



Dive Into *Malaysia*
PARTNERSHIP KIT

WELCOME

Welcome to Dive Into Malaysia and this partnership kit.

In this document, we contain many options for how we can work together. Have other requirements? Reach out and let us know.



About Dive Into Malaysia.....	3
Who We Are.....	4
Website Stats.....	5
What We Offer You.....	6
Partnership Options.....	7
Bronze Package.....	8
Silver Package.....	9
Gold Package.....	10
Platinum Package.....	12
Group Package.....	13
Advertising Options.....	14
Affiliate Marketing.....	17
Lead Generation.....	18
Terms.....	19
Taking The Next Step.....	20

Be part of our recommendations for the best Malaysia trips possible!

ABOUT



Dive Into Malaysia travel resource site is the best guide to Malaysia. Started in 2018, we inspire people to travel to Malaysia and help them plan and book their trips with the best itineraries, attractions, restaurants and hotels, so they'll save time planning and have the best trip possible.

We do this via our site, DiveIntoMalaysia.com, and our Facebook group, Malaysia Travel Planning - Dive In!

Our goal? To make sure everyone loves Malaysia as much as us!

WHO ARE WE?



Dive Into Malaysia has a team of Malaysia travel lovers that produce content, market Malaysia and answer questions led by the founder, Sharon Gourlay.

SHARON GOURLAY, FOUNDER



Sharon is an Australian entrepreneur who runs several digital businesses. Her first one was Where's Sharon Family Travel Blog which had an audience of over 500,000 page views a month before she sold it in 2017.

Sharon now prefers to concentrate on Malaysia after a year living in Penang with her young family. She travels frequently to Malaysia and loves sharing her love of travelling in Malaysia on this site to encourage others and to help with all the practical how-to information to make a trip simple and easy.

Sharon is an expert at SEO and internet marketing and is also a multiple TBEX* presenter on these topics.

