

Connecting with Visitors

The power of working with content creators

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بالمنزل

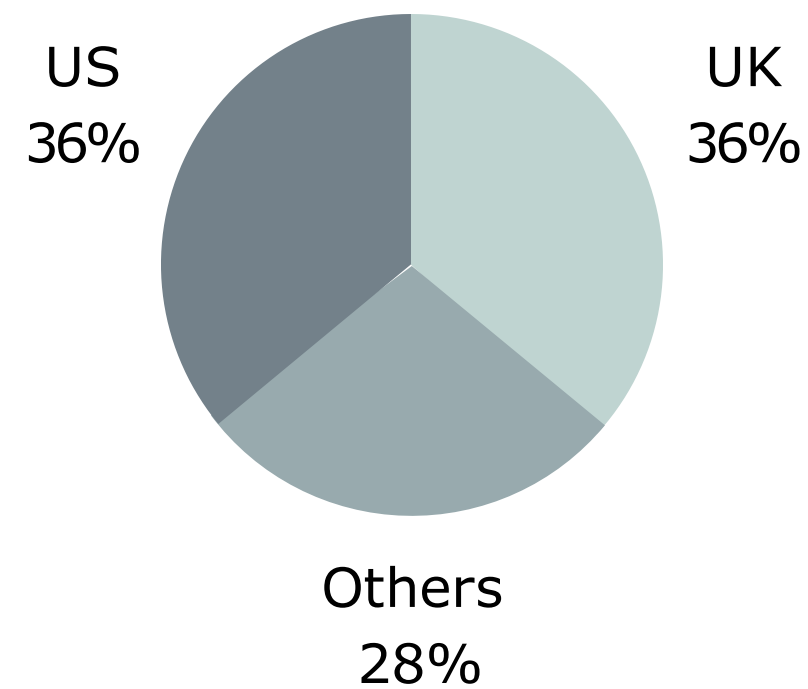
Our audience

60-80K monthly pageviews on watchmesee.com

100K+ downloads of the Wild for Scotland Podcast

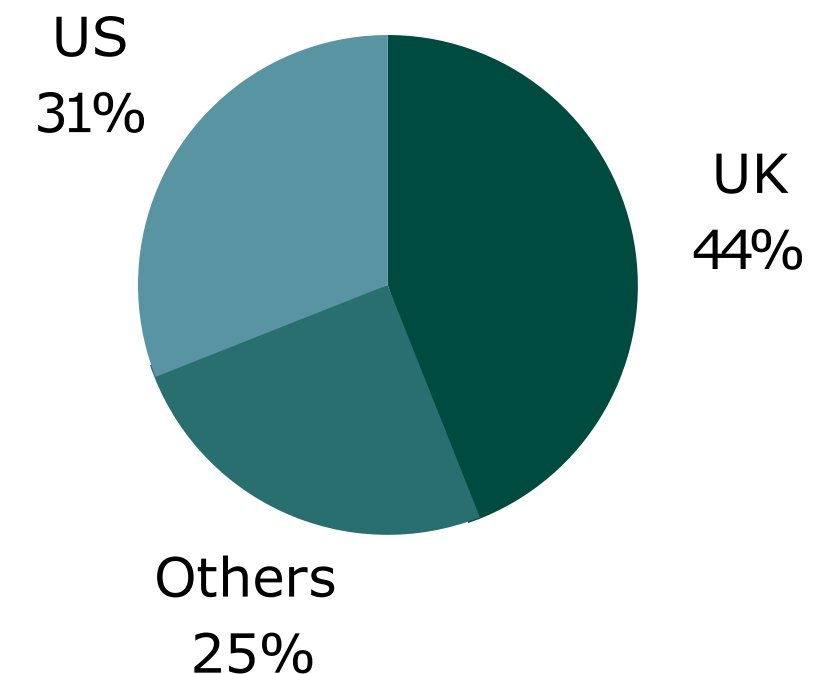
25K+ combined social media following & email list

