

# REELS MEDIA GROUP

Social Media Network

Media Kit 2026

**We turn attention into bookings for tourism brands in Spain organically**



# Reels Media Group: Network & Audience Overview

## Our Social Media Network at a Glance

**400M+**

**Total Views**

Accumulated within 4 years

**550K**

**Followers**

Across all social media platforms

**2.2M+**

**Profile visits**

Engaged audience discovery

## Key Audience Demographics

- **International Travelers:** Engaging content for those exploring new destinations.
- **Local Residents:** Connecting with the heartbeat of the community.
- **Expats:** Bridging cultural gaps and fostering connections for those abroad.

From Viral Attention → to Brand Growth, Direct Bookings & Sales

- ❑ **Why Partner with Us?** 99% of our reach is organic, meaning your brand is seen by an authentic, engaged audience, not "rented" through ads. We effectively **bridge the gap between international and local markets**, ensuring your message resonates with a diverse and highly relevant audience.

# Our assets

Our extensive social media presence and diverse community reach across key platforms and niches.

SOCIAL MEDIA

## Mallorca Reels

**180K+** Instagram, **80K+** TikTok, **75K+** Facebook

Our largest channel. We create our own content to maximize growth.



SOCIAL MEDIA

## Spain Reels

**125K+** Instagram, **15K+** TikTok, **15K+** Facebook

Fastest growing network, gaining followers through paid collaborations and a structured stripe system.



SOCIAL MEDIA

## Marbella Reels

**17K+** Instagram, **5K+** TikTok, **1K+** Facebook

Targeted reach within the luxury destination of Marbella, connecting with affluent audiences.

SOCIAL MEDIA

## Travel Reels

**11K+** Instagram

Focused content for travel enthusiasts, inspiring journeys and experiences.

# Our Facebook Groups

Engaging with diverse communities across various interests and locations on Facebook.

## Key Facebook Groups for Local Engagement

- **Mallorca Exclusive (5K+ members):** High-value community for real estate, luxury goods and premium experiences.
- **This Is Mallorca (10K+ members):** General interest group focused on all aspects of Mallorca.
- **Deals & Descuentos (37K+ members):** A highly spanish, traditional marketplace for local deals and discounts.

1

FACEBOOK GROUP

### Deals & Descuentos

37K+ Members

A highly spanish, traditional marketplace for local deals and discounts.

2

FACEBOOK GROUP

### This Is Mallorca

10K+ Members

General interest group focused on all aspects of Mallorca.

3

FACEBOOK GROUP

### Mallorca Exclusive

5K+ Members

High-value community for real estate, luxury goods and premium experiences.

# Transform Viral Attention into Real Business Results

Leverage our organic reach and authentic storytelling to expand your brand and achieve measurable success.

This media kit showcases our capabilities, audience insights, and proven track record of transforming social media visibility into bookings, sales, and real estate deals.

## Authentic Content Creation

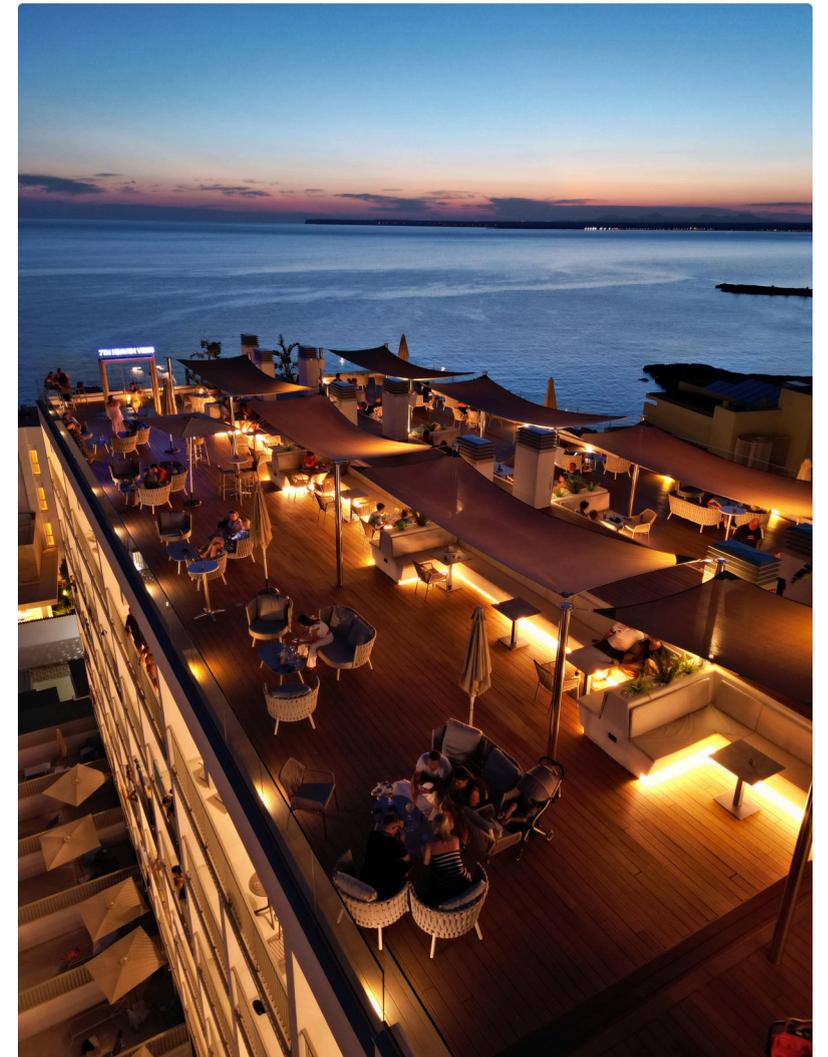
Every piece of content reflects the true spirit of Mallorca

