

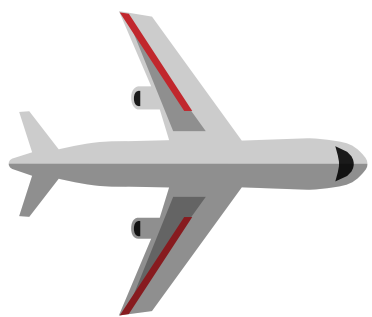


# ALL ABOUT THE EXPERIENCE

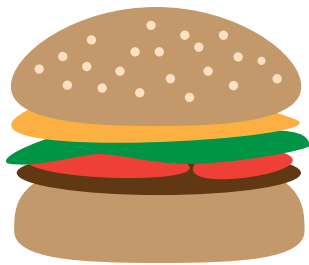


**All About The Experience** was originally set up by Rachel Williams as a creative outlet in 2014. But the blog came into its stride in late 2016, through tripling views, increasing collaborations and a regular posting schedule.

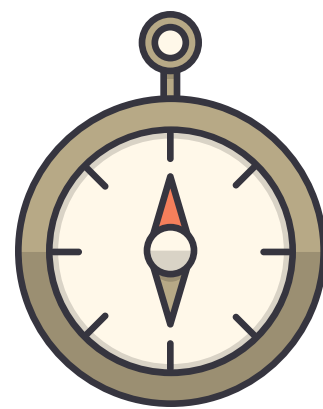
Topics focus on those great experiences, whether that's with travel, food & drink, lifestyle, around the world or in her home city of Cardiff.



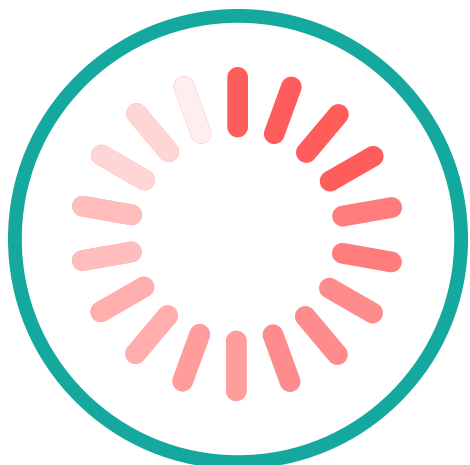
**TRAVEL**



**FOOD**



**LIFESTYLE**



**BLOG**

- Followers: 945
- Average monthly views: 1,300
- All time views: 30,000
- Average posts per month: 4

**TWITTER**

- @RachelMWillis
- Followers: 2,127
- Average monthly impressions: 39,000
- Average monthly profile visits: 2,200



**INSTAGRAM**

- @RachelMWillis
- Followers: 1,671
- Average monthly posts: 25