

LIFE IN **DÜSSELDORF**

DIGITAL PACKAGES





**LIFE IN DÜSSELDORF IS THE LARGEST
DIGITAL PUBLICATION IN GERMANY
DEDICATED TO INSPIRING EXPATS,
LOCALS, AND VISITORS TO MAKE THE
BEST OUT OF THEIR TIME SPENT IN
DÜSSELDORF, GERMANY**





Hi, I'm Jenna! Born and raised in Canada, moved to Germany in 2014. The start was rough. I was a highly skilled English speaking Content and Social Media Manager with no connections or knowledge of how to relocate to Germany. I used my journey to build up Life in Düsseldorf to help expats settle in and local businesses generate a new source of income from a new target audience.

Founder & Community Explorer

ABOUT ME

LET'S TALK NUMBERS

If you're interested in specific numbers from a particular blog post or channel, do not hesitate to contact us.

 **7,000+ FOLLOWERS**

 **11,000+ GROUP MEMBERS**

 **2,500+ FOLLOWERS**

 **9,000+ FOLLOWERS**

WEB STATS

USERS: 19,000+
PAGEVIEWS: 35,000+

51% (W), 49% (M)

 **73% GERMANY**

 **27% PLANNING TO MOVE**



BLOG FEATURES



BLOG: INSPIRATIONAL POST

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 write a post and have your website link within the post as 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 FOLLOW LINKS?

Outbound links are links that 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 UPDATED PRICES

BLOG: PROMOTIONAL POST

This is a blog post that is written by you and allows you to entirely promoting your business. 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 UPDATED PRICES

BLOG: BEST-SELLER POST

This is a blog post that features your business in a natural way which is written by me! ☐ If you are interested in standing out from the crowd in an authentic and non-promotional way, I 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)
- ★ All links switched to "follow links"

CONTACT US FOR UPDATED PRICES



SOCIAL MEDIA



FACEBOOK STATS



If you're interested in specific numbers from a particular post, do not hesitate to contact us.

Post Reach: 4,000 - 5,000 readers on average

Page Likes: 40 - 50 per week

Video Views: 1,500 - 3,000 on average (Wingly reached 20,232 people - here's your goal)

Engagement Rate: 10% - 15%

Life In Düsseldorf 😊 feeling excited.
March 14 · Düsseldorf · 🌐

In an effort to find a new way to explore Düsseldorf, we jumped on board a **Wingly** flight to see the region from a new angle.

While you might have expected a service like this to be for the rich and famous, a lot of the flights are super affordable (and make the best sightseeing tours) - ours were 60 Euro each!

A huge thank you to our pilot, **Patrick Weyers**, for taking us out on a breathtaking 45-minute aerial tour of **#NorthRhineWestphalia**, an experience we will remember forever.

Wingly Flight around Düsseldorf
02:15

Get More Likes, Comments and Shares
Boost this post for \$28 to reach up to 7,900 people.

20,232 people reached [Boost Post](#)

👍❤️😱 107 6 Comments 15 Shares

👍 Like 💬 Comment ➦ Share

FEATURED FACEBOOK POST

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

+ Possible FREE promotion on Facebook Community Group

WHAT'S INCLUDED?

- ★ [Life in Düsseldorf Page](#) (7,200+ Followers)
- ★ [Life in Düsseldorf Community Group](#) (11,000+ Group Members)

CONTACT US FOR UPDATED PRICES

FEATURED TWITTER POST

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.

WHAT THE 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

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lifeindus @LifeInDUS · 2m

Valentine's Day is just around the corner ❤️🥰 why not stay home & watch a movie in style? Maite's serving up some fantastic Pica-Pica Boxes & wine 🍷 :

facebook.com/maitesasiancui...



