

STREETS OF JAMAICA

JAMAICA TRAVEL INSTAGRAM

September 2023

196k+ Followers Created November 2020



ABOUT @STREETS OF JAMAICA

Content creator and manager: Birgitta Fontel @bfontel

Introducing Streets of Jamaica, an initiative born out of a deep desire to unveil the uncharted beauty of Jamaica, far beyond the beaten paths. Our mission is to captivate the hearts of travelers across the globe, fellow islanders at home, and wanderlust-filled travelers planning their Jamaican escapades.

With tourism in Jamaica reaching unparalleled heights this year, post the pandemic hiatus, an insatiable wanderlust has emerged. It's a thirst for exploration that I'm here to quench. I specialize in crafting content that resonates with the authentic Jamaican culture, offering an invitation to venture beyond the confines of resort walls. At Streets of Jamaica, our ethos aligns perfect with eco-tourism, as we believe in nurturing the land that welcomes us.

I am highly selective in my collaborations, partnering exclusively with brands that share my values and uphold responsible practices, including strong commitments to corporate social responsibility.

WHAT I OFFER

- Product Reviews and Features
- Product Placement
- Sponsored Posts
- Giveaways and Contests
- Brand Ambassadorships
- Content Creation
- Social Media Takeovers
- Event Coverage
- Branded Collaborations
- Affiliate Marketing
- Consulting or Coaching in social media
- Sponsored Travel or Experiences
- Photography or Videography Services

COST

I approach pricing as a collaborative process that takes into account both the client's budget and their specific project needs.

I understand that each project is unique, and costs can vary based on factors such as scope, complexity, and desired outcomes. To provide the most accurate and fair pricing, I encourage clients to share their budget range and project expectations.

By sharing your budget range, you allow me to tailor my proposal to your financial comfort while ensuring that the project goals are achievable. Additionally, providing specific examples of what you're looking for in terms of deliverables and outcomes will enable me to create a customized proposal that aligns with your vision.

STREETS OF JAMAICA BRAND COLLABORATION

Joining forces with Streets of Jamaica to bring your product into the heart of my followers

My elaborate brand collaborations will incorporate your brand in to a 5 or 10-part series, we'll reveal the most breathtaking places on the island, all while demonstrating how your products enhances the experiences.

The series theme and content depends on your brand, and the idea will be a collaborative process between you and streets of jamaica. We will come up with the ideas either by presenting them with your curation or creating them together.

Each episode of the series will feature a place in Jamaica. From serene beachside retreats to lush mountain escapes, the series will showcase the diversity of the island offers. We'll delve into the unique features of each location, from the surrounding flora and fauna to the cultural significance of the area.

I propose featuring your brand in each post of the series, seamlessly integrating your products into the narrative. This approach will not only showcase your products but also allow us to create a sense of authenticity and relatability that resonates with our audience. Inclusion of your products in the 5 or 10 posts series.

- Brand mention in the narration of each post, creating an authentic connection.
- High-quality product shots showcasing your products in Jamaican invironments
- Exploration of an affiliate marketing partnership, providing a direct link to your homepage.

BENEFITS AND EXECUTION

Collaboration Benefits:

1. **Product Exposure:** Your product will gain substantial exposure through prominent inclusion in the series, reaching a targeted audience from our themed series.
2. **Authentic Experience:** By showcasing your products in real scenarios, the collaboration will provide an authentic demonstration of their usability and life enhancement.
3. **Engagement:** The captivating storytelling and stunning visuals of the series will captivate viewers, boosting engagement and generating sales.
4. **Educational:** The series will educate viewers about your products and teach them how to use them correctly.

Execution:

1. **Content Creation:** Streets of Jamaica will produce visually appealing episodes with the products.
2. **Narration:** Each episode's narration will highlight the convenience and comfort of your products.
3. **Social Media:** Episodes will be shared as a collaboration on both platforms, leveraging the reach and engagement of both Streets of Jamaica and your audiences.
4. **Call to Action:** Viewers will be encouraged to consider using products for their own adventures. with a affiliate link and a promo code as an example.

