# SOUTH AUSTRALIA ROAD TRIPS

South Australia Road Trips was created to help every day people have the ultimate road trip experience with the best places to go, things to do, food to eat and places to stay in South Australia. Our goal - To help YOU plan and see the best of South Australia!

Having grown our following we are expanding to help local South Australian businesses and councils with exposure to engaged South Australian's and people visiting South Australia via our website and Facebook group.

## WEBSITE

**WWW.SOUTHAUSTRALIAROADTRIPS.COM**

| 7.8K | 10.3K | 7.1K | 3.4K |
|---|---|---|---|
| Organic Search | Sessions | Australian Visitors | Adelaide Visitors |

**Statistics are from the month of 1st November - 31st December 2023 from Google Analytics**

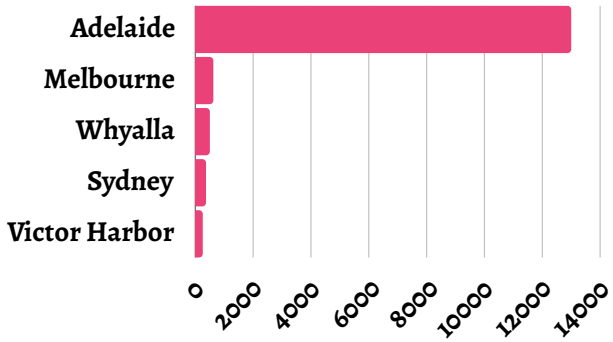
## FACE BEHIND THE BRAND

Hi there! I am Lauren - a mum of twin boys, a wife and a lover of travel. I am South Aussie born and bred, and passionate about sharing our beautiful state with others!

## FACEBOOK GROUP

**FACEBOOK.COM/GOUPS/SOUTHAUSTRALIAROADTRIPS**

### FACEBOOK GROUP TOP CITIES




## 26,000+ MEMBERS (& GROWING)

| 8.2% | 21.1K+ | 70% | Sun |
|---|---|---|---|
| Member increase (60 Days) | Active Members (60 Days) | Female Members | Most Popular Day |

## 4,250+ EMAIL SUBSRIBERS

SOUTH AUSTRALIA ROAD TRIPS

# ADVERTISING OPPORTUNITIES:

## EMAIL ONLY - $200

INCLUDES:

- 2 x Emails to 2700+ Subscribers

## WEBSITE ONLY - $300

INCLUDES:

- Logo an link included on the SA Road Trip Home Page, START HERE Page and side bar for a month
- Pop up on the SA Road Trips website promoting your business for a month

## FB GROUP ONLY - $300

INCLUDES:

- 3 x Posts on the SA Road Trips & Travel FB Group

## ALL PLUS MORE - $700

INCLUDES:

- 3 x Emails
- Logo and link included on the SA Road Trip Home Page, START HERE Page and side bar for a month
- Pop up on the SA Road Trips website promoting your business for a month
- 4 x Posts on the SA Road Trips & Travel FB Group & Instagram Account

lauren@southaustraliaroadtrips.com www.southaustraliaroadtrips.com @southaussieroadtrips