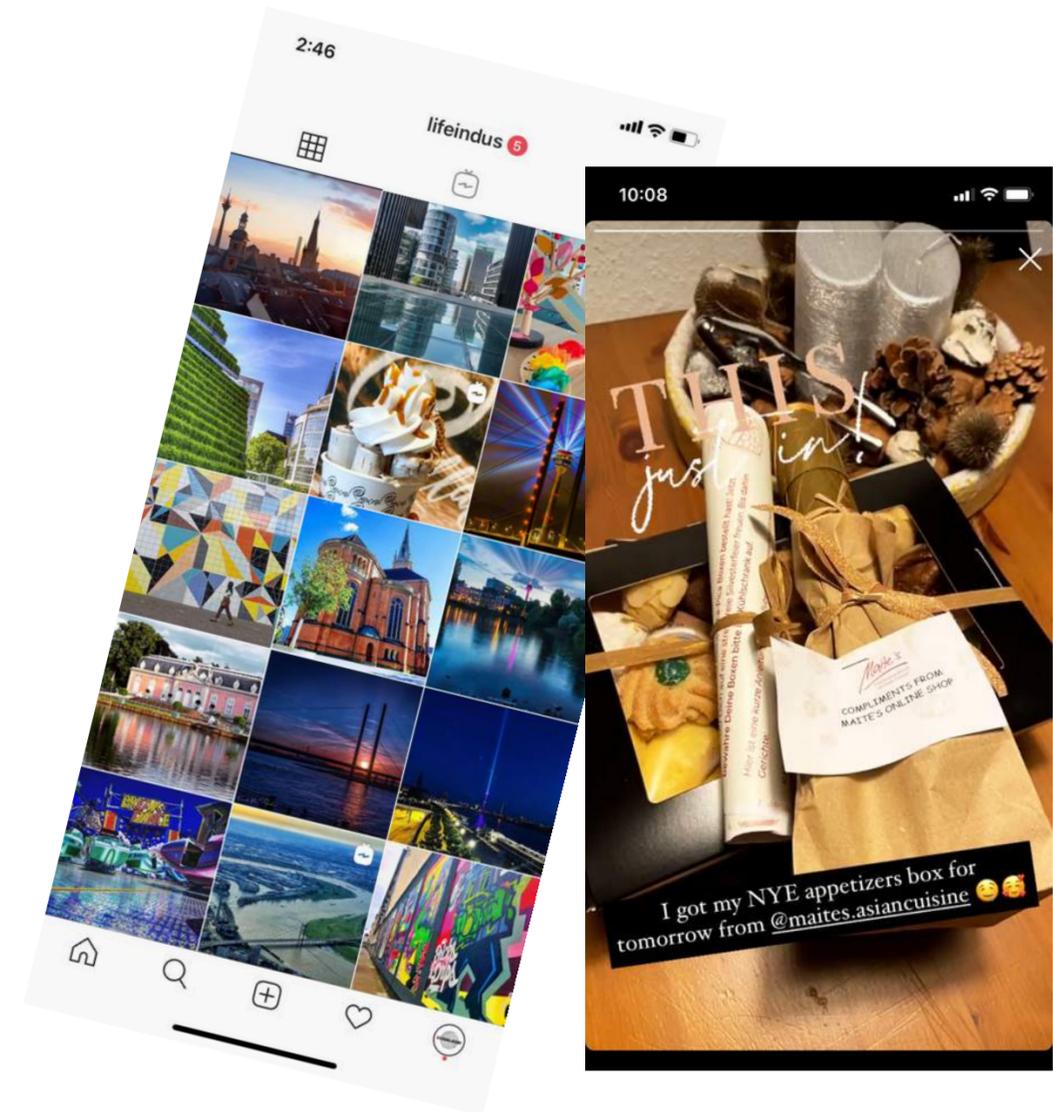
FEATURED INSTAGRAM STORY

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. Feel free to let me know what you'd like to promote and I can come up with a few ideas on how we can showcase this.

WHAT THE POST MAY INCLUDE:

