







MEDIA-KIT

KOMM WIR MACHEN DAS EINFACH











BOLLE & MARCO

Welcome to our colorful and vibrant world. We are Nicole (aka Bolle) and Marco, living in the beautiful hanseatic city Rostock at the Baltic Sea. For almost 6 years we have been exploring Germany, Europe and the world together with our community.

Our name **"Komm wir machen das einfach"** was born out of the spontaneous decision to go on a world trip. Literally translated the slogan means **"Let's just do it"**.

We have noticed that the most beautiful stories simply begin with courage. So this slogan became our life motto. We are always happy to jump into new adventures together.

OUR CHANNELS

WWW.KOMMWIRMACHENDASEINFACH.DE

TRAVELBLOG

+270,000 VISITS MONTHLY



INSTAGRAM

+24,700 FOLLOWER



FACEBOOK

11,000 SUBSCRIBERS



YOUTUBE

+590,000 VIEWS



PINTEREST

130,000 VIEWS



PODCAST

63,800 DOWNLOADS



TRAVELBLOG

OUR LIVING ROOM

Our blog has been published in **June 2015**, and now counts more than 270,000 page views per month. Our readers get information about a wide variety of travel destinations. Here in our living room we share our adventures, give helpful tips and recommendations **in german language**.

We also invest a lot of time in **search-engine-optimization** so that our content can be found on the web. This is also confirmed by the numbers: 85% of our readers come via Google to find out about Germany, Europe and long-distance destinations.



OUR LIVING ROOM

WWW.KOMMWIRMACHENDASEINFACH.DE

SIMPLE | FACTUAL | FAST

Komm wir machen das einfach!

Reiseblog für individuelles Reisen & Outdoor Abenteuer

HOME · REISEZIELE · REISEPLANUNG · PODCAST · SHOP



DER REISEBLOG FÜR INDIVIDUELLE REISEN

Hey, wie cool, dass du bei uns gelandet bist! Wir sind Bolle & Marco, seit 2015 gemeinsam unterwegs in der großen, weiten Welt. Unser Blog ist dein Wohnzimmer, wenn du Abenteurer, Individualist, Weltenbummler oder absoluter Reisejunkie bist! Hier dreht sich alles um unsere Reisen – und die unserer großartigen Community. Von Geheimtipps über Insiderwissen bis hin zu verrückten Stories: Bei uns findest du jede Menge Inspiration für deinen nächsten Trip. Bock auf mehr? Dann schau mal hier: ÜBER UNS.

FINDE DEIN REISEZIEL

Die beliebtesten Reiseziele



ISLAND



OMAN



SÜDAFRIKA



PORTUGAL



WO WIR GERADE SIND: ROSTOCK

Wohin wir als nächstes reisen:
THAILAND, BOTSWANA & NAMIBIA

Hey, wir sind Bolle und Marco und begrüßen dich hier auf unserem Reiseblog. Schnapp dir einen Kaffee oder eine Tasse Tee, mach es dir damit gemütlich und stöbere durch über 550 Beiträge. Bei uns findest du jede Menge Inspiration zu Städtetrips, Fernreisen, Roadtrips, Outdoor-Abenteuer oder auch Wellness-Urlaub.

FOLGE UNS HIER

OUR BLOG TOPICS

WWW.KOMMWIRMACHENDASEINFACH.DE

BLOGBEITRÄGE WELTWEIT

Rundreise Oberschwaben-Allgäu: 9 tolle Highlights, Ausflugsziele & Reisetipps

von Bolle & Marco / enthält Werbung



Wir waren mal wieder in Baden-Württemberg unterwegs und haben eine für uns unbekannte Region erkundet: **Oberschwaben-Allgäu**. Eingebettet zwischen dem Bodensee, den Ausläufern der Schwäbischen Alb und den Allgäuer Alpen, erwartete uns diese Region mit charmanten Städten, idyllischen Naturhighlights, prächtigen Schlössern, Kirchen und Klöster sowie regionalen Leckereien.



