed



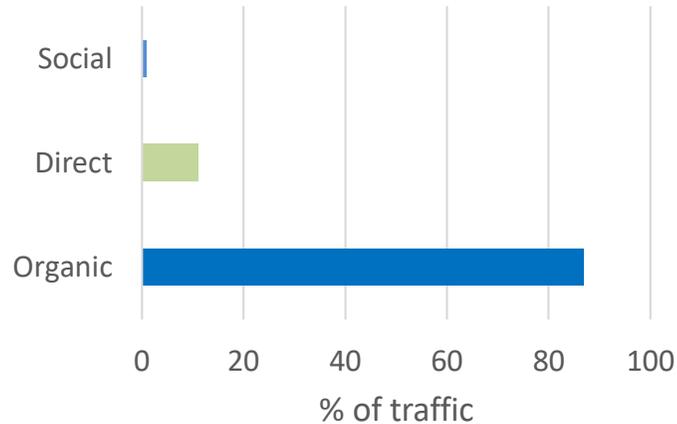
Average time on page



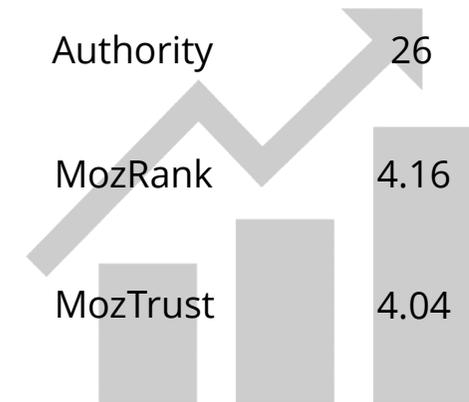
### Countries



### Traffic Sources



### Domain metrics





# Facebook

Here I share my experiences and thoughts around the world. Mostly with long form text with a picture.

Once a week I do a long live video and a short video.

4% Monthly growth   19.8K Likes   0.66/day Post frequency

## Last 28 days

Reach



232.769

Posts engagements



20.096

Average reactions per post



67

## Audience gender



75%



25%

## Audience ages by gender



18-24 22%

25-34 41%

35-44 7%



18-24 7%

25-34 14%

35-44 3%

## Countries



26%  
Peru



22%  
Argentina



20%  
Paraguay



10%  
Bolivia



4%  
Chile



# Instagram

Here I share my best pictures. Mostly with long caption describing the experience and thoughts I have in that place.

11% Monthly growth 14.3K Followers 1.5/day Post frequency

## Last 7 days

Reach



Impressions



Average reactions per post



## Audience gender



## Audience ages

18-24 37%

25-34 49%

35-44 9%

## Countries



22%  
Argentina



16%  
Peru



12%  
Paraguay



7%  
Venezuela



6%  
Colombia



## YouTube

All my content here is based on **5 pillars**: travel, entrepreneurship, digital marketing, minimalism and personal finance.

I organize my videos in 5 playlists:

- Preguntas con Fran**: every video is my full answer to a question I get ask frequently.
- Appearances** in different media outlets.
- Interviews I do to **inspiring people**.
- Talks** I´ve given around the world.
- Facebook Live** videos that I don´t fit any of the previous descriptions.

40% Monthly growth 1.1K Subscribers 3/week Post frequency

### Last 28 days

Views



10.492

Watch time



36.150

Average view duration

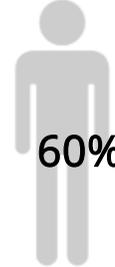


3:31

### Audience gender



40%



60%

### Audience ages

18-24 66%

25-34 36%

35-44 1%

### Countries



33%  
Argentina



20%  
Peru



18%  
Paraguay



10%  
Mexico



4%  
Colombia

# Other Platforms



Twitter

+1.970

Followers



LinkedIn

+800

Followers



Pinterest

28

Followers

There are some others platforms that are interesting and that I am exploring but there are not used much by my target audience (yet?):



Snapchat



Music.Ly



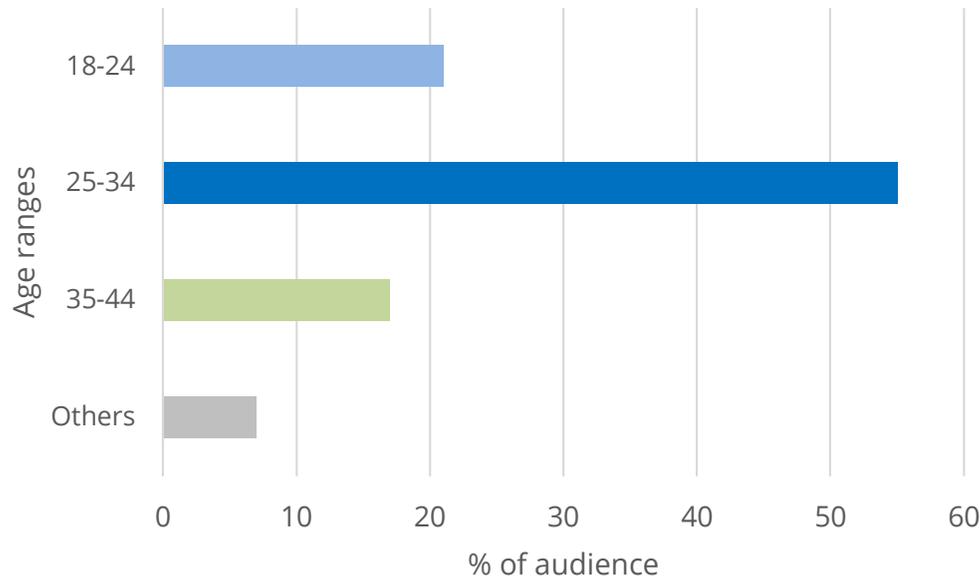
Vero



Anchor

# Target

## personas



18-24

Upper middle class college students from LATAM and Spain looking for an international exchange experience in the U.S.A or interested in traveling full time.

25-34

Young urban upper middle class Spanish speaking professionals that are planning their vacations or a special trip (e.g. honeymoon) or that are looking for a career change and are considering travelling for a long period of time.

35-44

Upper middle class professionals looking for information for their family vacations.

Lets work  
together!

Collaborations  
options



Sponsored  
content



Brand  
ambassador



Press trips



Digital  
marketing



Public  
speaking

# Types of brands I've worked with



Trip.com (Travel app, U.S.A.)



Kerala Tourism (Tourism Board, India)



Sixt Rent a Car (Car rental, Spain)



Nomad Hotel Basel (Hotel, Switzerland)



Skyscanner (Travel metasearch engine, Latin America)



Citysightseeing Worldwide (Tour Company, Spain)

# Brands I've worked with



And many  
more!

# Media & Talks

## Radio



FM Delta, Radio LED, **Argentina**

Radio Nacional, **Paraguay**

El Deber Radio, Radio Activa, Radio UNO, **Bolivia**

## TV



PAT, **Bolivia**

Paraguay TV, **Paraguay**

TVE Internacional, **Spain**

## Print Media



La Nacion, Clarin, Revista Ocio **Argentina**

La Nacion, HOY, Agencia IP, **Paraguay**

El Deber, **Bolivia**

Conde Nast Traveller, **Spain**

El Comercio, **Peru**

The Times of India, **India**

## Talks



I've given talks in universities and events in: **Peru, Bolivia, Paraguay, Argentina, Spain and Bulgaria.**

Lets work  
together!

Francisco

Ortiz



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