





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

420,000 VISITS



INSTAGRAM

22,500 FOLLOWER



FACEBOOK

11,000 SUBSCRIBERS



YOUTUBE

548,224 VIEWS



PINTEREST

130,000 VIEWS



PODCAST

43,800 DOWNLOADS



TRAVELBLOG

OUR LIVING ROOM

Our blog has been published in **June 2015**, and now counts more than 322,000 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

Komm wir machen das einfach!

Reiseblog für individuelles Reisen & Outdoor Abenteuer

BOLLE & MARCO ▾

LÄNDER ▾

OUTDOOR ▾

REISETIPPS ▾

DIESDAS

PODCAST

SHOP ▾



Mauritius Rundreise – Alle Highlights, Route & Insidertipps

by Bolle & Marco



OUR BLOG TOPICS

WWW.KOMMWIRMACHENDASEINFACH.DE

WELLNESS

LONG-DISTANCE

SHORT TRIPS

OUTDOOR

CITY TRIPS



Kurzurlaub im Lighthouse Büsum –
Nordsee, Watt & Wellness

📅 7. März 2020

In diesem Jahr wurde die ITB aufgrund der Corona-Krise abgesagt, all unsere spannenden Termine waren damit hinfällig. Super schade, dabei hatten wir uns so sehr auf die Messe gefreut. Doch es ließ sich nicht ändern, wir wollten dennoch raus und hatten Lust auf einen...



!Xaus Lodge in Südafrika –
Umgeben von Leoparden und
Hyänen

📅 4. Januar 2020

Heute möchten wir hier auf unserem Reiseblog von unseren Tagen in der einzigartigen !Xaus Lodge in Südafrika berichten. Diese Unterkunft ist nicht einfach nur irgendein Ort zum Übernachten, viel eher bieten sich dir hier einzigartige Erlebnisse und Abenteuer, welche du mit Sicherheit nie vergessen wirst....



Baiersbronn im Schwarzwald –
Wandern, Biken und Genießen

📅 15. Juni 2020

Wir haben ja schon viele Ecken in Deutschland erkundet, der Schwarzwald war allerdings bis vor kurzem noch immer ein grauer Fleck auf unserer Landkarte. Er schwirrte zwar schon lange in unseren Köpfen herum, geklappt hat es mit einer Reise jedoch irgendwie nie. Gründe? Mhh, vermutlich...



Zelten in Island – Unsere besten
Tipps und Erfahrungen

📅 2. Januar 2019

Island und Zelten? Eine wirklich gute Entscheidung. Je nach Reisezeit ist Camping in Island wirklich einfach und komfortabel. Wir wollten während unserer Rundreise durch Island das richtige Abenteuer wagen und auf Unterkünfte verzichten. Natürlich auch, weil Hotels auf Island einfach sauer teuer sind. Wenn du dich gerade...



Innsbruck Sehenswürdigkeiten –
Die lässige Stadt am Inn

📅 2. November 2020

Österreich ist so ein wunderschönes Nachbarland und wir wundern uns immer wieder, wieso wir nur so selten dort sind. Erst vor kurzem verbrachten wir jedoch einige Tage in und rund um Innsbruck und durften uns von den vielfältigen Outdoor Aktivitäten überzeugen lassen. Doch auch die...

LONG-DISTANCE DESTINATIONS WITHIN AFRICA & ASIA ARE
ESPECIALLY POPULAR ON OUR TRAVEL BLOG.



