

THE OVERSEAS escape

TRAVEL & ADVENTURE BLOG | WWW.THEOVERSEASESCAPE.COM



ABOUT ME

Hi! My name is Margo. I am a Virginia-based travel consultant and blogger. While living as an expat in Germany I created my blog, The Overseas Escape to emphasize the fundamental joy of traveling in Europe, beyond the standard tourist sights. It's my love for sharing experiences and insight that's allowed me to find fulfillment in my blog's community of over 65,000.

In January 2016 I began offering travel consulting services and have planned 30+ trips for travelers heading to Europe via DIY Escape Guides and custom itineraries.

Before becoming a consultant and blogger, I graduated from Virginia Tech's business school and worked for over 7 years in IT Services as a software instructor.

MONTHLY
PAGE
VIEWS

120,000+

RSS
SUBSCRIBERS

57,000+



2,600+



950+



2,100+



5,200+



1,000+

HISTORY

Since its inception in June 2013, The Overseas Escape has been dedicated to sharing unique sights, tastes, and experiences in Europe and beyond. Whether kayaking in Ireland, hiking in the Alps, or boating in Cinque Terre, I pride myself in sharing thoughtful travel stories that encourage readers to be active, adventurous and curious about experiences away from home.

READERSHIP

The Overseas Escape is followed by English-speaking readers from the US (52%), United Kingdom, Germany, Australia and Canada. With more than 8,500 comments (averaging 25+ comments per post), followers are extremely engaged and actively read content. The target market includes female travelers, without children, aged 25-39.

ACCOLADES

BLOGLOVIN': Named in the "10 Up & Coming Travel Blogs you Should be Following", included in the list of "10 Most Popular Travel Posts for 2015" and ranked #9 travel blog with 49,000+ readers.

GOOGLE PAGE RANK: #1 & #2 for search on "Europe One Week Itinerary" (above Fodor's & Rick Steves')

INSTAGRAM: Featured by Travel Channel, Artifact Uprising, Airbnb & Afar Magazine



OFFERINGS

PRESS TRIPS - All-inclusive coverage highlighting a destination, property or tour across my blog and social media channels. In addition to writing thoughtful content, I also welcome use of all photography captured during the experience and will provide a portfolio of images for their exclusive use.

SPONSORED POSTS - I love developing creative content for brands and destinations, let me highlight what makes your offering a great one.

SIDEBAR/SOCIAL MEDIA - Quick and easy, place an ad in my blog's sidebar for great exposure to my 18 - 34 year old female, travel-loving readers.

BRAND AMBASSADOR - I love working with great brands on long-term projects. With my personal passion for travel, let me funnel my creative energy and employ my degree in marketing to help your brand grow across my social media channels and blog, as well as create content for your site.



PARTNERSHIP EXPERIENCE:

EXPEDIA - I collaborated to highlight Expedia's city guides by creating a post titled 'The Best Christmas Markets in Europe 2015', referencing their London guide within. The post received over 80,000 impressions and received 76 comments.

TUMBLR - I was contacted directly by onboarding manager to aid the site in bringing new high-quality original content. I have since partnered to include image distribution to Tumblr into my work-flow.

+ **NUMEROUS HOTELS & TOUR OPERATORS** including: Holiday Inn, Roadtrippers.com, Silverline River Cruise (Budapest), The Roman Guy Tours (Rome), Cooking Lisbon (Lisbon), ECHO Trails Hiking Tour (Lucerne), Hotel Des Balances (Lucerne), Bellagio Water Sports (Bellagio), Hotel Puppetto (Positano), and *many* more.

TRAVEL CONSULTANT OFFERINGS

ESCAPE GUIDES - Launched in January 2016, Escape Guides are detailed, one-week, day-by-day itineraries highlighting exactly what travelers should do to see the best of Europe. Commission-based relationships are welcome however proven customer-satisfaction is necessary.

CUSTOM ESCAPES - My goal is to provide my custom itinerary travel clients the best, most insightful itinerary possible. For Commission-based and flat-rate referrals relationships, an open-line communication is required in order to ensure client satisfaction.

LET'S CONNECT:

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BRAND PARTNERSHIP CASE STUDY

In December 2015, I was contacted by Expedia and asked to create content to highlight their city guides. With the holidays approaching, I wrote a post titled [THE BEST CHRISTMAS MARKETS IN EUROPE 2015](#) and referenced their London guide within. I included compelling holidays images and travel information to further promote the post as a helpful resource for travelers heading to Europe.

Within one month, the post received:

3,188	Page Views
38,447	Reached RSS subscribers
33,147	Pin impressions
76	Comments (55 online & 21 via Facebook)
18,976	Reach on Facebook
401	Instagram Likes
78	Tumblr Post Notes



POPULAR POSTS

I take pride in blending my creativity and travel insight to create helpful posts for travelers and wanderlusts.

[20 ONE-WEEK ITINERARIES FOR EUROPE](#)

This post outlines twenty routes for exploring Europe, as well as compelling images of recommended destinations. Named the most popular travel post for 2015 by Bloglovin', this post has received 100k+ Pinterest impressions.

[BEST HIKING TRAILS IN EUROPE](#)

This post outlines 15 beautiful hiking trails around Europe with accompanying images. Associated pins have amounted to 100k+ Pinterest impressions.

[5 QUICK TIPS FOR WELL-ORGANIZED GROUP TRAVEL](#)

A helpful list of apps and planning tools to promote effective, fun travel for groups. Associated pins from this post have received 30,000+ impressions and was added to Pinterest's own '100 Pins for 2016' board with 340k+ followers.



OTHER PROJECTS

ESCAPE GUIDES

Launched in January 2016, Escape Guides are detailed, one-week, day-by-day itineraries highlighting exactly what travelers should do, start to finish, to see the best of Europe. 30 page guides include everything from where to book lodging and local tipping policies, to logistical information. If you have an offering that you think travelers must experience, then let's talk about collaborating.

FREELANCE PHOTOGRAPHY

I'm a passionate photographer and Lightroom expert, I'd love to capture a portfolio of full-sized images during my experience, as well as staged images including property/grounds, staff, and still life.

ONLINE PRESENCE



With my background in IT and marketing, I've created an online space that isn't just aesthetically pleasing, but an effective platform for leveraging SEO best-practices to reach a large audience of highly engaged readers. I post new, fresh content 3 times per week.

READY TO GET STARTED? I AM!
✉ MARGO@THEOVERSEASESCAPE.COM