- ✓ 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 47 Euros

CONTACT US FOR UPDATED PRICES



YOUTUBE CHANNEL



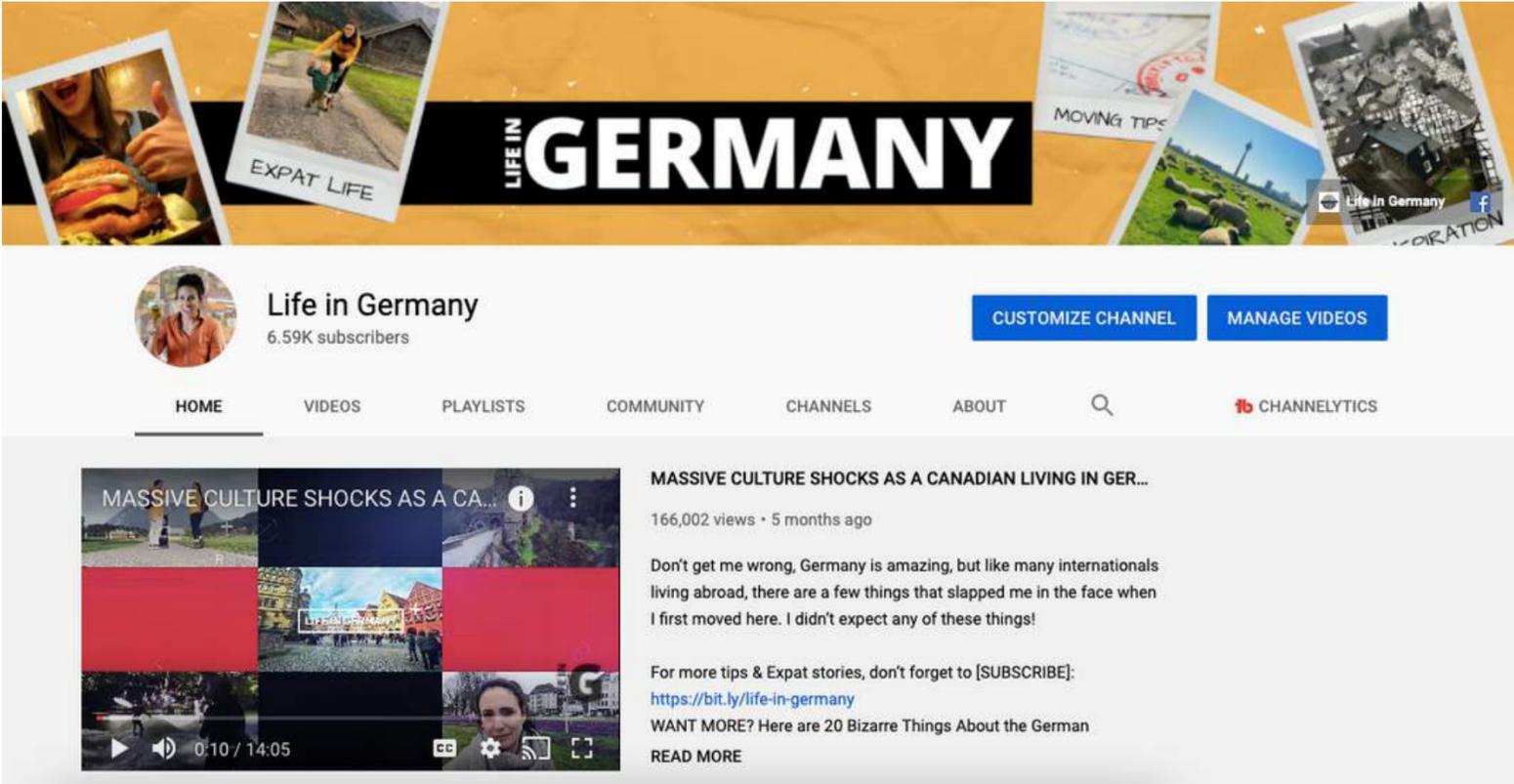
NEW YOUTUBE CHANNEL

In the summer of 2020, I launched a brand new YouTube channel ([Life in Germany](#)) which has since skyrocketed in views and subscribers. The numbers are only continuing to grow, but until then... I'm offering an unbeatable package!

VIDEO INCLUDES:

- ✓ 60 - 90 seconds of product/service promotion
- ✓ Possible screen recordings of your website
- ✓ Inclusion of logo image within the video
- ✓ A link to your website and social pages in the video description
- ✓ A possible clickable link in the video if you choose to pair this package with a featured blog post on Life in Düsseldorf

