



WHISKEY
TANGO
GLOBETROT

MEDIA KIT

WHISKEY
TANGO
GLOBETROT

As seen on

Los Angeles Times TIME TRAVEL+
LEISURE

NATIONAL GEOGRAPHIC AFAR travel
CHANNEL

Having worked with

Capital One

ELIJAH
CRAIG
BOURBON

Expedia



HLN

verizon

DREAMWORKS

Anheuser-Busch

My work has been featured in a number of internationally-recognized publications, while I've worked alongside many major travel and lifestyle brands. Additionally, my writing and photos are syndicated across major publishing websites.

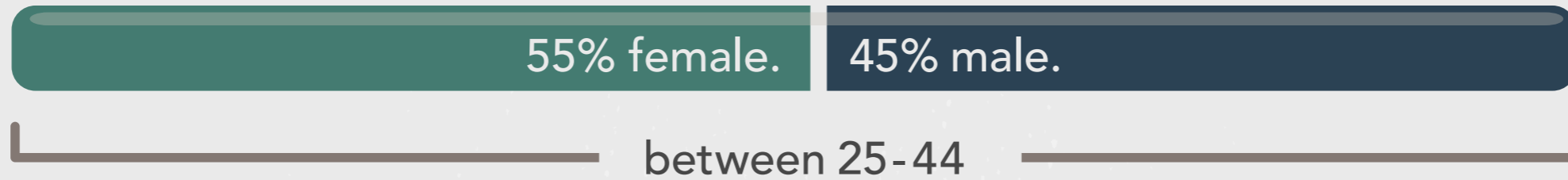


"I believe that travel, food, and drinks are some of the world's greatest gifts to us, and as such, are meant to be shared. While life is full of WTF moments every day, my goal with Whiskey Tango Globetrot is that readers will discover WTG moments. That they'll be inspired to eat, drink, travel, and therefore live, better."

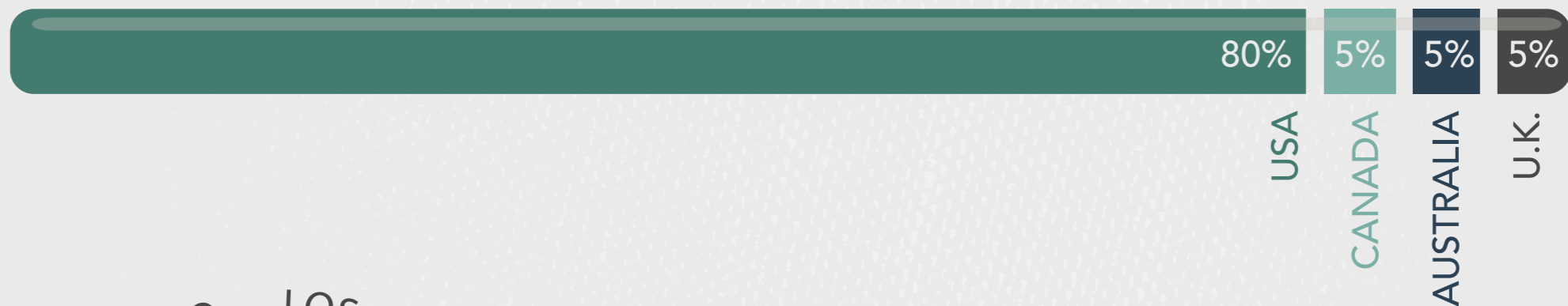
SPENCER SPELLMAN

WWW.WHISKEYTANGOGLOBETROT.COM

Demographics



Top Countries



Monthly Impressions 250k

Monthly Reach 125k

Followers 50k [75%  + ]

Blog Page Views 50k monthly page views

Why Partner with Whiskey Tango Globetrot?



CREATE.

Create compelling content as a trusted leader and authoritative writer backed by my eight years of experience with major brands and publications.

AMPLIFY.

Amplify content across social channels and major publishing websites.

DELIVER.

Deliver high quality engagement and results from targeted audience of subscribers and followers across multiple channels.

Let's Work Together

Custom Content.

Create customized content written around your products.

Authentic storytelling solutions.

Use organic, authentic storytelling in the WTG style and voice in talking about your products.

Brand ambassadorship.

Be a representative for your brand online and offline, such as in interviews, blog posts, product reviews, social media posts, and events.

Digital Campaigns.

Create and implement digital content and social media campaigns across WTG and/or your social and web channels.

Influencer programs.