MONTHLY ACCESSES

01.01.2023 - 01.02.2023

423,905
VIEWS

85% via Google
15% direct traffic

206,657
VISITORS

65% female readers
35% male readers

266,471
SESSIONS

Readers mainly between
20 and 45 years old

Seitenaufrufe



Sitzungen

266.471

Nutzer

206.657

Seitenaufrufe

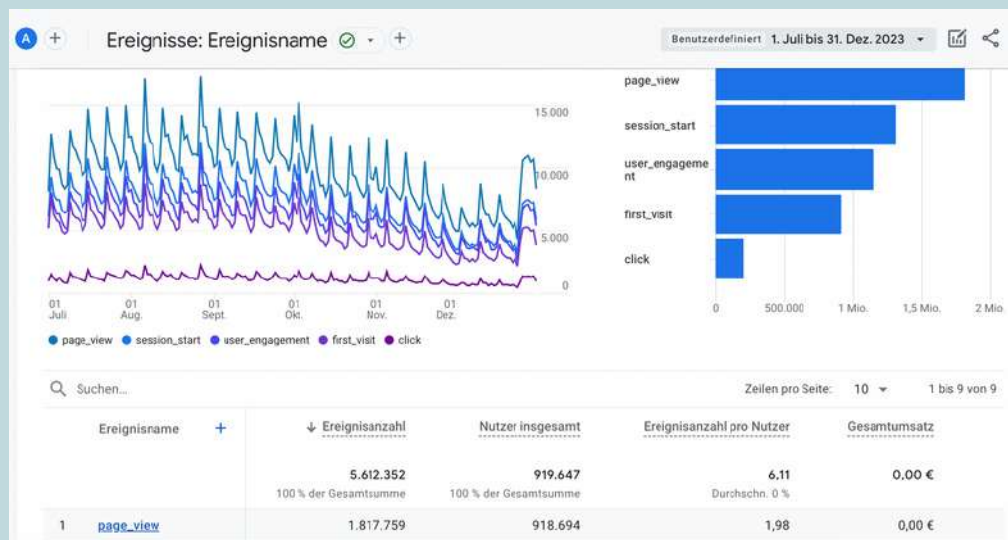
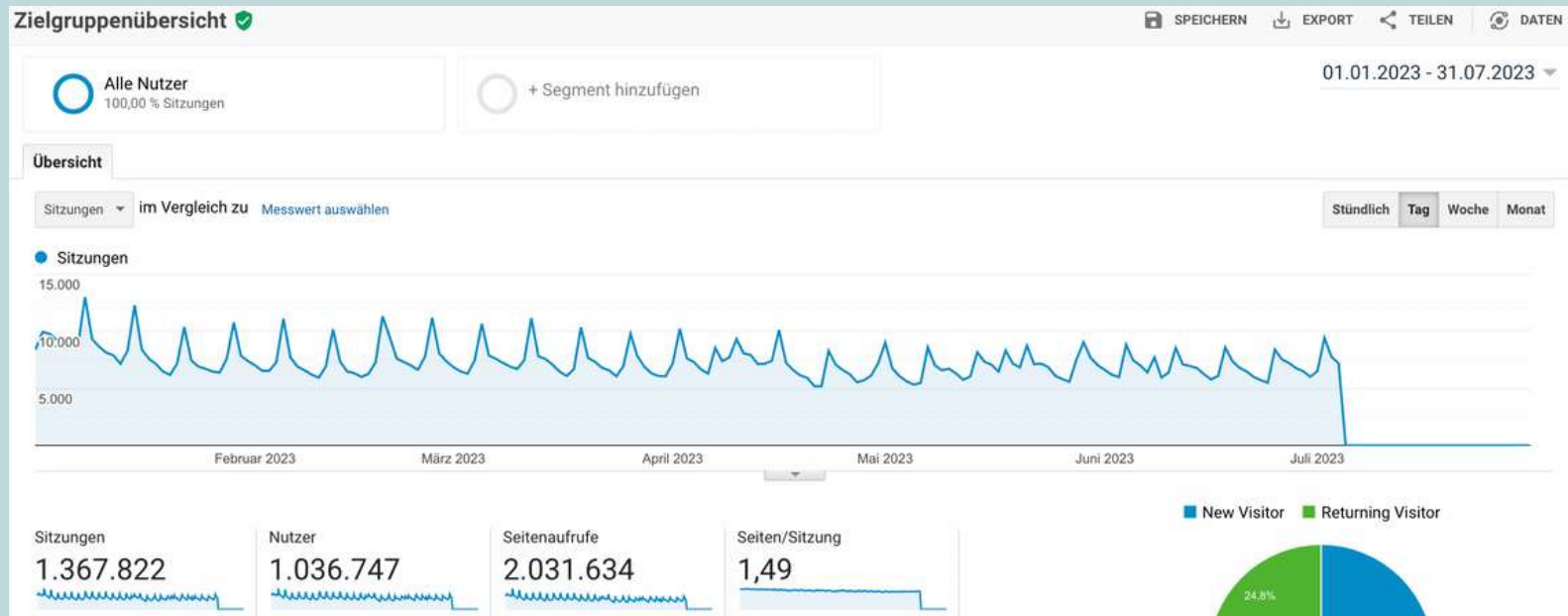
423.905

