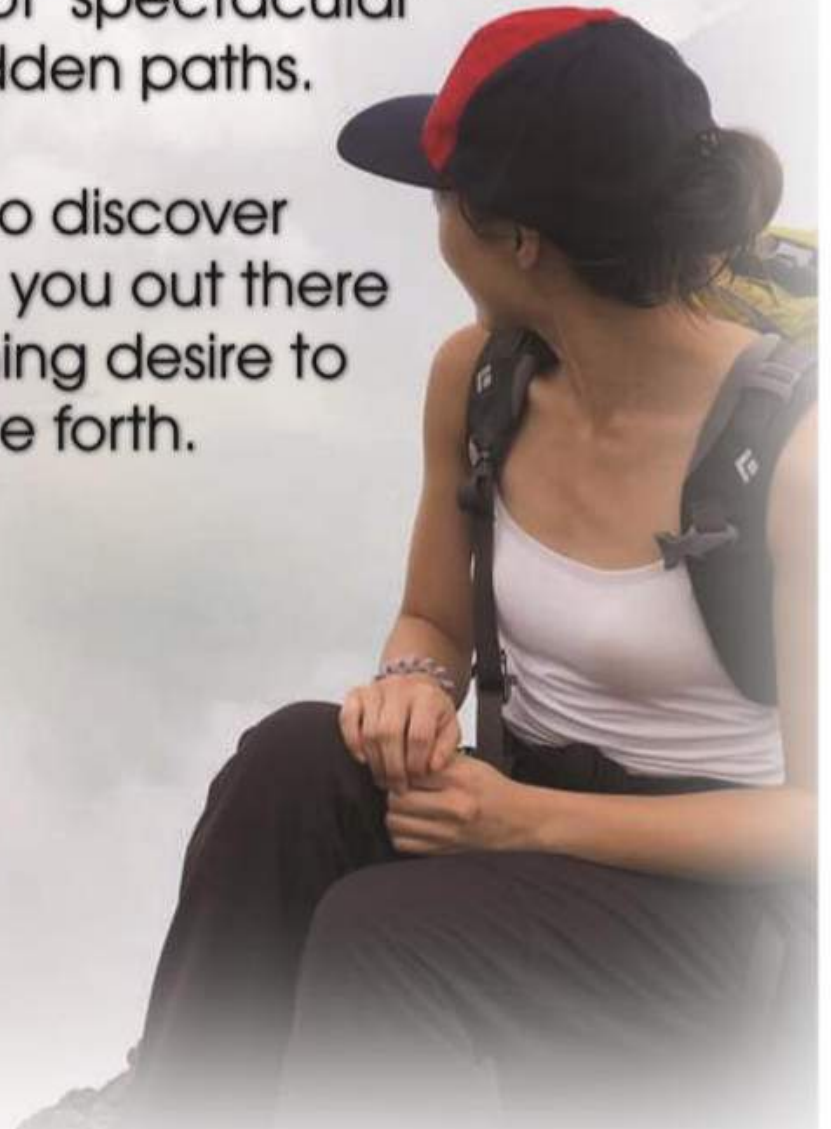


Lydiascapes.com is about bringing you on escapades into the world of spectacular landscapes and untrodden paths.

Join us as we journey to discover places, share travel tips to you out there who have the same aching desire to explore and venture forth.



195 Cities Travelled
47 Countries
473,671+ Kilometres



Hong Kong . Bali . Japan . Korea . Taiwan . Malaysia . Scotland
Mauritius . South Africa . Dubai . New Zealand . Eastern
Europe . United States of
America . Australia . London . Thailand

WHERE HAVE I APPEARED ?

MEDIA

- [The Straits Times Travel Segment](#)