Watch Me See

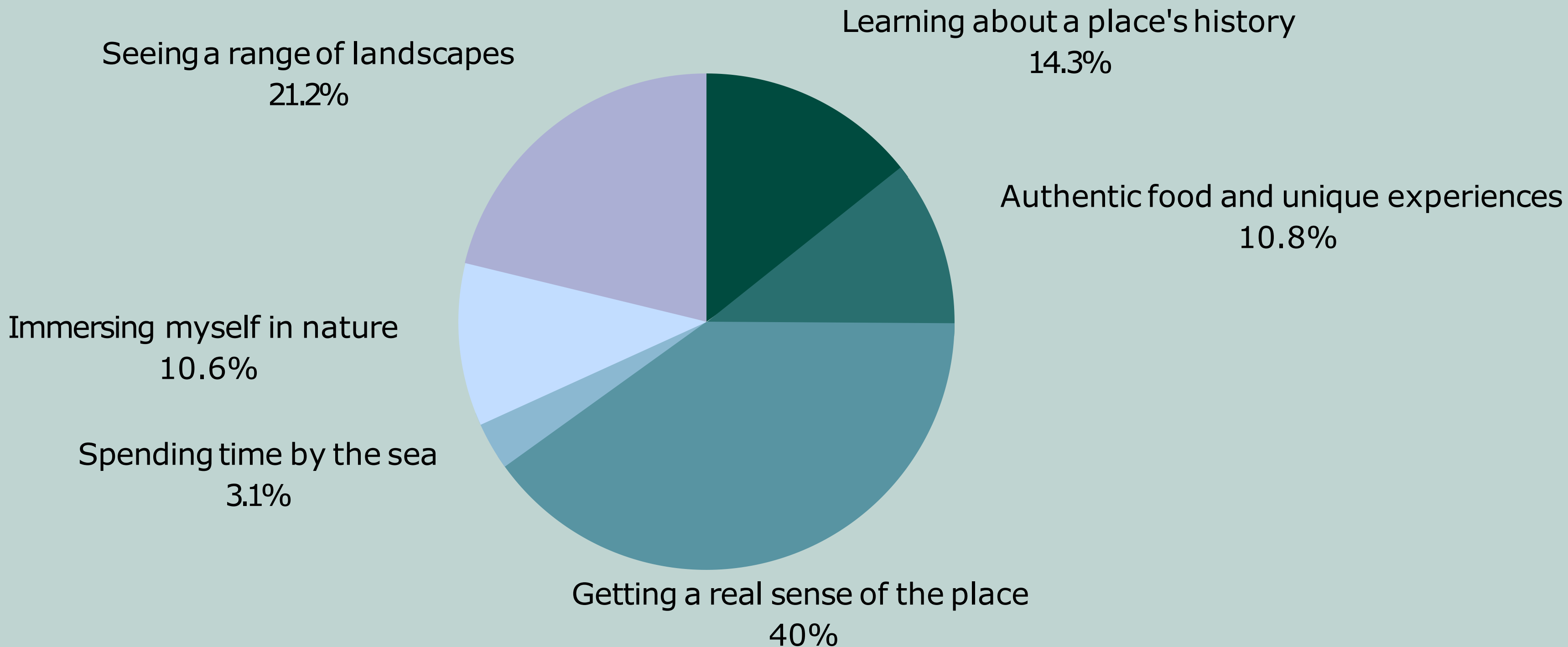


55% female
47% are 25-44 years old
