

WHEN IN ROME, GA

A Local Travel Blog



ABOUT ME

My name is Erin Clay. I was born and raised in beautiful Rome, Georgia. With the support of my husband Wesley, I began the blog **When In Rome, Georgia**, in June of 2018. After being inspired by my own travel experiences, I wanted to share with locals and visitors all the wonderful places that makeup Rome and its surrounding communities. I have a passion for helping support small businesses and grow the tourism industry in Rome.

11K

FACEBOOK FOLLOWERS

Data recorded February 2023

2.5K

IG FOLLOWERS

Data recorded February 2023

5.4K

MONTHLY VIEWS

Data recorded February 2023

...and growing!

About my blog

WHEN IN
ROME, GA

When In Rome, Georgia's purpose is to highlight businesses, landmarks, and activities in and around Rome. I want to help new businesses introduce themselves to the community, and help established businesses tell their story. I also want to support and build up the community in which I live, as well as forge new relationships with the interesting people that help make Rome such an amazing town to visit and raise a family..

COLLABORATION

WHY WORK WITH ME?

When in Rome, Ga. delivers high-quality content to its readers by using my personal experiences to write about local attractions, non-profits, and businesses. Let me help you by giving your business or brand valuable exposure to my unique audience across multiple platforms. If you have a new business, let me get your name out there and introduce you to Rome, Georgia, and those who are visiting. If you have an established business, let me tell your story. I would love the opportunity to work with you on a sponsored post.



BLOG AUDIENCE

WHO IS MY AUDIENCE?

My audience is made up of local people from Rome and the surrounding areas. It also includes people that are visiting Rome for vacation, travel sports, education, and many other reasons. When In Rome, GA also has a group of very devoted followers that once lived in Rome but are now living in other places and still call Rome "home". My audience is growing every day.

*Work with
When In Rome, Georgia*

WHAT I OFFER

I am always looking for new partners that I can help to create unique, engaging, and interesting content that my readers will enjoy. I also want to help them make decisions about local experiences. I would love to work with you to highlight your local family-friendly business, non-profit, or attraction. My audience is a targeted audience that is primarily made up of Rome, Georgia, residents looking for information about activities, shopping, and dining experiences.

SPONSORED POST

WHAT IS A SPONSORED POST?

A sponsored post is personally created content that is compelling and uniquely designed to highlight your business. The sponsored post concept is a new way of advertising. Businesses have begun to realize that bloggers and social media influencers are gaining an increased amount of attention. Bloggers and online influencers have loyal readers that love to hear what they have to say, and a recommendation from them carries much more weight than a TV or Radio commercial, an ad in a magazine or newspaper, or a billboard. It also has an enduring lifespan unlike many other forms of advertising.



SPONSORED BLOG POST INCLUDES:

- One personally created post that is written by When In Rome, Georgia containing approximately 800-1000 words and 5-10 high-quality photos uniquely designed to highlight your business. The article will remain on the website permanently and the link will be available to use at any time.
- One share to each social media platform once the post is published.
- One email sent to my subscriber list highlighting your business.
- The article if appropriate will be added to When In Rome, Georgia's content share calendar for scheduled sharing for one year. This would include approximately 2 shares a month to Facebook and Twitter. This package is customizable and I look forward to hearing your ideas. Contact me for pricing.

Social Media Sharing

SOCIAL MEDIA

Custom Social Media Post:

One custom Facebook, Twitter, or Instagram post with a description and 1-5 high-quality photos. This would also include a link to your social media accounts to encourage my audience to follow your business.

Social Media Shares:

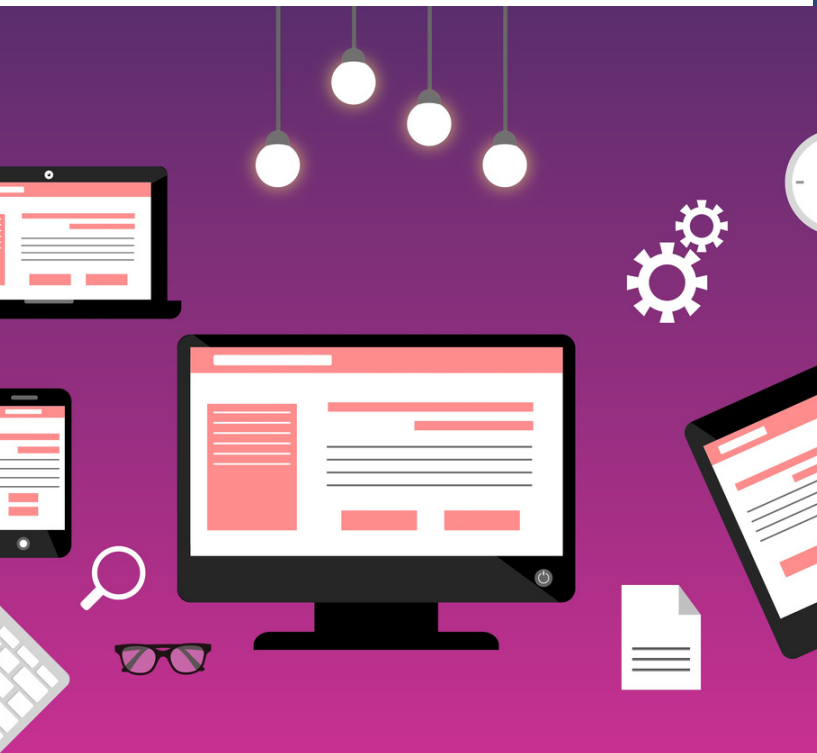
One pre-created social media post that you create and send to me and I publish on one of my social media accounts that you choose.

Unlike Blog Posts, Social Media Shares have an extremely short lifespan making this a good option for temporary sales, or promotions.

ADVERTISING

FLAT RATE ADVERTISING

Flat Rate Advertising is the simplest way for an advertiser to place an advertisement on the When In Rome, Georgia website. You pay a fixed price to display an ad for a fixed period of time. When In Rome GA is a website that supports local businesses and I want our readers to see local advertisements when they visit my site.



PRICING

LOCATION, SIZE, PRICE AND TERM

It is easy to choose a plan that is right for your business. I have several options for putting your advertisement on my website. My rates are set and there are no hidden surprises. I want your business to be seen! I offer 30, 60, and 90 Day pricing. I have ad space available on my home page and ads will soon be integrated throughout the website.

For detailed pricing, visit:

<https://wheninrome.com/wp-content/plugins/oiopub-direct/purchase.php>

What I want for my blog

THE FUTURE OF MY BLOG

When In Rome, Georgia has been continually growing its online presence since its launch in June of 2018. I plan to continue to grow my social media presence and create new relationships within the community.

When In Rome, Georgia is planning on adding the option of video and vlogs in the near future.

I also offer the following:

Product Reviews, Event Coverage, Attraction Reviews, Restaurant Reviews, and Hotel Reviews