

youtube.com/switchituplife



fb.com/timetoswitchitup



@switchitupusa

MEDIA REACH



17,380
Subscribers



3,296
followers



2,806
followers



3,416
followers

All statistics are ORGANIC and we have never had paid marketing campaigns.

WWW.GOSWITCHITUP.COM

SWITCH LIFE

What if we all lived a S.W.I.T.C.H type of life?

One where we would

S - Seize the Moment

W - With No Regrets

I - Intentional Living

T - Travel More

C - Chase the Dream

H - Help Others



WHO ARE WE

Just your average married couple with 4 adult children from Kansas City. In 2019, we each lost a parent & in the middle of our grief we simply decided that so many times people put off their dreams until "someday". Yet, we are never promised that "someday" so we turned someday into today and in January 2021 set out on an adventure of a lifetime. We are documenting our journey in hopes of encouraging you to Switch It Up.

SERVICES

- Brand & Product Sponsorships
- Video Creation
- Travel Caravans
- Speaking & Huddle Engagements

BENEFITS

- Strong Community Engagement
- Continued Social Growth
- Unique "Edutainment" Content
- We limit partnerships

YOUTUBE STATISTICS

Average New Subscribers per month: 600 to 700

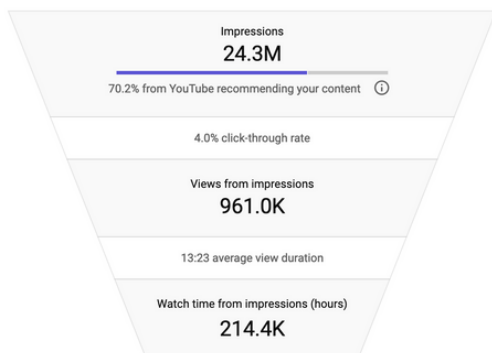
Average Watch Time: 13:38

Average Video Retention: 60 to 70%

Over 1.8 Million Views in ONLY 15 Months

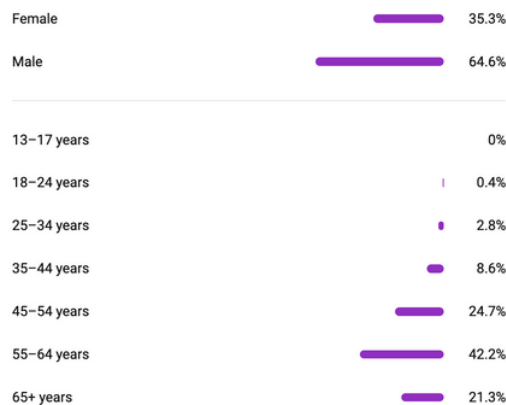
Impressions and how they led to watch time ▲

Data available Sep 21, 2020 – Mar 20, 2022 (546 days)



Age and gender

Views · 2021



YOUTUBE CONTENT

Watch time from subscribers

Watch time · 2021

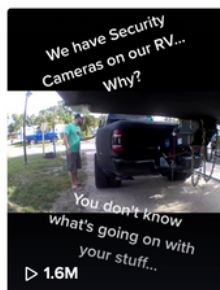


Top geographies

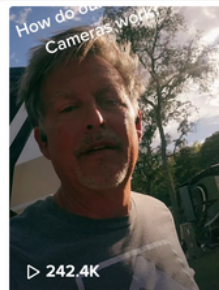
Views · 2021



Video	Impressions ▲
<input type="checkbox"/> Total	24,314,332
<input type="checkbox"/> Airstream... We were curious what they were like...	782,912
<input type="checkbox"/> Design your New Horizons 100% Custom Luxury 5th Wheel... (\$150,...	239,153
<input type="checkbox"/> Problems being a NEW RV person (Be OK) with Mistakes	519,961
<input type="checkbox"/> Quartzsite and Oatman Arizona... (Our thoughts... Good & Bad)	219,987
<input type="checkbox"/> How we Organized our RV ... (Momentum 395MS)	249,409
<input type="checkbox"/> Question & Answer/ Celebration/ Meet Ups	170,751
<input type="checkbox"/> Our first 30 days of Newbie RV Living... (How is it going?)	188,027
<input type="checkbox"/> 2021 RV Show REVIEW (What did we learn?)	274,400
<input type="checkbox"/> Spacecraft (Elite Custom RV \$6,000 to \$13,000 per foot!)	225,616
<input type="checkbox"/> What is there to do around Orlando? (Fun ideas to go and see!)	142,584
<input type="checkbox"/> New Orleans and Houston.. (A few bumps along the way...)	120,965
<input type="checkbox"/> We visit Zion & Arches National Parks in Utah (Our Thoughts...)	265,193
<input type="checkbox"/> Boondocking (The Good & BAD)	218,311
<input type="checkbox"/> Estes Park Co (Our Adventures on what to do...)	207,269
<input type="checkbox"/> What's it like to travel in an RV for 1 year?	287,753



We have security cameras ...