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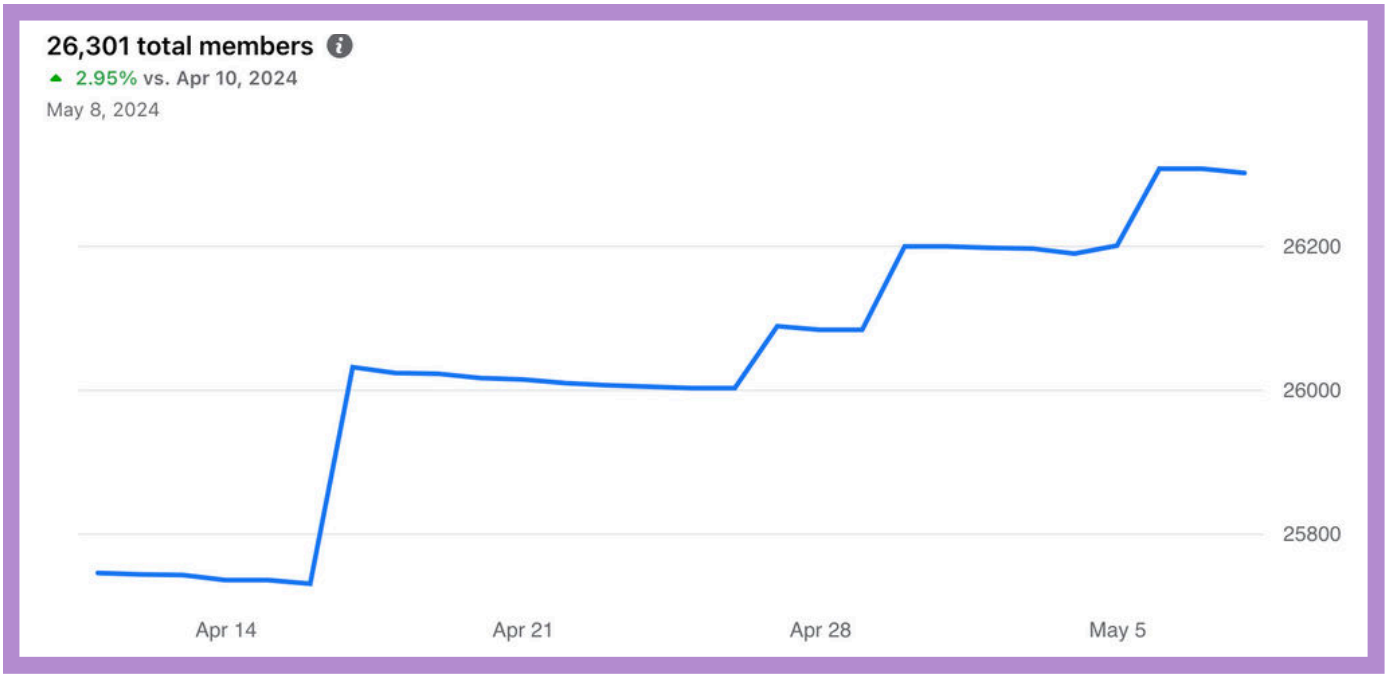
# FACEBOOK GROUP:



