



**IVE BEEN BIT!**  
travel blog

**LINDSAY DAVIES**

THE GAL BEHIND IVEBEENBIT.CA

CONTENT CREATOR  
FREELANCE WRITER  
DISCOVERER OF LOCAL GEMS  
WEARER OF CRAZY TIGHTS

# HEY THERE!

THE NAME'S LINDSAY AND I'M THE GAL BEHIND I'VE BEEN BIT! AS YOU MAY HAVE GUESSED, I WAS **BIT BY THE TRAVEL BUG** SOME TIME AGO.

NOW I SHARE MY TRAVELS AS I **EXPLORE OFF THE BEATEN PATH** AND DIG DEEP TO EXPERIENCE THE **LOCAL GEMS** THAT MAKE A DESTINATION UNIQUE.

WHETHER I'M CHASING THE BEST **VIEWS**, BEAUTIFUL **WATERFALLS**, DELICIOUS **EATS** OR A MEAN **LATTE**, MY AUDIENCE IS ALWAYS EXCITED TO SEE WHAT SPOTS I'LL SHARE WITH THEM.



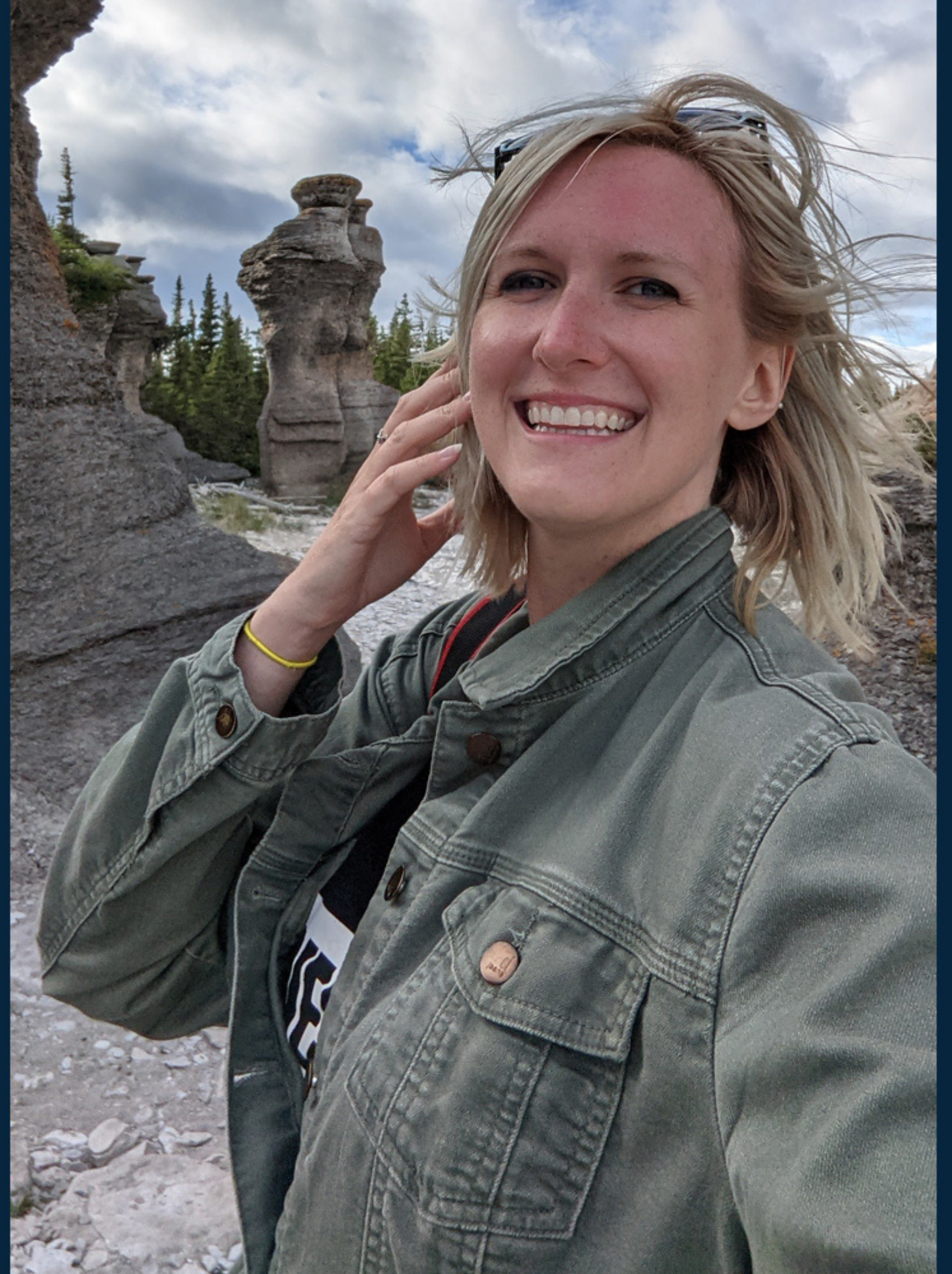
**38,000+**  
AVERAGE MONTHLY  
WEBSITE VIEWS



**20,000+**  
FOLLOWERS ACROSS  
SOCIAL MEDIA



**25+**  
PARTNERSHIPS  
& COUNTING





30+ CHARMING THINGS TO DO IN NIAGARA-ON-THE-LAKE FROM A LOCAL



VIRGINIA ROAD TRIP: EXPLORING THE BEST OF INTERSTATE 81



MIKISEW PROVINCIAL PARK: YOUR EAGLE-EYE GUIDE TO THE PARK



CHRISTMAS IN TORONTO: 25+ FESTIVE WAYS TO CELEBRATE THE SEASON

# IVEBEENBIT.CA

AUDIENCE IS PRIMARILY CANADA-BASED  
WITH A HEAVY EMPHASIS IN ONTARIO.

