



Joanne Hendrickson
Backpacker Flip FlopsTM
Media Kit 2020

INFLUENCER / TRAVEL PODCASTER / BLOGGER

BACKPACKERFLIPFLOPS.COM

JOANNE@BACKPACKERFLIPFLOPS.COM

[INSTAGRAM.COM/BACKPACKERFLIPFLOPS](https://www.instagram.com/backpackerflipflops)

Backpacker Flip Flops™

BACKPACKER Flip Flops



ALL ABOUT THE FOUNDER

Joanne loves seeing and exploring the world, and helps inspire others to travel to big attractions as well as seek out hidden gems.

Joanne currently lives in NY, USA and has previously lived in Europe and Asia giving her a unique understanding of the world.

She has visited 5 continents, 83 countries, and 47 states.

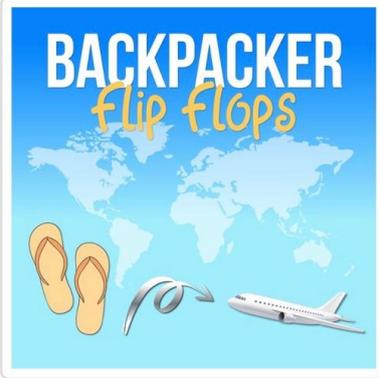


Joanne

SERVICES OFFERED

- Podcasts Episodes and Ads
- Instagram Stories, Posts, Reels, and Live
- Weekly Travel Instagram Stories Series
- Google Photos and Reviews
- YouTube Video Opportunities
- Social Media Promotion
- Sponsored Posts
- Product Reviews
- Contests and Giveaways
- Blog Article Opportunities
- Content is Additionally Added to Pinterest
- Pictures/Content for your continual use





Backpacker Flip Flops

Subscribe

List Of Episodes

View in iTunes

PODCAST BACKPACKER FLIP FLOPS™



Audience Top Regions:

- United States
- Canada
- United Kingdom
- Scandinavia
- Phillipines

Published on:

- Apple Podcasts
- Spotify
- All Major Platforms

INSTAGRAM @BACKPACKERFLIPFLOPS



Followers:

Over >30K

87% Good Reach Audience

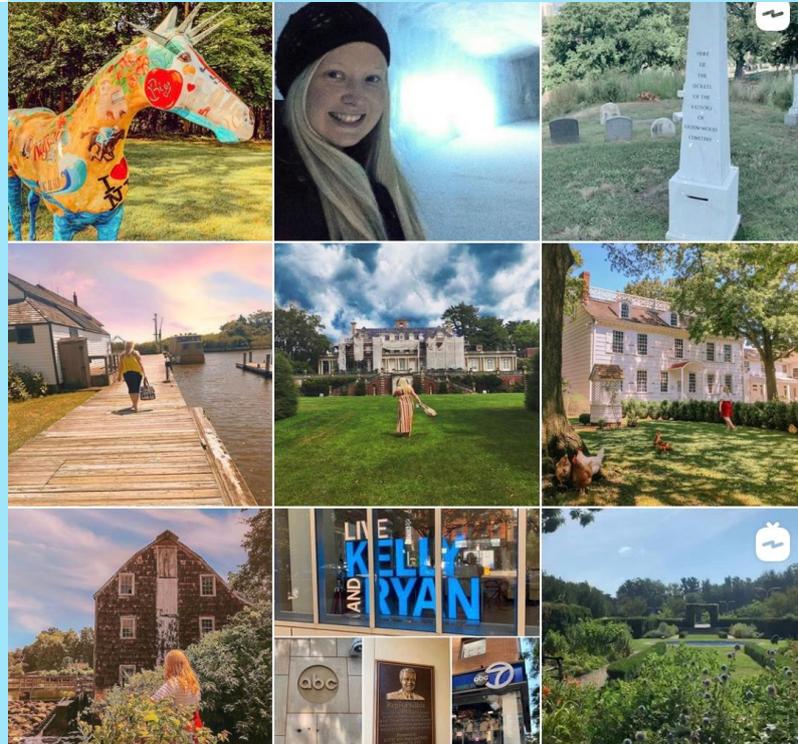
81% Audience Authenticity

55% Female / 45% Male

81% Adults

Audience Top Regions:

- United States
- Turkey
- Russia
- Brazil
- India



Your reviews received

213,386 views

See your reviews



Your photos received

15,390,896 views

See your photos



The places you added received

33,045 views

See your edits

GOOGLE LOCAL GUIDE CONSULTANTJMH



- Over 15 Million Photo Views
- Over 90,000 Video Views

Rankings:

- Google Master Photographer
- Google Master Reviewer

Examples

VISIT PHILADELPHIA MEDIA PASS

Promotion Channel: Instagram

18 Social Media Posts
Over 20k Photo Likes Combined

Photos Taken Of:

- Museums
- Landmarks
- Sporting Event
- Restaurants and Desserts



RUN LIKE A DIVA

Promotion Channel: Instagram

Website Clickthroughs: 245 Clicks

Website Purchases: 23 Purchases

- Highest number of affiliate referrals they ever received
- Purchases for events in 4 destinations



PHIVI DESSERT BOX

Promotion Channel: YouTube Video

YouTube: Over 1000 Views

Website Purchases: 12 Purchases

Content for Social Media Ads and Website



JOANNE HENDRICKSON

BACKPACKER FLIP FLOPS™



WHY WORK WITH ME

- Experienced Traveler Who Sees The World Differently and Finds Unique Content
- Established On Multiple Social Media Channels
- Weekly Instagram Series Opportunities
- Content for Multiple Platforms
- Master's Degree in Business
- Bachelor's Degree in Social Science
- Trademarked Brand



CONTACT INFORMATION

Joanne@BackpackerFlipFlops.com

Please send any collaboration ideas to the email address above. I would love to offer my expertise to come up with the most optimal collaboration plan.



LINKS

- Website: BackpackerFlipFlops.com
- Podcast: [Backpacker Flip Flops™](#)
- Instagram: [@BackpackerFlipFlops](#)
- YouTube: [/Backpacker Flip Flops](#)
- Facebook: [/BackpackerFlipFlops](#)
- Twitter: [/BackpackerFF](#)
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