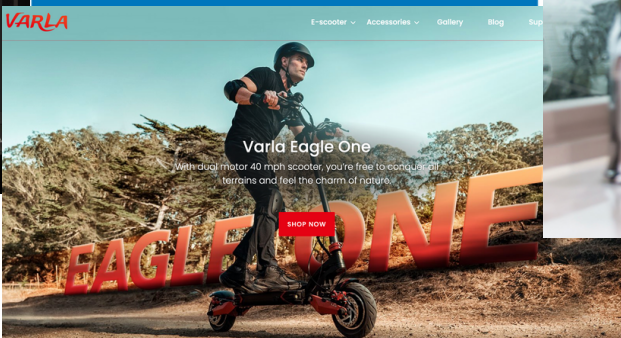
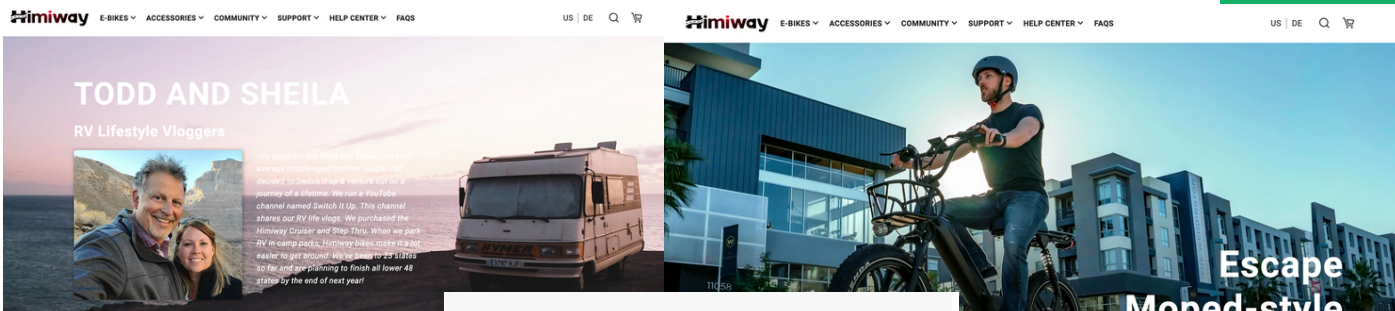
How do our security came...



Be prepared when travelin...



BRAND PARTNERSHIPS



Upcoming:
We will be
featured on a
UK TV Show.



CURRENT RATES

These vary depending on projects and partnerships. Results vary on campaigns.

Simple success stories:

Our videos helped Himiway Bikes sell close to \$100,000 in sales.

2 TikTok Videos helped Internet On The Go generate over \$25,000 in yearly revenue.

CONTACT INFORMATION

Todd & Sheila Konitzer 913-909-6378
SwitchCrew@GoSwitchItUp.com





WHO IS THE SWITCH IT UP AUDIENCE?



If you look at our current age demographic our audience is overwhelming 50+

Demographics are retiring at record rates and their whole life they have been saving to retire and travel. This has led to record RV Sales & Travel.

A high majority of our audience are weekenders with record Full-Time RV Lifestyle enthusiasts.

The RV Lifestyle lends itself to a high discretionary expense to purchase all the items they feel necessary to live a life they have dreamed about.

We provide a glimpse into the RV Lifestyle and incredible destinations they can see throughout the United States and possible overseas destinations.

We believe in "Edutainment". This is a combination of providing quality education on products mixed with a slight laugh of entertainment of our learning mess-ups along the way.

We share all aspects of our travels which have led to many comments of our "Switch Crew" followers using statements that they feel we are "Real" & "Authentic".

Since our trust is very high with our Switch Crew audience we take our partnerships very seriously and will only share brands and partnerships with our supporters that we believe in for our everyday life.

We hope you would feel the same about us if we end up working together.

Thank you.