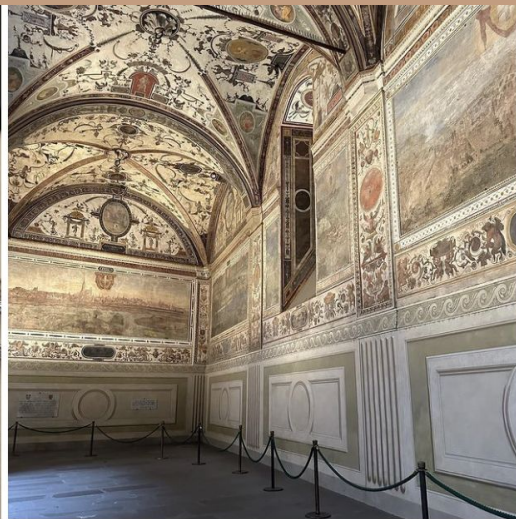

Trust me, Go Here

Travel, Food & Lifestyle Blog





@trustmegohere

Trust me, Go Here is not your average travel blog. Instead, it acts as a tool for community engagement & cultural integration by sharing a wide range of authentic spots around Florence (& other cities in Europe) while also hosting meetups for like-minded travelers to join together.

Mission.

Inspire & connect individuals through the exploration of local cultures, sharing of travel tips, & celebration of cities, to create a community of informed & confident adventurers.

Vision.

To be the go-to platform for fun, insightful, & educational content that encourages travelers to immerse themselves in the unique charm of local communities.



Table of contents

- 01** SWOT Analysis
- 02** Unique Value Proposition
- 03** Logo, Brand & Domain Name
- 04** Contents
- 05** Campaign Strategy
- 06** Editorial Plan

01

SWOT ANALYSIS

SWOT ANALYSIS

Strengths

- Several years of experience living in Florence
- English-Speaking American abroad, appeals to other Americans on socials
- Appeals to Gen Z but is useful for everybody
- Made by youth & youth create 'cool'
- well-rounded, dynamic videos for different interests

Weaknesses

- Basic Italian knowledge, & we're not Italian
- Limited ability to share information
- Similar blogs/accounts by study abroad girls already exist
- Small city, therefore possible to eventually run out of new content

Opportunities

- Brand deals
- Collaborations

Threats

- Other study-abroad student TikTokers
 - Social media algorithms / shadowbanning
-

02

UNIQUE VALUE PROPOSITION

Explore With Confidence

An insider's guide to authentic experiences that go beyond typical tourist attractions.



