

LUXURY TRAVEL & LIFESTYLE BLOGGER MIA VOSS

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*2018 #MiaOnTheGo
Partner/Promotional Info Kit*



AUTHENTIC
AND DYNAMIC,
MIA IS AN
EXPERIENCE
JUNKIE—THAT
ENERGY
ATTRACTS AN
AUDIENCE.....
EVERY TIME.



MIA VOSS: LUXURY TRAVEL & LIFESTYLE BLOGGER



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Mia Voss knows how to excite and entice her audience about luxury brands and destinations. Dubbed the **“ultimate traveler and people connector”** by those she’s worked with, she combines engaging social content with her unique energized style to bring brands and destinations to life.

A consummate traveler and brand ambassador, Mia began her career as an online influencer as a host and producer of several interview shows, producing engaging interviews to surprise and delight her fans. **She’s appeared on more than 300 online show episodes and has interviewed more than 500 guests.**

In 2015, Mia decided to embrace her approaching 50's and begin traveling. Scaling down her life dramatically, Mia went on a brand-sponsored 3 week tour of Italy, increasing the exposure of local businesses along the way; she hasn't stopped since.

Mia’s numbers speak for themselves (slides 5-9), and her audience continues to grow providing increased exposure for brands such as Lexus, BMW, Collette Travel, LivItaly Tours, Renaissance Hotels, and more.





“KNOW YOUR BIG WHY & YOUR TARGET AUDIENCE.” – MIA VOSS

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- “I have shot more than my fair share of on air talent and I have to say that Mia may be the most natural person in front of the camera I have ever shot. With that said, if I were looking to hire someone to speak for my brand or company, Mia would be at the top of my list.” – **Jay McMichael, Sr. Photojournalist | CNN**
- “Partnering with Mia Voss for her adventures in Italy has been a continually beneficial experience. We have great video marketing content from her visit [and] a client for life who continues to send us business.” – **Angelo Carotenuto, LivItaly Tours LLC**
- “Mia is to put it simply, the best. She is very detail oriented, and takes the time to get to know your team, and understand your brand.” – **Heather McCormick, General Manager | Ocean Prime**
- “I am a big fan of Mia Voss and #Miaonthego. My family is going to Canada this summer after reading about her adventures in Nova Scotia.” – **Brian Moran, CEO | Small Business Edge**



MIA SHOWS
HER AUDIENCE
WHO THEY
NEED TO
KNOW, WHERE
THEY NEED TO
BE AND WHAT
BRANDS ARE
FOR THEM.

MEDIA, PRESS & PUBLIC SPEAKING



Mia routinely keeps her visibility high through a series of public speaking engagements and interviews each year. A sample of her engagements in the last calendar year include:

- ▶ [Rise Together \(Keynote Speaker\)](#)
- ▶ [Social Media Day Denver \(Featured Speaker\)](#)
- ▶ [Social Media Week Lima, OH \(Featured Speaker\)](#)
- ▶ [Faster Than Normal with Peter Shankman \(Interview\)](#)
- ▶ [Global News Television \(Interview\)](#)
- ▶ [Extraordinary Women \(Radio Interview\)](#)
- ▶ [Caring Counts Podcast \(Interview\)](#)
- ▶ [The Bryan Kramer Show \(Interview\)](#)



TRAVEL: #MARITIMEMIA DELIVERED BIG RESULTS

Millions followed Mia's adventures in Halifax in 2017. As Brand Ambassador, #MaritimeMia delivered:

- **8.8M online impressions**
- **+963K online reach**

Audience:

- **Women 40+ who make 85% of consumer purchasing decisions**





TRAVEL: #MIAINITALY PAID OFF IN HUGE IMPRESSIONS FOR PARTNER BRANDS



Mia's base is hard core, following her on all of her lifestyle adventures. #MiaInItaly was no different and her audience delivered big for Brand Partners:

- **+4.1M online impressions**
- **+898K online reach**

Audience:

- **Women 40+ who make 85% of consumer purchasing decisions**



MIA VOSS: MICRO-INFLUENCER



SMALL NUMBERS WITH BIG RESULTS

- Facebook: 5K
- Twitter: 19K
- YouTube: 800
- Instagram: 3.8k
- Pinterest: 1K
- LinkedIn: 3.1k
- Google Collections: 37k
- TOP 1% Trip Advisor Contributor
- Level 8 Google Local Contributor

The value of Mia's influence is easy to see. Through only 28 posts - roughly 2/day for 2 weeks - she generated:

- **+531K online impressions**
- **+2M impressions**

Mia's audience is active and her influence speaks volumes

Real-time Tracker: #MiaInItaly					
USER	POSTS	AVG ENG	FOLLOWERS	IMPRESSIONS	EXPOSURE
 Mia Voss - Travel/Lifestyle, Wine @miavossoonthego	28	4	18,983	531,524	2.04m

SUPERCHARGE YOUR REACH WITH MIA VOSS' BOARD OF INFLUENCERS



Mia has created partnerships with a select group of engaged online influencers, also known as her Board of Influencers. This group is carefully curated and routinely engages with her posts which amplify her Brand Influence messages. In doing so, she is one of the first Brand Ambassadors to capitalize on Earned Influence through strategic partnerships.

Mia's Board includes TED Speakers, Authors, Chefs, and Lifestyle Bloggers. To be included on the Board, members must have a high following and demonstrate consistent engagement, reach, and influence within their online communities.

Located in the US, Canada & South America, these tastemakers have a wide reach and each member strategically shares select posts to their audience, creating exponential opportunity for brands to reach a wide audience.

MIA'S BOARD OF INFLUENCERS: BY THE NUMBERS



The most recent data from Mia's Board of Influencers Program* demonstrates a combined reach across the following brand platforms, increasing exposure and engagement for your Brand.

- Facebook: 198K
- Twitter: 538K
- YouTube: 13K
- Instagram: 65K
- Pinterest: 73K
- LinkedIn: 29K
- Google Collections: 3.2M

**Participation in this program is offered exclusively through Mia on the Go Brand Partner Campaigns.*

LUXURY BRANDS MIA WORKS WITH INCLUDE



GENERAL MOTORS



CONTACT US



This is simply a taste of the volume of exposure Mia Voss can create for your Brand through #MiaOnTheGo and carefully curated Brand Influencer Campaigns designed for YOU.

Connect with us and find out if your Brand is a fit for one of Mia's Brand Influencer Campaigns and learn more about what she can help generate for your business's bottom line.

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Price Sheet Available Upon Request