

ROAD  
LESS  
TRAVELLED

**BEN FARRELL**



**MEDIA**

CREATIVE TRAVEL  
TOURISM & DESTINATION  
PROMOTION

BEN  
FARRELL

- Creative Content
- Writing, Blogging
- Photography & Media Production
- Travel & Tourism Promotion
- Social Media

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

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, Instagram and YouTube 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 and storytelling 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 is also trained in theatre and has performing arts experience spanning TV, film and stage, making him a natural in front of the camera.

Ben creates content that people love to share.







## PHOTOGRAPHY & VIDEO

Ben is a professional photographer and media producer specialising in travel footage & vlogging, landscapes, cityscapes, cultural images, food photography and drone footage. He has an exquisite eye for lighting, composition and colour, always creating stunning images and footage that engage audiences in the story. It is this combination of quality media production and creative writing that make Ben's work so unique, providing readers with a truly immersive experience.

Ben has been living life behind the lens for 20 years and brings a wealth of experience to any image he captures with an extensive armoury of creative media 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 collaborates with tourism boards and tour operators around the world, regularly travelling on media 'famil' trips documenting incredible destinations.

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 culture, motivation, the psychological and wellness aspects of travel, 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

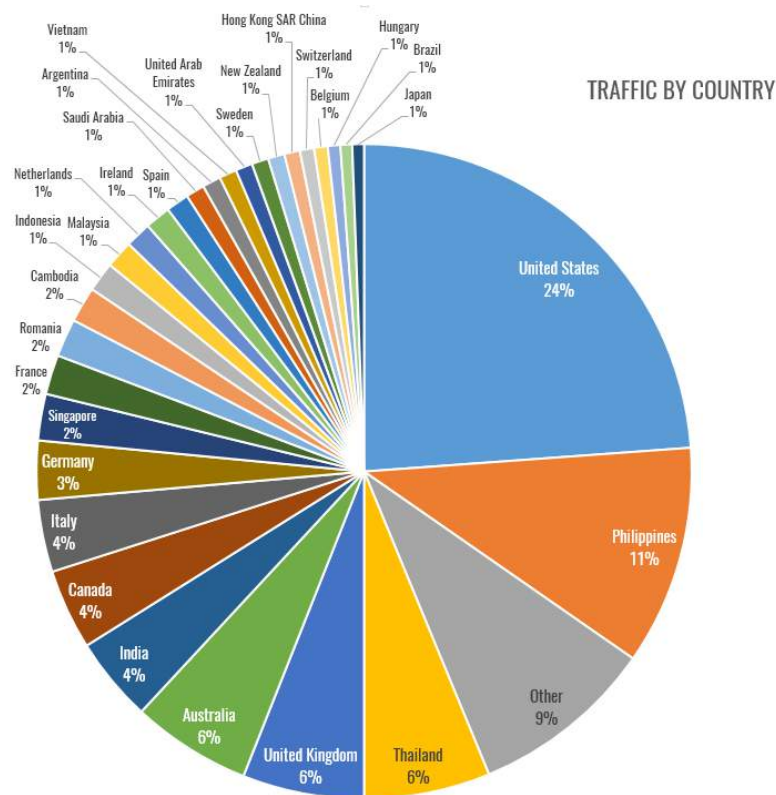


**MONTHLY AVERAGE VIEWS: ~31k**

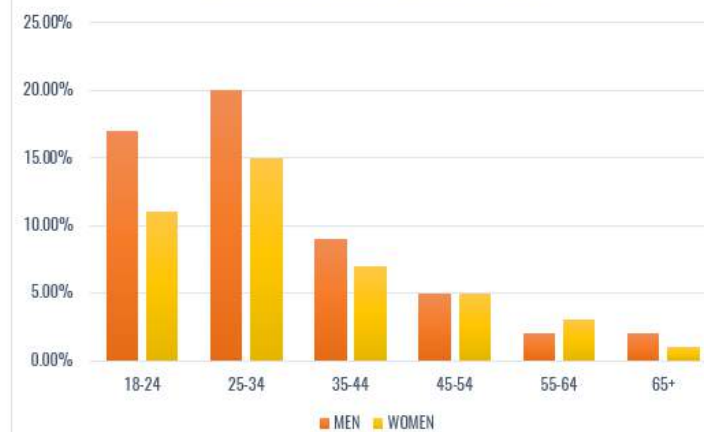
**MONTHLY AVERAGE UNIQUE VISITORS: ~21k**

## TOP 5 READERSHIP COUNTRIES

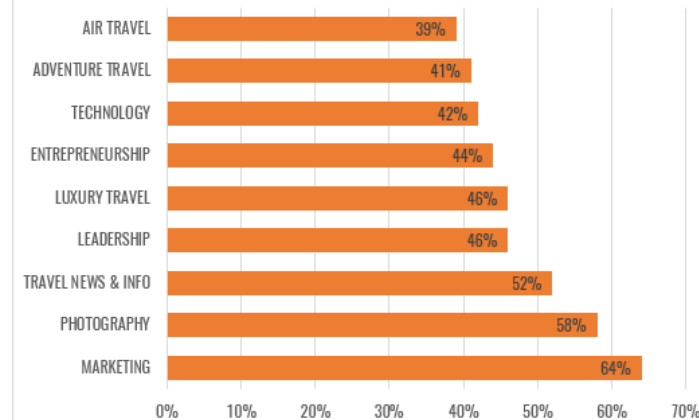
1. USA
2. Southeast Asia - (in region travellers, expats and locals)
3. Australia / UK
4. Canada / India / Italy
5. Germany