Travel Guides
& Itineraries



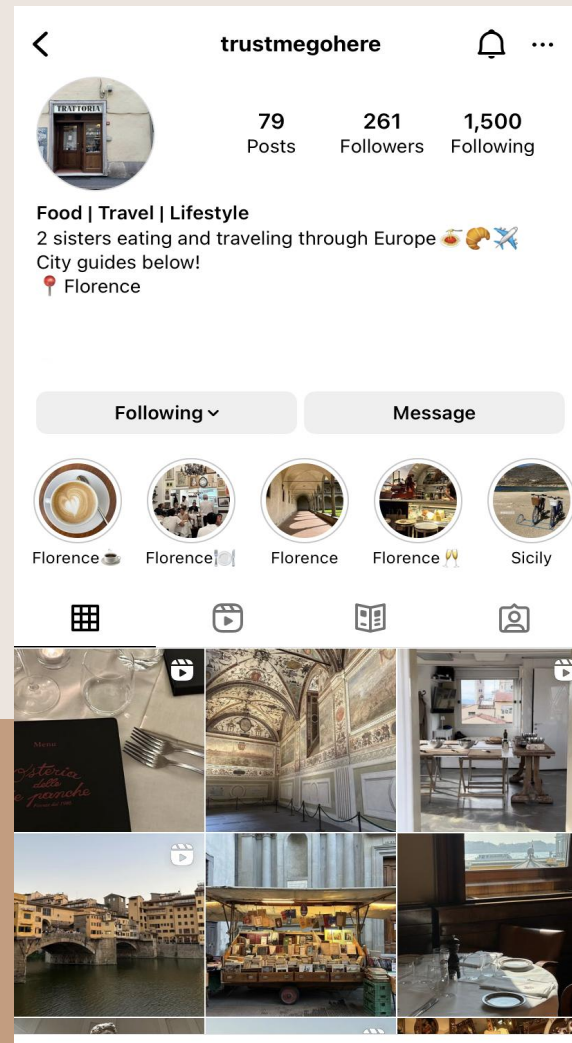
Recommendations &
Reviews



Meetup
Opportunities

03

LOGO, BRAND, & DOMAIN NAME





Brand Name

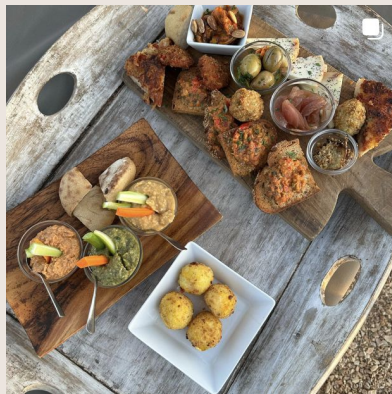
Trust Me, Go Here

Domain Name

<https://sites.google.com/view/trustmegohere>

04

CONTENTS



4.1

Blog + Florence Guides



BLOG

There are two main reasons why we have a blog for *Trust Me, Go Here*.

01. It helps to diversify our content.

While TikTok & Instagram allow us to make quick posts & short videos, the blog provides a more in-depth, detailed narrative into our life in Florence & beyond.

02. It helps to further build a community.

Followers of the brand can feel more of a sense of belonging through more meaningful & extended interactions.

TMGH

[Home](#) [Blog](#) [Florence Guides](#) [Q](#)

TRUST ME, GO HERE

"Trust Me, Go Here" is a travel blog by two sisters based in Florence, Italy, dedicated to exploring Europe's food, art, history, and culture. Instagram and TikTok are our quick thrills, but the blog and guide? It's where the real magic happens. Long tales, juicy details, and all the behind-the-scenes fun – it's truly the director's cut of our life in Florence and beyond.

Join us as we share unique experiences, meet like-minded travelers, and discover Europe's special places!



Blog

Lunchtime Lampredotto ^

Today I went with a friend to **Sergio Pollini Lampredotto** to try *lampredotto*. The quaint street food stand is located just a few minutes from Mercato di Sant'Ambrogio. Upon arrival, you will notice kitschy decor in the small amount of glass enclosed space in front of the bar stools where customers sit to enjoy their sandwich. The typical Florentine dish consists of cow intestines in a round bun. It might be unique for foreigners, but is a much loved cuisine for Florentines and this becomes visible when watching the culture at the stand. The men behind the counter were friendly even as we approached knowing little Italian. The customers were sat in unity and not withdrawn from each other as they ate. Whether or not the food itself interests you, the culture of the stand alone is something to be delighted in.

Day in the Life of an International Student in Florence v

GUIDE

Our guides...

01. Add value for our followers.

02. Act as a good resource for those in Florence, providing a reliable place to look for insider recommendations and tips.

03. Open up more monetization opportunities, especially when it comes to brand deals & collaborations.



[Where to Dine for a Florentine Thanksgiving Lunch](#)

[Pinocchio Finds](#)

[The Olive Trail](#)

Where to Dine for a Florentine Thanksgiving Lunch

Trattoria Sergio Gozzi

Location: Piazza di San Lorenzo, 8R, 50123 Firenze FI

Order: Peposo & Pici Pasta

Trattoria Sabatino

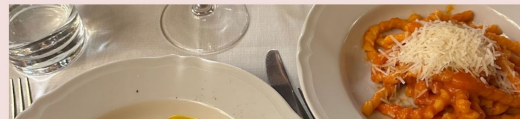
Location: Via Pisana, 2R, 50143 Firenze FI

Order: Roast Beef & Potatoes

Cibrèo Caffè

Location: Via Andrea del Verrocchio, 5R, 50122 Firenze FI

Order: Tagliolini Cacio e Burro & Braciola Taglio Bistecca



4.2 Instagram

Images

- Square (1:1)
- Landscape (16:9)
- Portrait (4:5)
- Minimum resolution of 1080 x 1080 pixels
- Allows for high quality & correctly cropped images that will appeal to viewers

