

# Mademoiselle in DE

## Targeted Content Marketing for Expats in Germany

### YAMINI GAUTAM

*Content Marketer & Blogger*

I am a content marketer and blogger with 10+ years' experience in inbound marketing. My 'day job' is managing client projects with my virtual online marketing agency: [Dehype Marketing](#).

In late 2019, I launched **Mademoiselle in DE** (MiD) as a way to help fellow non-German speaking foreigners in Germany.



#### about Mademoiselle in DE (MiD)

I publish relatable, problem-solving content for expats moving to or living in Germany.

Do you have a product or service that can make an expat's life easier in Germany? This is where MiD comes in.

**85%** of the MiD's visitors come from **organic search**, which means they are already aware of their problems and are actively looking for a solution. MiD's high-quality organic in-depth content connects you directly with your target audience.

Have a look at the traffic stats and conversion rates in the next page.

#### a few brands that I promote

- Sorted
- Coya/ GetSafe
- Holvi/ Kontist
- Feather Insurance
- Sevdesk/ LexOffice
- Douglas/ Flaconi

#### key topics I write about

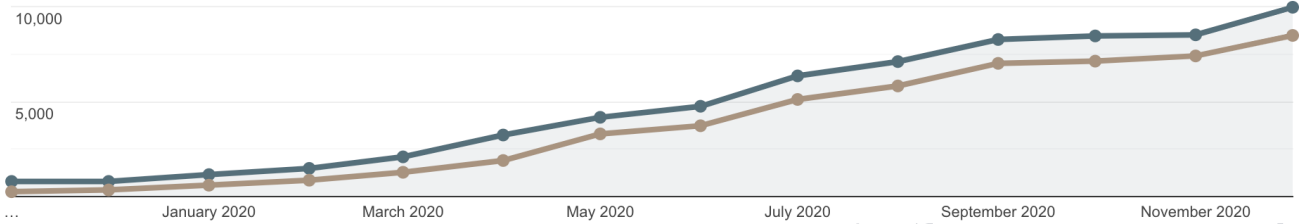
- Freelance in Germany: Visa, taxes, legal etc
- Business tools for self-employed in Germany
- Housing in Germany: Buying, renting mortgage, etc
- German Insurances: Health, liability, professional etc
- German taxes and accounting: Tools, how-to guides
- Day to day life in Germany: Family, pets, travel etc

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## Targeted Content Marketing for Expats in Germany

### 12-month growth (dec 2019 - dec 2020)

● Users (All Users) ● Users (Organic Traffic)

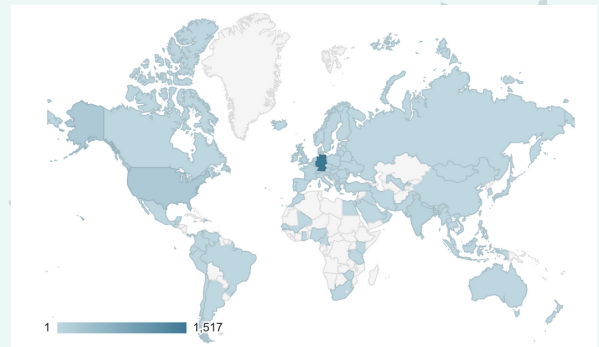


Default Channel Grouping	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
All Users	64,710 % of Total: 100.00% (64,710)	64,628 % of Total: 100.00% (64,628)	79,351 % of Total: 100.00% (79,351)	82.40% Avg for View: 82.40% (0.00%)	1.35 Avg for View: 1.35 (0.00%)	00:01:22 Avg for View: 00:01:22 (0.00%)
Organic Traffic	51,977 % of Total: 80.32% (64,710)	51,399 % of Total: 79.53% (64,628)	62,050 % of Total: 78.20% (79,351)	83.03% Avg for View: 82.40% (0.77%)	1.31 Avg for View: 1.35 (2.87%)	00:01:17 Avg for View: 00:01:22 (-6.07%)

### audience persona

A typical MiD reader

- is about 20 - 45 years old
- has a non-EU background
- is not fluent in German (yet)
- already lives in Germany OR
- is interested in immigrating here
- wants financial stability in Germany
- wants to become self-employed in Germany
- most importantly, wants to feel at home in Germany



### email sign up rates

(segmented lead magnets)

53.02 %  
Freelance  
accounting tools

32.33%  
Freelance in  
Germany e-book

24.58 %  
Incoming  
expat checklist

5.26 %  
Housing  
in Germany

### conversion rates

(affiliate leads and sales)

11.26%  
Freelance  
tax & acc. tools

11.82 %  
Dog liability  
insurance

11.65 %  
Private health  
insurance

6.40 %  
Expatriate online  
tax tools

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## RATE CARD

2021

### sidebar banner placement

Place a banner in the sidebar  
300 px max width  
Min. 3 months duration  
**15 EUR/ month**

### in-content banner placement

Place a banner in a relevant content piece  
700 px max-width  
Min. 3 months duration  
**25 - 50 EUR/ month**

### native content

Sponsored blog post  
950 - 1000 words  
For a post series contact me  
**350 EUR per post**

### email outreach campaign

Sponsored email sequence campaign  
Campaign duration: one quarter  
2 emails per month  
**450 EUR per campaign**

### video content

How-to tutorials  
Product walkthroughs  
Product reviews  
**350 EUR per video (up to 20 min.)**

### webinar (available 2021 Q3 onwards)

Sponsored webinar topic  
Promotion and hosting  
Lead capture  
**500 EUR per webinar (up to 60 min.)**

Do you have something else in mind? Please get in touch with me directly. :)