WO WIR GERADE SIND: ROSTOCK

Wohin wir als nächstes reisen:
THAILAND, BOTSWANA & NAMIBIA

Hey, wir sind Bolle und Marco und begrüßen dich hier auf unserem Reiseblog. Schnapp dir einen Kaffee oder eine Tasse Tee, mach es dir damit gemütlich und stöbere durch über 550 Beiträge. Bei uns findest du jede Menge Inspiration zu Städtetrips, Fernreisen, Roadtrips, Outdoor-Abenteuer oder auch Wellness-Urlaub.

FOLGE UNS HIER

BLOG STATISTIC

01.01.2024 - 31.12.2024

3,300,000
VIEWS

85% via Google
15% direct traffic

1,550,000
VISITORS

65% female readers
35% male readers

2,337,000
SESSIONS

Readers mainly between
20 and 45 years old

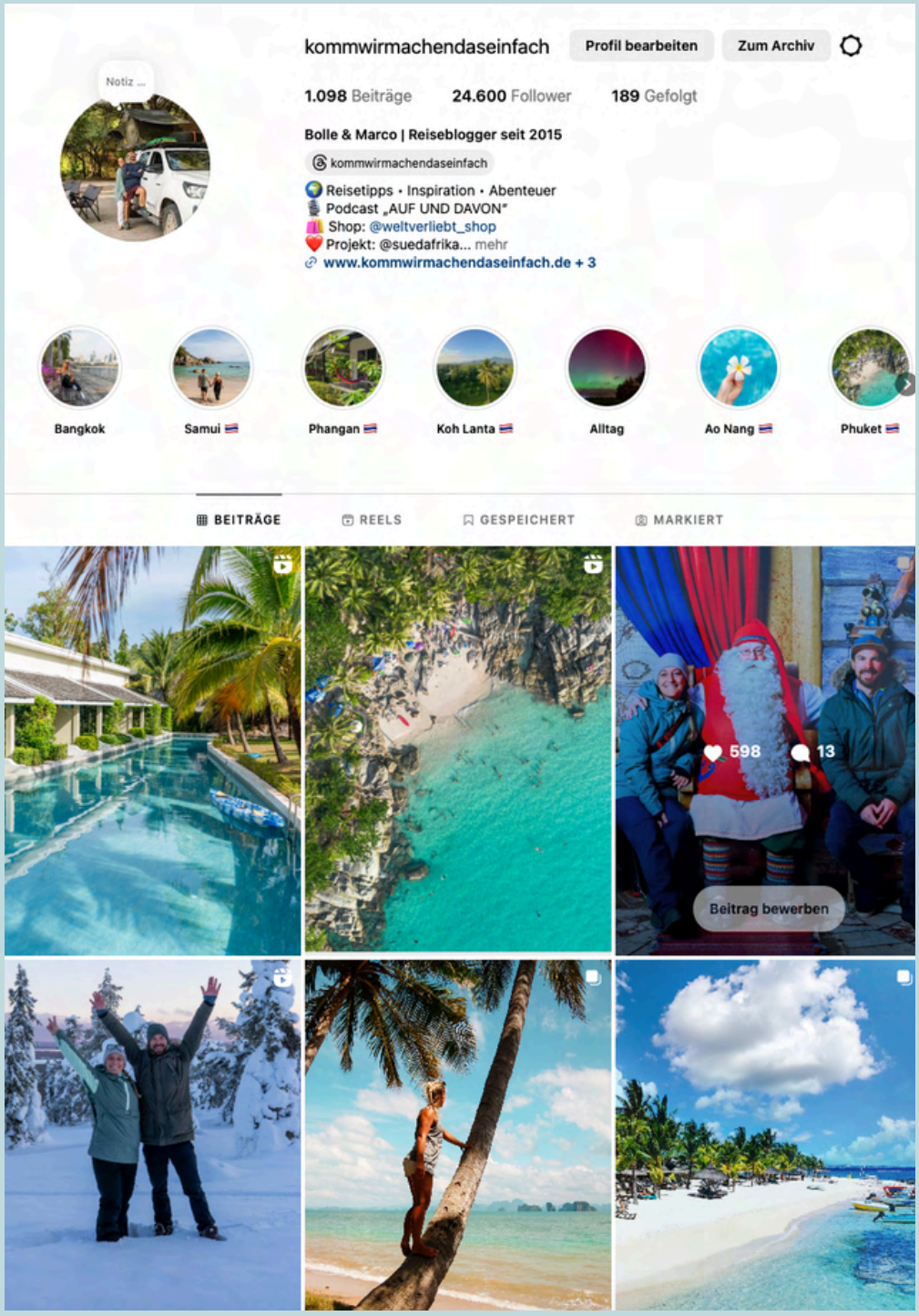


INSTAGRAM

CLOSE TO THE FOLLOWER

