

LIFE IN DÜSSELDORF MARKETING PACKAGES



BLOG FEATURES



BLOG: Inspirational Post

Expert post (non-promotional)

If you are interested in writing an info-packed non-promotional blog post around a topic that is relevant to expats, this package will allow you to set your website link within the post to a "follow" outbound link. *Note: this post would only include 1-2 sentences about you as the author and what your business is about, the rest of the post would be providing tips on a topic relevant to internationals in Düsseldorf. Here is an example: [What Expenses You Can Deduct While Living in Germany](#) (sponsor: Rechts -und Steuerberatung Schmidt)*

BENEFITS?

- Gain more awareness online
- Allows leads to more profit
- Leads to more content sharing
- Adds credibility and authenticity to your website
- Boosts your website on search engines
- Allows people to find your business online faster
- **FREE** promotion on Facebook page

WHAT ARE OUTBOUND LINKS?

Outbound links are links which point away from www.lifeinduesseldorf.com and directly to your website. This allows search engines to find your business and increase the credibility of your website.

*** Contact us for prices**



BLOG: Promotional Post

A blog post featuring your business - written by you!

If you are interested in standing out from the crowd, this package will allow you to feature your business in an info-packed post on Life in Düsseldorf. You can write up a press release, tell readers about upcoming events or simply just tell your story!

BENEFITS?

- Gain more awareness online
- Allows leads to more profit
- Leads to more content sharing
- Adds credibility and authenticity to your website
- Boosts your website on search engines
- Allows people to find your business online faster
- **FREE** promotion on Facebook page

WHAT'S INCLUDED?

- 1 Featured Blog Post (500 - 1000 words)
- All links switched to "follow links"

*** Contact us for prices**



BLOG: Inspirational & Promotional Post

A blog post featuring your business - written by me!

If you are interested in standing out from the crowd in an authentic and non-promotional way, we have a way with words! This package will allow your business to be featured in the spotlight, while we fill the post with information that will first entice readers to click and then make them fall in love with your business. *Here is an example: [We've Found You a Job & A Little Helper | Meet labooyo](#) (sponsor: labooyo)*

BENEFITS?

- Gain more awareness online
- Allows leads to more profit
- Leads to more content sharing
- Adds credibility and authenticity to your website
- Boosts your website on search engines
- Allows people to find your business online faster
- **FREE** promotion on Facebook page

WHAT'S INCLUDED?

- 1 Featured Blog Post (500 - 1000 words)
- Content written by Life in Düsseldorf
- All links switched to "follow links"

*** Contact us for prices**

SOCIAL MEDIA



Featured Twitter Post

A Twitter post promoting your services or upcoming events!

If you're hoping to reach out to our interactive Twitter community, you can do so by putting together a Twitter post to promote your service, product or upcoming event.

INCLUDES:

- Your featured post may include 1 call-to-action (link)
- You may reach the maximum character limit
- A maximum of 3 photos (or 1 video) may be included
- The same Tweet may be scheduled multiple times for an additional 19 Euros/post
- Please check with us if you would like to post a GIF instead

*** Contact us for prices**



Featured Facebook Post

A Facebook post promoting your services or upcoming events!

If you're hoping to reach out to our interactive Facebook community, you can do so by putting together a Facebook post to promote your service, product or upcoming event. You have the opportunity to have it shared on our Life in Dusseldorf Facebook page and as an added bonus, we may share it with our Facebook community group too (if it is natural and not too promotional)!

BENEFITS?

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

FACEBOOK LINKS

- [Life in Dusseldorf Page](#) (5,000+ Followers)
- [Life in Dusseldorf Community Group](#) (6,500+ Group Members)

*** Contact us for prices**



Featured Instagram Story

An entire story promoting your services or upcoming events!

If you'd like to reach out to our interactive Instagram community, you can do so by putting together a featured story to promote your service, product or upcoming event.

INCLUDES:

- 10 Images/Videos
- Unlimited text overlays, tags, GIFS and emoticons
- 1 end of story call-to-action
- If you're interested in also adding the story to our Facebook feed, we can do so for an additional 129,99

*** Contact us for prices**





Instagram Takeover

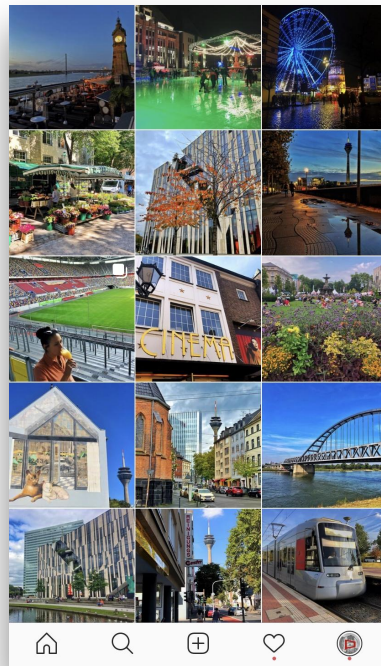
We'll takeover your Instagram account for the day!