## Local Expertise

Deep understanding of both tourist and local markets

## Proven Results

**400M+ views** and countless success stories speak for themselves



**Ready to explore?** This media kit contains real case studies, detailed packages and everything you need to understand how we can amplify your business.

# Vanrell Rent-a-Car: 2-Year Partnership

A strategic two-year partnership that delivered exceptional results across Instagram, Facebook, and TikTok.

<https://www.instagram.com/mallorca.reels/reel/C7Qz0KzNHk8/>



**13**

**Reels Created**

Targeted short-form video content

**3.5M+**

**Views Generated**

Exceptional reach across platforms

**350+**

**Cars Rented**

Directly attributable conversions

# Cuevas del Drach: Digital Transformation

Cuevas del Drach wanted to increase international visibility and position themselves as a must-visit Mallorca attraction beyond the typical beach destinations.

[https://www.instagram.com/mallorca.reels/reel/C9wZD\\_0o9SD/](https://www.instagram.com/mallorca.reels/reel/C9wZD_0o9SD/)

## Our Campaign

The campaign successfully brought Cuevas del Drach over 1.4 million views, significantly increasing their international visibility and establishing them as a must-visit attraction. The best-performing reel alone generated 390K views during the peak season (May 24-29).



**1.42M**

**Total Views**

Achieved in 5 months

**390K**

**Best Reel**

Single reel performance

**42K**

**Story Views**

Additional Impact

# Universal Beach Hotels: Enhanced Visibility

A collaboration focused on boosting direct bookings and increasing brand presence through engaging content highlighting their unique offerings.

<https://www.instagram.com/mallorca.reels/reel/DKJjaSXsQq9/>



**Gran Leon & Romantica** - two distinct properties requiring different positioning strategies.

**919K**

**Total Views**

Achieved organically

**226K**

**Single reel performance**

Gran Leon Best

**75K**

**Story views**

Additional reach from Stories

# Neckermann Reisen: Campaign Launch Support

Assisted in the successful launch of new tour packages, expanding their market reach and driving sales for exclusive travel experiences.

<https://www.instagram.com/mallorca.reels/reel/C6vRMFeN5vs/>



For a brand like Neckermann, this campaign proved the **ROI of social-first video marketing**. With over **1.7M organic views**, we turned a single reel into a **sales-driving asset** and showed how the right media strategy directly fuels travel demand.

**1.7M**

**Total Views**

Expanded international footprint

**22K**

**Total Likes**

Organic Engagement

**1.4M**

**Instagram Views**

Single Reel Performance

# Service 1: Advertisement Packages - @mallorca.reels

This offer is only for @mallorca.reels.

Monthly promotional content distributed across our extensive social network, built for **visibility, positioning & long-term exposure** to reach engaged audiences across multiple platforms. Your brand gains consistent presence in front of 150,000+ followers who actively engage with Mallorca and Spain content.

These packages are designed for brands that want real visibility, long-term positioning and measurable growth through Mallorca's most powerful social media network.

## Starter Package

Perfect for brands looking to establish a basic presence and engage a new audience.