Instagram is definitely one of our **favorite channels**. Here we take our followers live on our travels and show them the most beautiful places of our trips. Our community appreciates our opinion and always gratefully accepts our advice.

We have let our channel grow slowly and **organically** since the beginning. We have not bought followers or are not part of so-called "engagement groups". We also don't follow any algorithm rules but use Instagram when we think it's right time and we have something nice to share.



INSTAGRAM STATISTIC

@KOMMWIRMACHENDASEINFACH

+24,700 FOLLOWER

79% Germany
5,6% Austria

BETWEEN 25 AND 45 YEARS

34% = 25 - 34 years old
36% = 35 - 44 years old

MORE FEMALE THEN MALE

80% Female
20% Male

STORIES: REACH PER SLIDE BETWEEN 1,500 AND 5,000 (DEPENDING ON TOPIC)

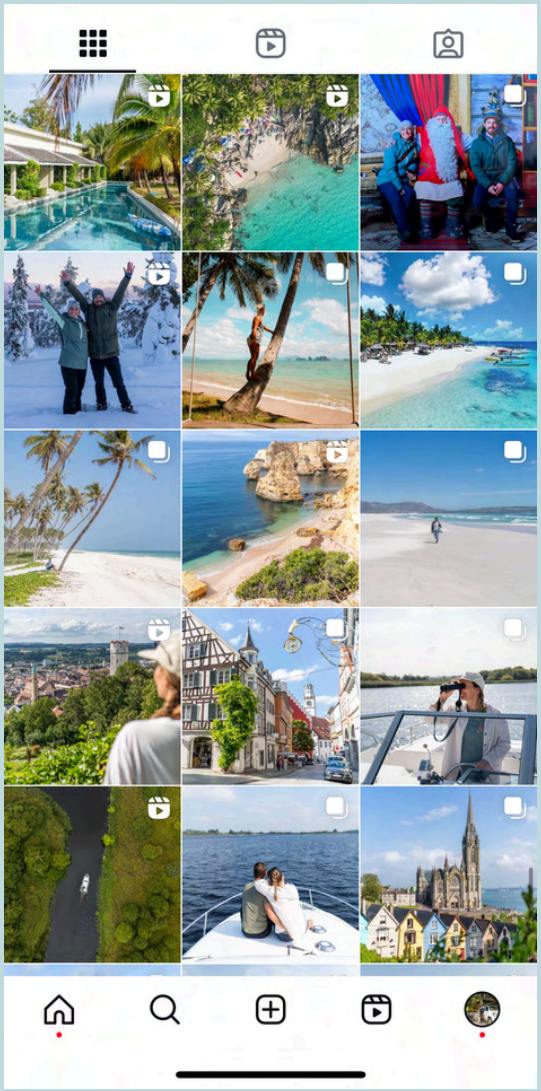
FEED POST: IMPRESSIONS BETWEEN 5,000 AND 37,000 (DEPENDING ON TOPIC)