* TBEX - Travel Blogger Exchange is the top travel blogging conference

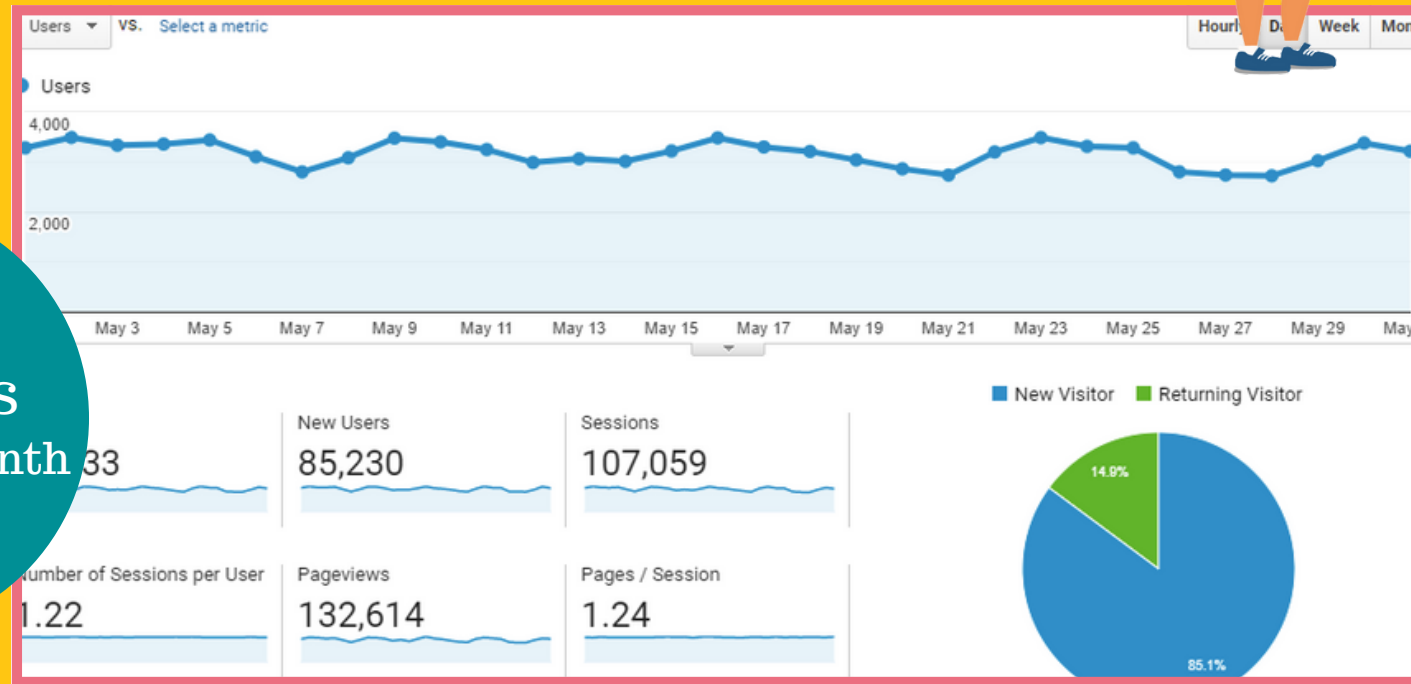
WEBSITE STATS



Audience traffic and location in May 22

UNIQUE VISITORS
88,000

PAGE VIEWS
132,000+ per month



From Google Analytics

Moz Domain Authority: 28

Note that these numbers are from straight after the borders opened and are growing



1000+



1200+



2600

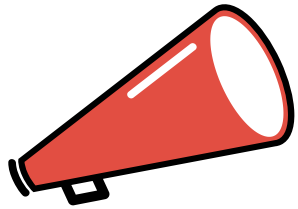
Be part of the articles our audience is reading!

WHAT WE OFFER YOU



Dive Into Malaysia has a global audience of people interested in travelling to Malaysia right NOW. We can get your brand in front of people who are actively planning and booking their trips.

We take great care to showcase your brand with excellence and integrity. We leverage our brand's trust and authority to promote your brand and our readers' trust our recommendations. We offer you:



EXPOSURE



INFLUENCE



**QUALITY
MESSAGE**



EXPERTISE

The best part is that your brand is not just promoted to our regular readers but our superior SEO knowledge enables us to have the best chance of articles about your brand attracting search traffic of your target audience for years to come.

We can also promote your brand in our Malaysia Travel Planning Facebook group where your potential customers are asking questions and planning their trips right now

Be part of our recommendations for the best Malaysia trips possible!

PARTNERSHIP OPTIONS



We love working with brands that share our goals for excellent travel experiences in Malaysia for our readers. We offer many ways you can work with us. In this document, we focus on our standard partnership and advertising packages. If these packages don't fit your goals, email us what you are trying to achieve and we'll help!

BENEFITS OF OUR PARTNERSHIP

- Increase your destination/brand awareness – ensure our readers think of you when planning their Malaysia travel
- Our readers will associate your brand with our trusted brand
- Reach a targeted audience – our audience is all people travelling to and in Malaysia. Our audience comes from all over the world with the majority from Malaysia, Singapore, Australia, UK and USA
- Increased search engine visibility – we are highly skilled at SEO and ensure our articles have the best chance of ranking in search engines. We often rank on the first page for search terms
- Increased search engine rankings for you (with nofollow links)
- Continual content marketing as our reviews and articles stay on our site forever. They will continue to influence future travellers to Malaysia for years to come
- Possibility to have your brand regularly mentioned in our Malaysia Travel Planning Facebook group

BRONZE PACKAGE

In this package, we concentrate on getting your brand in front of your target audience via existing articles on the site that are already attracting your target audience. This can lead to results from day 1.



Your business will be promoted in all relevant articles on this site which target your potential customers. For example, if you run an attraction in Penang, it will be highlighted in our Things To Do In Penang guide.

This is a unique way to get in front of your audience right when they are booking and planning their trip. It's incredibly powerful, especially if you are able to offer some type of deal for our audience.

We highly recommend you offer a deal as part of any package. For example RM10 off the entry fee if you mention Dive Into Malaysia or a free welcome drink. This allows you to track the results of your promotion. We also offer a special website listing on our deals page that we regularly promote to our audience if you do this*.

Your brand will receive:

- Promotion in relevant travel articles
- Facebook Group: 2 x Promotional Post
- Website Listing *

Cost for Small business with < 10 employees: RM600/SG\$185 per year
Larger businesses: RM900/SG\$279 per year.

Starting
from
RM600

Show your target audience how your brand can help them



SILVER PACKAGE



We concentrate on not just getting your brand in front of your target audience via existing articles but also via a new article that highlights how your brand can help our readers. This article will be optimised for SEO to ensure it has the best chance of reaching your audience.

Your business will be promoted in all relevant articles on this site which target your potential customers as well as being promoted in its own article. This could be a review of your product which highlights features and benefits and creates excitement about buying/booking it or a how-to style post which shows how your brand solves a problem that Malaysian travellers have or something else all together.

We highly recommend you offer a deal to our audience as part of this package. For example RM10 off the entry fee if you mention Dive Into Malaysia or a free welcome drink. This allows you to track the results of your promotion. We also offer a special website listing on our deals page that we regularly promote to our audience if you do this*.

