

SALWAKISSWANI

The Blog!

A TRAVEL LIFESTYLE MEDIA KIT



BuzzFeed



Beats



Medium



LOST IN THE CITY

BLOG STARTING STORY

Salwa is a Travel Lifestyle Blogger and Brand Ambassador based in the Big Apple.

She shares her travel experiences in various cities around the world through publishing stories on her self-titled blog, with a strong emphasis on photos and videos.

After her visit to Japan in 2015 turned into a worldwide tour - with many unfortunate events, including a damaged passport, Salwa explained how she made the most of her trip.

Her mission to continue traveling - and to finance herself along the way, was fueled by the many unforgettable adventures and people she met.



READERS COMMENTS

"Maybe it's just me, but you just made Greece look so much more appealing!! I would definitely love to visit one day!!"

SHAWNA

September 19, 2017, at 11:56 pm

NUMBERS

FOLLOWERS IN

13,840

INSTAGRAM

10,524

FACEBOOK

4,966

TWITTER

3.2k

PINTEREST

155,183

BLOG

3,997

LINKEDIN

Google+

Facebook
Profile

Bloglovin'



TRAVEL INFLUENCER

SALWA KISSWANI

"Everyone in PR and digital marketing understands the importance of influencer-driven campaigns, but a couple of recent research pieces reinforce its power.

Businesses are making a strong return from influencer marketing, generating \$6.50 in revenue for each \$1 spent, according to the latest poll from influencer marketplace Tomoson.

The poll also found that influencer marketing is the fastest-growing online marketing channel, crushing other strategies like affiliate marketing, paid search, and display. Here are some highlights from the study that can help you best use influencers to drive your business strategy:

Attract Better Customers Through Influencer Marketing

A majority of marketers believe that influencer marketing attracts higher-quality customers to their business. This could be because social media users tend to be more affluent and more likely to recommend products to family and friends.

Influencer Marketing Delivers a Strong ROI

On average, businesses generate \$6.50 in revenue for each \$1 invested in influencer marketing (highlight to tweet). 70% make \$2 or more, and 13% make \$20 or more. Most businesses get solid results from influencer marketing, with just the bottom 18% failing to generate any revenue.

STUDY: INFLUENCER MARKETING PAYS \$6.50 FOR EVERY DOLLAR SPENT -ADWEEK

Marketers Get Best Results from Blogs and Facebook

Blogs and Facebook are by far the most effective outlets for influencer marketing, dwarfing YouTube, Instagram, and Twitter. 37% said blogs were their most effective platform, and 25% said Facebook. If you don't focus much on either, these results suggest you should give them both a try.

Influencer Marketing Growing Faster than Organic Search

Marketers rated influencer marketing as their fastest-growing channel for acquiring customers online. Organic search and email are too mature to provide the same yearly growth that influencer marketing now delivers. Affiliate marketing and display advertising performed poorly, scoring below 10%.

Influencer Marketing Tied for Most Cost-Effective Channel

22% of marketers say influencer marketing is their most cost-effective customer acquisition channel. Email received the same percentage, while organic search came in third with 19%. Affiliate marketing performed poorly, ranked most cost-effective by just 2% of marketers".



MARCH SAO PAULO, BRAZIL
Find out how it really feels.



FEBRUARY MIAMI BEACH, MIAMI
Find the best seasons to go!



