



143,693  
Followers



76,797  
Followers

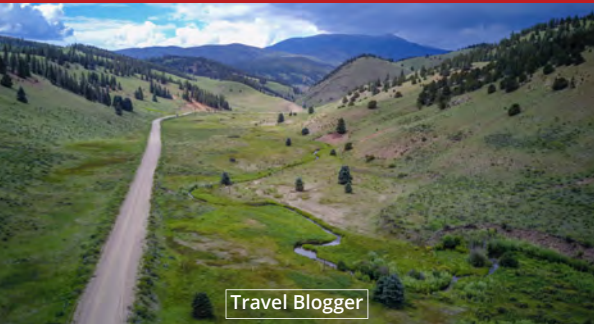


4,456  
Followers



106,148  
Followers

# *New Mexico Nomad*



[www.NewMexicoNomad.com](http://www.NewMexicoNomad.com)

## **ABOUT NEW MEXICO NOMAD**

New Mexico Nomad was founded in July, 2015. New Mexico Nomad strives to honor the beauty and history of New Mexico, while providing friendly, helpful, relatable tips for people visiting the Land of Enchantment. From day one, the social media presence was developed as a suite of marketing tools to promote New Mexico online. Over time, the website content became a useful collection of information and resources for people seeking New Mexico travel inspiration and tips.

# NEW MEXICO NOMAD

Digital Marketing on Behalf of New Mexico



## Introduction

Influencer marketing is an emerging type of social media marketing using the influence and following of content creators to promote campaigns and advertise products and services aligned with the creator's audience. New Mexico Nomad focuses exclusively on New Mexico, with a focus on promoting local artists and businesses who provide outstanding products and services to people exploring New Mexico.

## Key Figures

**7/10**



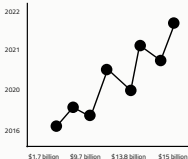
According to the Digital Marketing Institute, 7 out of 10 of teenagers trust influencers on social networks more than celebrities.

**49%**

Almost half of all consumers rely on Influencer recommendations for their shopping habits.



## Growing Influence



According to the Influencer Marketing Hub, this type of marketing has been steadily growing and is expected to reach new heights in 2024.

## 2023 Impressions

**34,717,320**



New Mexico Nomad generated almost 35 million impressions on Facebook, Instagram, and Twitter.

That does not include the impressions generated on the smaller platforms, like Pinterest, Post, Threads, etc.

## Followers

**352,074**

More than 350,000 people follow New Mexico Nomad on social media. The total reflects the cumulative audience of Facebook, Twitter, Instagram, Threads, Pinterest, Tumblr, and Post.news. The audience of smaller platforms isn't included, i.e. Mastodon, YouTube, Spoutible, Blue Sky, Tribel, and Counter Social.

## Website Traffic

**555,220**

Currently, 50% of the web traffic is coming from social media, primarily Facebook. The other 50% is coming from search engines.

In total, there were **555,220 unique page views in 2023**, drawing over **400,000 unique users** to NewMexicoNomad.com..

**Nomad Productions**

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[NewMexicoNomad.com](http://NewMexicoNomad.com)



## SAMPLER OF SERVICES

### CONTENT

Micro-Blogs (300-500)  
Articles (500 word+)  
Short Videos  
Graphic Design

### MARKETING CAMPAIGNS

Dining  
Lodging  
Adventures &  
Experiences  
Event Promotion  
Nomad Mercado

### SERVICES

WordPress Websites  
E-Commerce Setup  
Consulting  
System Implementation

### SOCIAL MEDIA MANAGEMENT

Facebook  
Instagram  
Pinterest  
Twitter  
YouTube



# THE CAMPAIGNS

Dining, Lodging, Events, and Adventures & Experiences



New Mexico Nomad focuses exclusively on New Mexico. Most of the content on the website is intentionally "evergreen," e.g. information and resources that can be posted repeatedly. Content, including marketing campaigns, are part of the overall strategy to entice people to visit different parts of New Mexico. Nomad isn't simply a content creator. It is a conduit to a large audience on a consistent, ongoing basis. The website is supported by a strong social media presence across multiple platforms, with a cumulative audience of more than 350,000, united by a love for New Mexico.



Dining

**A variety of local  
restaurant  
recommendations**

Lodging

**B & Bs, Hotels,  
Resorts, &  
Vacation Rentals**

Adventures & Experiences

**Activities &  
Tours**