## DEMOGRAPHICS: GENDER & AGE



## DEMOGRAPHICS: AUDIENCE INTERESTS



~16.5k



~3.5k



~11.6k



~2k



Klout Score: 75



# 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?

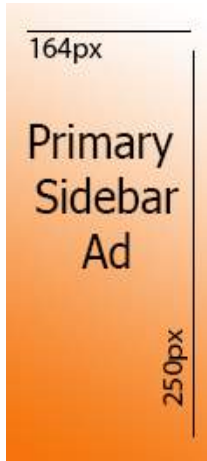
Ben is not simply a blogger and Road Less Travelled not simply a blog. He is a creative and talented artist capable of bringing together the craft of writing and the art of media production in a way that blends seamlessly creating an immersive experience for the reader. His work isn't simply a blog with '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, imagery and footage that takes readers away and this is what makes Road Less Travelled so unique.



# ADVERTISING

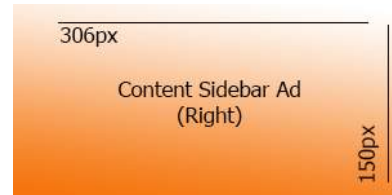
Expose your business to a hungry and diverse audience on the world's most inspirational travel, culture & lifestyle blog!



## 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.

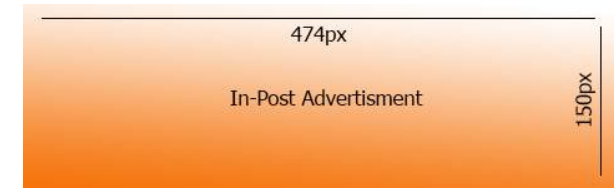
Cost: \$300 USD per month.



## 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





# SERVICES OFFERED

CONTENT	PHOTOGRAPHY & MEDIA	DIGITAL MARKETING	SOCIAL MEDIA
			
Article & Blog Writing	Travel Photography	Digital Advertising	Social Media Management
Travel, Tour & Destination Reviews	Video Production & Editing	Social Media Advertising	Campaign Design & Strategy
Tourism Promotion	Vlogging	Google AdWords & Paid Search Campaigns (SEM)	Content Design, Production, Curation & Planning
Copywriting	Drone Footage	SEO	Audience Acquisition
SEO Writing	Live Broadcasts & Podcasts	Sponsored Posts & Content Marketing	
Creative Writing	Promotional Video		
Web, Sales Copy & eDMs			







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: [ben@benfarrellmedia.com](mailto:ben@benfarrellmedia.com)
- Blog: [www.roadlesstravelled.me](http://www.roadlesstravelled.me)
- Folio: [bit.ly/benfarrell](https://bit.ly/benfarrell)
- LinkedIn: <https://www.linkedin.com/in/bencfarrell/>
- Facebook: @roadlesstravelled.me
- Twitter: @noamadic Rambler
- Instagram: @roadlesstravelled.me



"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.