

Smart Steps to Australia

Media Kit 2018



Helping UK families navigate their way to
a dream life

in Australia



www.smartstepstoaustralia.com

Overview

Smart Steps to Australia is a migration website founded by Karen Bleakley, a Brisbane-based travel writer and experienced project manager. The website was set up in 2016 to help UK families navigate their way to a dream life in Australia by providing information, advice and emotional support through a blog, various online products and a closed Facebook group called Move to Australia. Karen set it up to fill the gap in the market that she felt existed when she made the move herself.

Weaving Karen's personal story of moving to Brisbane from the UK with her own family (a husband and three kids under five), the website aims to build personal relationships with families who are trying to decide whether to make the move, who are in the process of moving or who have recently arrived in Australia.





SMART STEPS
- TO AUSTRALIA -



Mission

- 1) To encourage families to decide whether the move to Australia is right for them.
- 2) To help take the stress out of the move to Australia by providing support and information.
- 3) To help families find reliable migration professionals to help with their move.
- 4) To inspire families to travel and explore when they arrive in Australia.

Unique Angle

Unlike other migration websites, Smart Steps to Australia is more about inspiring readers to take action on their dreams and encouraging readers to support one another. It's about sharing positive, real life experiences, forging personal connections and building trust, while also helping to break the facts down into more manageable chunks to avoid readers from feeling overwhelmed.



780 followers



220 followers



385 fans

...and growing fast!

'Move to Australia' private
Facebook community = 870
members

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Testimonials

"We contacted Karen for advice about a move from the UK to Australia, particularly regarding the logistics of making the move with children! She provided excellent guidance and support and as someone who has made the move already was able to draw on her experiences to help us have a smoother transition for us."

- Jen & Shim



"Karen, I've come to realise that you're an amazing relocation guru but also an inspiring life coach. Thank you for your encouraging words...I absolutely LOVE your story. It's so relative to our situation and reminded me that we've conquered hurdles in the past. I'll be sure to keep up the spirits and forge forward...THANK YOU 💎💎"

- Maria

Statistics & Audience

- Domain Authority: 17, Page Authority: 31
- Site launched: August 2016
- Page views per month: 2500
- The site's main audience is from the UK (50%), with 20% in Australia and 10% in the US
- 72% of readers are female / 28% male
- 39% of readers are aged 35 - 44, 31% are aged 25 - 34 and 13% of readers are aged 45 - 54.

Just a few of the brands I've worked with through my blog and travel writing...



Karen Bleakley Bio

Karen Bleakley started out working in project and event management before becoming a freelance writer.



In 2011, she created the successful family, travel and lifestyle blog, TalesofaTwinMum. In 2016, she launched a non-fiction book called Don't Panic! A Practical Guide to Twins, Triplets and More. In August 2016, she launched Smart Steps to Australia.

Karen is a regular contributor to Australia and New Zealand magazine in the UK. Karen's work has been featured on the Britmums website and on other blogs such as Love from Mim and The Faraway Mum. Karen has written content for a number of travel brands including international airlines and travel websites.

Collaboration Opportunities

There are a number of ways to work with Smart Steps to Australia to promote your brand. Packages can be tailored to suit your needs.

- **Full website sponsorship or sponsorship of a particular blog theme**
- **Sponsored blog posts**
- **Guest posts on your site**
- **Articles written on your behalf**
- **Social media promotion/social media take overs**
- **Reviews**
- **Press trips to promote a destination**
- **Brand ambassadorships**
- **Affiliate relationships and adverts**

To discuss opportunities, please contact:

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