

SOMETIMES SAILING

CRUISE INFORMATION AND IDEAS FOR
TRAVELERS PLANNING THEIR NEXT SAILING





THE COUPLE BEHIND THE BRAND: MIKKEL & DAN

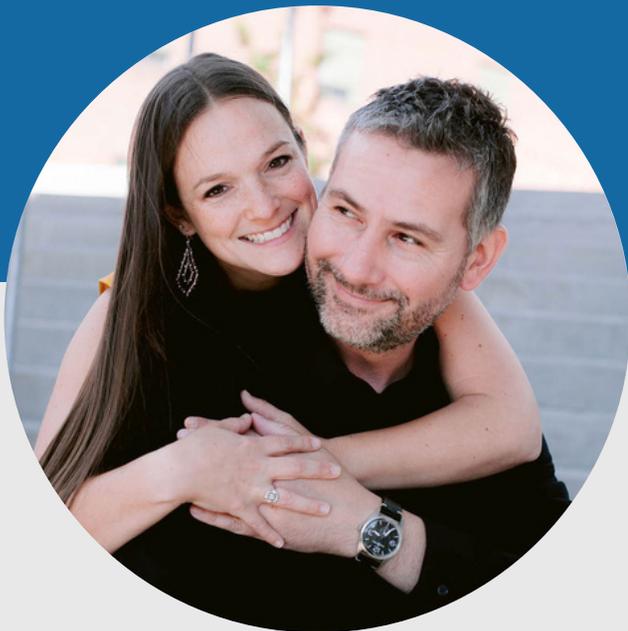
Mikkel and Dan are professional Content Creators with years of experience in digital marketing.

Their base in Raleigh, North Carolina makes it easy for them to travel across the United States and around the globe.

Dan has been a Creative Director and in the marketing arena for nearly two decades and is SH's art, beverage and brand development expert.

Mikkel has been a full time professional photographer for 13+ years and is the site's main writer and documentarian.

They do all video content, brainstorming and decision-making together.



BRANDS WE'VE WORKED WITH



ABOUT SOMETIMES SAILING

Our main focus: Collaborating with brands to create long-format evergreen articles that average 2,000+ words, which are accompanied by superior photography and best SEO practices. Being featured on Sometimes Sailing's website yields the best everlasting results for our partners with high organic web traffic, supported by our returning audience and social media channels.

*While we have "influence," we consider ourselves
CONTENT CREATORS, not Influencers.*

BENEFITS OF WORKING WITH US



Imagery that wows:
background in
professional
photography, digital
marketing & brand
strategy.



Contributor to
Cruising Journal,
Thrillist, **Porthole**,
and other media
outlets.



Delivers
measurable
results time and
time again for
their partners.

CAPTIVE AUDIENCE

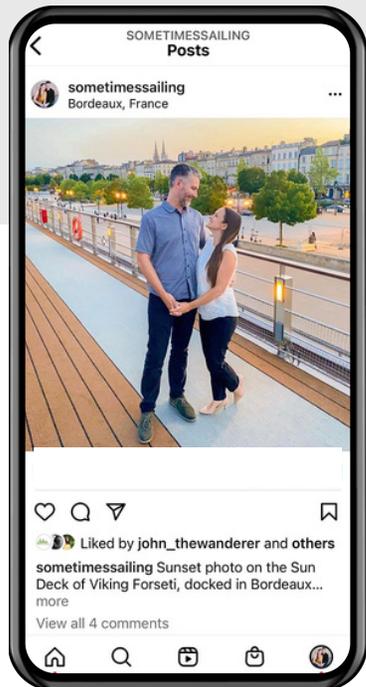
SOMETIMESSAILING.COM
ANALYTICS OVER 90 DAYS

2.95M
IMPRESSIONS

77K
PAGE VIEWS

66K
SESSIONS

900
SOCIAL
FOLLOWING



AUDIENCE FEEDBACK

"**Great article** and very timely as I'm headed [to Icy Strait Point] in August."
- Shannon Christen, reader comment on Icy Strait Point Port article

"Are you on a river cruise in Budapest? If so, **we need to talk when you get back! We want to hear all about it.**"
- @dcl_duo, via IG in response to a posted IG feed picture

"Wow this looks lovely! What a **great way to experience part of Germany!**"
- @serena_alice, via IG in response to a Reel

CONTENT CREATION



Focus on small format cruises, ship-within-a-ship concepts, culinary (including beverages), ports, excursions and sustainability.

PHOTOGRAPHY

STOP MOTION VIDEOS

GIVEAWAYS

GUEST BLOG POSTS

SOCIAL MEDIA TAKEOVERS

PRODUCTION

PRODUCT REVIEWS

WHAT PARTNERS ARE SAYING ABOUT US

" I traveled with Dan and Mikkel on a week long, river cruise press trip through the Netherlands and found them to be **highly professional, easygoing** and a lot of fun to travel with. It was clear they were committed to getting solid content as they **eagerly attended every tour, class and event** offered during our week together. The **photography that came out of this trip was phenomenal**, and their **social media posts were beautiful and engaging**. It was nice to work with them on a collaborative approach to the blog content they created post-trip, and **my client was thrilled with the results.**"

— Lauren Frye, Vice President, Gillies and Zaiser Public Relations





AUDIENCE INFO

GEOGRAPHY

United States: 75%
Canada: 5%
United Kingdom: 4%
Australia: 4%

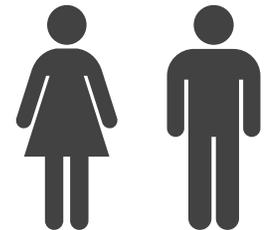
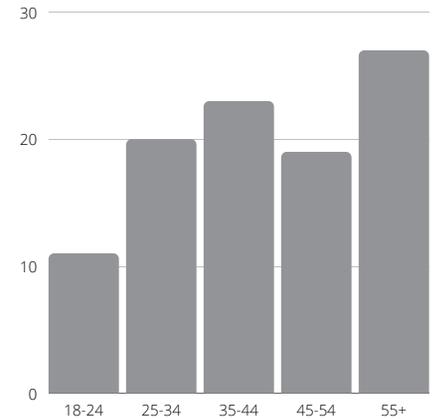
US:
Florida: 12%
California: 10%
Georgia: 7%
New York: 6%
Virginia: 5%
North Carolina: 4%

UK:
England: 85%
Scotland: 6%
Wales: 4%

ACQUISITION

Organic: 83%
Direct: 10%
Social: 4%
Referral: 3%

DEMOGRAPHICS



58%

42%





SOMETIMESSAILING.COM

mikkel@sometimesailing.com | dan@sometimesailing.com

    @SometimesSailing

 @SometimesSail

Portfolio: sometimesailing.com/portfolio