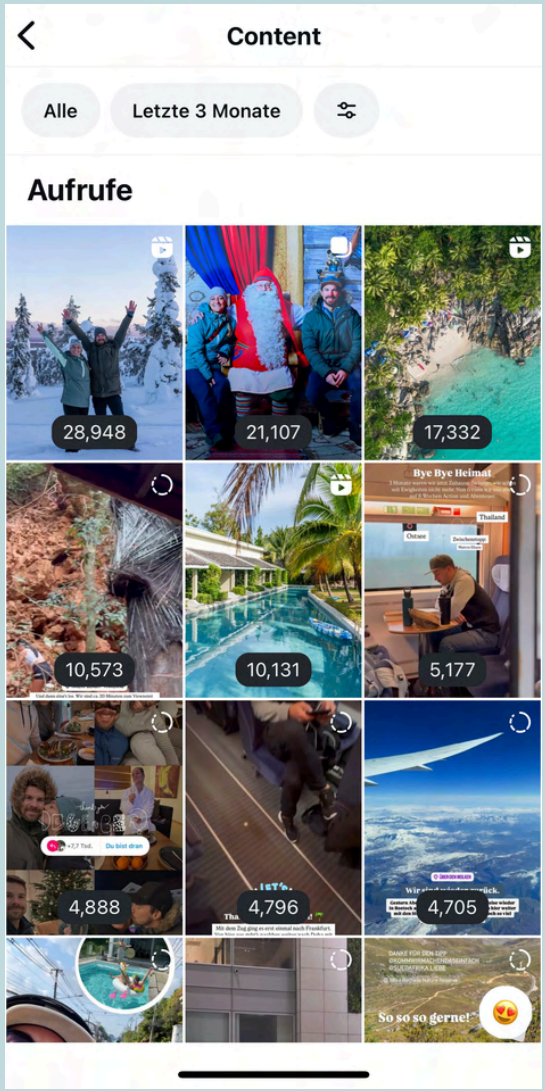
INSTAGRAM REELS: BETWEEN 5,000 AND 72,000 VIEWS (DEPENDING ON TOPIC)



INSTAGRAM STATISTICS

@KOMMWIRMACHENDASEINFACH







REFERENCES

SOME WORK SAMPLES OF THE LAST YEARS

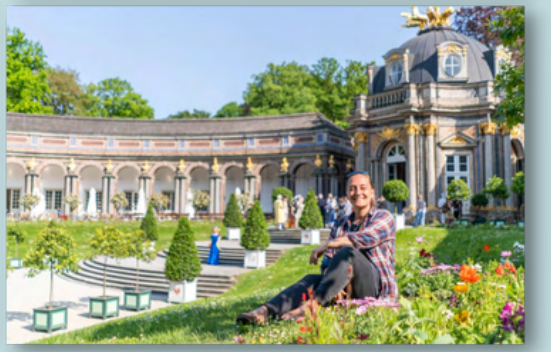
FRANCONIA TOURISM ANNUAL CAMPAIGN - EXPLORING THE 15 CITIES -

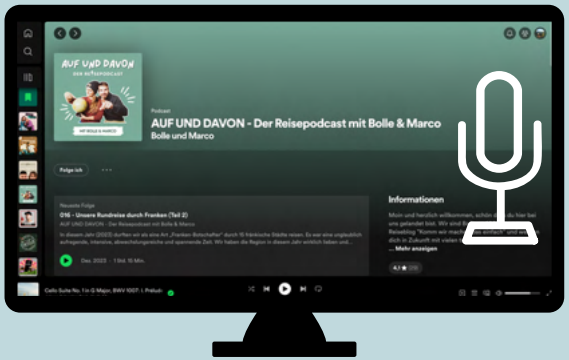
SOCIAL MEDIA, BLOG, PHOTO & PODCAST











In 2023, we were on the road in 15 Franconian cities. For this annual campaign, we produced 15 blog posts, 15 Instagram stories, 15 reels, 15 Facebook feed posts, 15 Instagram feed posts, over 35 Pinterest pins, 3 podcast episodes and images for each city.