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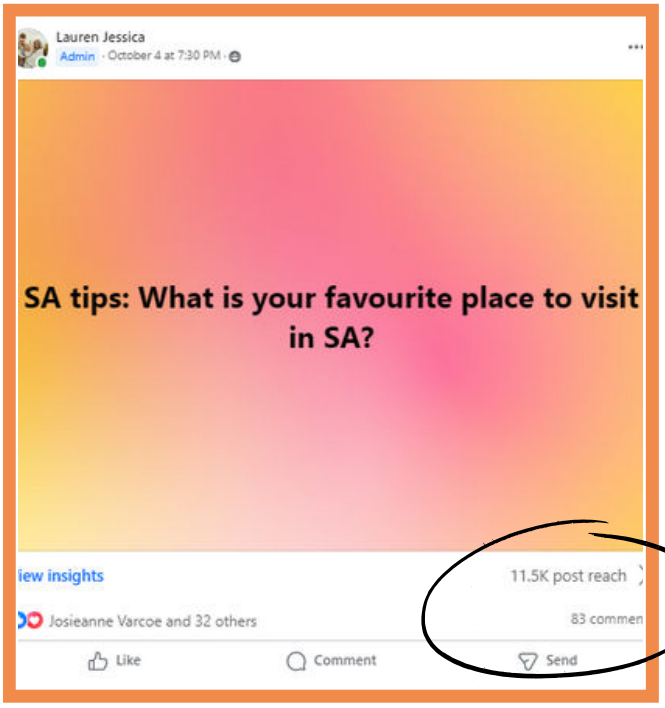
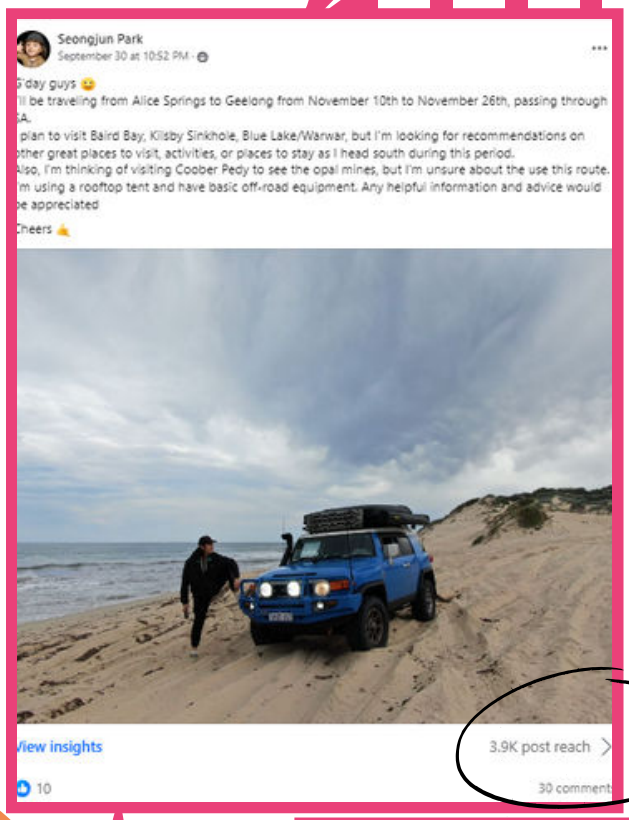
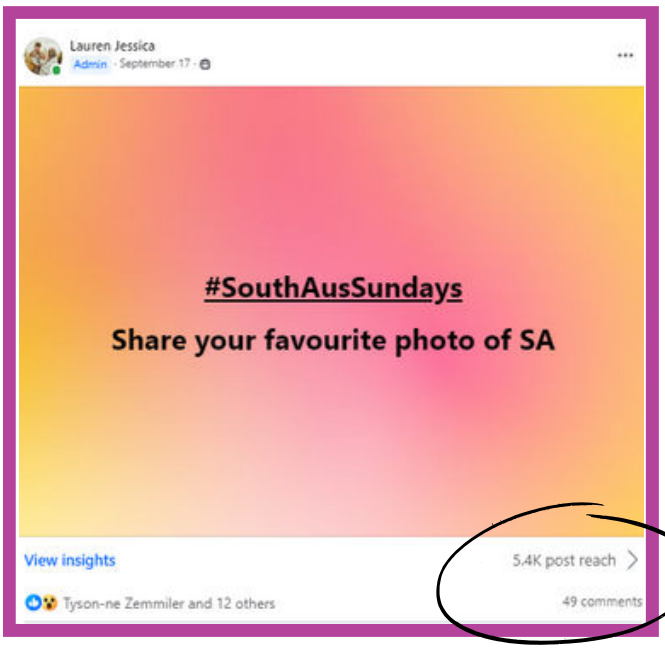