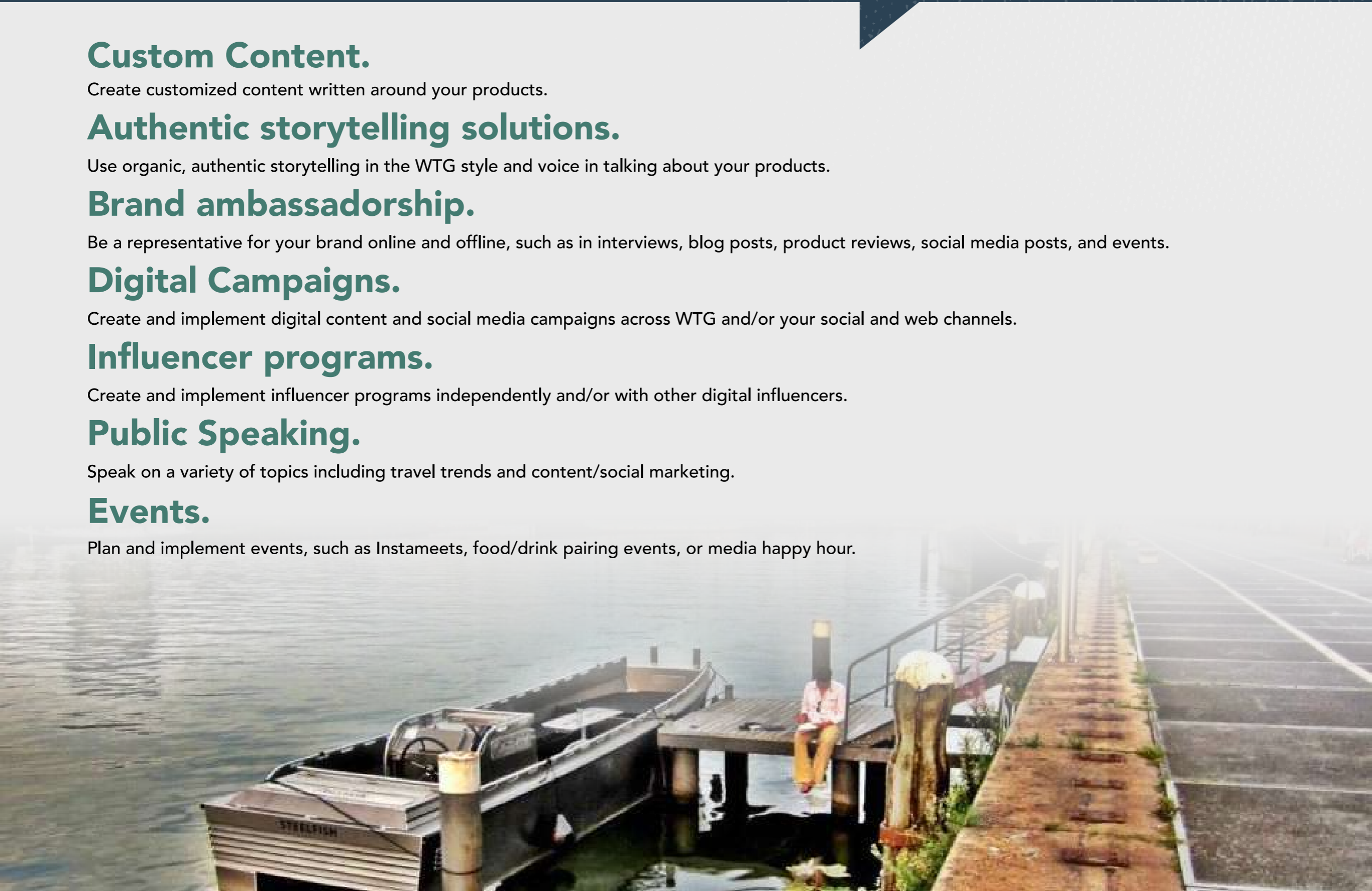
Create and implement influencer programs independently and/or with other digital influencers.

Public Speaking.

Speak on a variety of topics including travel trends and content/social marketing.

Events.

Plan and implement events, such as Instameets, food/drink pairing events, or media happy hour.



What Others Have to Say

"Spencer is a leader in the travel industry and absolutely one of the most professional and respected people I know. He is one of the best writers I know and an invaluable resource."

- **Jonathan Epstein,**
Owner / President

CELEBRATED EXPERIENCES

"Spencer isn't just a blogger who can help you fill your content gap. He's a strategic business partner who just happens to wield the levers of blogging, content creation and social influence to help you solve your problems. Smart, curious, and open to honest partnership, Spencer played an instrumental role in building social credibility for Expedia for several years and I would recommend anyone considering partnering with him to jump at the chance."

- **Sarah Gavin, Head of PR and Communications**

EXPEDIA

Las Vegas Tourism Content Campaign

Blog post on whiskeytangoglobetrot.com

Syndication on numerous publishing websites including [Matador](http://matador.com), one of the largest travel publishers

