

Kia Ora.



I'm Jane.

QUEENSTOWNLIFE.COM



**QUEENSTOWN LIFE IS MUCH MORE THAN A BLOG ...
IT'S PEOPLE'S STORIES FIRST.**

KIA ORA!

I'm Jane a UK born 13 year 'local' of Queenstown. I have been writing, blogging, and falling in love with New Zealand for over 5 years. Telling stories about the brands, businesses, whanau/ family in Queenstown and throughout the rest of Aotearoa/ New Zealand.

I write, blog, photograph, create content, make social media magic, craft out website content, talk (a lot) and find out what it is that makes YOUR stuff so special.

I have built up a solid reputation for being honest, quirky, an authentic writer and storyteller.

I make people laugh (it's true!), and I've realised that people absolutely love to find out about good buggers doing good stuff. That's where I come in!

Have a peek into what I do and see if we can create some magic.

Ma tē wa
Jane



@QUEENSTOWNLIFE



@QUEENSTOWNLIFE



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My People.

I have three types of reader/ follower; those who've been here to NZ: I create **memory**, those who are coming here: I create **anticipation** and those people who dream of coming here: I create **fantasy**. All very important. My audience lives here, travels here and falls in love with here!

A story about your brand should be human, fun and full of insight. I work with good values based brands who are looking to share their stories (and business they love).

Here's my main audience in a nutshell:

- 70% women/ 30% men
- Located in NZ, USA and Australia
- 30-60 yrs old
- Domestic/International travellers



My Collabs.

My collaborations with brands vary from featured blog posts to indulging in epic adventures, sharing my experiences on social media and creating brand awareness for a business. Here's a few collabs:

- Social media campaign for West Coast Tourism
- Featured brand blog post for QT Hotels
- New business product launch campaign for Flick Electric
- Event coverage via my social channels for Wild Dunedin
- Social media marketing for Remarkables Market
- Brand awareness content creation for Recreate Clothing (the red dress to your left!)

**INTERNET
FRIENDS:**



12.5k



1.5k



19k

My Blog.

The Queenstown Life blog is where my writing and your business comes alive. I write with humour, authenticity and make people fall in love with your stuff, your business, the thing you spend all your time thinking about and wanting people to also think about. Here are some benefits of featuring on my blog:

- It sits there forever; once written the blog post stands alone and something you and readers can come back to, again and again and again.
- Google rankings and SEO are always there. Your blog post is specially crafted so that when people search for "the best dog cafes in Wānaka" yours comes up!
- Once people leave Queenstown or want to travel out for the week(end) I want to send them on to you. By car, flight or with the humble hitchhike and I am trusted enough to send them to the next place...your place.



My Services

Blog Writing

Photography

Social media campaigns

Social media takeovers (of your platforms)

Magazine Articles (advertorials)

Branded Instagram posts

Copy writing/ Travel Writing and MORE!

Here's some examples:

- I spent a week experiencing Wild Dunedin - a nature lover's festival and wrote all about it on my blog
- Shouting from the rooftops about Amisfield's new menu on my Instagram stories
- Helping educate and inform Queenstown peeps about the stylish new Ocula optometrist store with a blog post, social media campaign

**EYEBALLS
ON MY
STUFF:**



**2.5-5k
post**



**1k-1.5k
each 'story**



**8-13k
reach**



**3k-5k
month**

My Details.

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NICE THINGS PEOPLE ARE SAYING:

"I have truly loved working with Jane. She experienced three of our properties, wrote blogs on each stay and has made numerous social media posts (resulting in more followers and likes to our business). She really captured the essence of the experience, versus the standard facts and features..."

- **Margaret Gibbs, Relax it's Done**

It takes a very special person to understand the nuances of the many forms of social media and the different drives, motivations and expectations of the people using these, and we found that Jane had this ... and more! Jane's ability to "speak" SM language, in a way that complements the communication style we use at Remarkables Market has enabled her to spread our brand to a new audience, both within our already existing Facebook community as well as increasing our exposure with Instagram followers.

- **Sherryn Smith, Remarkables Market**



Let's chat.

I love telling stories, connecting communities with local brands and writing about it. I also really like cake. Do you like cake? Let's discuss.

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