

wonderfulwanderings

practical trip tips & tested itineraries

# About the blog



## Hi! I'm Sofie

In the past 7 years I've successfully worked with over 80 destinations and travel brands to introduce them to my audience of independent, worldwide travelers. I combine this experience with my master's degree in Literature, my background in journalism and my work history as a copywriter and marketing coordinator for an international publishing house to create inspiring content that sells.



## ... and I have a mission

In August 2012 I created [Wonderful Wanderings](https://www.wonderfulwanderings.com) to help independent travelers plan their trips around the world by providing them with **detailed itineraries** and **practical travel tips**.

Since then, it has become the largest bilingual (English and Dutch) travel blog in Belgium.

# Why work with me?



## I deliver...

- quality blog posts optimized to rank in Google
- live social media updates that engage my audience and amplify your message
- post-trip social media promotion to ensure that posts are seen by as many people as possible
- newsletter promotion
- content creation for your channels
- a detailed report after every campaign

## And introduce your brand to...

An international audience of independent travelers with a high interest in local culture, food, nature and city travel.

Travel blogs can **reach thousands of readers instantly** with content that can be produced *and* published **on the spot**. More so, that content has an **unlimited amount of possible visitors**, both on the moment of publication as in years to come.

Let me know what you need and I'll create a customized solution for your brand.