New Visitor Returning Visitor



YEARLY ACCESSSES

01.01.2023 - 01.02.2023



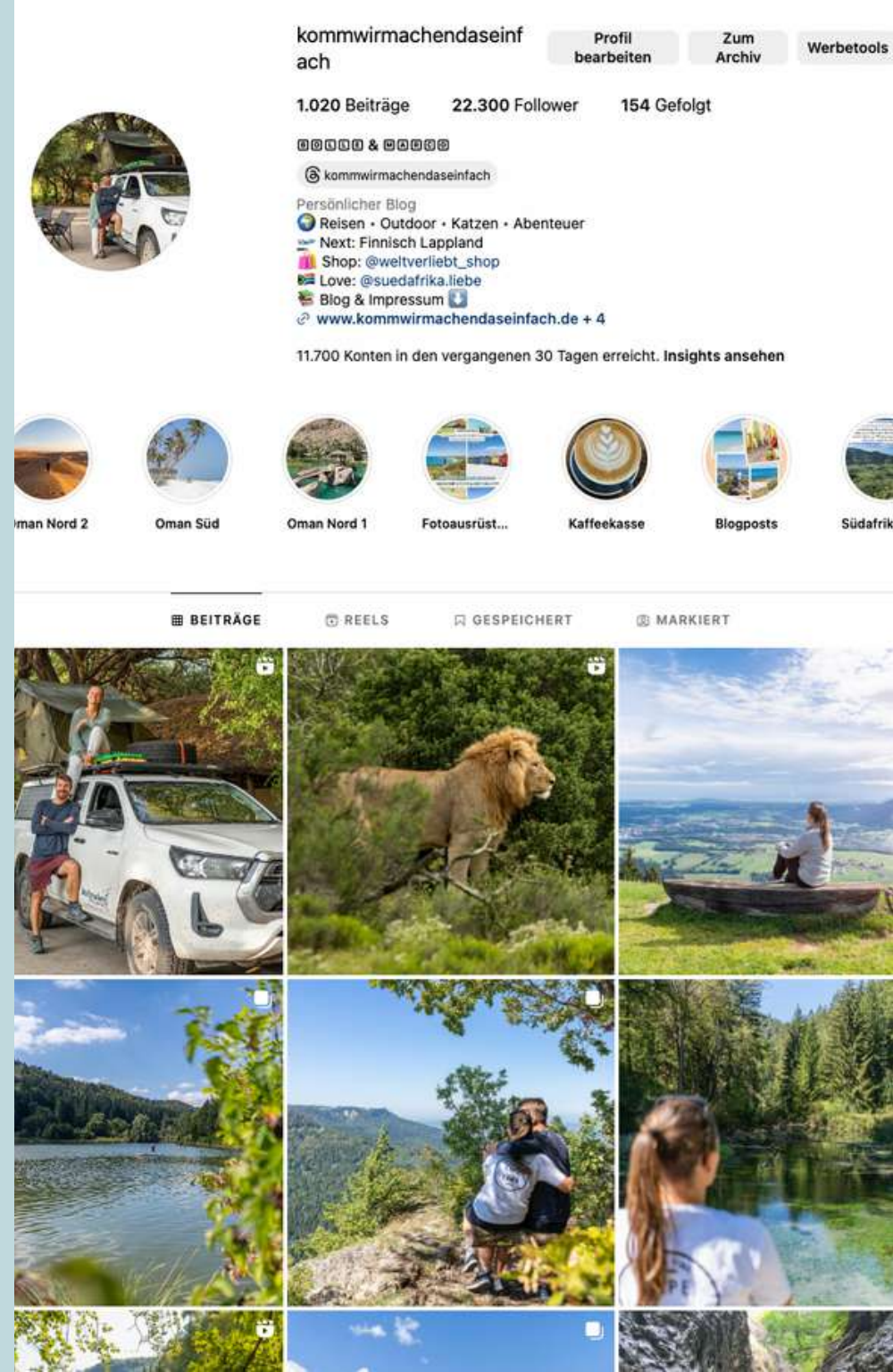
A total of almost 3.8 million pages were viewed in 2023. In July 2023 there was a change in Google Analytics with a new interface. You can therefore see two different screenshots.