DESTINATION MARKETING MIT SOUTH AFRICA TOURISM

SOCIAL MEDIA, BLOG & VIDEO



For these collaborations, we made blog posts, Instagram stories, feed posts and Youtube videos. The goal was to introduce our readers to the different regions of the country in more detail and to whet their appetite for South Africa.

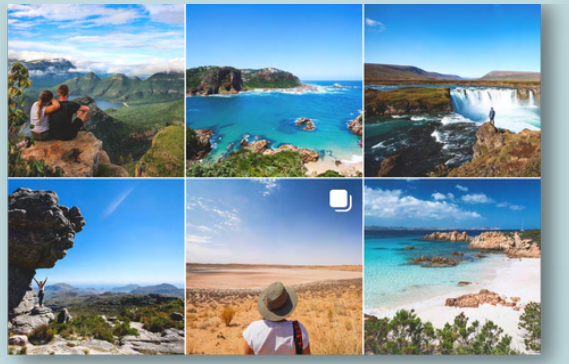


@SUEDAFRIKA.LIEBE

Out of love for the country, we even created a new Facebook channel, which we have been filling with our content from South Africa ever since.







BICYCLE CAMPAIGN VISIT AUSTRIA

SOCIAL MEDIA, BLOG, FOTO & VIDEO



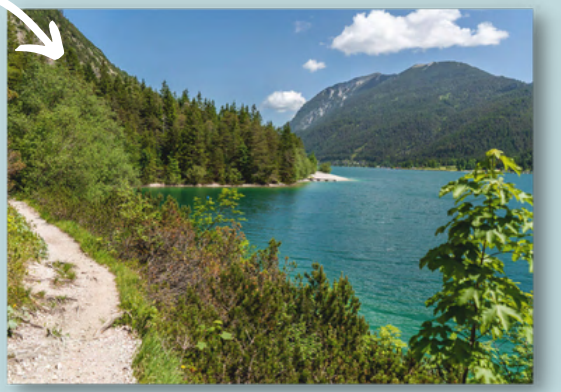








For the 1st part of the bike campaign, blog posts, instagram stories and feedposts, videos as well as visuals were made. An Instagram takeover also took place as part of this cooperation.



SUMMER CAMPAIGN BRANDENBURG & MECKLENBURG-VORPOMMERN

SOCIAL MEDIA, BLOG, FOTO & VIDEO











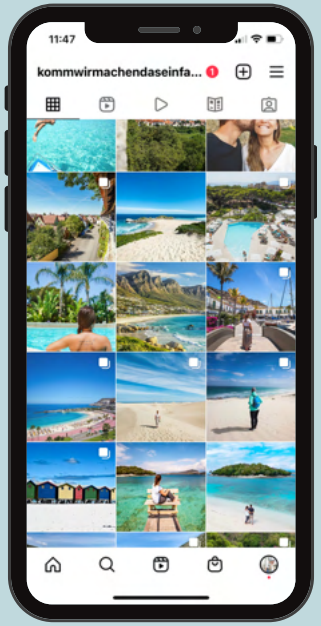


For this campaign, blog post, Instagram stories and feedposts, video as well as visuals were made. For this we were 7 days on the road with the canoe to implement this campaign.

TOUR OPERATOR: WITH TUI TO GRAN CANARIA & RHODES

SOCIAL MEDIA, BLOG & VIDEO







For these collaborations, we mainly reported on social media (Instagram & Facebook). In addition, live broadcasts were organized on the TUI Facebook channel, blog posts and video material were made for our own advertising use.







HOTELCHECK: ORTNER'S RESORT

SOCIAL MEDIA & BLOG



For this social media campaign we made a blog post, image and video content for Instagram Stories, feedposts as well as a reel. The goal was to introduce them to the hotel and its amenities.



