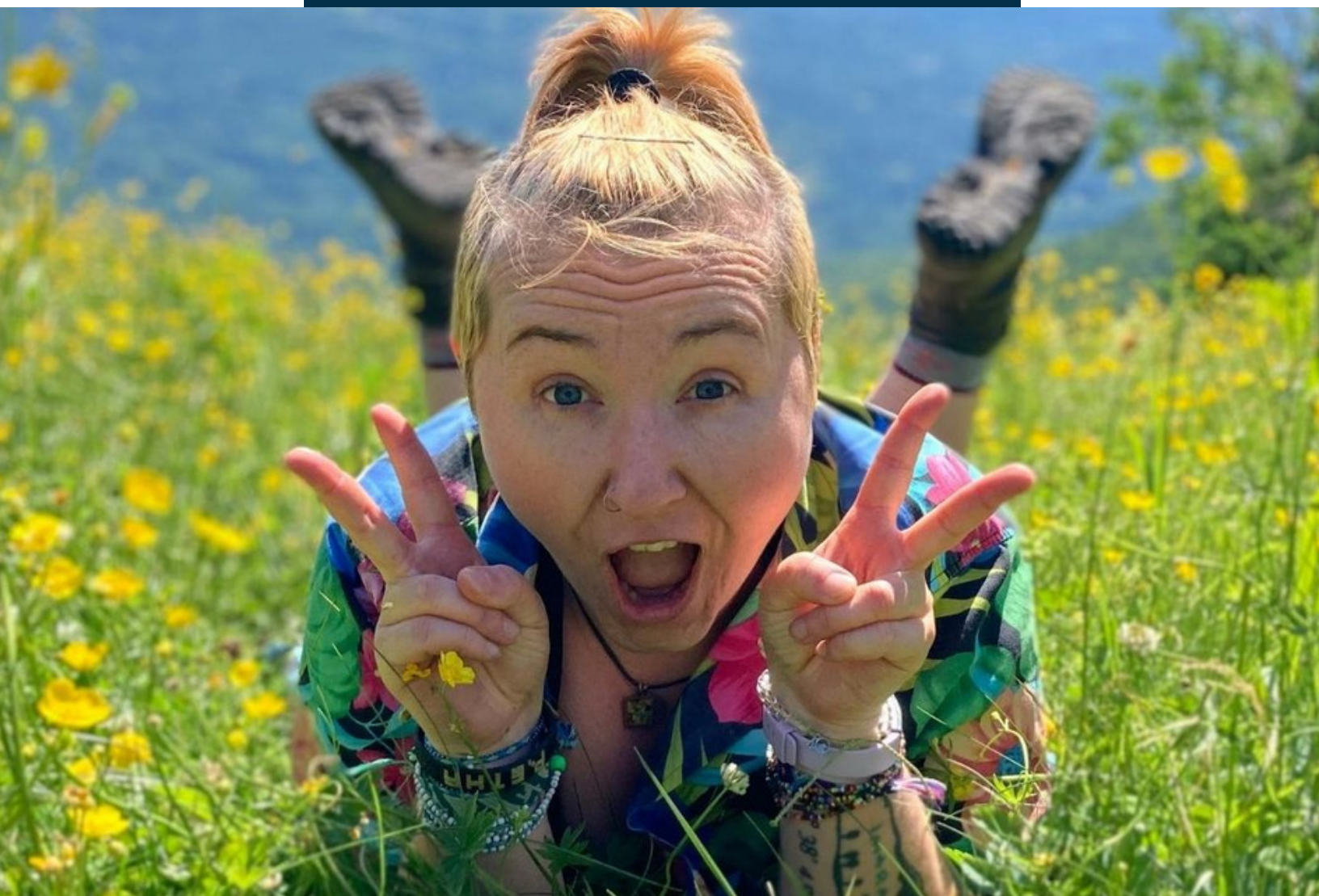




Roaming Nanny

Adventure Travel from the Everyday to the Epic



Roaming Nanny

MEDIA KIT

2022

Retha Chavette

BLOGGER | EDUCATOR | ADVENTURER



Oh hi!

I've been traveling for over 9 years and created RoamingNanny.com in 2018 to help women find adventures from the everyday to the epic around the world.

Within the travel sphere I'm passionate about exploring the world through hiking and assisting others in traveling (and living) sustainably. Much to the dismay of my Mom I'll try any crazy adventure activity once!

Since 2018 I've been leading women exclusive trips around the world. I currently work for women's travel companies WHOA Travel and Damesly. In 2019 I began working with the Girl Scouts, teaching and leading backpacking trips in California.

More than anything I enjoy connecting with people to further show that deep down we have more in common than we all think.

The Blog



Roaming Nanny started as a nickname the children I nanny for call me. In 2018, after months of planning and design I launched a space for women to find adventure globally. No matter how big or small, from climbing Mount Kilimanjaro to zip lining to scuba diving, adventure is attainable for everyone. Since women make 80% of all travel decisions I write about solo female and travel with children. A one stop shop for travel planning.

THE STATS

7,500+
monthly page
views

5,700+
unique monthly
visitors

42%
users reside in
the United States

62%
organic search

400
email list subscribers

1,200+
Pinterest subscribers

INSTAGRAM



@ROAMINGNANNY

14.5k+

avg posts per day: 1

avg story views: 700

FACEBOOK



/ROAMINGNANNY

1k

average posts per day: 1

PINTEREST



/THEROAMINGNANNY

1.2k +

monthly viewers

avg pins per day: 7

TWITTER



@ROAMINGNANNY

1.3k +

avg 1 tweet/day

Social Media

I like to be real with my audience on social media. I don't believe in sugar coating my experiences, and to be honest sometimes things get weird. Adventure is messy and funny sometimes, and I share what truly happens to my audience.



Testimonies

TRAVIS AVERY

SALES & MARKETING DIRECTOR, SAWYER PRODUCTS

"Retha was fantastic to work with. We were able to work together to build a plan that worked for both of us and she hit all of the marks in the execution of the plan. We would definitely work with her again."

MICHAEL MARTINEAU

INFLUENCER MARKETING MANAGER, AD WORKSHOP

"Working with Retha was seamless and extremely enjoyable. She completely grasped our campaign goals and her execution far surpassed our expectations. We cannot wait to work with her again and have her showcase a variety of regions our agency partners with."

COLLEEN STANLEY

MARKETING MANAGER, HOSTELLING INTERNATIONAL USA

"Retha was very professional and easy to work with. She followed our process to a tee and her posts gave our followers a new and unique perspective of our brand."

DEMOGRAPHIC

A typical Roaming Nanny audience member is an active female traveler ages 25-45 who resides either in the United States or Canada.

68%

females
aged 25-45

48%

females
living in
the U.S.





Past Partnership

