



*Joanne Hendrickson*  
*Backpacker Flip Flops<sup>TM</sup>*  
*Media Kit 2020*

INFLUENCER / TRAVEL PODCASTER / BLOGGER

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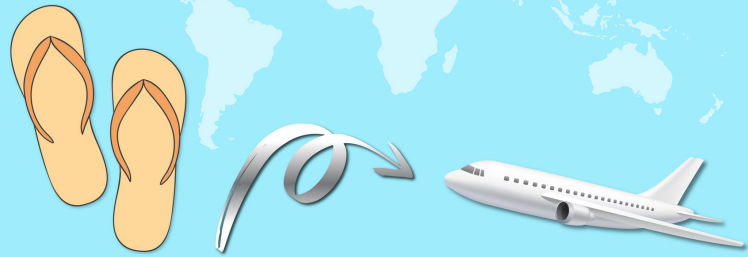
[INSTAGRAM.COM/BACKPACKERFLIPFLOPS](https://www.instagram.com/backpackerflipflops)

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# Backpacker Flip Flops™

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# 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 global connections and a worldwide following.

She has visited 5 continents, 83 countries, and 47 states - wearing her token backpack and flip flops!



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 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
- United Kingdom
- Canada
- Ireland
- Hong Kong

Published on:

- Apple Podcasts
- Spotify
- All Major Platforms

# INSTAGRAM

@BACKPACKERFLIPFLOPS



Followers:

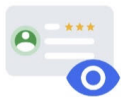
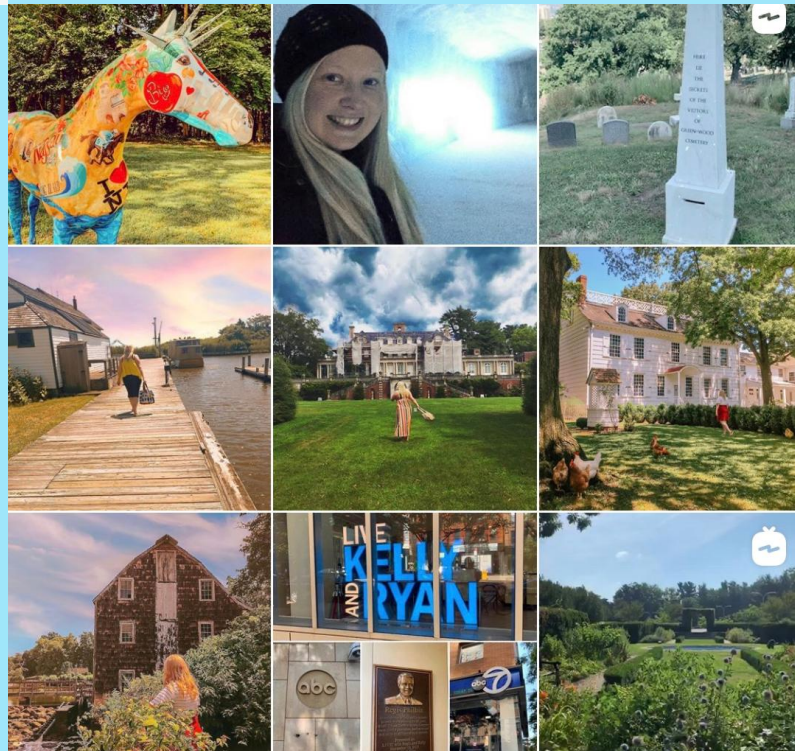
- Over 25k Followers
- 58% Female / 42% Male
- 85% Adults

Top Audience City:

- New York City

Top Audience Countries:

- United States
- Turkey
- Russia
- Brazil



Your reviews received

318,850 views



Your photos received

19,081,478 views

-



The places you added received

67,127 views

# GOOGLE LOCAL GUIDE CONSULTANTJMH



- Top 10% Reviewers in New York
- Over 19 Million Photo Views
- Over 120K Video Views

Rankings:

- Google Master Photographer
- Google Master Reviewer
- Google Expert Director

# 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: 14 Purchases

Content for Social Media Ads and Website





# JOANNE HENDRICKSON

BACKPACKER FLIP FLOPS™



## WHY WORK WITH ME

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- Established On Multiple Social Media Channels
- Global Audience
- Weekly Instagram Series Opportunities
- Content for Multiple Platforms
- Dual Master's Degrees in Business
- Bachelor's Degree in Social Science
- Trademarked Brand



## CONTACT INFORMATION

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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

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