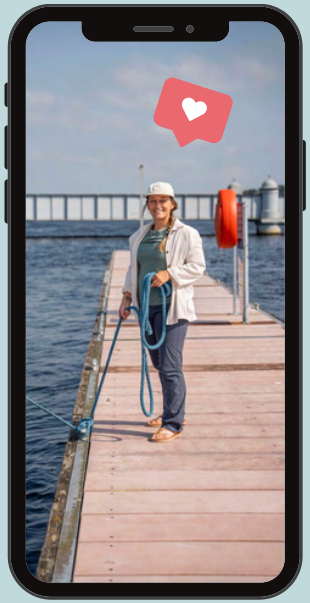


We attach great importance to the quality of reporting on our social media channels. In our stories we use images, text & videos as well as tools for interaction.

SOMMERKAMPAGNE VISIT IRELAND

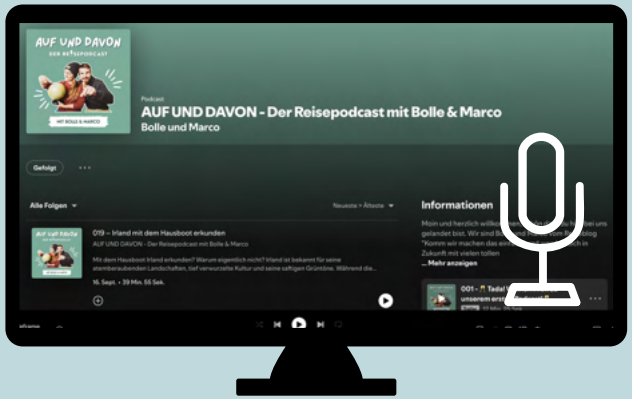
SOCIAL MEDIA, BLOG, FOTO & PODCAST









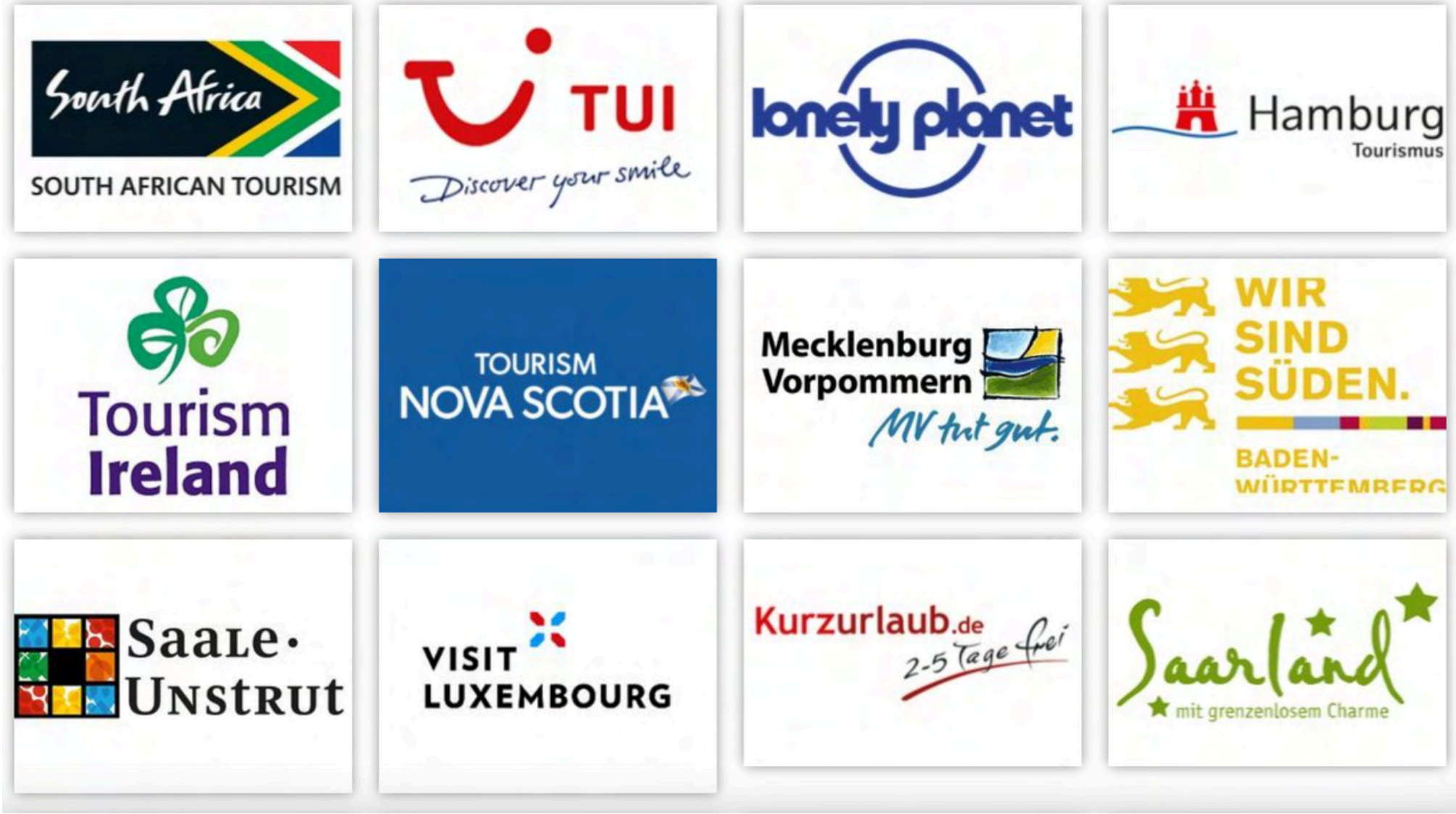


Für diese Kampagne wurden Blogbeitrag, Instagram Stories, Reels und Feedposts, Podcast sowie Bildmaterial angefertigt. Dafür waren wir 6 Tage mit dem Hausboot unterwegs, um diese Kampagne umzusetzen.



SUCCESSFUL PARTNERSHIPS

CLIENTS OVERVIEW


South Africa
SOUTH AFRICAN TOURISM
TUI
Discover your smile
lonely planet
Hamburg
Tourismus
Tourism
Ireland
TOURISM
NOVA SCOTIA
Mecklenburg
Vorpommern
MV tut gut.
WIR
SIND
SÜDEN.
BADEN-
WÜRTTEMBERG
Saale·
Unstrut
VISIT
LUXEMBOURG
Kurzurlaub.de
2-5 Tage frei
Saarland
mit grenzenlosem Charme


regensburg
tourismus GmbH


HOSTELWORLD
MEET THE WORLD


SACHSEN-ANHALT
Hier macht
das Bauhaus
Schule.


ibis
HOTELS
ibis
STYLES
HOTELS
ibis
budget
HOTELS


auto europe


Bremen erleben!


MyPostcard


Mietwagen
Check.de


CyberGhost VPN


momondo
Für Reisende wie mich


MONTAFON