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



75% Germany
5% Austria



58% = 25 - 34 years old
24% = 35 - 44 years old



78% Female
22% Male

STORIES: REACH PER SLIDE BETWEEN 1,500 AND 4,500 (DEPENDING ON TOPIC)

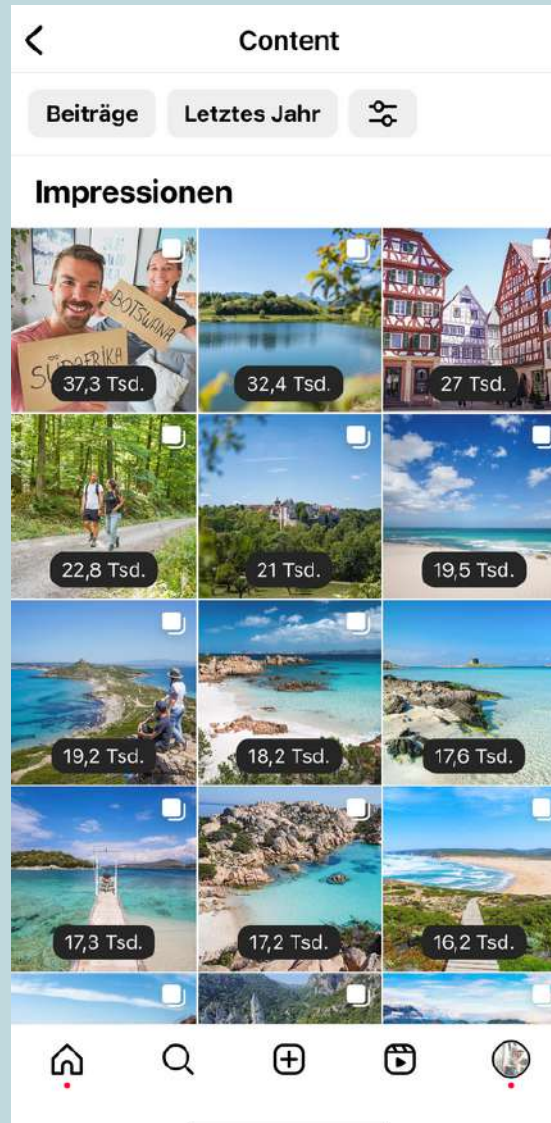
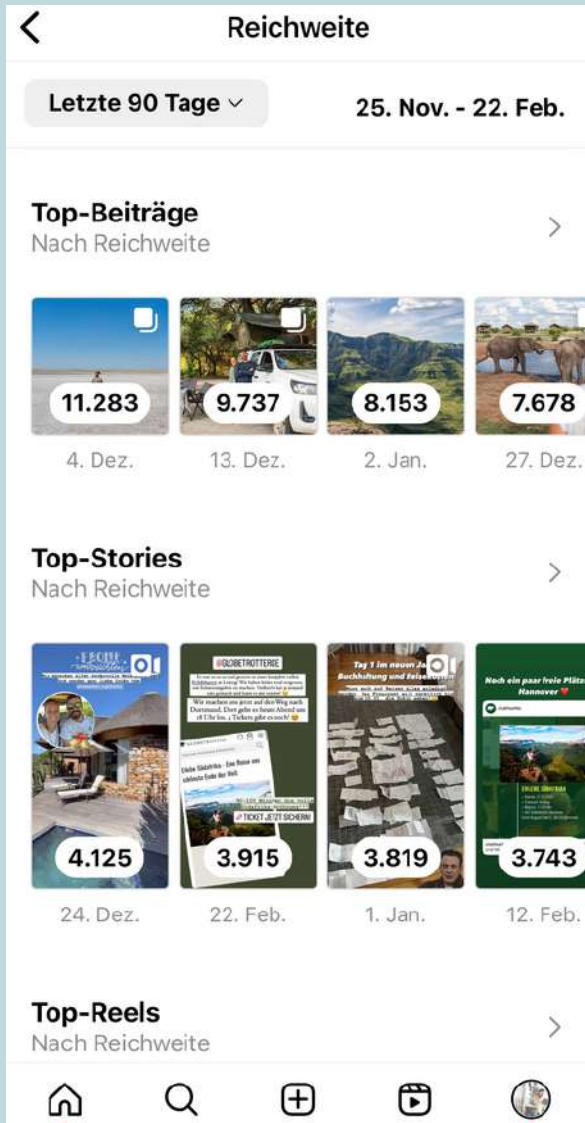
FEED POST: IMPRESSIONS BETWEEN 7,500 AND 24,500 (DEPENDING ON TOPIC)

