



Joanne Hendrickson

Backpacker Flip Flops™

Media Kit 2021

INFLUENCER / TRAVEL PODCASTER / BLOGGER

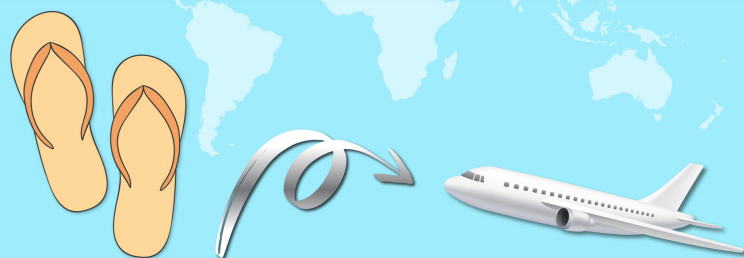
BACKPACKERFLIPFLOPS.COM

JOANNE@BACKPACKERFLIPFLOPS.COM

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

Backpacker Flip Flops™

BACKPACKER Flip Flops



ABOUT JOANNE

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

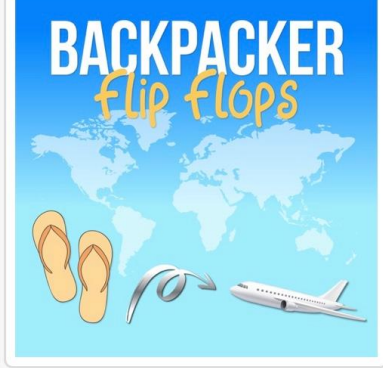
On her social media platforms, Joanne shares about great places and amazing products.

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!

SERVICES OFFERED

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





Backpacker Flip Flops

Subscribe

[List Of Episodes](#)

[View in iTunes](#)

PODCAST

BACKPACKER FLIP FLOPS™



Top Audience State:

- New York

Top Audience Country:

- United States

Published on:

- Apple Podcasts
- Spotify
- All Major Platforms

INSTAGRAM

@BACKPACKERFLIPFLOPS



Followers:

- Over 24k Followers
- 52% Female / 48% Male
- 2.5% Engagement Rate

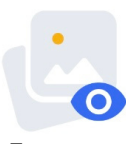
Top Audience:

- City: New York City
- Country: United States
- Age: 25-34 years old



Your reviews received

405,155 views



Your photos received

22,897,594 views



The places you added received

130,357 views

GOOGLE

LOCAL GUIDE

CONSULTANTJMH



- Top 5% Reviewers in New York
- Over 22 Million Photo Views
- Over 150 Thousand Video Views

Rankings:

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

EXAMPLES

RUN LIKE A DIVA

Promotion Channel: Instagram

Website Click-throughs: 245 Clicks

Website Purchases: 23 Purchases

- Highest number of affiliate referrals they ever received
- Attracted customers for events in four states and two countries

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



PHIVI DESSERT BOX

Promotion Channel: YouTube

Video: >1000 Views

Website Purchases: 14 Purchases

Unboxing Video

- Content for Social Media Ads and Website



JOANNE HENDRICKSON

BACKPACKER FLIP FLOPS™



WHY WORK WITH ME

- Established On Multiple Social Media Channels
- Weekly Instagram Series Opportunities
- Content for Multiple Platforms
- Dual Master's Degrees 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](#)
- Google Local Guide: [ConsultantJMH](#)
- Pinterest: [/BackpackerFlipFlops](#)