Your brand will receive:

- Full article, SEO optimised, about your brand
- Promotion in relevant travel articles
- Newsletter highlighting your brand to our email list
- Facebook Group: 2 x Promotional Post
- Website Listing *

Cost: RM2,200/SG\$681 for the first year (plus costs covered to experience your product) then RM1,700/SG\$528 a year ongoing

Starting
from
RM2,200

Create positivity for your brand online



GOLD PACKAGE

We concentrate on not just getting your brand in front of your target audience via existing articles and a new article, but also give your brand more visible promotion across relevant topics on the site, within our Malaysia Travel Planning Facebook group and our paid Malaysia Itinerary Planner guide.



Your business will be promoted in all relevant articles on this site which target your potential customers as well as being promoted in its own article. This could be a review of your product which highlights features and benefits and creates excitement about buying/booking it or a how-to style post which shows how your brand solves a problem that Malaysian travellers have or something else all together.

An advertisement for your brand will also be added to relevant pages on the site. For example, if you are a hotel in Port Dickson, your advertisement would be added to all pages about Port Dickson. You will also have your brand mentioned in responses to relevant questions in the Malaysia Travel Planning Facebook group. For an extra fee, you can also promote your brand via a Facebook live in the Facebook group.

Your business will be added to a relevant spot (if possible) in the next version of our paid guide, Peninsular Malaysia Itinerary Planner.

We highly recommend you offer a deal to our audience. For example RM10 off the entry fee if you mention Dive Into Malaysia. This allows you to track the results of your promotion. We also offer a special website listing on our deals page that we regularly promote to our audience if you do this*.

Starting
from
RM7,000

Be front and centre of our readers' minds when they are planning



GOLD PACKAGE



Your brand will receive:

- Full article, SEO optimised, about your brand
- Promotion in relevant travel articles
- Promotion in our guide, Peninsular Malaysia Itinerary Planner
- Newsletter highlighting your brand to our email list
- Advertisement in relevant articles
- Facebook Group: 2 x Promotional Post
- Recommended in relevant posts in the Facebook group
- Website Listing *
- Optional: Facebook live

Cost: RM7,000/SG\$2,177 for the first year (plus costs covered to experience your product) and RM6,500/SG\$2,022 a year ongoing.

If you wish to have a Facebook live session with the Facebook group, this is an extra RM1,000/SG\$310

Starting
from
RM7,000

Be front and centre of our readers' minds when they are planning



PLATINUM PACKAGE



Also called a brand ambassadorship, the platinum package includes the other levels as well as ongoing promotion over a minimum of six months. This ensures your brand is continually recommended to our audience and seen as the top choice in its category. The exact package depends on your brand and your goals.

We only take on a limited number of platinum clients as we do not work with clients at this level that compete with each other. For example, we only work with one Kuala Lumpur hotel at a time. We also only promote the best brands to our readers and followers, so it's essential you fit into this category.

To make sure we can promote your brand to the best of our ability, we also need to experience your brand first hand. For example, if you are a tour company, we need to do one of your tours.

It could include:

- Multiple articles about your brand
- Ongoing promotion of your brand to our email list and on social channels
- Display advertising on this site in prominent positions and in newsletters
- Posting videos about your brand

Cost: Starting from RM2,500/SG\$776 per month depending on your needs with a minimum six month commitment

Starting
from
RM2,500

Show your target audience how your brand can help them



GROUP PACKAGE

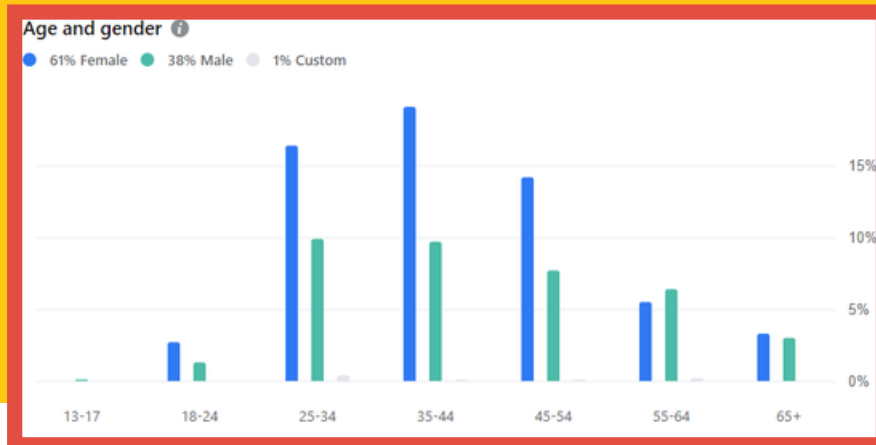


Want to interact with a group of your target audience planning travel to Malaysia? In this package, you get direct access to our Facebook group, Malaysia Travel Planning - Dive In! You can answer their questions and promote your brand.

