



Two Bad Tourists

auston@twobadtourists.com

US Phone: +1 480 467 9065

Spain Phone: +34 645 495 931

twobadtourists.com

A photograph of two men sitting on a rocky mountain peak. They are both wearing white tank tops, dark shorts, and bright pink sunglasses. The man on the left has his arm around the man on the right. They are looking towards the right, overlooking a vast landscape of rolling hills and mountains under a clear sky. The foreground is a rocky ledge they are sitting on. The background shows a mix of green trees and brownish hills.

Digital Marketing & Advertising Proposal

A Quick Word...

Thank you for allowing us this opportunity to present you with an advertising proposal from Two Bad Tourists. We're professional creators and experts in online marketing. For 10 years, we've grown and nurtured our audience and understand what makes them tick. We partner with brands who share our values and understand the importance of authenticity.

The Personal Touch

We offer a full suite of creative services and can create all the content you need to successfully build your campaign.

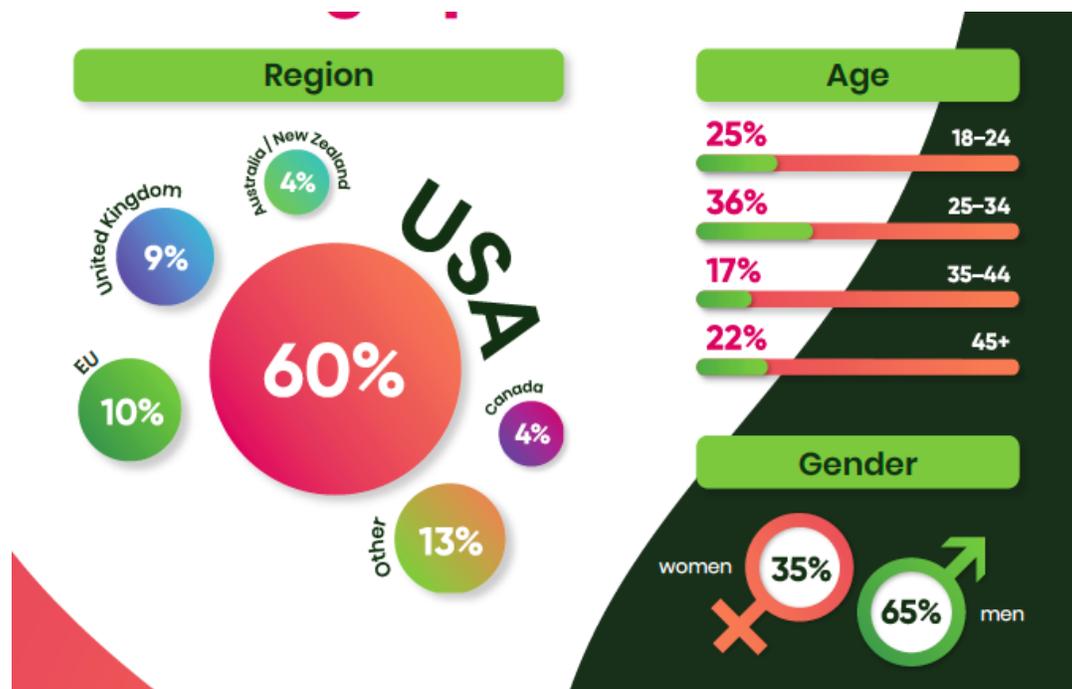
About Two Bad Tourists

In 2012, we sold everything we owned and left our home to travel. In a world saturated with digital influencers, we stand out from the pack. We're **professional**. We're **authentic**. We're **impactful**.

We're David and Auston, but you can call us Two Bad Tourists. We aim to inspire LGBT+ people to explore the world by sharing travel tips, advice and personal experiences from 10 years on the road. You might call us influencers, but we prefer the term **creator**. For over a decade we've created **engaging online content** which deeply resonates with our audience. We've been doing this so long that the term influencer didn't even exist when we started. Back then, they just called us bloggers, but today we are so much more.

Our Reach & Demographics

Two Bad Tourists was founded in 2012 and now reaches half a million LGBT+ travelers with millions of ad impressions annually through our website, newsletter, podcast and social media.



Our Process



Step 1: Client Needs Assessment

We will meet with you and discuss your needs and goals.



Step 2: Proposal

We will craft a proposal that addresses that targets your needs and goals.



Step 3. Proposal Acceptance & Package Selection

When and if you are ready to move forward, your acceptance of the proposal and invoice.



Step 4: Campaign Creation

We will collect or draft creative and content and ask for adjustments and approval.



Step 5: Campaign Launch

The campaign will go live! We'll make sure it gets plenty of attention.



Step 6: Campaign Check-in

We'll check monthly during the campaign to ensure performance and satisfaction.



Step 7: Campaign Completion, Review

We'll review campaign and provide you with a performance report.

We've Been Around for a While....

We've worked with dozens of businesses, organizations and destinations over the past 10 years. Below are just a few of the many brands who have trusted us to partner on a campaign. We're happy to connect you with past clients should you like to get any unbiased references.



What Makes Us Unique?

There are countless publishers, advertising outlets, influencers and media platforms that are happy to take your advertising money. So, what makes us different? We're glad you asked, because we have a long list of attributes which set us apart. We've listed just a few below, but don't hesitate to get in touch we can send you more!

1. We offer intelligent targeting and utilization of compliant, first-party data to ensure your ad campaign is highly targeted to the best possible audience.
2. As influencers and personalities behind our brand, we have a large and dedicated audience who look up to us and trust our travel advice.
3. We're more than influencers, we are professional creators with a strong brand and longstanding reputation in the industry. Just ask around and you'll see!