## Blog stats

Monthly pageviews: 91,800+

Unique monthly visitors: 76,600+

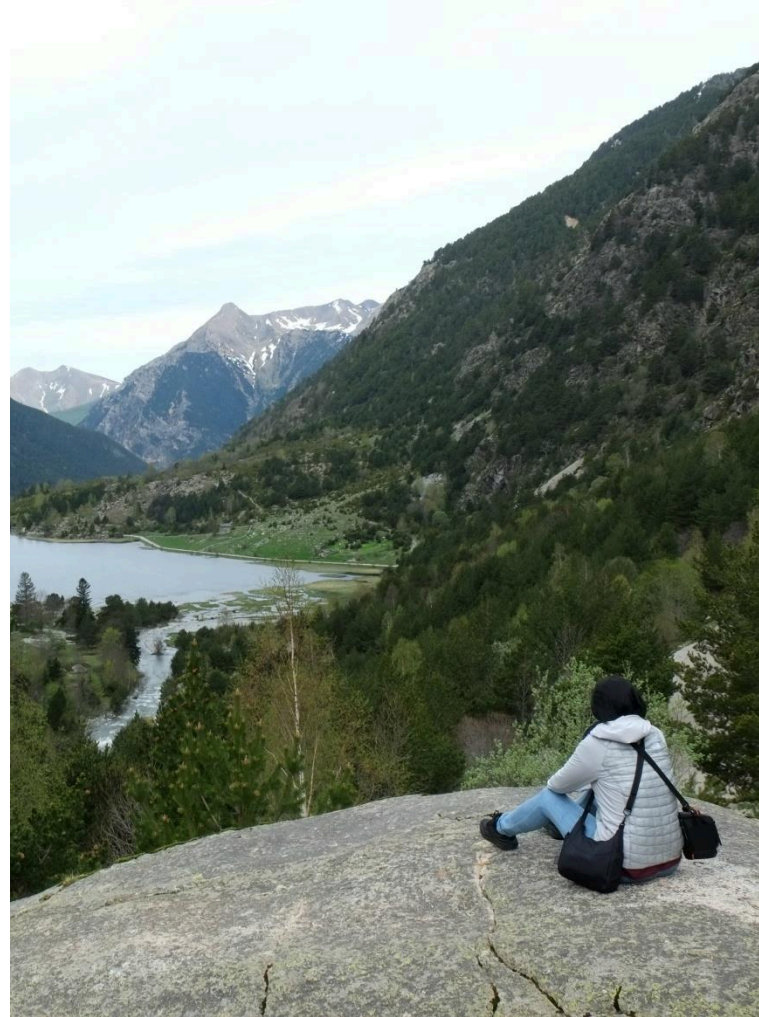
Moz DA: 49 - Ahrefs DR: 49

## Visitors


1. United States (22%)
  2. Netherlands (17%)
  3. Belgium (16%)
  4. United Kingdom (11%)
- And other countries

### Aged


- 25-34: 26%
- 35-44: 20%
- 18-24: 19%
- 45-54: 16%




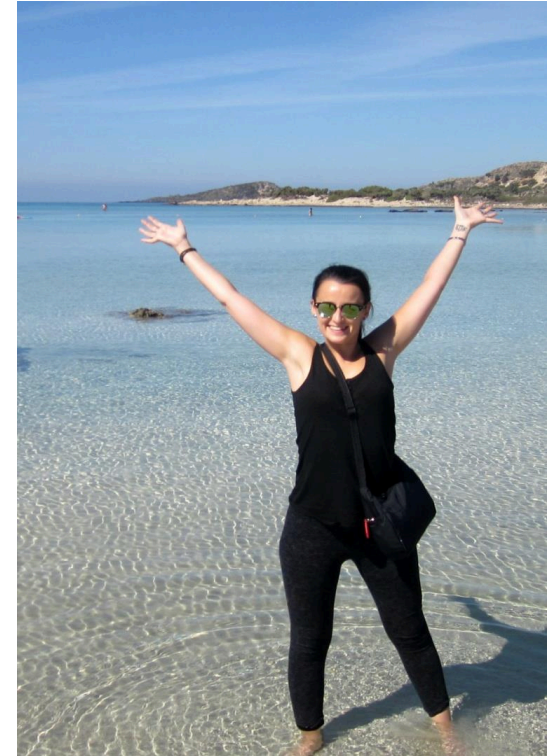
## Social stats

 27,000+ followers

 12,300+ followers  
55% men | US – Belgium – UK

 9,800+ followers  
409,600+ monthly views  
15,680+ monthly engagements  
67% women | US – Germany – Netherlands

 6,400+ follows  
1,545 post reach / 28 days  
60% women | US – Belgium - UK



Sofie has written for and has been featured on ...



... among many others

She's spoken at ...

and won an award at the ...



**SOFIE COUWENBERGH**  
BLOGGER  
WonderfulWanderings.com



## Example city campaign: 3 days in Gdansk, Poland

### Campaign consisted of:

- trip announcement on Facebook and Twitter
- live social media on Facebook and Twitter
- 1 blog post both in Dutch and in English
- social media and newsletter promotion of the blog post

### Published posts:

- <https://wonderfulwanderings.com/things-to-do-in-gdansk/>
- <https://wonderfulwanderings.com/nl/gdansk/>

### Results:

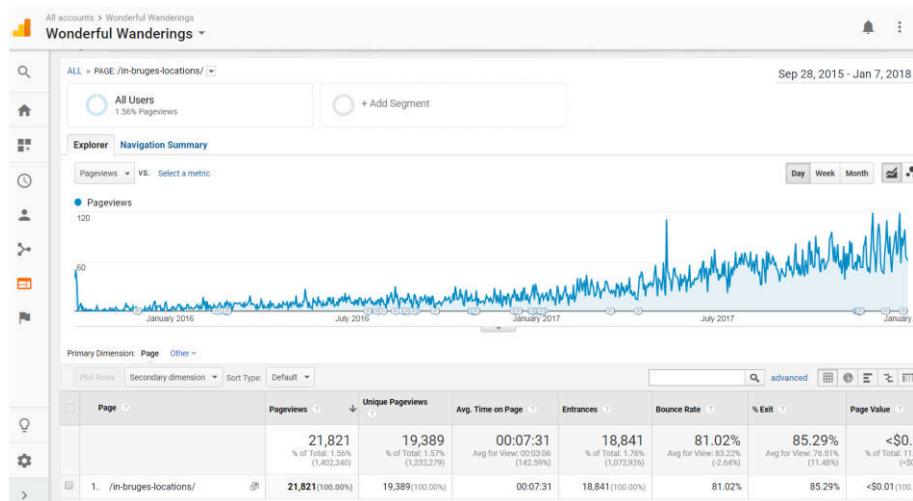
- total actual reach on Facebook, Twitter and Instagram during campaign: 48,302
- total pageviews 25/08/2017 – 10/11/2018: 42,809