*CLICK THE IMAGES FOR ARTICLE EXAMPLES*

## WEBSITE STATS

UNIQUE MONTHLY USERS: **28,500+**

MONTHLY PAGE VIEWS: **38,500+**

AVERAGE TIME ON PAGE: **5 MIN 20 SEC**

*STATS ARE AN AVERAGE OF THE LAST 12 MONTHS*

## AGE

18-24: **15%**

25-34: **26%**

35-44: **22%**

45-54: **17%**

## GENDER

FEMALE: **58%**

MALE: **42%**

## LOCATION

CANADA: **63%**

ONTARIO: **72%**

USA: **30%**

BRITISH COLUMBIA: **18%**

# SOCIAL STATS

NUMBERS AS OF MAY 25, 2023

## FACEBOOK

MONTHLY REACH: 14,000+

AVERAGE ENGAGEMENT: 3,500+

PAGE FOLLOWERS: 3,900+

## TWITTER

MONTHLY REACH: 10,000+

FOLLOWERS: 6,900+

## INSTAGRAM

MONTHLY REACH: 14,000+

FOLLOWERS: 5,300+

ACCOUNTS ENGAGED: 750+

## PINTEREST

MONTHLY REACH: 190,000+

FOLLOWERS: 3,900+

## TIKTOK

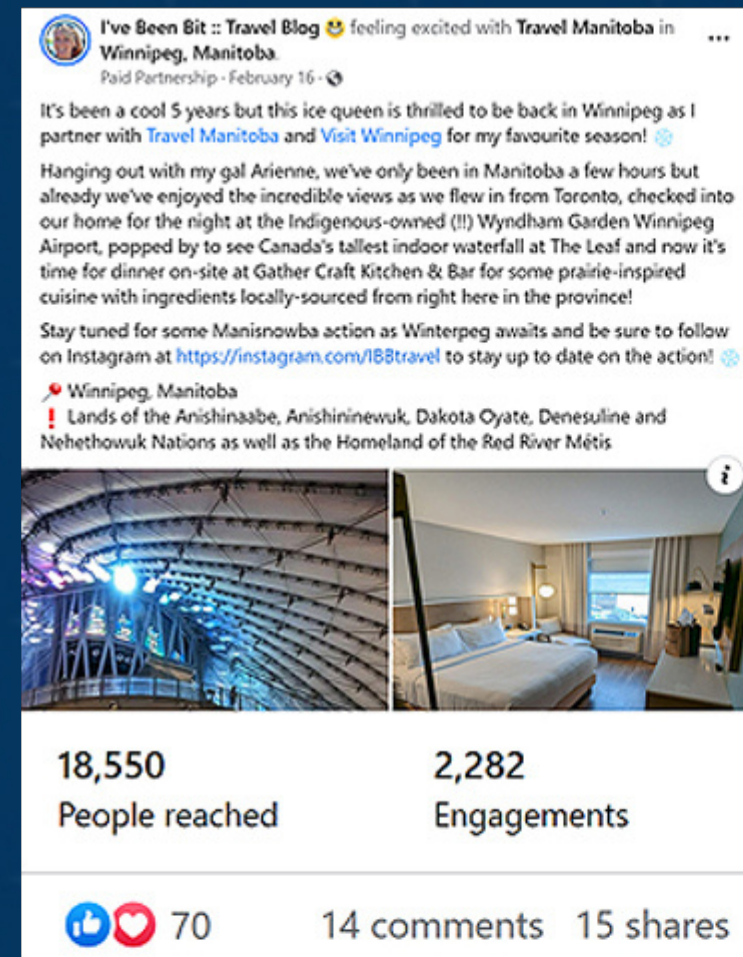
MONTHLY REACH: 2,100+

FOLLOWERS: 400+



# CASE STUDY: WINTER IN MANITOBA

PARTNERSHIP TRAVEL MANITOBA & TOURISM WINNIPEG WITH THE GOAL OF PROMOTING THE UNIQUE EXPERIENCES FOUND DURING THE WINTER MONTHS IN & AROUND WINNIPEG AS WELL AS RIDING MOUNTAIN NATIONAL PARK



CLICK THE IMAGES ABOVE TO VIEW THESE CAMPAIGN SAMPLES

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## DELIVERABLES

**2 SEO-OPTIMIZED BLOG POSTS OF 3K+ WORDS**  
ONE FOCUSING ON WINNIPEG & THE OTHER  
ON RIDING MOUNTAIN NATIONAL PARK

**6 FACEBOOK POSTS TOTAL**  
2 FOR WINNIPEG, 2 FOR RIDING MOUNTAIN &  
2 PROMOTING THE BLOGS