CONTACT US FOR UPDATED PRICES



LOCAL INFLUENCER POWER PACK

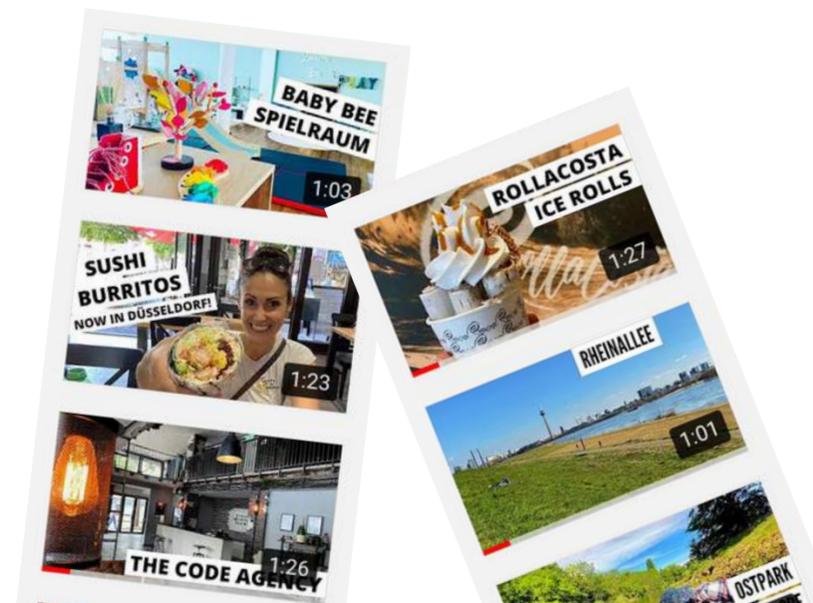
This package is the motherload of social content for your brand where we cross-promoted our curated content throughout all our social media channels! It's basically everything you see above packed into one social blast for an unbeatable price!

POWER PACK INCLUDES:

60 - 90 second video promoting your services which will be published on:

- ✓ Our [Life in Düsseldorf YouTube](#) Channel (click the link for more examples)
- ✓ IGTV
- ✓ Instagram Stories
- ✓ Facebook Stories
- ✓ Facebook feed
- ✓ Twitter feed

CONTACT US FOR UPDATED PRICES

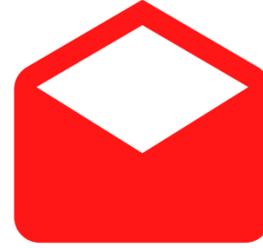


+ IF YOU'D LIKE THE VIDEO TO BE SHOT ON LOCATION, WE DEFINITELY CAN!

BANNER ADS



NEWSLETTER STATS



If you're interested in specific numbers from a particular newsletter, do not hesitate to contact us.

Subscribers: 2,000+ subscribers

Avg. Monthly Subscribers: 40 Avg.

Open Rate: 47% Avg.

Click Rate: 28%

Monthly Newsletters: 1

Includes:

- Introduction
- Upcoming Events
- Advertisements
- Job Opportunities
- New Blog Posts & Videos
- Weekend Getaway Ideas
- Etc.

LIFE IN **DÜSSELDORF** MONTHLY HIGHLIGHTS

EATING

PLAYING

LIVING

LEARNING

WORKING

Love it or hate it, it's time for Oktoberfest! 🍷

School and work might be back in full force again, but there's so much going on in the month of September to get you excited for the weekend. When September comes around, I always think apple picking, Oktoberfest, food festivals and a few more beach days!

Since we shared with you a full list of [apple picking hotspots around Düsseldorf](#) last month, this month we're bringing you the best Oktoberfest celebrations around Düsseldorf! And of course, we've included all the latest blog posts, new English job opportunities around Düsseldorf and some awesome weekend getaways.

*What do you think is missing from Life in Düsseldorf? What would you love to see? Or learn? Or experience? [Let us know](#). After all, this newsletter is for **you**.*

Our **LATEST VIDEO** from [IGTV!](#) 📺 Every Saturday we upload a new 1-minute video about some of the best things to do in Düsseldorf. We upload all our episodes onto [YouTube](#), [Facebook](#), and [Instagram](#) so that you'll never miss a beat!



NEWSLETTER BANNER AD

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. We send out 1 newsletter at the beginning of every month.