INSTAGRAM REELS: UP TO 72,000 VISITS (DEPENDING ON TOPIC)



INSTAGRAM STATISTICS

@KOMMWIRMACHENDASEINFACH



REFERENCES

SOME WORK SAMPLES OF THE LAST YEARS

FRANCONIA TOURISM ANNUAL CAMPAIGN - EXPLORING THE 15 CITIES -

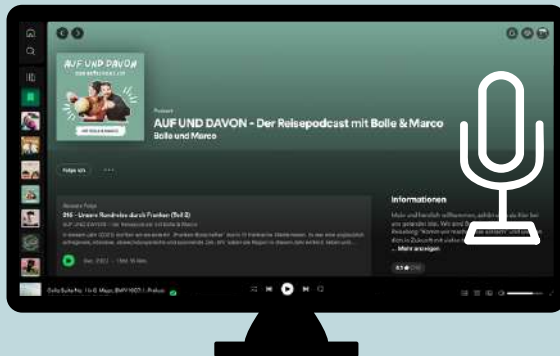
SOCIAL MEDIA, BLOG, PHOTO & PODCAST



Nürnberg Sehenswürdigkeiten – Die 15 schönsten Highlights & Reisetipps



Dinkelsbühl Sehenswürdigkeiten – Die schönsten Highlights und Reisetipps



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.



