



ROAD
LESS
TRAVELLED

We are kept from our goal
not by obstacles but by a
clear path to a lesser goal

TAKE THE ROAD LESS
TRAVELLED

BEN FARRELL

Creative Content
Writing & Blogging
Photography & Video
SEO & SM
Social Media
CX & UX Improvement



BEN FARRELL

Ben is a professional writer, content producer, photographer and digital marketer. His diverse and extensive experience, coupled with desire to connect with audiences, creates content that is engaging, thought-provoking and unique. Ben is the sole author of Road Less Travelled, which received well over half a million yearly views since 2015 onwards from a diverse and engaged audience. He also has tens of thousands of followers on Facebook, Twitter and Instagram who regularly engage with the original content he shares.

Ben appreciates the beauty of language and the way words can evoke emotion, feeling and awe. This comes across in his writing through vivid symbolism, creative imagery and the ability to place the reader into the middle of any scene with him. Ben brings the craft of writing to the internet in a landscape where audiences, due to more information overload and distraction than ever, need entertaining, easily digestible and quality content.

Everything Ben produces is built on a psychology background and a fundamental understanding of user and customer experience. His work is embedded with superb SEO with critical keywords and phrases seamlessly weaved into the content. Ben creates content that people love to share. His tone of voice connects with readers which builds audiences, grows online communities and drives traffic.





PHOTOGRAPHY & VIDEO

Ben is also a professional photographer and video producer specialising in travel footage, landscapes, cityscapes, cultural images, food photography and drone footage. He has an exquisite eye for lighting, composition and colour, always creating stunning images and video that leap off the page. It is this combination of quality rich media production and creative writing that make Road Less Travelled so unique, providing readers with a truly immersive experience.

Ben has been living life behind the lens for 17 years and brings a wealth of experience to any image he captures with an extensive armoury of creative equipment

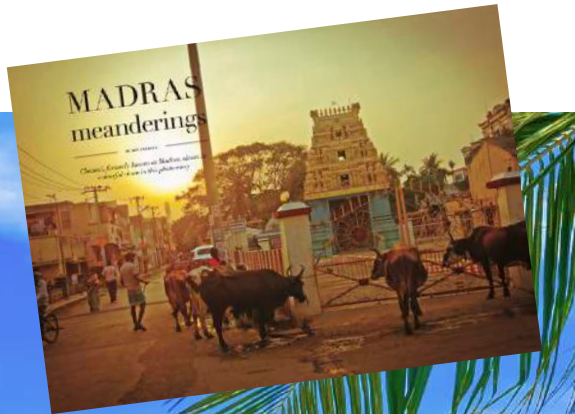


PUBLISHED WORKS & PARTNERS

Ben has been published in many local and international travel and lifestyle publications and regularly contributes to several magazines, print publications and websites globally.

He also has bachelor degrees in the arts and psychology as well as an extensive professional corporate history, having worked with some of the biggest multi-national organisations on the planet. This experience manifests in his writing, especially when he tackles topics such as workplace culture, motivation, and human behaviour.

His work has been published by some of the biggest names in publishing and translated into multiple languages across the globe.