Singapore's Top Circulating Newspaper

- Scoot Airlines Inflight Magazine

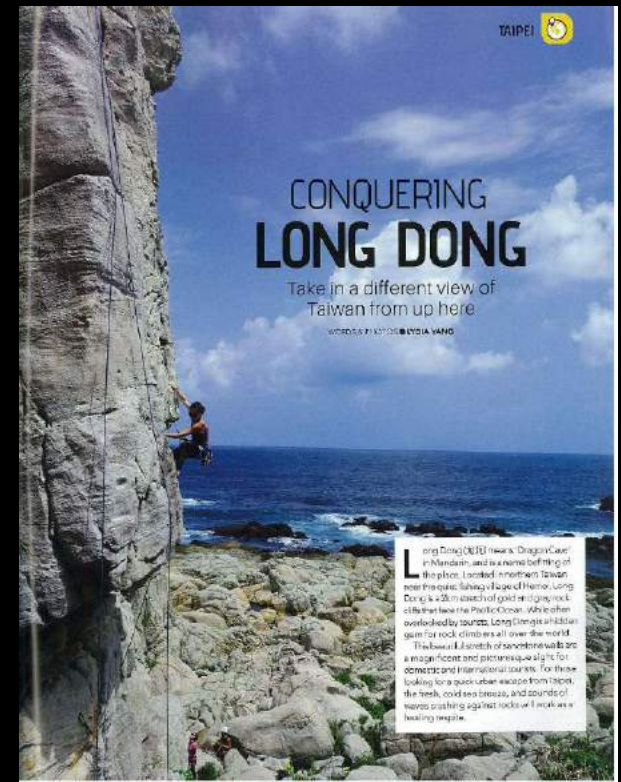
[Taiwan Climbing](#) | [Diving](#)

- Tripzilla Online Travel Portal

[New Zealand](#) | [27 Hours Canada](#)

- ESCAPE Magazine

Asia's Travel Magazine – [Seoul Edition](#)





Lydia Yang

Adventurer | Rock Climber | Travel
Blogger of www.lydiascapes.com

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Women Adventure Film Festival 2018



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DIGITAL MARKETING ASIA 2018
23 - 24 October
Singapore
#DMASingapore2018

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Digital Marketing Asia 2018

WHERE HAVE I APPEARED ?

WHERE HAVE I APPEARED ?

PUBLIC APPEARANCE

- [Guest Speaker at TBEX Europe](#)

Travel Blogger Exchange 2018

- [The Planet Traveller](#)

'Around the World in 10 Days' Talk Series

- [TedXNUS](#)

Special Guest Mention

- 'The Travel Cafe' Travel Community

Guest Presenter





Influencer and Social Media Marketing

Europe Travel Blogger Exchange 2018
(Czech Republic)

**WHERE HAVE I
PRESENTED ?**

READERS PROFILE ?

TYPE OF CONTENT

- Adventure/ Outdoors
- Experiential/ Exotic

DEMOGRAPHICS

- Age 20 – 45
- 55% Female, 45% Male
- Friends Travel. Solo Travel . Female Travel

KEY MARKETS

- Singapore, Malaysia, Indonesia
- America
- Australia



MEDIA KIT

LYDIASCAPES.COM

BRANDS I WORKED WITH:

TOURISM BOARDS



HOTELS



AIRLINES



OUTDOOR

Northern Tales Aurora . Muktuk Dog Sledging . Thailand Eco Adventure . Northern Hikes

LIFESTYLE/ ONLINE TRAVEL

The Planet Traveller . Traveloka.com . GoVoyagin.com . Action Camera (Sony/ Casio)

SOCIAL MEDIA .



facebook.com/lydiascapestravelblog



instagram.com/lydiascapes



twitter.com/lydiascapes



pinterest.com/lydiascapes



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HOW TO WORK TOGETHER

1. Featured Article on Blog/ Publications

- 500 - 800 word + images destination article on website
- Mention of brand with link to their site

2. Social Media Awareness

- Facebook stories/ posts (Still/ Motion/ Post Link Post)
- Instagram stories/ posts (Still/ Motion)
- Social Media Account Takeover
- Other platforms (Pinterest/ Twitter)

3. Content/ Assets Creation

- Royalty Free Images (Usage rights granted to brands)
- 1 Minute / 30 Seconds Short Video Creation

ADDITIONAL SUPPORT:

- Digital Marketing Consultancy Services
- Social Media Account Management
 - ✓ Facebook Business Manager (Ad Campaigns)
 - ✓ Canvas Ads
 - ✓ Content Creation/ Management
- SEO Services
 - ✓ Internal and External SEO
 - ✓ Influencer Marketing/ Content Creation
- Integrated Online Marketing Campaigns
 - ✓ Online Banner Ads/ SEM
 - ✓ Channel Marketing (Website/ Online Travel Agents)
 - ✓ Google Adsense



"In the end, we will only regret the chances we didn't take"
Author Unknown



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