

# #LIFEINDÜSSELDORF MARKETING PACKAGES



# #LIFEINDÜSSELDORF

## about us

Life in Düsseldorf is an online English community publication focused on sharing insiders perspectives on living life in Düsseldorf.

### THE LOCAL ENGLISH COMMUNITY

Düsseldorf is a relatively **new location** for **international travellers** and expats.

In order to make their move more enjoyable, we offer an online community that shares all insider tips from a personal perspective. We allow other English speaking community members to interact and produce their own content online to help support local businesses who deserve to be recognized and help welcome newcomers to the city.

### THE LOCAL BUSINESSES

With a population of approximately 600 thousand people in Düsseldorf, more than 110 thousand people are foreign to Germany. This number is only **growing** from here.

Imagine how difficult it is moving to a new country, learning a new language and settling in. This is where local businesses can help grow their markets. By partnering with #LifeinDüsseldorf and welcoming English speaking community members, you can open your doors to thousands more!

# THINK ABOUT IT

## Like this

We're a part of the English speaking community in Düsseldorf. We're attending all events, meet-ups and business conferences across the city, we're mixing and mingling online and offline and our social media interaction is by the hour!

**YOUR BUSINESS**

**#LIFEINDÜSSELDORF**

**ENGLISH  
COMMUNITY**



# Let's Talk

Hi, I'm Jenna Davis.

I was born and raised in Toronto, Canada and have relocated to Düsseldorf, Germany as a content creator and social media manager. After having a rather rough start integrating into the local community, I've created #LifeinDüsseldorf as a way for newcomers to feel at home and long term expats to interact and share their own insiders tips. I'm now working with local businesses to work on campaign strategies which will allow foreigners to feel welcome and businesses to generate a new source of income from a new target audience.

# Boosting your business

Here are 5 different marketing packages you can choose from which will help put you in the spotlight of the English speaking community.





# 1. Booster Package

## easy to find

If you've already been mentioned on our website, let us give you even more credit. We can share with you the number of engaged readers and then add this booster package on top. With the booster package, we will link to your website with a "follow" outbound link.

### WHAT ARE OUTBOUND LINKS?

Outbound links are links which point away from [www.lifeinduesseldorf.com](http://www.lifeinduesseldorf.com) and directly to your website. This allows search engines to find your business and increase the credibility of your website.

For example, if you want to be one of the first websites on google when someone searches "english friendly shop in Düsseldorf," the search engine optimization (SEO) link provided from #LifeinDüsseldorf will help people find you.

### BENEFITS?

- Gain more awareness online
- Allows leads to more profit
- Lead to more active community members sharing your content
- Adds credibility and authenticity to your website
- Boosts your website on search engines
- Allows people to find your business online faster



## 2. Newsletter Feature

### Bring in those English speakers!

We have a newsletter! Sharing all there is to know about Life in Düsseldorf is great, but sharing discounts, coupons and specials in the city is even better! The English speaking community is looking for these opportunities to get out and explore new accommodations, gyms, restaurants, you name it.

#### OFFERING SPECIALS VIA MONTHLY NEWSLETTER

This is the first place people go if they're looking for immediate tips and one of the easiest ways to attract consumer attention. We're offering local discounts and coupons in our monthly newsletters as a way to promote local businesses and support the English speaking community.

**BONUS:** We also have a welcome email for new subscribers where we include the biggest, coolest array of local discounts. We are letting you offer a discount in the welcome email for **free!**

#### BENEFITS?

- Gain more awareness online
- Allows leads to more profit
- Lead to more active community members visiting your business location
- Allows your business to be top of mind every month for Life in Düsseldorf readers
- Take advantage of our **free** email inclusion in our welcome email



# 3. Spotlight Package

## Let's praise your business

The community already loves you, that's why you'd been featured on [www.lifeinduesseldorf.com](http://www.lifeinduesseldorf.com). How about building your presence on the web and having your own spotlight post online which includes professional photos and an personal experience?

### WHAT'S INCLUDED?

- **Outbound links** (as explained in pkg 1)
- **A featured post** about your business
- **Professional photography**
- **BONUS:** we're adding a personal touch! Myself or someone from my team will come to your office/space/store, take professional photos and write about our **personal experience**

### BENEFITS?

- Outbound links gain more awareness online, lead to more profit, more links and adds credibility and authenticity to your website
- Professional photographs will allow your business to stand out
- Personal experience will allow the reader to get a better understanding of **why** this business is worth visiting and creates a sense of understanding





## 4. Center Stage Package

### Spread the word across the web

We wrote it, they loved it, how about boosting your business beyond *just* a blog post and flying right into the spotlight? Our **Center Stage Package** offers an overload of social media promotion and personalized content creation!

#### WHAT'S INCLUDED?

- **Outbound links**
- **A featured post** about your business
- **Professional photographs** (includes in-store/space/office visit)
- 1 Instagram feature
- 2 Facebook posts
- 20 Annual Tweets
- Location Photos added to Pinterest
- A Snapchat feature of our visit

#### BENEFITS?

- Outbound links gain more awareness online, lead to more profit, more links and adds credibility and authenticity to your website
- Professional photographs will allow your business to stand out
- Personal experience will allow the reader to get a better understanding of **why** this business is worth visiting and creates a sense of understanding
- Extensive social media exposure will increase readership and allow readers to interact

# +Professional Video add on

Amaze your customers with a professional video showcasing your business, your products and all that you have to offer!

Our professional videographer (German/English) will create a one-of-a-kind video for your website and social media channels!

Example: (SMOW) Düsseldorf  
Product/Event Trailer:

<https://vimeo.com/161906928>



# ARE YOU IN?

Simply [send us an email](#) for more information, ask as many questions as you'd like and don't be afraid to tell me exactly what you think your business needs! I'm here to help!