Post #1

Post #2



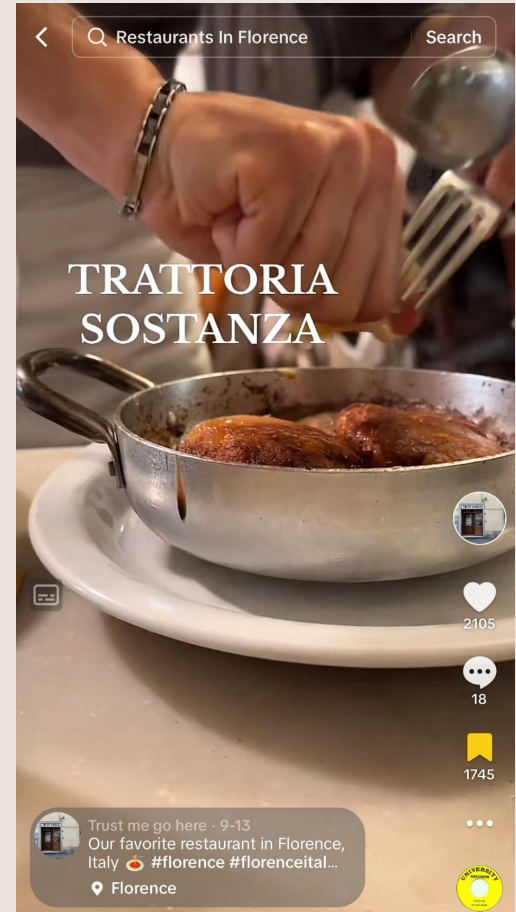
4.3 Tik Tok

Videos

- Typically consist of short video montages, showcasing various aspects of a location. The title is prominently displayed for quick context, accompanied by music that enhances the mood.
- High-quality, short, aesthetic, & attention grasping.
- Capture attention in the brief format, keeping the content dynamic & appealing to viewers scrolling through their feeds.
- Aligns with TikTok user behavior & platform features, maximizing the potential for engagement & sharing