Hoping to engage with the local community in a social and interactive way?! We will takeover your Instagram account for the day, interact with your readers and show them life in Düsseldorf through the eyes of a local expat!

INCLUDES:

- 5 images from our Life in Düsseldorf collection
- 1 Instagram story (minimum of 10 photos/videos)
- Mention on the @lifeindus Instagram & Facebook stories to encourage our readers to your account
- The takeover lasts one day (can be extended)

*** Contact us for prices**



BANNER ADS



Newsletter Banner 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.

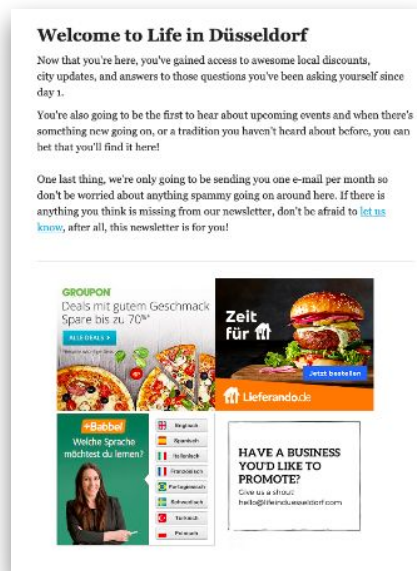
OFFERING SPECIALS VIA MONTHLY NEWSLETTER

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.

This is your chance to get noticed - put up an ad, offer a discount or simply say hello!

We have more than 1,500 highly engaged subscribers.

*** Contact us for prices**





Banner Advertisement

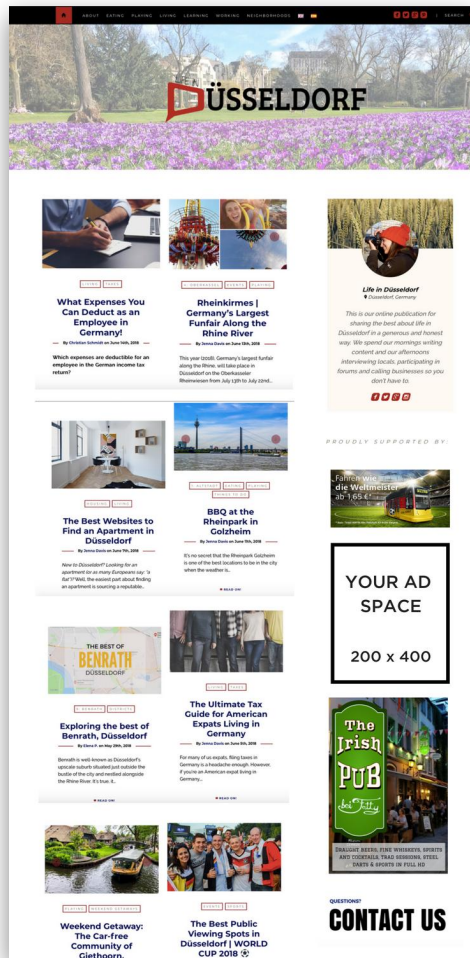
Reach out to the entire community!

We offer banner advertisements on our blog posts and front page (but only to relevant sponsors)!

WHAT'S INCLUDED?

- A 200 x 400 Banner Ad featured on the front page and all blog post pages
- Banner ads are published for 1 month (4 weeks)
- Your banners can be switched out occasionally for new ads, but they must be in English

*** Contact us for prices**





Featured Twitter Header

Our Twitter header promoting your business!

If you're hoping to reach out to our interactive Twitter community, you can do so by putting sponsoring our Twitter header to help promote your service, product or upcoming event.

WHAT'S INCLUDED?

- The header feature may include images from our library or your company library
- Each header feature lasts one month (4 weeks)
- If you require support resizing your image, www.canva.com is a great resource
- If you would like us to create the header image for you, this can be done for an additional 29 Euros

*** Contact us for prices**





Featured Facebook Header

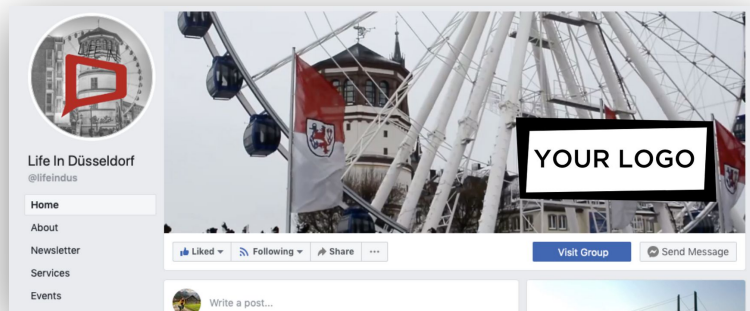
Our Facebook header promoting your business!

If you're hoping to reach out to our interactive Facebook community, you can do so by putting together a featured header to promote your service, product or upcoming event.

WHAT'S INCLUDED?