You're in it for the long run, and so am I. All content on WonderfulWanderings.com is **optimized to rank well in Google**. That means:

- thorough keyword and competitor research before writing the post
- optimization of not just text, but also of images, meta data and social content
- tracking of keyword rankings and annual optimization to ensure continuous traffic
- spontaneous social media promotion of the post(s) after the campaign has ended

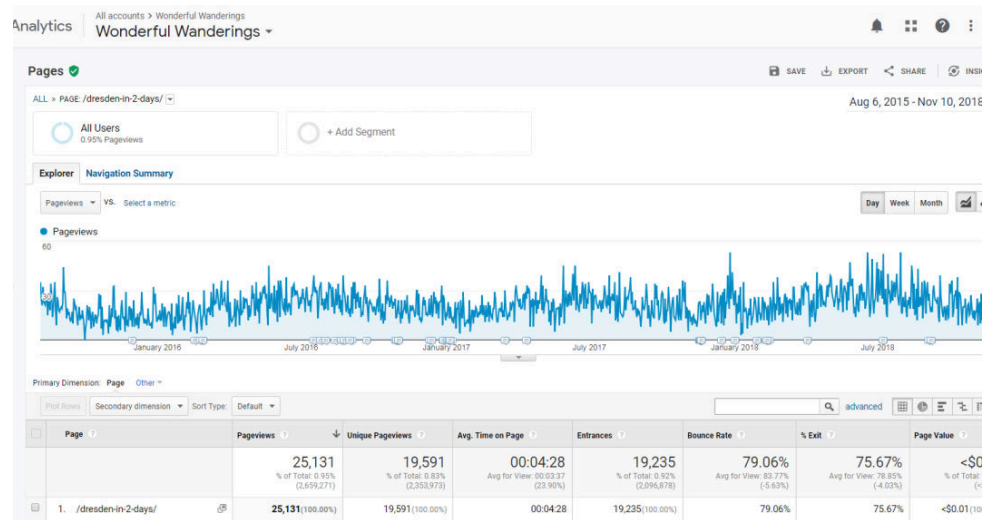
## The result

Continuous promotion for your brand long after the campaign has officially ended.



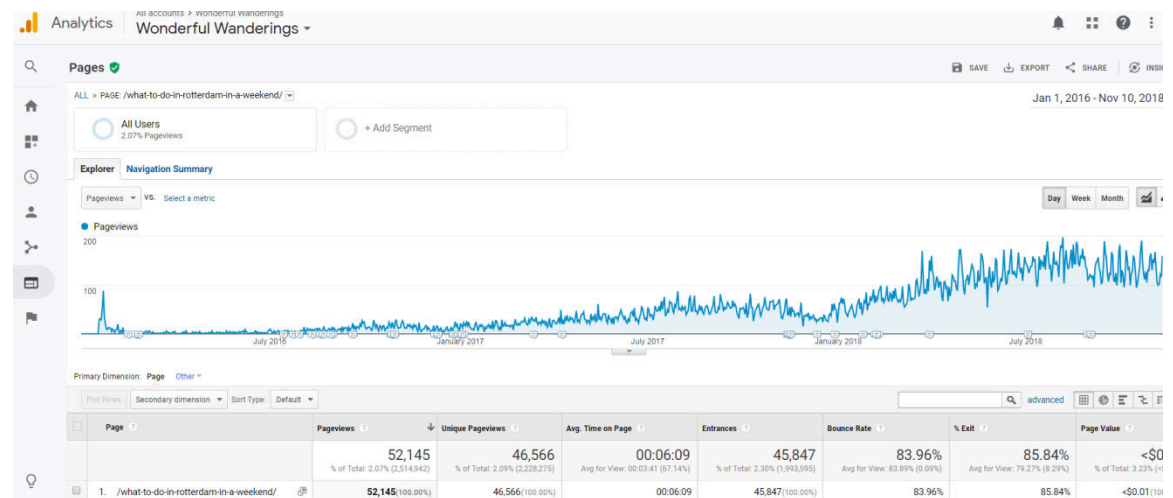
Campaign for Accor Hotels.  
The included post was published  
end of 2015.  
Traffic to it continues to grow.