Post #1

Post #2





Key Metrics

1,210

Followers

946

Likes

24K

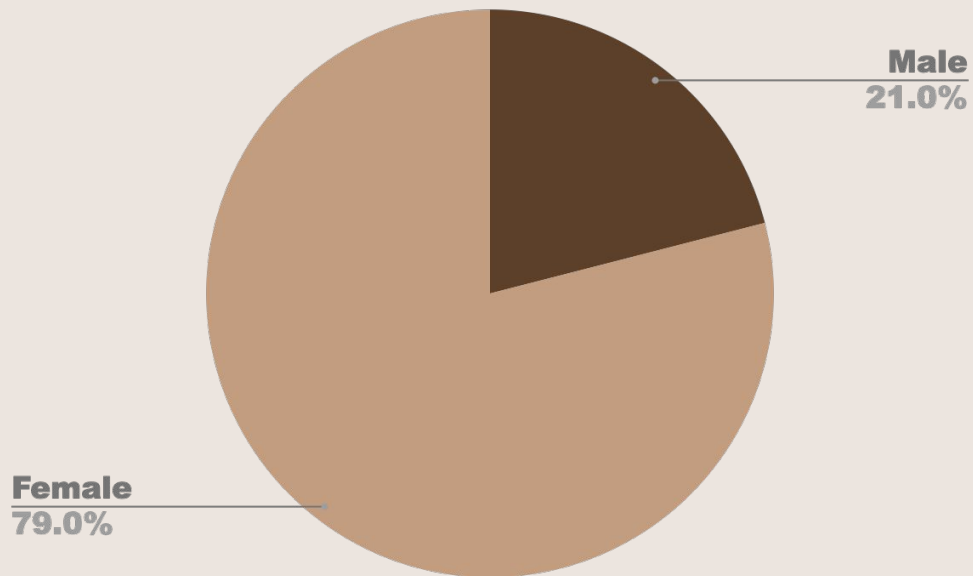
Video Views

178

Profile Views

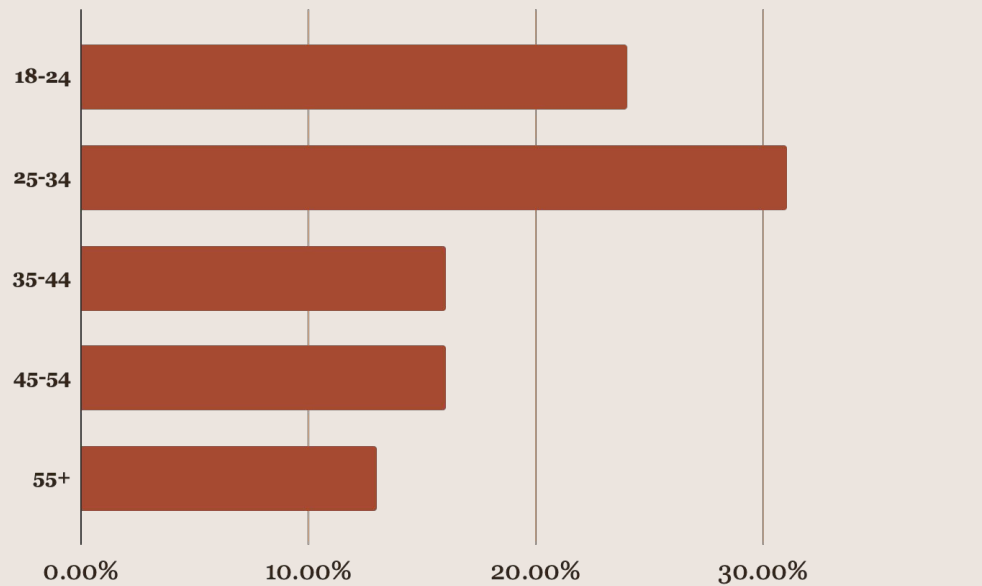
Key Metrics

Gender



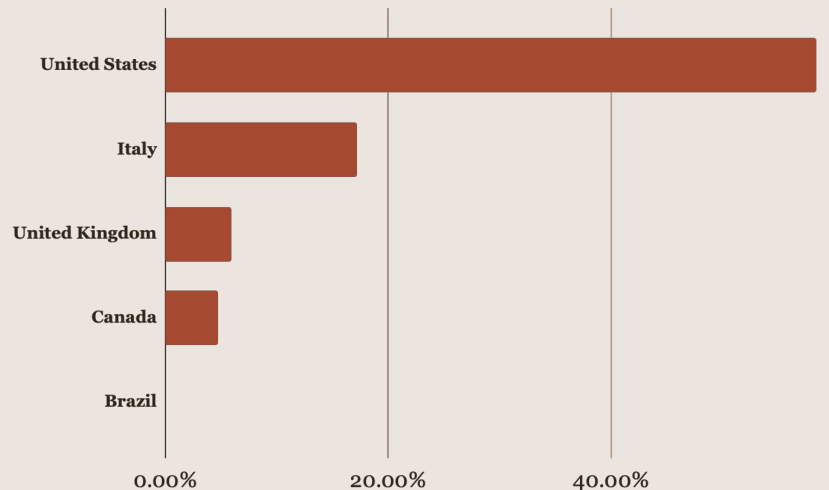
Key Metrics

Age



Key Metrics

Top Countries/Regions

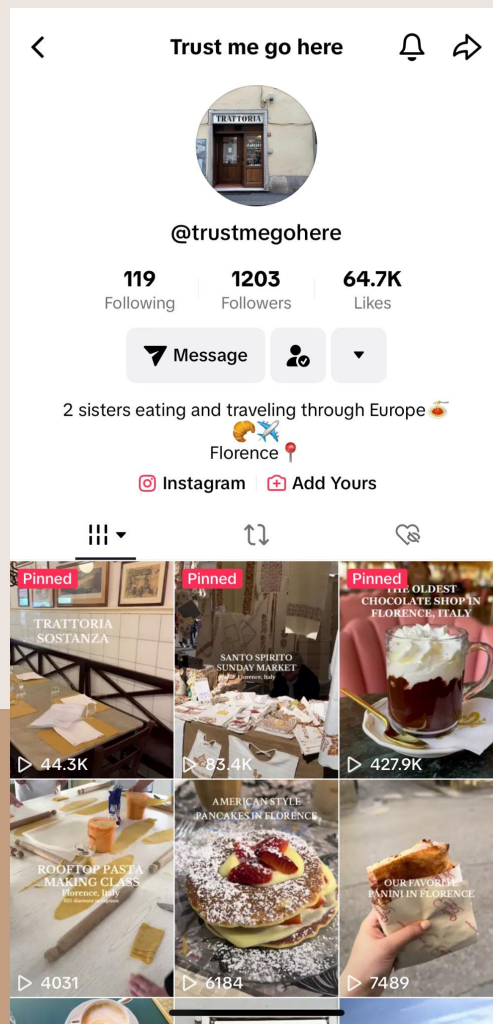


Top Cities

Florence	24.8%
Milan	12.4%
Los Angeles	9.5%
Miami	9.5%
Athens	8.6%

05

CAMPAIGN STRATEGY



CAMPAIGN STRATEGY



Objectives

- 01. Inspire & inform
- 02. Bring attention to local businesses & destinations
- 03. Share personal experiences
- 04. Foster community



Target Market

- 01. Urban travelers, aged 18-30
- 02. International students
- 03. Individuals seeking authentic local experiences & cultures