- The header feature may include images from our library or your company library
- Each header feature lasts one month (4 weeks)
- If you require support resizing your image, www.canva.com is a great resource
- If you would like us to create the header image for you, this can be done for an additional 29 Euros

*** Contact us for prices**



INTERACTIVE EVENTS



Featured Twitter Chat

A Twitter chat promoting your services or upcoming events!

If you're hoping to reach out to our interactive Twitter community, you can do so by building up a Twitter chat together to help promote your service, product or upcoming event.

INCLUDES:

- 10 scheduled questions
- Each question includes your tagged company Twitter profile
- Each question may include an image
- If you would like to include GIFs, please contact us ahead of time
- FREE Twitter header promotion for upcoming Twitter chat (2 weeks)
- 4 x FREE Twitter posts promoting our upcoming sponsored Twitter chat

*** Contact us for prices**



Featured Facebook Group Chat

A Facebook Group chat promoting your services or upcoming events!

If you're hoping to reach out to our interactive Facebook group community, you can do so by building up a chat together to help promote your service, product or upcoming event.

INCLUDES:

- 4 scheduled questions
- Each question includes your tagged company profile
- Each question may include an image
- If you would like to include GIFs, please contact us ahead of time
- FREE Facebook group header promotion for upcoming chat (2 weeks)
- 4 x FREE Twitter posts promoting our upcoming sponsored Facebook group chat

* **Contact us for prices**



Sponsored Events

Let's host an event together - you bring the content, we'll bring the community!

Interested in something a little more personal? We are also open to hosting sponsored events for our Facebook community.

INFORMATION:

- Venue and topic must be selected by your team
- Venue and topic to be approved by LID team
- Brand merchandising at event is possible
- Brand competition/raffle at event is possible
- A branded welcome speech
- Event duration: 3 hours

WHAT'S INCLUDED?

- Facebook event creation on our Facebook page and Facebook group
- Facebook post promotion on our Facebook page and Facebook group
- 4 x Twitter post promotion

*** Contact us for prices**

Featured Video

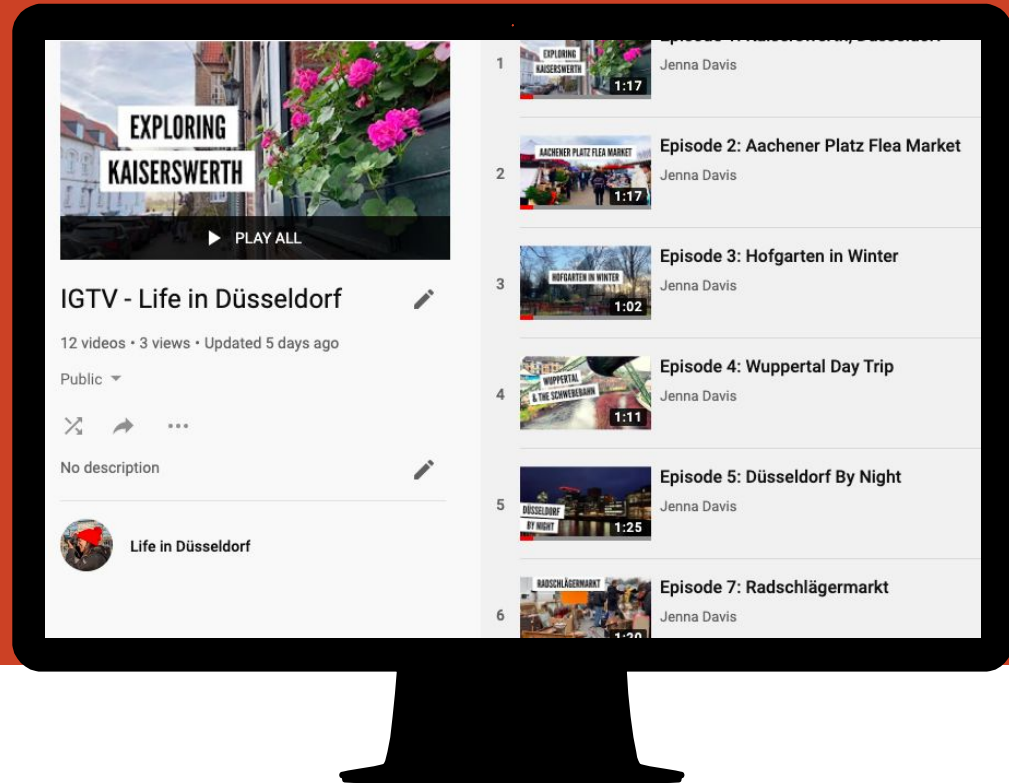
On IGTV

Amaze your customers with a short 60-90 second interactive video showcasing your business, your products and all that you have to offer!

We film all our videos using the iPhone 11, Zhiyun Smooth Q2 Gimbal, and Rode smartLav+ mic.

To check out the IGTV episodes we've launched so far visit:

www.facebook.com/pg/lifeindus/videos/



INTERESTED?

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!