

Digital Nomads & Digital Workers Special Project

3labs

tom's **HARDWARE**
THE AUTHORITY ON TECH

Mobilelabs

techradar.



Digital Nomads & Digital Workers

Publishing editorial content dedicated to Digital Nomads & Digital Workers that includes hi-tech products and accessories for productivity, accessories for free time, fashion and lifestyle, health and well-being.

A product placement action and conversion into dedicated articles such as News Offer and related social activities are expected.

Target Persona



Age: 20 – 65+

Gender:

- **Men 50%**
- **Women 50%**



Communication platform:

- editorial
- social network



User types:

- Tech Enthusiasts
- Lovers of physical and mental well-being
- Creatives

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO Article

“Digital Nomad Workers: Who They Are and What They Need to Live and Work in Freedom!”

KPI: 5.000 minimum guaranteed users

News Offer

Article with offer for conversion purpose
KPI: 5.000 minimum guaranteed users

Product Placement

Special Page Digital Nomad Workers
KPI: 5.000 minimum guaranteed users

SOCIAL CONTENT AND ADV



Relaunch of the editorial part
Short & reel dedicated to Digital Nomad Workers

KPI: 10,000 minimum views guaranteed

Advertising campaign
To expand the user base

*These are the minimum guaranteed numbers, we have historically achieved higher results.



100+

Areas of expertise



100+ million

Unique visitors per year



10 million€

Induced turnover generated with
Affiliates

We successfully achieve your goals

Some brands we have collaborated with

