

8 Keys to Unlock your Powers

in Promoting Tourism, Travel and Culture through Digital Influencers and Social Media

vis.  @SoleAllison

Fun Ambassador / Digital Marketer

Philippines



Choose Philippines
**TRAVEL
INSIDER**

It's more fun in the
Philippines



Twitter @solessoul
#solesearchingsoul

DATE IN DAET 2014

Go on a Date in Daet with me!
Discover & Rediscover Daet this May 3-4, 2014.
Let's make a change to a community one trip a time.

[READ THE BLOG](#)



@SoleSSoul #DateInDaet2014 #DiD2014 #ChoosePhilippines

DATE IN DAET 2014

Tourism Advocacy Campaign By Apple Allison of www.SoleSearchingSoul.com

OVERVIEW: **DATE IN DAET 2014** is a tourism advocacy campaign that aims to provide a getaway for Bloggers to discover and rediscover Daet, a first class municipality in Camarines Norte, as well as foster strong partnerships with different stakeholders.

#DiD2014 is primarily a non-profit event that encourages Bloggers & Businesses and others stakeholders to be closer to Daet, to make friends with one another and to reconcile all efforts for a better and progressive society. This is in line with Sole Searching Soul's purpose of making a difference in a community one trip at a time.

#DiD2014 wishes to spread the good word online about Daet through the "blogkadas", (bloggers group and their network of friends) by highlighting its places of interests together with the local products & services to tickle the interest of fellow Bicolanos, Filipinos and even foreigners, especially those fun and adventure loving tourists who are also tech-savvy and rely to internet for information.



Special thanks to our generous #DateInDaet Partners & Sponsors!



www.SoleSearchingSoul.com

BLOG GIVEAWAY

ALERT!

Generated est. Php 100,000 worth of sponsorship and produced at least Php 500,000 worth of contents and media mileage.

Other LGUs became interested and were inspired to have their own advocacy campaign

Budget is NOT a problem!

Utilize the 7 M's of Resources

Man



Material



Measurement



Machine



Northlink Calaguas Island



CREATE AN

IDE

18 bloggers&solemates (6 NCR/Manila & 12 Bicol) **generated 50+ blog posts**

Partner with Homegrown Brands and Nurture Local Talents



**Be digitally Capable, Competent & Competitive.
Create online ambassadors regardless of age.
Technology is for everyone.
We have the power in our hands.**





Search. Reach out.

Spot details, anticipate and notice things that no one else can.



NAGA EXCURSIONS

daet dot
on the dot

SMX GOVERNMENT SERVICE TAGALOG
SEPTEMBER 5-7 2014

Cam. Sur
Cam. Norte
Calanduanes
TRIPLE THE FUN

It's more fun in the Philippines

See You there!!

Naga City Bicol

Triple the fun!

Camaringes Sur • Camaringes Norte • Calanduanes

Tito Sarte Sarion
4 hours ago

Watch Search for Miss Pinyasan, Ms Daet & Ms Tourism tonight 7pm at CN Agro Sports Center. Celebrity guests led by 'The Legal Wife' Director Rory Quintos



Find. Discover. Share.

Choose Philippines

WHERE TO GO WHAT TO DO WHERE TO EAT WHERE TO STAY SPECIALS LOCATIONS

Lists Choose TV People Products Volunteourism

Home > Specials > Choose TV

Choose TV

Video Tour: Choose Philippines Explores the City of Naga!

Choose Philippines | Mar 23, 2014

In this video: Part 1 of the "Choose Philippines, Choose Bicol Tour," featuring Naga City. [MORE](#)

COMPLEMENT

instead of competition.



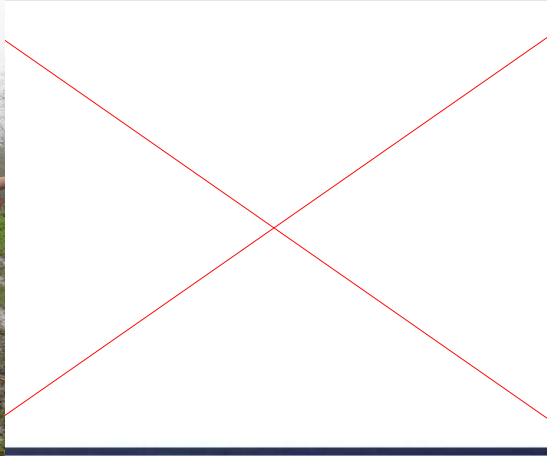
Free Travel Video Tips from Choose TV
Choose Philippines | Sep 05, 2014



Free Downloadable Guide Maps to the Philippines
Choose Philippines | Sep 05, 2014



Choose Catanduanes, Part 2: 20-Second Video Teaser
Choose Philippines | Sep 05, 2014



Date and Engage

Get to know more about the stakeholders, their needs, wants and goals. Focus on building long relationship and not just one time partnership.