**Price: €490/month**

**Duration 4 months**

*Instagram + Facebook + TikTok + Youtube*

### Includes:

- 1 Reel
- 1 Picture
- 2 Stories
- Editing
- Material by client

## Pro Package

Designed for growing brands aiming for consistent engagement and broader reach across key platforms.

**Price: €990/month**

**Duration 6 months**

*Instagram + Facebook + TikTok + Youtube*

### Includes:

- 1 Reel
- 1 Picture
- 2 Stories
- Content Creation
- Editing
- Highlight Section
- Channel Post
- Collaboration @spain.reels

## Premium Package

Comprehensive solution for established brands seeking maximum market penetration and influence.

**Price: €830/month**

**Duration 12 months**

*Instagram + Facebook + TikTok + Youtube*

### Includes:

- 1 Reel
- 1 Picture
- 2 Stories
- Content Creation
- Editing
- Highlight section
- Channel Post
- Collaboration @spain.reels
- Pinned Post
- Giveaways

## Who It's For

These packages are ideal for businesses, hotels, restaurants, and tourism-related services in Mallorca and Spain looking to boost their online visibility, engage with a highly targeted local and international audience, and ultimately drive bookings and sales through strategic social media presence.

# Service 1: Advertisement Packages - @spain.reels

This offer is only for @spain.reels.

Monthly promotional content distributed across our extensive social network, built for **visibility, positioning & long-term exposure** to reach engaged audiences across multiple platforms.

These packages are designed for brands that want real visibility, long-term positioning and measurable growth through Mallorca's most powerful social media network.

## Starter Package

Perfect for brands looking to establish a basic presence and engage a new audience.

**Price: €290/month**

**Duration 4 months**

*Instagram + Facebook + TikTok + Youtube*

### Includes:

- 1 Reel
- 1 Picture
- 2 Stories
- Editing
- Material by client

## Pro Package

Designed for growing brands aiming for consistent engagement and broader reach across key platforms.

**Price: €990/month**

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*Instagram + Facebook + TikTok + Youtube*

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# SERVICE 2: Content Creation

High-quality visual content created specifically for your brand. Professional shooting, editing, and production that captures your unique story. Optional exposure through Mallorca Reels' 260,000+ engaged audience for maximum impact.

 **Contract Duration:** 4 months minimum commitment for all content creation packages.

## Starter Package

Essential visuals for a strong online presence.

**Price: €900/month**

- 4 Edited Reels
- 4 Edited Photos
- Format 9:16/3:4
- 2 Hours shooting\*
- 4K Smartphone\*

## Pro Package

Consistent engagement and brand storytelling.

**Price: €1,490/month**

- 8 Edited Reels
- 8 Edited Photos
- Format 9:16/3:4
- 1 Collaboration x @mallorca.reels @spain.reels
- 2 Hours shooting\*
- 4K Smartphone\*

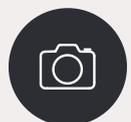
## Premium Package

Full-scale production for maximum visual impact

**Price: €2,990/month**

- 10 Edited Reels
- 10 Edited Photos
- Format 9:16/3:4
- 2 Collaboration x @mallorca.reels @spain.reels
- 4 Hours shooting\*
- 4K Smartphone\*
- Professional Camera
- Drone + Model
- Collab Report (Results)

## Optional Add-Ons



### Professional Model

**+300€**

Add a professional model to your shoot for enhanced brand storytelling and visual appeal.



### Drone Footage

**+1500€**

Cinematic aerial shots for stunning perspectives.

# SERVICE 3: Social Media Management

Our all-in-one solution combines **Content + Management + Distribution** for brands ready to scale their social presence. We handle everything from content creation to community engagement, allowing you to focus on your business while we grow your digital footprint.

 **Minimum Contract:** 6 months to ensure consistent growth and measurable results.

## Starter Package

Establish your foundational social presence with essential management.

**Price: €600/month**

- 4 Posts across 2 platforms
- 4 Stories (IG + FB)
- Editing
- Customized Captions
- Bio optimization
- 1 Hour Community
- Management
- Facebook Group Share

*By choosing this package the client will provide the Raw material and we will fine trim and upload it*

## Pro Package

Accelerate your growth with comprehensive content and active engagement.