Manawa


Serfaus · Fiss · Ladi


Thüringen
-entdecken.de


Japan.
Endless
Discovery.


IBEROSTAR
HOTELS & RESORTS


Baiersbronn
Mehr Schwarzwald gibt's nirgends!


BRANDENBURG
TOURISMUS MARKETING


Bild der Frau


PEUGEOT


CAMPING VILLAGES
yelloh!
VILLAGE


SAINT LUCIA
LET HER INSPIRE YOU


HANNOVER
Marketing & Tourismus


تذوق المغرب
Marokko
erleben


Expedia®


Urlaubsheld.de


Reiseuhu


outdoorer


FairPlane


Rothenburg
ob der Tauber


ACHENSEE
Tirols Sport & Vital Park


FLACHAU
Am Gipfel der Gaudi


VISIT
AUSTRIA


Mercure
HOTELS


MÜNSTERLAND. DAS GUTE LEBEN.


GLOBETROTTER

WHAT IS IT LIKE TO WORK WITH US?

(German feedback translated by us)

Sandra Strehlau - Hanover Marketing and Tourismus GmbH

“Bolle & Marco are a great (blogger) couple. It was incredible fun to work with them and the collaboration was very positive from the very beginning. They were always easy to reach and responded quickly. They came to Hanover with a great sense of enthusiasm and expressed exactly that on their blog. They are very honest, likeable and, above all, authentic. That's what it means to work with good bloggers. We would work with Bolle and Marco again at any time.”

