

Customer Discovery Interview: Marco Reyes (Blog: @wanderlustwarrior)

1. Daily Routine

- Each day varies greatly depending on my location and travel schedule, but typically, it begins with an exploration of the local area, capturing photos and notes for content. I spend my afternoons writing blog posts and editing videos, followed by engaging with my audience on social media platforms in the evening.

2. Tool Utilization

- I rely on Adobe Lightroom for photo editing, WordPress for blogging, and Final Cut Pro for video editing. For social media management, I use Hootsuite to schedule posts across different time zones to maximize engagement.

3. Tool Costs

- These tools are essential for the quality of my content, and they all require paid subscriptions. I personally decided to invest in these tools after evaluating their effectiveness for my needs.

4. Tool Effectiveness

- The tools I use are generally effective and meet my needs, although sometimes the rendering speeds in Final Cut Pro can slow down my workflow, especially with high-resolution videos.

5. Role of Content Creation and Distribution

- Content creation and distribution are central to my work, taking up about 90% of my time. Traveling itself fuels the content, but producing and sharing it effectively is my primary job.

6. Client and Brand Collaborations

- I frequently collaborate with tourism boards, outdoor equipment brands, and travel insurance companies. These collaborations often involve sponsored travel or gear in exchange for exposure.

7. Industry Insight

- Travel is a highly visual and engaging industry on social media. However, there's a niche for less popular destinations that need more exposure. Sustainable travel is another area where more consistent and widespread advocacy is needed.

8. Challenges and Annoyances

- The unpredictability of travel can be a challenge, such as last-minute changes to plans due to weather or local events, which can disrupt my content schedule.

9. Deadline Management

- I often face tight deadlines, especially when working with brands that have specific campaign dates. I manage this by working flexibly and keeping a buffer in my content calendar.

10. Managerial Expectations

- My followers expect authentic and engaging content that gives them a real sense of the places I visit. I strive to deliver unique perspectives and valuable travel tips that stand out from typical tourist information.

11. Content Creation Methods

- My content creation involves a lot of on-the-spot filming and photography, followed by detailed storytelling through blog posts and vlogs. I focus on capturing the essence of each destination to bring my experiences to life for my audience.

12. Campaign Management Across Platforms

- I tailor content to fit the strengths of each platform: immersive videos for YouTube, instant updates and photos for Instagram, and comprehensive travel guides for my blog.

13. Budget and Outsourcing

- I have a modest budget for travel expenses not covered by brand partnerships. I sometimes hire local guides or translators to enhance my content's depth and accuracy.

14. Meeting Deadlines

- I prioritize content that is time-sensitive and use mobile editing tools to work efficiently on the go, ensuring that I can meet deadlines regardless of my travel status.

15. Social Media Campaign Management Issues

- Balancing the authenticity of my travel experiences with the commercial requirements of sponsored content can be tricky. Maintaining my voice while fulfilling contractual obligations is a delicate balance.

16. Feedback and Resolution

- A recent issue arose when a video was perceived as glossing over the environmental impact of a popular tourist activity. I addressed this by creating a follow-up video focused on sustainable travel practices in that region.

17. Finding Brand Partnerships

- Brands typically reach out to me through my blog's contact form or via LinkedIn. I look for partnerships that align with my travel philosophy, focusing on authenticity, sustainability, and depth of experience.