FEATURED IN



AUDIENCE, TRAFFIC & SOCIAL MEDIA CHANNELS

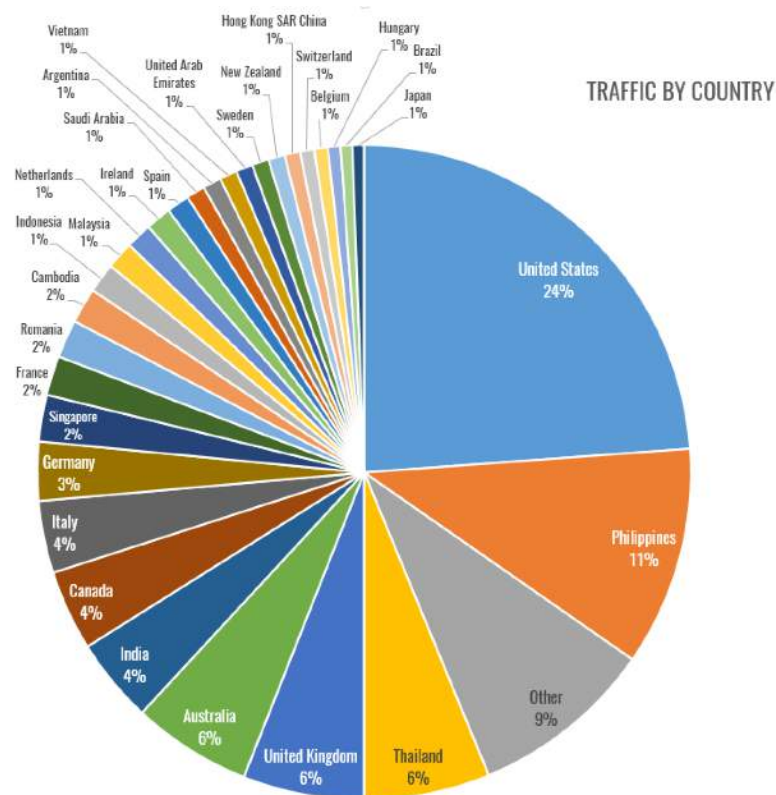


MONTHLY AVERAGE VIEWS: ~31k

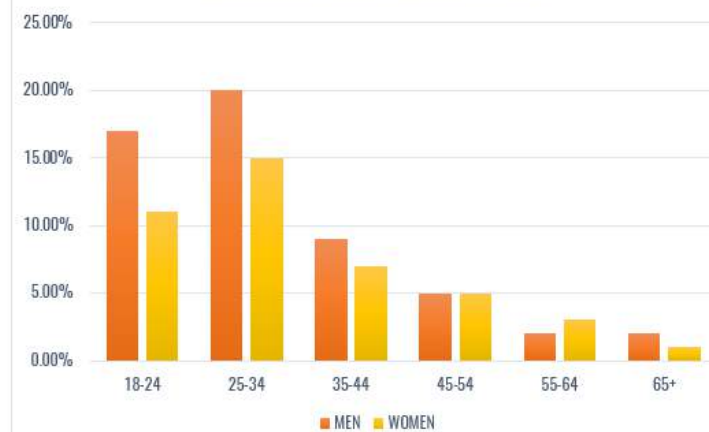
MONTHLY AVERAGE UNIQUE VISITORS: ~21k

TOP 5 READERSHIP COUNTRIES

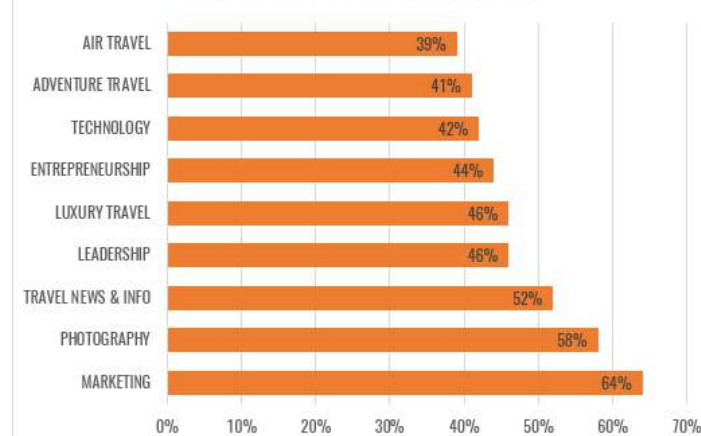
1. USA
2. Southeast Asia - (in region travellers, expats and locals)
3. Australia / UK
4. Canada / India / Italy
5. Germany