Since featured on numerous Las Vegas and travel websites

3000+ social share and
500K+ page views

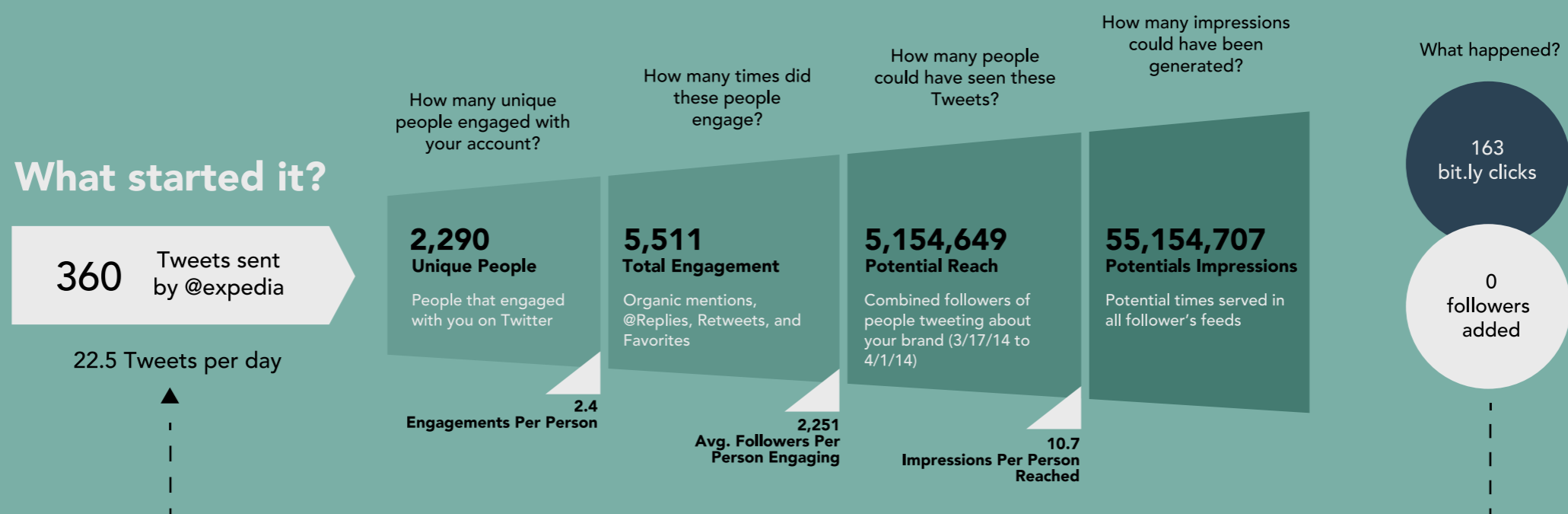


Digital Content Case Study

Social Media Case Study

Founded #Expediachat weekly Twitter chat

- In couple years since conception it has become a weekly event trending on Twitter and reaching millions worldwide.
- 30 million+ impressions and several million people reached over the course of the 60-90 minute chat every week.
- Case study featured in industry magazines and websites.



THE GOAL

Grow Northstar's social media reach, increase views to northstarcalifornia.com, and drive transactions up from the San Francisco Bay Area.

THE SOLUTION

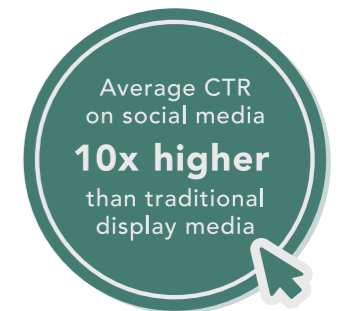
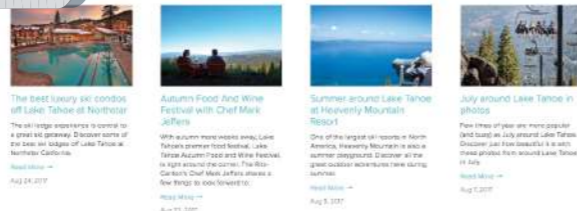
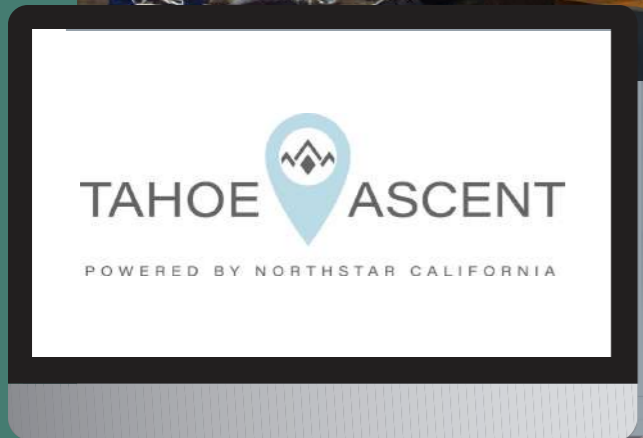
Develop and design a first-of-its-kind, non-branded ski resort microsite/blog and ambassador program, featuring articles, photos and videos by influential content creators, and positioned as the digital destination for all things Lake Tahoe; inspiring and equipping visitors and locals with the 4-1-1 on where and how to venture, retreat, discover, and indulge. Ambassadors included award-winning content creators, family travel journalists, a former pro snowboarder, L.A. food and drink writer, Olympic gold medalist skier, chefs and local snow reporters. Articles were then syndicated and distributed through social media, targeted advertising, content partnerships, and newsletters.



NORTHSTAR
CALIFORNIA

Content Strategy Case Study

THE RESULTS



Content featured in publications + websites like





Get in touch



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