

SAILING OUR SAGA

by Antonia Nilsson & Victor Broman

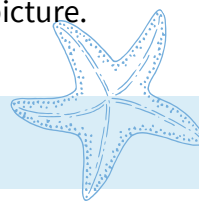
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We, **Antonia and Victor**, are a **Swedish sailing couple** in our late twenties that wanted a change from our hectic everyday life and add more adventure to it. So, we bought a sturdy sailboat, fixed her up and **set out to explore Europe from the water**.

Through **@sailingoursaga** on **Instagram** we **share our life** onboard our 35 feet Hallberg-Rassy sailboat, Saga. Our language and aesthetic is light, humble, educational and sometimes witty.

The goal is to inspire and empower others to fulfill their dream to dare to do something different, like moving onboard a boat. We do this through sharing insightful, honest and inspiring content. For us, the captions are extra important to be able get specific and paint the full picture.



Performance

Statistics for our Instagram account Sailingoursaga

16.9 K

followers

7.8 %

ave. engagement

10 %

monthly growth

1.1 M

monthly reach

We stand out because of our consistent **high reach**, compared to our audience size, which in turn has lead to high monthly growth.

This is interesting for you as you will (1) reach a comparatively big organic audience, but also (2) you have the chance now to start a partnership with us that we can develop and grow together as we grow.

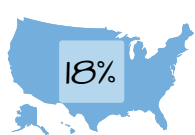
Next steps

Building relationships with our current audience through more in-depth posts and stories. This while maintaining growth focus, largely through focusing on highly sailing focused reels to maintain high reach.



Follower count as of 220607, Average engagement based on average likes and comments on reels and regular posts in May '22 (1296) divided by # followers at end of May '22 (16.6K), Monthly reach based on an May '22, Monthly growth based on 220509-220606

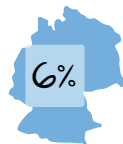
Demographics



USA



Sweden



Germany



UK



Brazil



Other

85% Boaters out of most engaged followers*

Age

13-24 6%

25-44 51%

45-64 37%

65+ 6%

Women

25%

Men

75%

Our content

Examples of typical content. We also make in-depth reels and longer caption content, as well as stories of day to day activities. Typically we post about five posts or reels per week and daily stories.



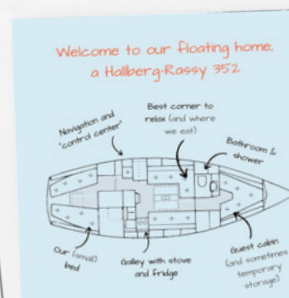
Sailing



Plant based living



Boat tips & projects



Being a liveaboard

Caption: *What to do when out sailing?*

We like to listen to podcasts. Right now, some of our favorite podcasts are the podcast by @richroll and "the exam room" by @physicianscommittee.

We also love listening to audiobooks and reading on our e-book readers (if we have gotten our sea-legs).

A lot of the time we just stare at the horizon and talk, or listen to music

What is your favorite way to spend a long sail or road trip? And do you have any book or podcast tips for us?

Caption: *Is there ever a boat project when the workspace doesn't look like this (or worse) halfway through?*

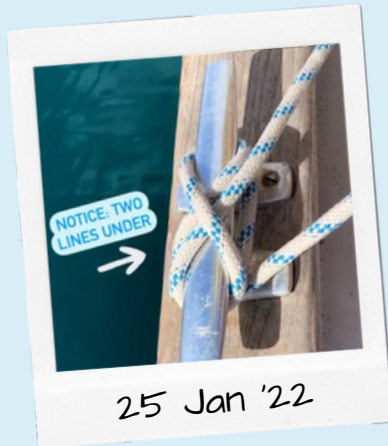
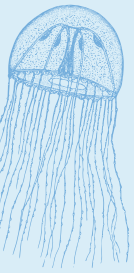
Caption: *Living in a tiny space like our boat can take some getting used to, but at the moment we feel like we have all the space we need (we even have an extra cabin that we don't use)*

Also, it is kind of luxurious to get to eat dinner in the couch every day, right?

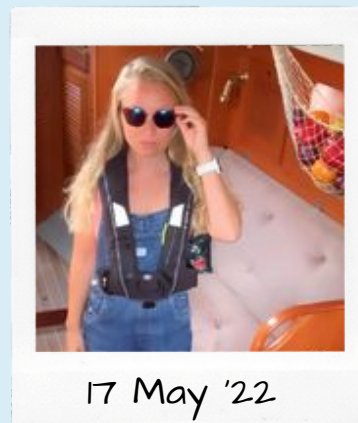
Top performing content

Our reels and posts that creates the most engagement and reach include our boat and are about our overall journey, relatable for sailors or educational

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25 Jan '22



17 May '22



5 Feb '22

Caption start

How to tie a cleat hitch

Yes, I want to go sailing

Today: marks 6 months since we left our home port

Reach

1.9 M

952 K

229 K

Engagement

15.7 K

8.0 K

4.0 K

Type

Reel

Reel

Reel

Followers value our advice

Some screenshot examples of comments and questions about our recent posts

sailingmerlin Ahoy. May i ask you what size of dinghy and power of engine you have? Is that RIB? Are you happy with it?
2w Pinned Reply

sailingoursaga @sailingmerlin Ahoy! It is almost 3 meters long. We have a 4 hp motor, but if we would get a new one we would probably go for a slightly bigger engine as we can't plane when it is the two of us in the boat. Otherwise we like our dinghy, it is not a RIB but rather an inflatable bottom. Guess there are pros and cons to that. Lighter so it is easier to pull on to a beach, but then there may be more damage to it too when doing so.
1w Reply

peti.life Did you guys remove the teak deck or was that a factory option? I like your solution!
3w Pinned Reply

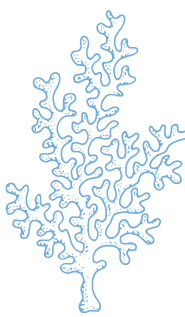
sailingoursaga @peti.life We removed it ourselves before the trip because it was leaking. You can see more about the process in our profile under the highlight "deck".
3w Reply

sea_bee_sailing I have been thinking rigging an inner forestay (staysail) on our fractional rig but my concern is the inconvenience of bringing the jib back and forth on days you do need to tack rather often. How do you deal with that? Do you partially roll your jib to clear the staysail and tack and unfurl? Thanks
4d Pinned Reply Message

sailingoursaga @sea_bee_sailing We have a detachable forestay and hank-on jib so we just don't have it up in the conditions you are talking about. Could that maybe be an option for you too?
4d Reply

granebo47 Just found you on Insta. Sooo much great content here!! Are you on YouTube? Would love to see all the details of your teak deck removal. And your Hydrovane installation. And your....
1w Pinned Reply

sailingoursaga @granebo47 Haha, love to hear that 😊👍 Thank you for telling us! We are only on Instagram at the moment. However, you can find a lot about our teak deck removal in



Content also seen on

Examples of brands that have used our content in their own instagram feed



Our competence



Antonia Nilsson

- Experience from business development and project leading in tech scale-up company
- Management consulting background
- M. Sc. Industrial engineering and management



Victor Broman

- Experience from product management and project leading in tech company
- Software dev. and start-up background
- M. Sc. Industrial engineering and management

Both of us have experience in analysis, creative thinking and problem solving. It has helped us think more originally when creating content and engaging with our followers - key components to our growth over the 1.5 years since we started the Sailingoursaga Instagram account.



Contacts

Let's continue the conversation on how we best can work together



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[Sailingoursaga](https://www.instagram.com/sailingoursaga)



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