# SEARCH ENGINE OPTIMIZED



Winter itinerary campaign for Dresden Marketing.  
The included post took off strong mid-2015 and still receives daily traffic.

Winter itinerary campaign for Rotterdam Marketing.  
The included post was published mid-2015. Traffic to it keeps growing thanks to continuous SEO.



# What readers say



“Sofie, You will definitely make people want to visit Belgium.”

“This post really makes me want to go to London... and shopping!”

“That ‘first impression picture’ makes me want to jump off my couch and catch the next flight over to Italia.”

“I’ve actually never been but you’ve definitely got me interested in the place. It’s been added to my list!”

“My legs are aching just from reading your story.”

“You have inspired me to book a spa stay!”

“Sofie, I’ve got to go to Waterloo, you’ve convinced me.”

“These photos of yours gave me more reason to visit Egypt. Thanks for posting.”

“Thanks for this article. It makes me want to go and definitely visit the Markthal.”

“This post is making my mouth water.”

“This is the best explanation video for Belgium I have seen so far!”

“I can almost smell the fish through the computer from your photos.”

# What readers say



Ursula says

January 22, 2016 at 7:23 pm

(Edit)

Thanks for this article, it makes we want to go and definitely visit the Markthal. Rotterdam is still on my bucket list.



Lynda Coulson says

(Edit)

Many thanks for this wonderful blog as it made our 5 days in Gdansk much more enjoyable. We would never have thought of finding the Millennium cross, or going to Sopot or Oliwa without your recommendations. Many, many thanks.

Mike and Lynda  
UK



Agnieszka says

May 9, 2016 at 2:20 pm

(Edit)

Hi! Thanks to your post we've just had a fantastic 3 day trip to Limburg! We cycled all the way to Duinengordel from Leuven (killer!), booked a lovely bungalow in the neighborhood and spend amazing time cycling, walking in the forest and bbq'ing :)! I wish we also had time for the alpaca farm.. maybe next time, definitely going back!

Thanks a lot for the inspiration, I will be looking forward to the new posts!



wonderfulwanderings  
Porto, Portugal

125 likes

1w

gallery thing, as you do.

wonderfulwanderings #Porto  
#portugaltrip #portugalalive  
#portugaligers #portugal\_lovers  
#portugaldenortea sul #Oporto  
#architecture #architectureporn  
#darlingescapes #beautifuldestinations  
#lonelyplanet #travelstoke #bbctravel  
#afar #traveldeeper #mytravelgram  
#sunshine #wanderlust #belgianblogger  
#vscocam #vscotravel #seaside

archi\_prg 🙌🙌🙌🙌

wonderfulwanderings 😊 @archi\_prg

reismetlies Nice!

wonderfulwanderings Dankje  
@reismetlies !

annadoshinaphotography Love  
Portugal!! I need to go back to Porto! Your  
wonderful photos convinced me of that!

alpharoamers 🙌



Add a comment...

...

# Partners



and many more

“Sofie is a very engaged and professional travel blogger. She understands the needs of tourism offices and knows how to inspire her readers with her own, personal style. Her experience in traveling, journalism and marketing makes it very interesting to work with her!”

-

Ruth Houben, Germany National Travel Board

“Rotterdam Partners collaborated with Wonderful Wanderings to inspire visitors to spend a weekend in Rotterdam. Sofie is a professional in her work and stuck to every commitment we made. The 48 hours in Rotterdam delivered real-time content via her different social media channels. Besides, Sofie posted both an English and a Dutch article at her blog Wonderful Wandering. Great online publicity for Rotterdam as a city trip destination. We were very happy with the delivered reach and exposure.”

-

Anne Klapmuts, Rotterdam Partners

## You can...

contact me

[sofie@wonderfulwanderings.com](mailto:sofie@wonderfulwanderings.com)

check out the site

<https://wonderfulwanderings.com>

follow me on Twitter

<http://twitter.com/WondWand>

connect with me on Facebook

<http://www.facebook.com/WondWanderings>

like my photos on Instagram

<https://instagram.com/wonderfulwanderings/>

flip through my Pinterest boards

<http://pinterest.com/wondwanderer/>

