



# Queen Beady

## CASE STUDY: THE NORTH STAR CLUB REVIEW



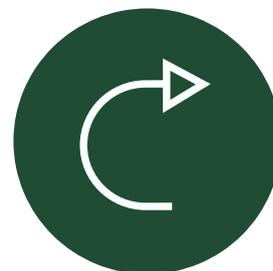
**11,456  
REACH**



**12,197  
IMPRESSIONS**



**540 BLOG  
POST VIEWS**



**103 CLICK  
THROUGHTS TO  
BRANDS SITE**

\*STATS CORRECT AS OF DECEMBER 2018

## CONTACT

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I organised a Press Trip directly with the North Star Club in Sancton, Yorkshire for December 2017.

I committed to posting 1 x blog post and various instagram photos and Twitter posts during our trip and on our return home. I am still posting updates a year later.

The trip was planned with a view to create some fantastic content that fit within the nature of my blog, but also garnered interest and potential bookings for the North Star Club.

Subsequently, they received lots of bookings from my content.

## TESTIMONIAL

*"We worked with Bee from QueenBeady.com in 2017 and we were really pleased with the content she created during and after her blogger stay at the North Star Club. We received bookings from her blog and Instagram posts so we were thrilled with the end results." - North Star Club*

## WHAT DID QUEENBEADY.COM OFFER?

- Created a blog post in a story-telling manner which was well-received and is one of my top read blog posts of all-time
- Took stunning imagery that was used in the blog post and on my social media channels, North Star Club used this on their Instagram page
- Encouraged bookings via the blog post by including direct links to the booking page of the brands website
- Shared tweets and facebook updates during our stay
- Created evergreen content that I can use later down the line to still drum up interest for the North Star Club, Sancton



*"After reading your review I booked a stay at the North Star Club and have subsequently booked a second trip!" - @squibbvicioius*