@SÜDAFRIKA.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



Stoneman Taurista – Unsere Einstiegstour zum Rossbrand und Mandlberg



Urlaub am Achensee in Tirol – Mountainbiken, Wandern & Genießen



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

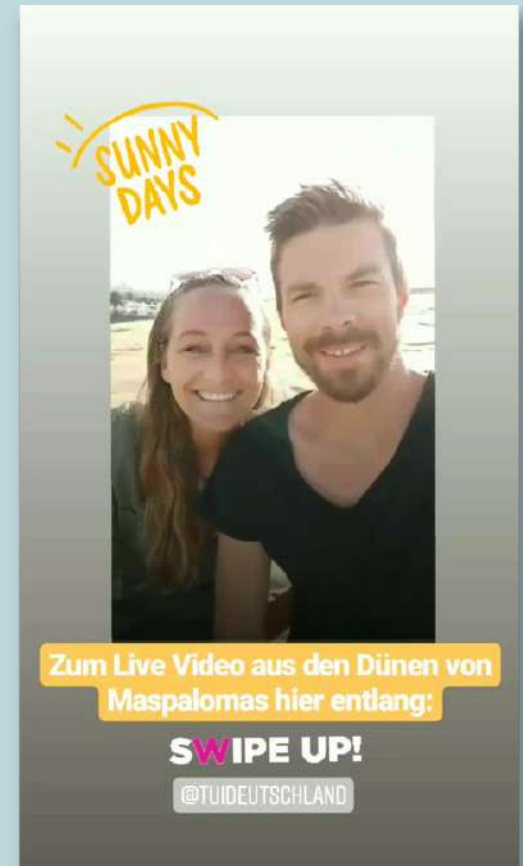
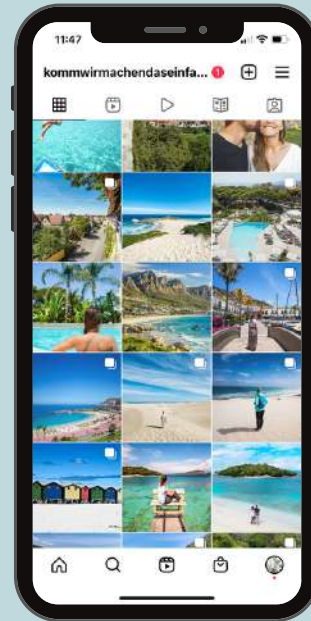


For this campaign, blog post, Instagram stories and feedposts, video as well as visuals were made. For this we were 7 days on the road with the canoe to implement this campaign.



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.

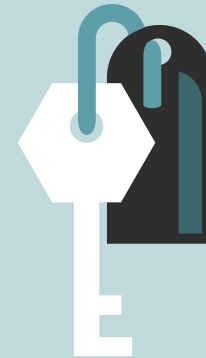


HOTELCHECK: ORTNER'S RESORT

SOCIAL MEDIA & BLOG



For this social media campaign we made a blog post, image and video material for Instagram Stories, feedposts as well as a reel. The goal was to introduce the hotel to followers and take them live with us.



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.



SUCCESSFUL PARTNERSHIPS

CLIENTS OVERVIEW



SOUTH AFRICAN TOURISM



FairPlane





Mercure
HOTELS



FLACHAU

Am Gipfel der Gaudi

Baiersbrunn
Mehr Schwarzwald gibt's nirgend!



Bild
der
Frau



HANNOVER.
Marketing & Tourismus

تذوق المغرب
Marokko
erleben

auto æ europe®



Hier macht
das Bauhaus
Schule.



CyberGhost VPN

momondo
Für Reisende wie mich



MyPostcard



seeferien.com
uhldingen-mühlhofen

franken
tourismus



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 on a royalty basis only.

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.

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, so we allow ourselves to be paid for our work. We also see payment 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 fit us and our blog. Advertising for casinos, bug spray, watches, leggings etc. are definitely not part of it. Please refrain from such requests!

WHAT OUR CUSTOMERS SAY

Sandra Strehlau - Hannover Marketing und Tourismus GmbH

"Bolle & Marco are a great (blogger) couple. It was incredibly fun to work with them and the cooperation was very positive from the beginning. The two were always easy to reach and responded quickly. They came to Hanover with a great euphoria and have captured and reflected exactly that on their blog. They are very honest, likeable and above all authentic. That's what it's like to work with good bloggers. We would work with Bolle and Marco again at any time."

Belinda Schaffarz - former employee of KPRN network GmbH

"The collaboration 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. In the context of our cooperation for South Africa, the two not only fulfilled the agreements, but always went the extra mile and created versatile as well as exciting content for the destination. I would work with "Komm wir machen das einfach" again anytime."

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 that into practice. At the same time you are honest, reliable and really professional. That's a winning combination. I can justifiably say that the cooperation with you has been the most successful in the past 10 years. That is not always the case with all the requests and ideas that come your way as a tour operator! So, thank you again and we will be happy to do it again."

INTERESTED?

EMAIL TO: INFO@KOMMWIRMACHENDASEINFACH.DE

WE WELCOME YOUR IDEAS AND INQUIRY!

KIND REGARDS,

Bolle & Marco