Primarily organic traffic

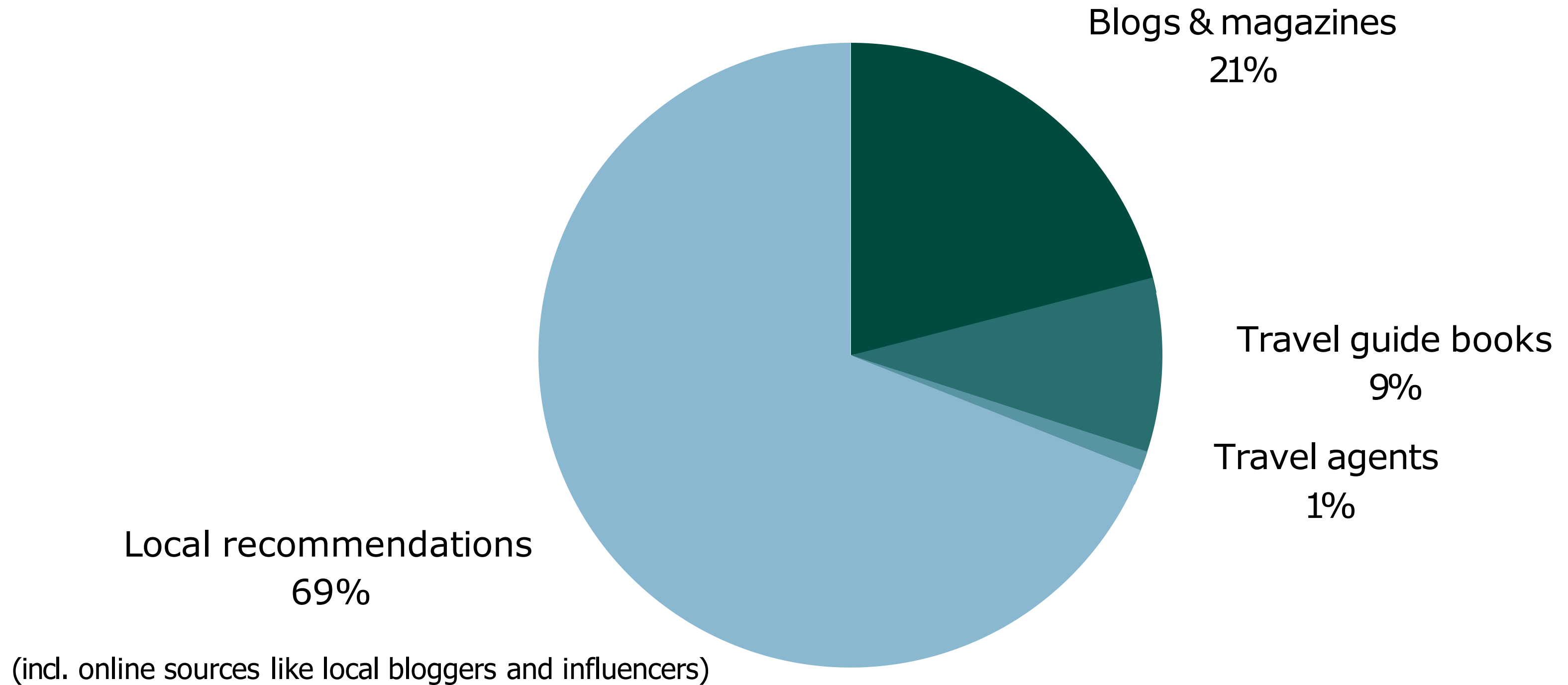
Wild For Scotland