DEMOGRAPHICS: GENDER & AGE



DEMOGRAPHICS: AUDIENCE INTERESTS



~11.5k Page Likes



~3.5k Followers



~10k Followers



~2k Followers



Klout Score: 75

SERVICES OFFERED

CONTENT	PHOTOGRAPHY & VIDEO	DIGITAL MARKETING	SOCIAL MEDIA
			
Article & Blog Writing	Travel Photography	Digital Advertising	Social Media Management
Copywriting	Video Production & Editing	Social Media Advertising	Campaign Design & Strategy
Web, Sales & Marketing Copy	Food & Drink Photography	Google AdWords & Paid Search Campaigns (SEM)	Content Design, Production, Curation & Planning
eDM Copy	Commercial & Real Estate Photography	SEO	Audience Acquisition
SEO Writing	Drone Footage	eDM Production & Management	Consulting
Travel, Tour & Location Reviews	Website & Catalogue Images	Analytics	
Press & FAM Trips	Image Editing	UX / CX Design & Improvement	



ROAD
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ADVERTISING

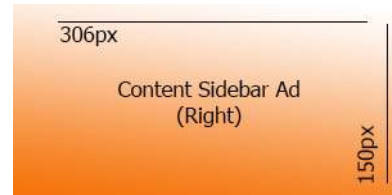
Expose your business to a hungry and diverse audience on the world's most inspirational travel, culture & lifestyle blog!



Primary Sidebar (Left)

A primary left sidebar advertisement is always visible regardless of which page or post a reader is viewing. The ad may also be linked to an external site in a new tab or window.

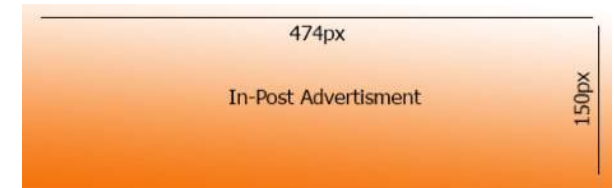
Cost: \$300 USD per month.



Content Sidebar (Right)

A content sidebar advertisement is visible on all posts & pages on the right hand-side. These are also clickable to an external website in a new tab or window.

Price: \$200 USD per month



In-Post Advertisement

An in-post ad is a banner of 474 pixels wide and can be inserted into posts of your choice

Price: \$100 USD each per month



WHY ROAD LESS TRAVELLED?



There are plenty of excellent blogs out there. There's a lot of adventurers armed with 'GoPros' who have made travel their life and create great blogs capturing their experiences. So why Road Less Travelled? What makes Ben's work different?

Ben is not simply a blogger and Road Less Travelled not simply a blog. He is a creative and talented artist capable of bringing together the craft of writing and the art of photography in a way that blends seamlessly creating an immersive experience for the reader. His work isn't simply a blog with 'how-to' tips, 'where to stay' advice or 'top ten' style click-bait articles. Road Less Travelled is experiential travel, thought-provoking psychology and awe-inspiring cultural journeys. Ben writes and photographs in such a way that the reader gains an emotional and sensory experience of a destination, concept or idea without needing to travel anywhere. Of course, his work still has all the details that help people make the right decisions when travelling the globe however, it's much more than that.

Ben's experience in psychology and philosophy give him an ability to articulate his experiences in an incredibly vivid and unique way. It's this journey of story-telling and imagery that takes readers away and this is what makes Road Less Travelled so unique.



To take the Road Less Travelled and contact Ben today. You will be awe-struck with simply the best quality content, incredible photography and thought-provoking creativity.



- Email: benfarrell@roadlesstravelled.me
- Skype: [mynameis_benfarrell](https://www.skype.com/en/contacts/benfarrell)
- www.roadlesstravelled.me
- LinkedIn: <https://www.linkedin.com/in/bencfarrell/>
- Facebook: [@roadlesstravelled.me](https://www.facebook.com/roadlesstravelled)
- Twitter: [@noamadic_ Rambler](https://twitter.com/noamadic Rambler)
- Instagram: [@roadlesstravelled.me](https://www.instagram.com/roadlesstravelled)

"Ben is an absolutely talented, sharp writer. The text he produces is so rich. He is an absolute pleasure to deal with." - Alec A.

"Ben injected energy, enthusiasm and out of the box thinking. He produced superb quality work time after time and was widely applauded" - James B.

"Ben was THE single super star that I have had the honour to work with. A rare talent with both artistic and technical skills." - Cindy L.