PACKAGE INCLUDES:

- ✓ 1200 x 328 Advertisement
- ✓ FREE advertisement creation by the LID team (if required)
- ✓ Immediate placement below introductory paragraph of newsletter
- ✓ EXCLUSIVITY - you will be the ONLY sponsor for the month, there will be no other banner ads approved for this newsletter feature
- ✓ Pick your month (subject to availability)

CONTACT US FOR UPDATED PRICES

WEBSITE BANNER AD

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

PACKAGE INCLUDES:

- ✓ 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) and can be extended
- ✓ Your banners can be switched out occasionally for new ads, but they must be in English

CONTACT US FOR UPDATED PRICES



10+ GERMAN HOLIDAYS WE CELEBRATE IN NRW (WHERE YOU DON'T HAVE TO WORK)

Don't worry, even after 15 years, many of us still haven't scratched the surface of entirely understanding and remembering which German holidays fall on what days of the year and which ones are actual public holidays. So, to make sure you're well-equipped for those upcoming holidays (aka, booking the time off work, planning long weekends, knowing when the stores are closed), I've put together a full list of the German holidays that we celebrate here in NRW! AND you won't just find the answers, but you'll also learn more about the German holidays and the way that we celebrate them here in Germany so that you can get your festive party shoes on! HERE'S A COMPLETE LIST OF ALL THE GERMAN HOLIDAYS YOU CAN CELEBRATE WORK-FREE!

Post Sections

JANUARY 1ST: NEW YEAR'S DAY (NEUJAHR)
The first day of the year is a public holiday in Germany. Many people begin January by celebrating the end of the old year and the start of the new one at midnight (aka, New Year's Eve - also known as Silvester). These celebrations include public concerts, parties, and fireworks that may last into the early hours of January 1st. Many people spend the rest of the day "kugeln" (bungee "kugeln" quietly, but some join their friends or family for a New Year's lunch or dinner.

APRIL 10TH: GOOD FRIDAY (KARFREITAG)
From Good Friday to Easter Monday, everything is closed including shops, banks, and offices. Good Friday is treated as a quiet holiday (still Tage) in Germany. It is celebrated two days before Easter Sunday. Many Church services are held in the afternoon, to remember the hours when Jesus was crucified on the cross. **Fun fact:** On this day, in particular, its legal to actually dance in public in 12 out of the 16 states in Germany!

APRIL 13TH: EASTER MONDAY (OSTERMONTAG)
Easter Monday falls on a different date every year, but it always follows Good Friday. During this time of year, there are a number of Easter traditions you can look out for!

- Easter Eggs: Eggs are often toll hand-blown, delicately decorated, and hidden in the backyard for the children to find.
- Easter Trees: Easter trees are kept in the home during the holiday season and some people may even decorate the trees in their yards or public park, they tend to have bare branches and are decorated with colorfully decorated eggs.
- Easter Fountains Osterbrunnen: During the season, public fountains are typically draped in arches made of tree branches, flowers, and colorful eggs.

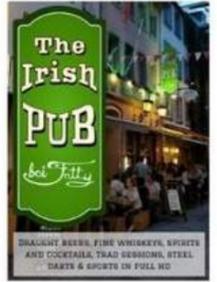
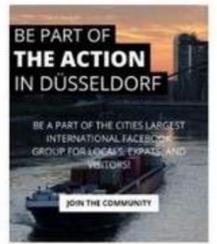


MAY 1ST: LABOR DAY (MAIFEIERTAG)
Germany has been celebrating the Tag der Arbeit since 1890 when hundreds of thousands of people across Europe, protested their working rights on May 1st, 1890. They demanded better working conditions and the implementation of the eight-hour day. Despite this movement, it wasn't until forty years later that the eight-hour day was agreed upon and trade unions were officially recognized.

MAY 21TH: ASCENSION DAY (CHRISTI HIMMELFAHRT)
Ascension Day is a public holiday in Germany, which means most businesses and stores are closed. This holiday is to mark Jesus' ascension to heaven. Christians attend special church services on Ascension Day to celebrate it. It is also marked as Father's Day (Vaterstag) or Men's Day (Männerstag, Herrentag). Contrary to other countries, Father's Day typically consists of groups of male friends and relatives coming together to take part in an



REPORT POST INACCURACY



SEND US A MESSAGE!

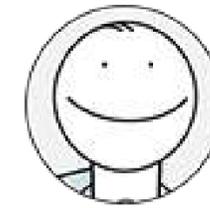
AS SEEN ON



& MORE!

Düsseldorf Startups

Alles rund um die Startupszene bei uns in Düsseldorf und dem ganzen Rheinland



Sparpedia.no

LET'S

CONNECT

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