**8 TWEETS TOTAL**  
3 FOR WINNIPEG, 3 FOR RIDING MOUNTAIN &  
2 PROMOTING BLOGS

**4 INSTAGRAM SHARES**  
1 FOR WINNIPEG, 1 FOR RIDING MOUNTAIN &  
2 PROMOTING BLOGS

**DAILY INSTAGRAM STORIES**  
90 IN TOTAL, NOT INCLUDING RE-SHARES OF  
CONTENT CREATORS ON THE CAMPAIGN

**4 PINTEREST PINS PROMOTING BLOGS**

## RESULTS

**WINNIPEG BLOG: 5500+ WORDS**

RANKING ON PAGE 1 OF GOOGLE

**RIDING MOUNTAIN BLOG: 3200+ WORDS**

RANKING ON PAGE 1 OF GOOGLE

**FACEBOOK REACH: 49,000+**

**TWITTER REACH: 12,000+**

**INSTAGRAM REACH: 42,000+**

**PINTEREST REACH: 5,500+**

**TIKTOK REACH: 800+**

ADDITIONAL COVERAGE NOT SPECIFICALLY  
OUTLINED IN DELIVERABLES

**BONUS: TIKTOK REACH: 800+**



# LET'S PARTNER!

WITH A FORMAL BACKGROUND IN FINE ART AS WELL AS GRAPHIC DESIGN, I LOVE UTILIZING MY SKILLS TO HELP PROMOTE DESTINATIONS, SUPPORT FELLOW SMALL BUSINESSES AND INSPIRE FOLKS TO JUST GET OUT AND EXPLORE!

## WHAT I OFFER

IVEBEENBIT.CA COVERAGE

FULLY SEO-OPTIMIZED BLOG POSTS

FREELANCE WRITING

TOURISM SITES, MAGAZINES & MORE

FACEBOOK CAMPAIGNS

PHOTO & VIDEO CAPABILITIES

TWITTER SHARES

LIVE POSTING, CHAT FEATURES & MORE

INSTAGRAM COVERAGE

PHOTO & VIDEO CAPABILITIES

PINTEREST COVERAGE

DESTINATION PHOTOGRAPHY

...OR A COMBINATION OF THE ABOVE!

# LET'S CONNECT!

IF YOU HAVE ANY QUESTIONS, PLEASE FEEL  
FREE TO REACH OUT & LET'S MAKE SOME  
MAGIC TOGETHER!

~ LINDZ  
-XOXO-

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