Tweet me @solessoul

Blog Giveaway: Escape to Philippine Paradise! Digital Influencers Marketing Summit 2014 with Sole Searching Soul

08/22/2014

4 Comments

Escape to Naga City (Bicol), Boracay, Coron, Nara Palawan, or Calaguas Island with your special someone without worrying about your accommodation.



Gift Certificates from Avenue plaza Hotel, Boracay EcoVillage, Coron Getaway Hotel and Suites, Crystal Paradise Resort, Calaguas Northlink Events & Travel Services and GU SH Shop are up for grabs! Check below how you can win these giveaways from my partners.

BOOK NAGA EXPRESS

Sharing the blessing by Paying it Forward...

I will be speaking at the 3rd Digital Influencers Marketing Summit on September 13, 2014 at SMX Convention Center and I want to share the blessing to you my dear friends with a chance to win hotel accommodations or



Partner with likeminded people, brands, related groups and don't forget to tap the LGUs / concerned office.

Co create & Collaborate

FREE VACATION?! Visit www.solesearchingsoul.com

Nothing is Im/possible



Embrace the challenges.
Conquer your fears.
Stop procrastinating!
Make small steps
with big impact.
Have fun.
**Enjoy the
unlimited
possibilities!**



#1 fun
ambassador

24672

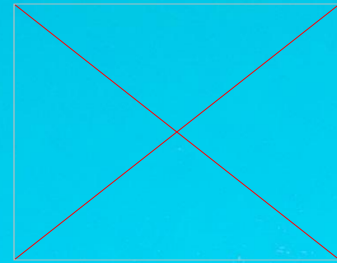
FUN SCORE

Tweet me @solessoul
#solesearchingsoul

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Social Media

1. Budget is not a problem. You have 7Ms!
2. Create an exceptional experience. Let others be your storytellers.
3. Partner with homegrown brands. Nurture local talents and make them your ambassadors.
4. Search. Reach-out. Connect.
5. Complement rather than compete.
6. Date and Engage. Foster relationships.
7. Co-create and Collaborate. Create opportunities.
8. Nothing is impossible. Face your fears & enjoy!



BLOG GIVEAWAY!

BE OUR SOLE MATE.

Be part of our travel and adventure!
Visit the blog to know more.



DIGITAL MARKETER
TOURISM ADVOCATE
BLOGGER



LIKE our Official Community Page
Sole Searching Soul



Travel photos on Instagram
#solesearchingsoul

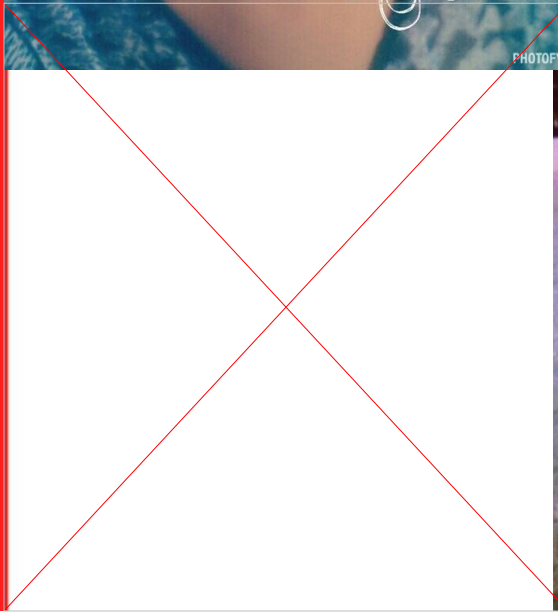


FOLLOW our Tweets
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SUBSCRIBE to Sole Searching Soul
channel to watch travel videos

www.solesearchingsoul.com



Siesta. More fun in the
Philippines
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MAKE A DIFFERENCE ONE TRIP AT A TIME
I love Workcation. Feel free to contact me for Collaborations, Workshops and Trainings.