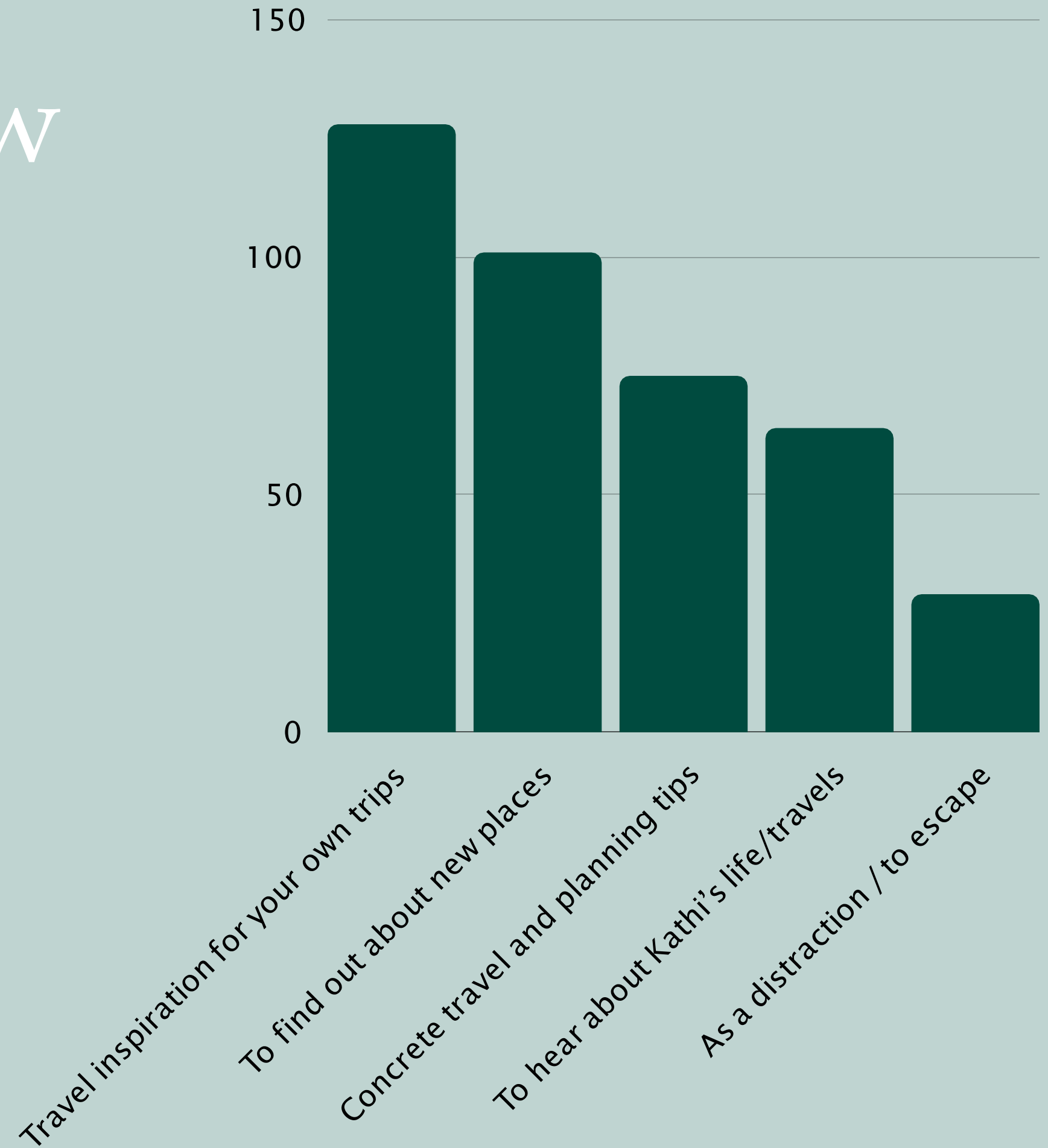
What's most important to you when you travel?