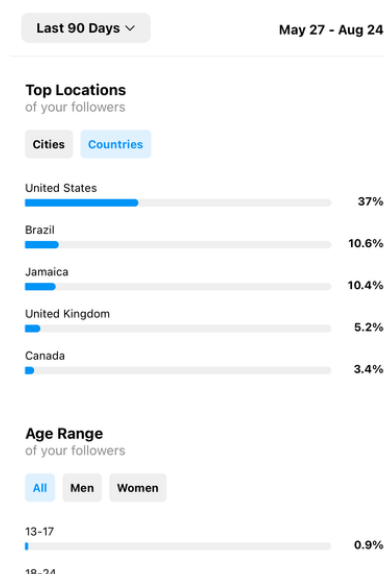
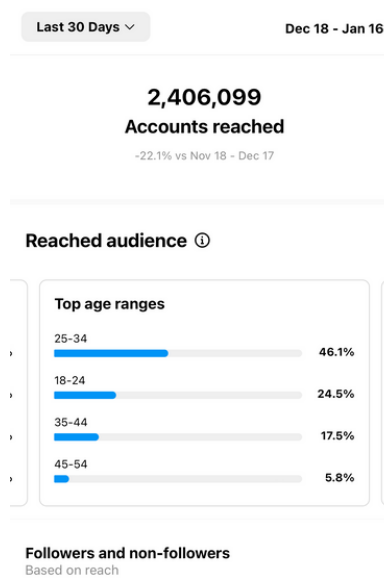
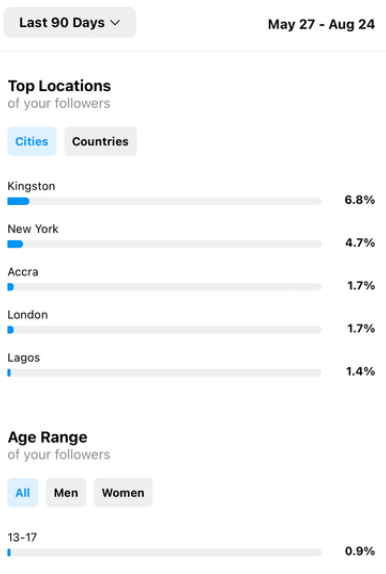
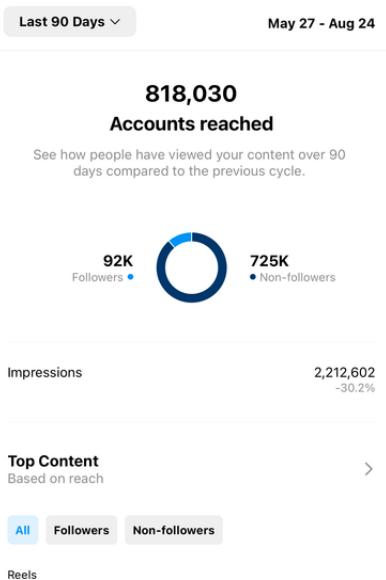
STREETS OF JAMAICA

INSTAGRAM STATS

Monthly reach: min 800k - 2,5m+

Highest reel views: 2,7m+

High and low month example:



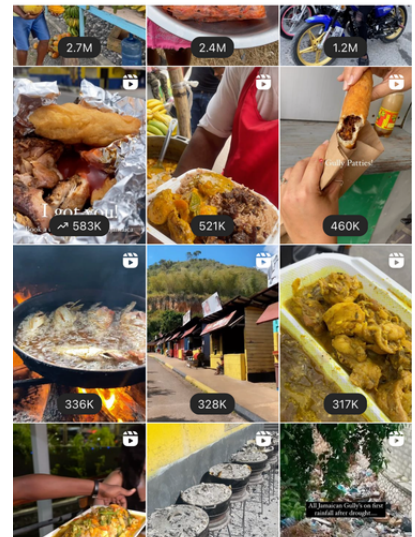
FOLLOWERS 195K+

Monthly growth: 2-10k+

Demographic: USA 37% Brazil 11%

Jamaica 11% UK 5%

Accounts reached



streetsofjamaica ▾ •



924 Posts 195 k Followers 1781 Following

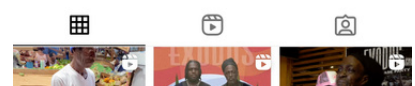
Streets of Jamaica
Jamaica from a travelers perspective.
Travel Jamaica with me! 🇯🇲 🍷
Dm for private tours all over Jamaica.
[@streetsofthecaribbean](#)

[linktr.ee/Streetsofjamaica](#)

Professional dashboard
457K accounts reached in the last 30 days.

Edit Profile

Share profile



Stony Hill, Kingston, Jamaica +1 (876) 568-1757

• [www.instagram.com/streetsofjamaica](#) •

STREETS OF JAMAICA

REFERENCE

BRANDS

HERTZ JAMAICA
KINGSTON KITCHEN
HOPEWELL FARM
GEN X CARNIVAL
I LOVE SOCA JAMAICA
WIFETE JAMAICA
VISIT JAMAICA
HERBOO BOTANICALS
COSMIC JAMAICA
LASHINGS JAMAICA
AURORA SUITES
BRAMBLE VILLA
SERENDEPITY VILLA
TURTLES NEST VILLA

RESTAURANT COLLABS

SHAWARMA SHACK JAMAICA
REGGAE KITCHEN AND LOUNGE
SUSIES BAKERY
GELATO CAYMAN
DEVON HOUSE
KING JANGA
and many more

ARTISTS

JUNIOR REID
WARRIOR KING
BUJU BANTON