Proposal:

Overview: We will focus on email marketing, a blog post and Facebook posts to promote your business starting with wide promotions via shared newsletters. Newsletters sent to all 45,000 email contacts will attract interest from our entire list and the follow up emails will be targeted and only sent to those subscribers that engaged and clicked the initial communications. The campaign will also be supported by a 6-month display ad campaign on twobadtourists.com.

6-Month Campaign

CAMPAIGN ITEM	PRICE	QTY	SUBTOTAL
Monthly display ad (15K impressions)	\$ 75	6	\$ 450
Newsletter Feature	\$ 250	3	\$ 750
Sponsored blog post	\$ 450	1	\$ 450
Targeted email blast	\$ 150	2	\$ 300
Facebook Post	\$ 75	6	\$ 450
TOTAL CAMPAIGN COST		TOTAL	\$ 2,400
50% discount			\$ (1,200)
MONTHLY PAYMENT		TOTAL	\$ 200

Duration: 6-month campaign, monthly @ \$200 per payment. Cancel at any time, no contracts required.

Targeting

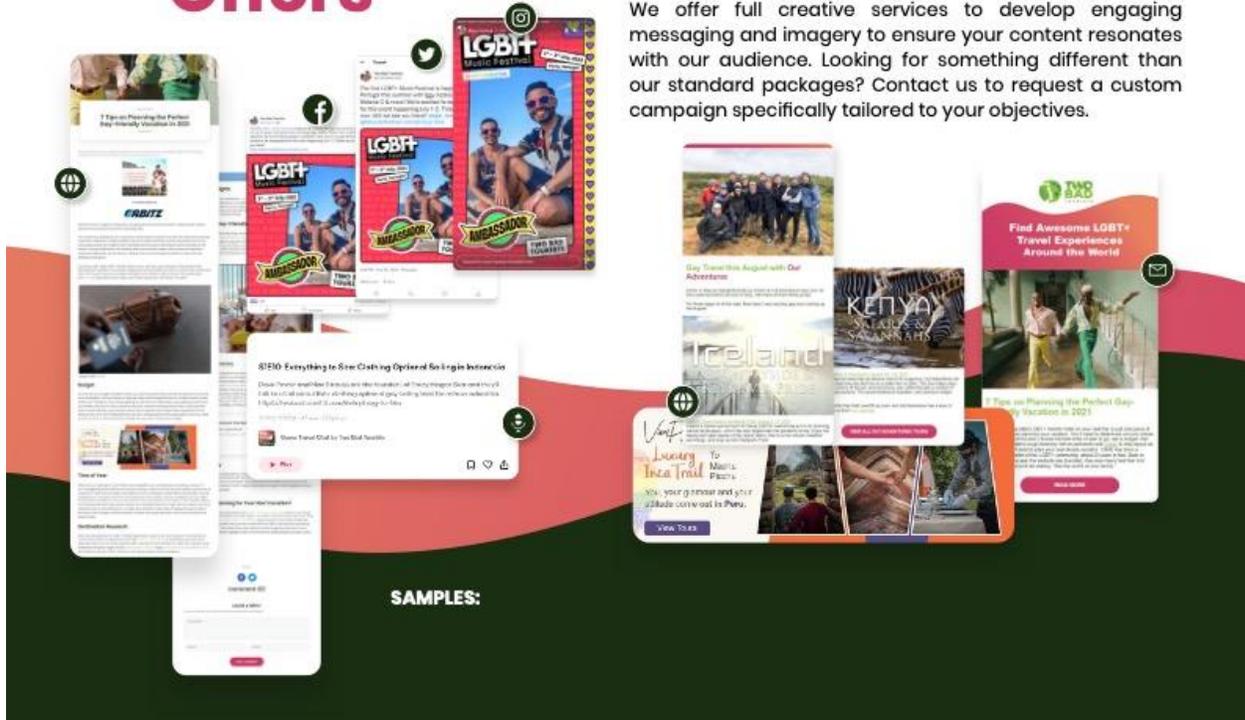
- **Display ads:** we can geo-target our display ads on twobadtourists.com to ensure your ads reach your target market.
- **Engagement:** our follow eblasts are sent to contacts who engaged with our first newsletters. This strategic approach will allow for general interest to be captured initially with follow up messaging only sent to those that initially expressed interest.

Creative: Client will provide the any available photos and company logo for the emails, blog post and Facebook posts. Two Bad Tourists will write the content and build the email campaigns. All content will be sent to the client for approval prior to distribution.

Advertising Offers

Connect with our audience and feature your brand through our website, email database, social media and podcast.

We offer full creative services to develop engaging messaging and imagery to ensure your content resonates with our audience. Looking for something different than our standard packages? Contact us to request a custom campaign specifically tailored to your objectives.



View Samples from Past Campaigns

[Email blast](#)

[Newsletter](#)

[Display Banners](#)

[Article](#)

[Podcast](#)

[Facebook](#)

[Twitter](#)

[Instagram](#)

Payment Schedule & Terms

PAYMENT DATE	PAYMENT AMOUNT
The 1 st invoice will be sent upon acceptance of this proposal. Remaining payments will be sent monthly. Net 15-day terms.	6x payments of \$200 each Cancel at any time No contracts required

Let's Get in Touch!

Thank you for the opportunity to submit a proposal. Please do don't hesitate to contact us.

Auston Matta (& David Brown) aka Two Bad Tourists

twobadtourists.com

info@twobadtourists.com

+1 (480) 561-4504

Contact us now

to see if it's a good fit.

twobadtourists.com

info@twobadtourists.com

[f](#) [t](#) [@](#) [v](#) [@twobadtourists](#)