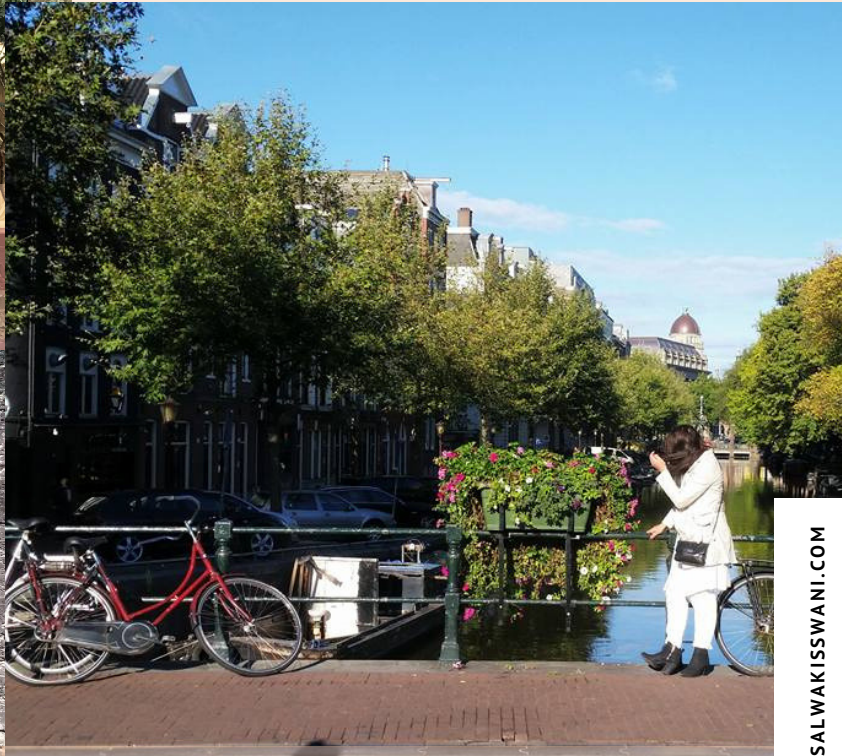
OCTOBER HONG KONG, CHINA
Take a look into history.



JANUARY BELIZE CITY, BELIZE
Be You, Be Wild!



DECEMBER TIKAL, GUATEMALA
Experience true moments.



NOVEMBER AMSTERDAM, NETHERLANDS
Share the wild experiences.

SERVICE

COST

Blog Post (500 Words)

\$450

Blog Post (1000 Words)

\$650

Instagram Post

\$300

Facebook Post

\$100

Twitter Post

\$100

Social Media Package (1 of all)

\$500

Email Newsletter

\$100

Press/FAM Trip (3x Social Media Posting/Day + Blog Post)

All-Inclusive +
\$100/Day

*If you need pricing on more services please don't hesitate to email us at info@Salwakisswani.com

SUMMARIZING BLOG POSTS

"In each blog post, I tend to use a different writing style to keep my audience engaged and entertained, for example;

In the Boston, Massachusetts post; I used a more narrative approach to discussing a general thought process when trying to travel solo, especially when being a female solo traveler. At the same time, exploring with a purpose, other than pleasure. (for educational purposes) Along with encouraging the readers not to be afraid of last-minute travel plans.

Within the topic of learning, I had written multiple posts from different cities around the world; where I multi-purposed my trip, not just for pleasure or being a regular tourist. Instead, for either learning a foreign language; like the Oaxaca, Mexico post, or to learn a new skill or work abroad, such as the Ankara, Turkey post.

As I mentioned earlier about how my blog tends to have many stories of misfortunes events, that just happens while traveling! From passport and visa issues, such as the Osaka, Japan post or the Beijing, China post that got over 439 shares in one week.

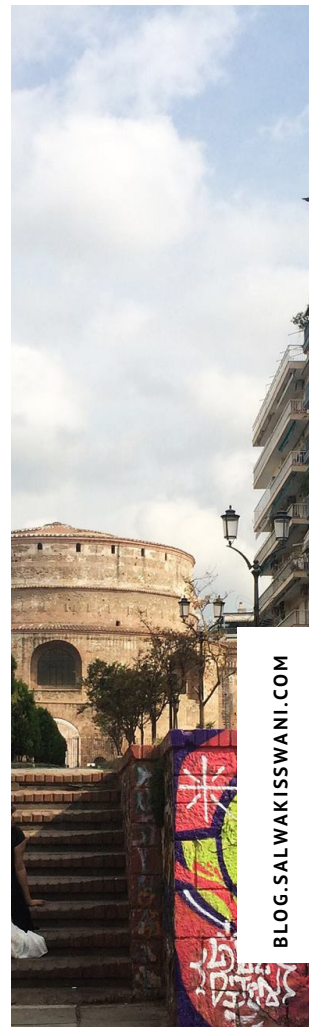
I also wrote about experiencing local hospitalities such as in the Mount Koya, Japan post or being treated with so much love to the point as if I was a family member by strangers in the Ankara, Turkey or Oaxaca, Mexico. Even in the Puerto Plata, Dominican Republic post.