Belinda Schaffarz - Ehem. KPRN network GmbH

“Working with Nicole and Marco was always professional, reliable and relaxed. Their open, honest and at the same time friendly communication style has contributed significantly to the success of our joint projects. As part of our cooperation for South Africa, the two of them not only fulfilled the agreements, but always went the extra mile and created versatile and exciting content for the destination. I would work with them again at any time.”

WHAT IS IT LIKE TO WORK WITH US?

(German feedback translated by us)

Fabienne Megerle, Tourist-Information Uhldingen-Mühlhofen

“The collaboration with Bolle & Marco was very uncomplicated and friendly right from the start. They were always available so that we could exchange ideas and react flexibly to small changes. We can highly recommend them because of their authentic and open manner, and these qualities are also reflected in their work. Bolle & Marco are bloggers who pursue their passion, from the Instagram story appearance to the blog post, they have skillfully staged all our special features and precisely characterized what makes our lakeside holiday community special. Their motto “Let's just do it!” is reflected in their credible reporting”.

Gerrit Leinker - www.marokkoerleben.de

“After our collaboration, I know what makes your blog so successful. On the one hand, you are creative, have a sense for beautiful things and are crazy enough to put something like this into practice. At the same time, you are honest, reliable and really professional. That's a promising combination. I can justifiably say that the cooperation with you has been the most successful in the past 10 years. That's not always the case with all the requests and ideas that come our way as a tour operator! So, thank you again and I'd love to do it again.”

OPPORTUNITIES FOR COOPERATION

OVERVIEW OF SOME SERVICES

01

EDITORIAL CONTENT CREATION

We write detailed, informative and high-quality content for our site or for the client's site. We attach great importance to expressive images, helpful tips and SEO. At the end of the day, the content should also be found in the widths of the world wide web.

02

PRODUCTION- AND PRESS TOURS

We explore and discover various regions and places for our clients. On these trips we produce image and video material, collect helpful information and share it with the community. Press and production trips without a honorarium only after agreement on content and services. We are usually not interested in group tours

03

INSTAGRAM

We have an active and enthusiastic community on Instagram. We like to show them your destination and take them live with us on our travels. We use the feed, instagram stories, reels, short videos and guides. We also inspire the client's community and offer so-called "take overs".

04

IMAGE AND VIDEO PRODUCTION

We are happy to produce high-quality image and video material for our clients, which may be used for the agreed campaigns and activities. We would be happy to discuss more information in a personal meeting.

05

ADVERTORIALS & PRODUCT TESTS

We also conduct product tests for our clients, test specific services and report on them on our blog. However, these collaborations only work if the product or service fits for us and our blog.

06

PRINT, CAMPAIGNS, RADIO & CO

We are open to print, tv and radio. Of course, only if it fits thematically to us and our community. We also have our own podcast and offer advertising space in every episode. More info via mail. We also give presentations and inspire the audience on location, currently in some Globetrotter stores.

UNPAID WORK?

We do not accept unpaid assignments and cannot be "paid" with hotel stays, vouchers and products. We work full-time as content creators and offer our clients attractive advertising platforms with a wide reach. Working hours and reach are associated with costs. We also see it as a form of respect, recognition and appreciation.

UNPAID ADVERTISING?

We are not interested in affiliate cooperations. We do not offer unpaid advertising on our platforms. Guest posts, link exchange and press releases are also part of this and are not desired!

INAPPROPRIATE TOPICS?

We value authenticity and only accept collaborations that suit us and our blog. Advertising for casinos, bug spray, watches, leggings etc. is definitely not part of this. We owe it to our credibility!

INTERESTED?

EMAIL TO: INFO@KOMMWIRMACHENDASEINFACH.DE

WE WELCOME YOUR IDEAS AND INQUIRY!

KIND REGARDS,

Bolle & Marco