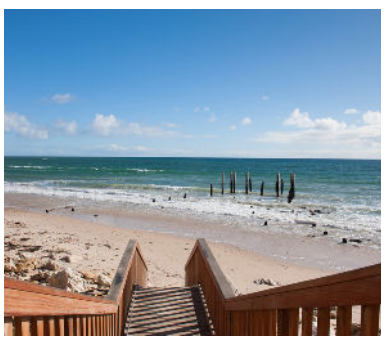

- 3.9K Post Reach
- 10 Likes (Reactions)
- 30 Comments

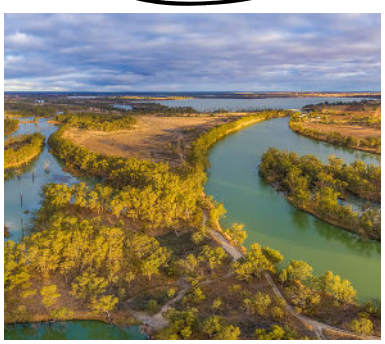


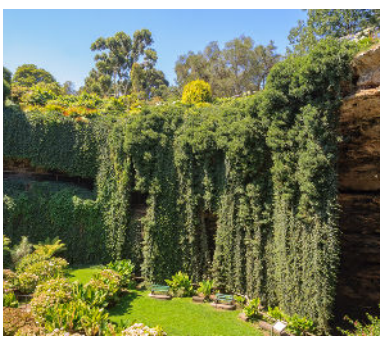

- 11.5K Post Reach
- 33 Likes (Reactions)
- 83 Comments

#SouthAusSundays Post

- 5.4K Post Reach
- 439 Comments







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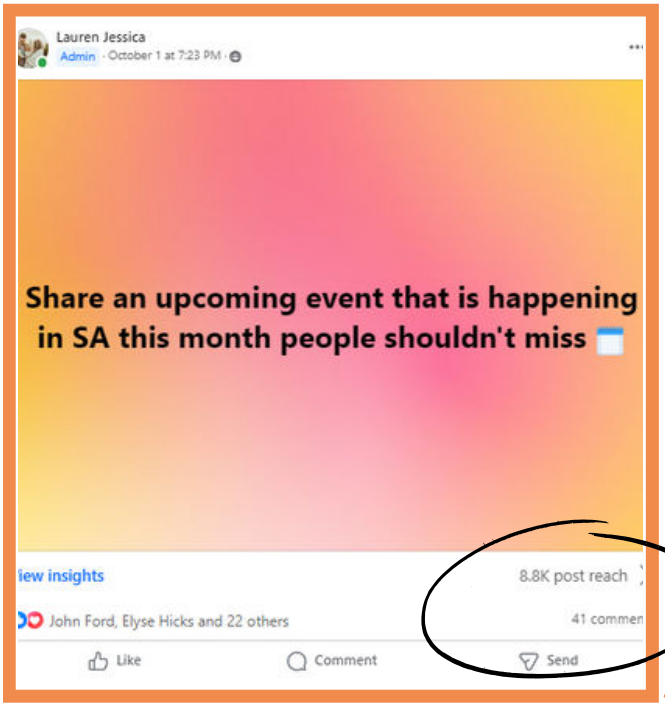
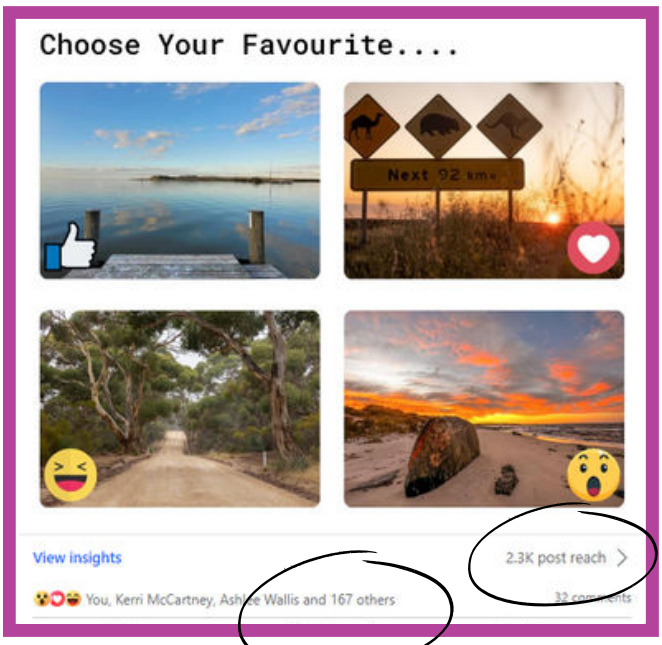
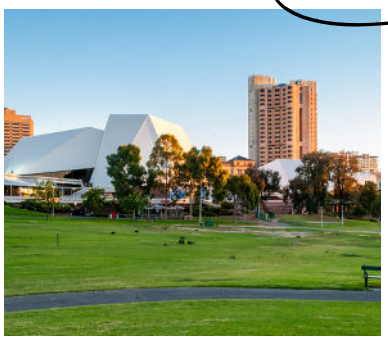





Member Posting
- 2.9K Post Reach
- 53 Likes (Reactions)

- 8.8K Post Reach
- 41 Comments

Choosing Photos Post
- 22.3K Post Reach
- 170 Likes (Reactions)