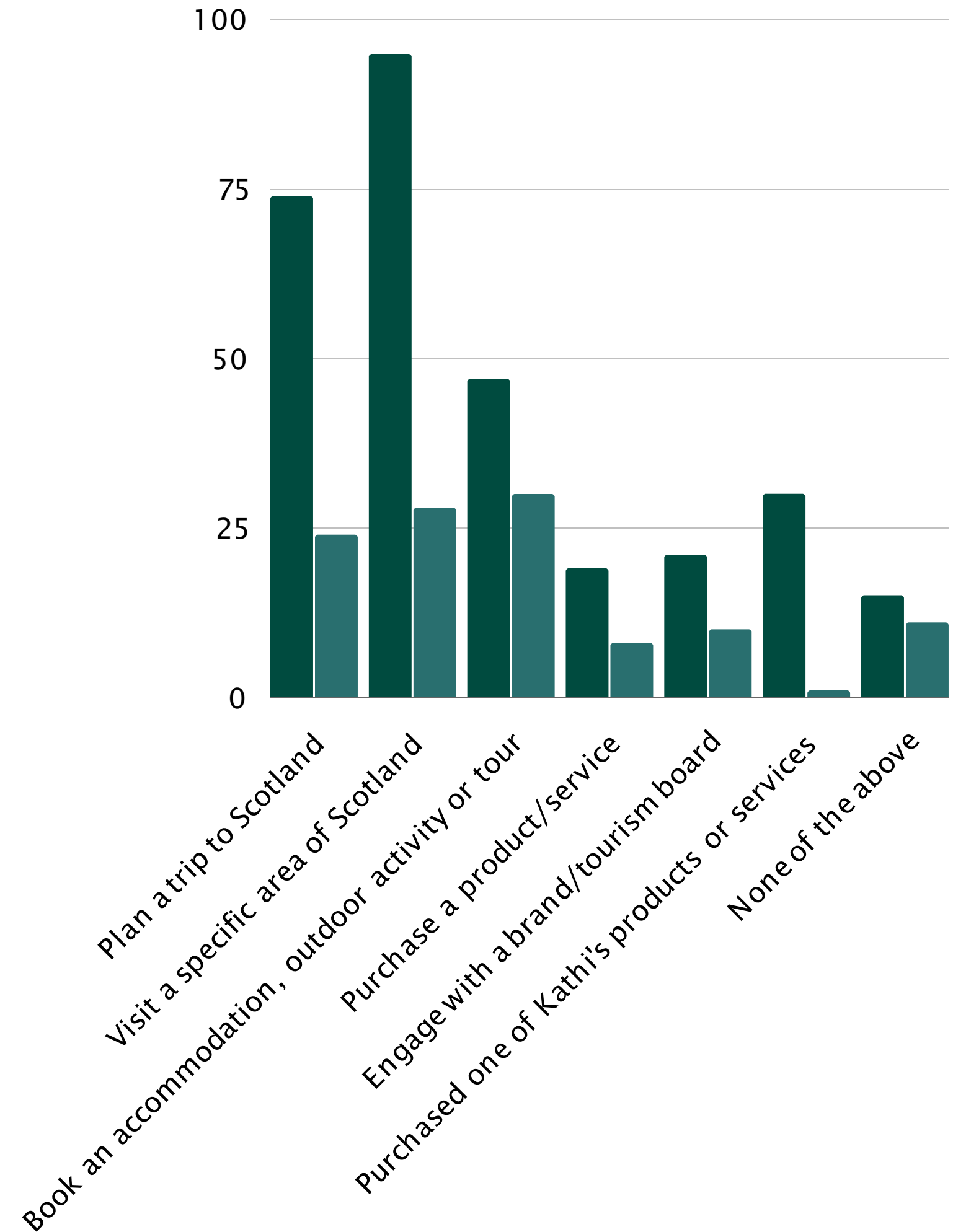
Who do you trust most?



Why do you follow Watch Me See?



Has the blog or podcast ever inspired you to do any of the following?



Key Takeaways

Understand what audiences want and how you can give it to them

Consider this in product development AND marketing strategy

Adjust your messaging to your target audiences

Communicate your strengths and expertise very clearly

Audiences trust content creators

Content creators have spent years on building trustworthy relationships

We have an insight into our market segment and know how to speak their language

What are the benefits of working with content creators?

ROI is not all about direct conversions (i.e. increased sales), but also about...

- **Building new audiences & reaching new people**
- **Building brand awareness and perception -> status by association**
- **Highly targeted reach of specific audiences**
- **High level of trust between influencers and their audiences**
- **Authentic and genuine content**
- **Content you can repurpose & that can have long-term impact**
- **Immediate push for time-sensitive campaigns**

Step by Step

My "Working with Content Creators" Check List contains:

- **What to consider when you design an influencer marketing campaign: target audience, content gaps, goals & KPIs, budget and values**
- **Tips for reaching out to content creators**
- **How to maximise your partnership with them**
- **How to wrap everything up nice and tidy**



Impact statements

"I love this post – I'd have never thought to do a road trip through the North East."

"Your blog is my go-to for tips for my own vacations. You have no idea how many times you've "saved" my life in stress-like conditions while organizing my trips"

"You have been a Godsend to us and we thoroughly enjoyed our time in Scotland. We're already planning our next trip back"

Galloway & Southern Ayrshire Biosphere



#AdventureStartsHere



Badenoch the Storylands



Above & Below Trails in Argyll



Thank you
for listening!



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