Not to mention, writing about other travel related materials that we need to research before deciding to visit; like knowing more about religious and national holidays, for the full exposure of possible ceremonies and festivals while traveling, as the Istanbul, Turkey post or the last minute planning or life-saving (literally!) like the Mexico City, Mexico post or the Shanghai, China post.

When researching short trips, for a conference, for layovers or any last-minute travel plans, my audience tends to look for the Los Angeles, Miami and the Pamukkale posts.

I find it very difficult to give one post an importance over another; I had different unforgettable experiences in each city I ever been to, such as Kyoto, Arashiyama, Hakone, Tokyo, or stuck in the airport like Moscow! Or experiencing Cordoba-Veracruz, Mexico, and its Mango Chili! Of course, this summery does not include the posts that I yet need to publish about, from cities I visited recently.

As I'm also a Huffington Post Travel Content Creator; I wrote a post about Business Class Travel mentioning the future travel to Cuba before removing the ban to US citizens". -Salwa Kisswani



SALWAKISSWANI

**"I SPEAK TO MILLENNIALS,
COLLEGE STUDENTS, GRADS
AND POST-GRADS, TO ALL
WHO WANT TO SEE THE
WORLD BUT FEEL
OBSTACLES, LIKE MONEY,
IDENTITY, AND AGE, AHEAD
OF THEM; I SHOW THEM
THAT THE ONLY THING THEY
NEED TO LIVE LIFE IS
COURAGE!"**

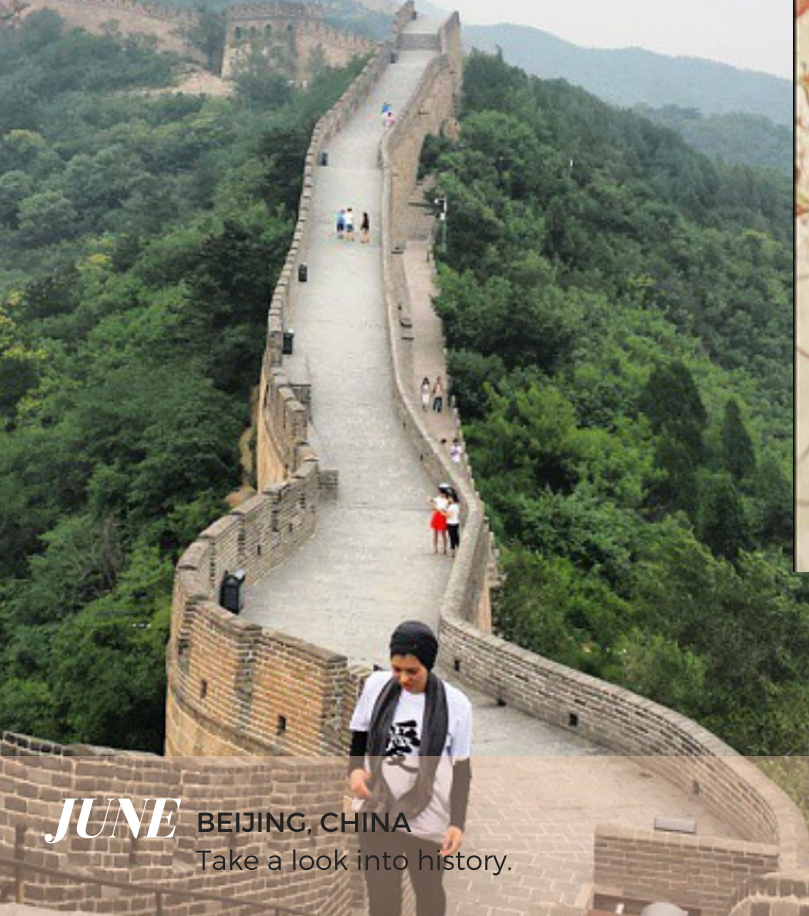
Salwa Kisswani



JULY ISTANBUL, TURKEY
Find out how it really feels.



AUGUST NIAGARA FALLS
Can't seem to get enough of Earth!



JUNE BEIJING, CHINA
Take a look into history.



MAY MONT KOYA, JAPAN
Find your authentic style!



SEPTEMBER OAXACA, MEXICO
Experience true moments.



APRIL SAN PEDRO, BELIZE
Share the wild experiences.