

# GLOBE LOVEUSE

TRAVEL BLOGGER - MICRO-INFLUENCER - TRAVEL TIPS & ADVICES - TRAVEL COUNSELOR

## → → → MEDIA KIT ← ← ←



### ABOUT GITANE CHARRON

In a few words, we're talking about a big lover of our planet Earth and its cultures, a web content creator, a writer, a micro-influencer, and a young entrepreneur who, frankly, is rather endearing despite a strong addiction to work. Yup, she's a workaholic.

Defining herself as a "hybrid" traveller, sometimes a backpacker, sometimes a princess, one of Gitane's personal mission is to make people realize that their travel dreams are possible and more accessible than they think.

The demystification of travel agencies with young (and not so young) travellers is also at the heart of her priorities since she has been involved with the travel industry in Quebec since 2012 as a travel agent, a travel agency director and a trainer.

### ABOUT GLOBE LOVEUSE

Globe Loveuse is the story of a simple girl coming from an even simpler family who decided to live her life at a 100 miles per hour, keeping herself awake with tons of ideas - and most of the time, leading them to successful projects. By adopting a very familiar and friendly tone, Gitane - a.k.a. Globe Loveuse - transports people in her many adventures and proves them that it is not necessary to be a star, a supermodel or a millionaire to fulfill their dreams, as wild as they can be.

While being a blog writer, an entertainer and content creator on social media (Facebook and Instagram), an amateur photographer / videographer, Gitane debunks misinterpretations about travel agencies and reminds her subscribers about the importance and value of doing business with a certified travel agent.

Needless to say that Gitane doesn't believe in labelling travellers. Backpackers, luxury addicts, cruise ship lovers, all-inclusive fanatics or sports travellers ; it just doesn't matter. Every travel addict will find their place in the Globe Loveuse community; even those who haven't travelled yet!

### INVOLVEMENT IN THE TRAVEL INDUSTRY

After working in one of the biggest travel agencies in Quebec for nearly 5 years as a travel agent and a training expert, Gitane is now managing her own travel agency division, #JeSuisVoyageur, which is specialized in luxury products. Since May 2017, she also manages, moderates and facilitates a Facebook group of more than 5000 Quebec travel professionals. Gitane also created "#JSV Pour les pros", an online platform that helps travel professionals managing their social medias.



# NUMBERS

look for @globeloveuse



4.5K+



1.9K+



## OK, BUT WHAT'S A MICRO-INFLUENCER?

The term "micro-influencer" refers to a social influencer who has relatively a small number of subscribers compared to "stars" or celebrities on social network (from a few hundred to a few thousand subscribers). They are more affordable and less "greedy" than big (or macro) influencers. That being said, their influence is greater because often, they are more specialized, and proximity with their subscribers is essential. Many studies show that engagement rate on micro-influencer posts is usually much higher than the average rate on social network "stars" posts.

## FACEBOOK

With an engagement rate that always exceeds 10% and even 15% most of the time, Globe Loveuse's Facebook page is known for having an excellent quality audience.

In only 6 months (January 2019 - June 2019), the videos posted on Facebook were seen more than 22K times for a total of more than 17,2K minutes of viewing.

The page attracts an average of 50 new subscribers (fans) every month, without paying for ads - organic reach only.



84%  
woman



15%  
man



92%  
french



48%  
25-44 y.o.

26/06/2019 09:43		[ANNONCE - COLLAB] Y'a quelques semaines,			2,9K		25%	
24/05/2019 15:50		Joyeuse Fête Nationale mes Loveux! Pour			1,5K		21%	
19/06/2019 11:10		Bon mercredi les Loveux! Je viens d'envoyer			1,3K		10%	
13/06/2019 22:21		"J'veux une belle plage!" Quand tu me			3,6K		13%	
04/06/2019 14:25		Bon ben c'est ça. C'est demain que je remets			1,3K		15%	
02/06/2019 09:08		[DES ÉMOTIONS] Hier, j'ai vécu quelque chose			1,8K		19%	
31/05/2019 12:40		J'ai trouvé du sable de la même couleur que mes			2,3K		14%	
28/05/2019 07:42		Mais Gitane, j'vais m'ennuyer en croisière,			1,1K		11%	
23/05/2019 10:41		Photographe recherché : on te paye			6,3K		15%	
19/05/2019 12:07		La persévérance, l'authenticité et les			1,8K		16%	

## INSTAGRAM

Only real and authentic subscribers and likes ; absolutely no money was invested in buying clicks, fake subscribers or fake likes. Usually posting one photo every two days (two photos per day while travelling), each of them gets about 50 to 100 likes. "Stories" reach : around 400+ people per post.



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