Starting
from
RM900

Our Facebook group consists of a global audience who are planning a trip to Malaysia. You can see demographics of this group in Sep 2022 below. You can chose to directly interact in our group answering questions (with relevant links to your brand) or we can do this for you. We also schedule regular promotional posts. You can chose to do a Facebook live to educate our audience about your brand. This package operates on a monthly basis. Some aspects are included in gold and platinum packages.

Top countries	
Australia	208
Malaysia	140
United Kingdom	91
Singapore	86
United States	66
India	38
Pakistan	25
Philippines	25
Canada	24
Germany	21



Direct access to travellers planning their Malaysian trip



ADVERTISING



Want more? Or a different approach. Consider advertising.

We offer both display and contextual advertising on our site and advertising posts in our Facebook group. All advertisers must be relevant to our audience and our topic i.e. Malaysia travel and be reputable.

We offer advertising separate to, as part of or in addition to the previous packages.

DISPLAY ADVERTISING

Supply us with your image advertisement and link and we can display this anywhere on our site. Some popular options are:

- **Home page** - up to 1000px wide and 200px high RM300 per month
- **Side bar** - up to 250px wide and 250px high RM250 per month
- **Side bar** - up to 250px wide and 500px high RM600 per month
- **In content in any post or page** - up to 620px wide and 250px high starting from RM200 per month

The minimum advertising term is 6 months.

Be part of our recommendations for the best Malaysia trips possible!

ADVERTISING OPTIONS



CONTEXTUAL ADVERTISING

Contextual advertisements can be added to most places on the site. This is where your brand is linked to within the text of a relevant article. For example, if you are a resort on Tioman Island, we can link to you within our Tioman content.

Prices start at RM700 per year and all links are marked as sponsored. You can also consider our Bronze package.

FACEBOOK ADVERTISING

You can also advertise your brand in our Facebook group, Malaysia Travel Planning - Dive In! This group consists of members planning Malaysia travel from all around the world with the majority from Australia, US, Singapore and UK.

Prices start at RM450 for three posts.

Get in front of your target audience quickly and easily

ADVERTISING OPTIONS



NEWSLETTER ADVERTISING

We send welcome emails and email newsletters to our audience regularly.

We can add your image or contextual advertisement to our bi-monthly newsletter or to one of our welcome sequence emails that send automatically to all new email subscribers.

Prices start at RM250 for a newsletter or RM600 a year for an ongoing email advertisement.

Reach potential customers in their inbox

AFFILIATE MARKETING



If you are a good match for our existing content, we can promote your brand to our relevant audience. When they buy/book, you give us a commission in return.

Benefits of our partnership:

- Increased exposure and brand awareness
- Click-throughs to your site
- High quality leads for your services and products
- You only pay us when you make money from our traffic

This can work especially well when you have some type of package/special deal for our audience so it's easy for us to promote and to track commissions.

We can also have this arrangement in addition to an advertising or partnership package.

Commissions generally range from 5 - 50% depending on the product.

Work with us to secure bookings

LEAD GENERATION



Lead generation is similar to affiliate marketing except you pay for any traffic we send your way. If you are a good match and we love your brand, we can make an arrangement where you pay us for every reader/follower we send your way.

Benefits of our partnership:

- Increased exposure and brand awareness
- Click-throughs to your site
- High quality leads for your services and products

We can also have this arrangement in addition to an advertising or partnership package.

Would love our audience on your site? We can send them

TERMS



- All links and Facebook posts are marked sponsored. We will not give follow links in any circumstances.
- Minimum term is 6 months for display advertising, platinum packages, affiliate and lead generation arrangements and 12 months for contextual advertising and other packages.
- All invoices are in Singapore Dollars. Australian companies will be charged Australian GST on top of the prices above and can pay in Australian dollars if they wish.
- Payment for the whole period must be upfront (except for affiliate and lead generation). You can pay via debit/credit card or bank transfer to a Singaporean or Australian bank.
- Affiliate commissions must be paid within 30 days of the successful booking. Leads must be paid within 30 days of the lead being generated.
- Email any questions to partner@diveintomalaysia.com or if you are ready to apply to be a partner, **fill in this form**. We will confirm the cost with you before moving ahead.

TAKE THE NEXT STEP



Ready to apply? [Fill in the form here.](#)

Any Questions? We would love to hear from you!



partner@diveintomalaysia.com