



Media Kit
www.stmaartenmap.com

November 2016

ABOUT US

Thank you for your interest in stmaartenmap.com, a travel blog made and animated by St Maarten lovers for future st Maarten lovers.

We are Anna and Kevin Wynter and we are in love with this island, A year ago, we decided to help future tourists enjoy this island as much as we enjoy it, thanks to a friendly website and social media. The website focuses on giving information through an interactive map and a blog that both inform about great places to visit, things to do and some trip tips.



WHY WORKING WITH US

We are not only a lovely family, we are online marketing professionals, and field marketers, negotiator and enthusiasts. We know that tourists are hungry for honest and helpful information and reviews of where they should stay and what they should visit on the island, but we also understand that businesses need influencers like us in order to promote and talk about their business to grow with a good return on investment. We also know that having a business is not an easy road and we always focus on the "positive points" of what we experience and we never hurt the image of our collaborators.



OUR STRENGTH

Our Target Audience is also Your Target Audience

Our website focuses on touristic information about St Maarten as well as St Barths, Anguilla, Saba and Statia and therefore our audience is a niche of people that are about to visit these islands. We also plan to diversify our audience in order to target families, young couples, business people, newly married couples, retired people and more.



An Interactive Map

Our website also contain an interactive map, which is one of our most visited page, that recommend people where to stay and what to visit. In order to make it helpful for our audience, we are developing a list a Top 10 places per category: Top 10 restaurants, Top 10 hotels, Top 10 activities....

An Effective Strategy

We are very active on our website in order to increase its audience more and more every day and we work on improving its ranking on Google and Yahoo, on informing, entertaining and interacting with people on Facebook, Instagram and Pinterest, but also on increasing our daily subscribers number in order to have our readers come back to our website and share information with their friends. We use Google and Facebook ads in order to increase awareness, and we do remarketing campaigns to make people come back to our website. We will also soon have a Youtube channel with a strategy that will make our video viewers want to visit our website., as well as active Twitter and Google + accounts.



AUDIENCE

Audience overview

4265 Monthly sessions
12645 Monthly page views
3049 New visitors
1116 Returning visitors

Age: 3/4 are between 25 and 44 years old
Gender: 61,1% female, 39,9% male
Location: 68,5% USA, 10,2% UK,, 10% Canada
11,3% other



Survey Stats

(Information from a survey to our mailing list)

46,2% earn more than \$65K, 53,8 % earn less than \$65K

59.4% take vacations once a year

24.5 % take more than 2 vacations per year

18,7 % already went to St Maarten

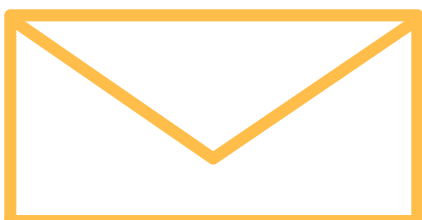
36,4 % of them plan to go again in 2017

Social Media

2494 Instagram Followers
874 Facebook Fans
1041 average monthly viewers on Pinterest



Email list



578 Newsletter subscribers

The number of subscribers is growing by an average of 11% every month

WORK WITH US

Several Advertising options

Presence on our Online Map
Newsletter
Blog Post
Homepage Top Banner
Sidebar Banner
Social Media Posting
Personal Experience + Review
Contest
Giveaway
Interview

Experiencing & Reviewing



We are open to work with any type of businesses that have the same target audience than our website. We are interested in testing and reviewing products and services and participating in events that will enable us to experience an offer and to take photos and videos for our website.

Let's
**WORK
TOGETHER**

OUR FASTLY GROWING AUDIENCE IS WAITING TO KNOW YOU

CONTACT US
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