Content Strategy

- 01. Engaging & informative blog posts highlighting local life
- 02. Utilize platforms like IG & TikTok to publish captivating visuals, travel tips, & promote community engagement.
- 03. Across social media platforms posts will fall under themed weeks to organize content:
 - a. Taste of Tuscany
 - b. Living La Dolce Vita

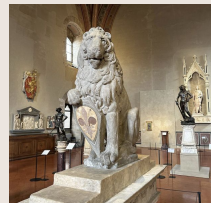


Collaborations

- 01. Partner with local businesses & other travel bloggers to expand reach & credibility.
- 02. Partner with local businesses, hotels, & tour operators, earning a commission for referrals

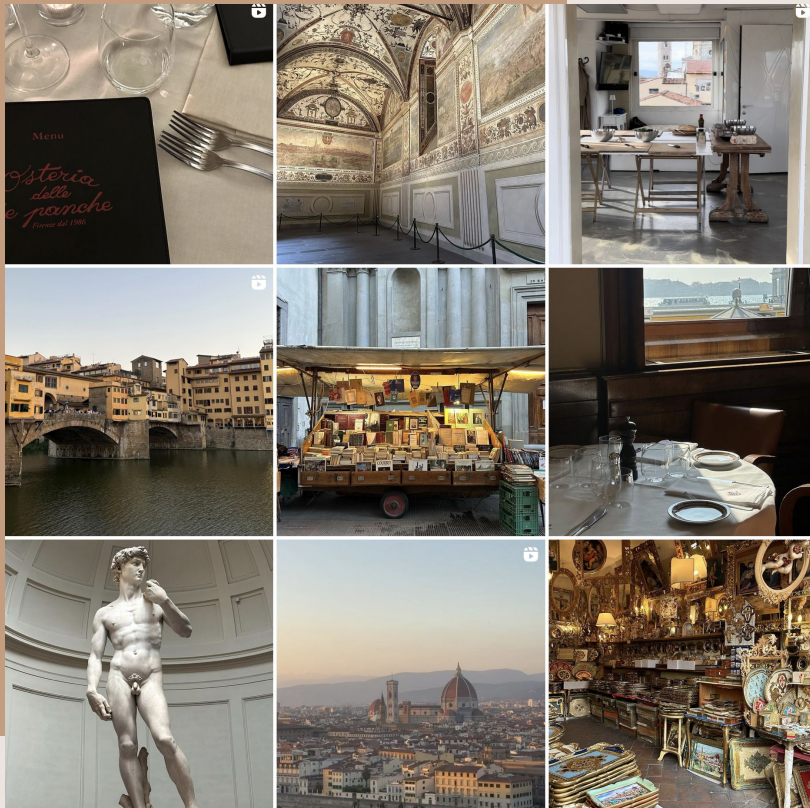
06

EDITORIAL PLAN



Editorial Plan I

Editorial Plan II



Thanks!

For more info:

[Insta](#) | [TikTok](#) | [Blog](#)