**Price: €1,990/month**

- 7 Posts across 3 platforms
- 7 Stories (IG +F FB)
- Professional Editing
- Custom Captions
- Bio optimization
- 1 Hour community management
- Facebook Group Share
- 1 Collaboration x @mallorca.reels @spain.reels

*By choosing this package Our Creator Team will come to you for a shoot every 3 month and all content will be created by us*

## Premium Package

Maximize your brand's reach and impact with full-service social media mastery.

**Price: €2,990/month**

- 8 Posts (3 platforms)
- 8 Stories (IG + FB)
- Profesional Editing
- Customized Captions
- Bio optimization
- 2 Collaborations @mallorca.reels, @spain.reels
- 2 Hours Community Management
- Analyzing niche
- Creating growth strategy
- Official Partner of Us
- Pinned Post on Our Profile

*By choosing this package Our Creator Team will come to you for a shoot every 3 month and all content will be created by us*

## Why It Works

Our integrated approach ensures a cohesive and powerful online presence. By combining expert content creation with strategic management and effective distribution, we guarantee consistent brand messaging, increased audience engagement, and measurable growth. We take the complexity out of social media, so you can enjoy the results.

# SERVICE 4: Independent Production Services

Our production services offer unmatched flexibility and are designed for direct integration into your social media strategies, usable across all platforms and for future edits.

## Mallorca Production

**€1,990** per Production Day

- Full shooting day
- Two locations (e.g., mountains and beach)
- One professional model included
- iPhone-first production for native social performance
- 30–50 raw photo & video files (vertical, 5–20 seconds)
- Suitable for Reels, Stories, Ads, and future edits

## Mainland Spain Production

**€3,500** per Trip

- Three-day trip, including 1 day of production
- Flights and hotel accommodation for two people
- Local travel expenses
- One professional model included
- 30–50 raw photo & video files (vertical, 5–20 seconds)
- Visual variety: road-trip, city, and regional environments

# Affiliate Program Integration

Our partnership includes an integrated affiliate model to directly connect content exposure with tangible bookings, ensuring measurable results.



## Viewer Discount

Minimum **10% discount** for viewers booking through our channels, incentivizing conversions.



## Commission Structure

Receive a minimum **10% commission** per confirmed booking generated from our content.



## Trackable Performance

Benefit from fully **trackable links and codes** integrated into website, stories, and highlights for clear attribution.

# Contract Terms & Getting Started

## Flexible Contract Options

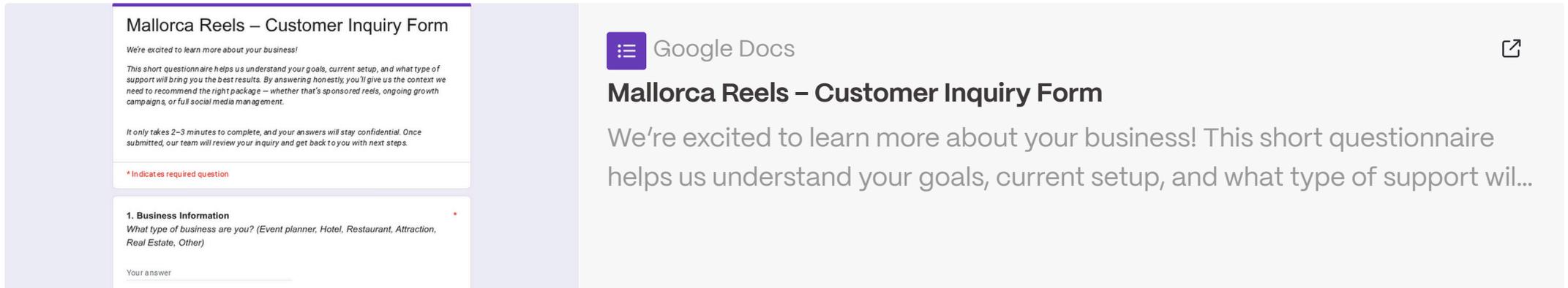


### **Ready to Transform Your Social Media Presence?**

Join successful businesses already growing with Mallorca Reels. Our proven strategies, professional content creation, and dedicated management will elevate your brand's digital presence and drive real results.

Contact us today to discuss which package best fits your business goals and start your journey toward social media success. Let's turn your vision into viral content that converts.

**We're excited to learn more about your business! Please open the questionnaire below and answer to our questions. By answering honestly, you'll give us the context we need to recommend the right package**



The image shows a preview of a Google Docs document. The document title is "Mallorca Reels – Customer Inquiry Form". The content includes an introductory paragraph, a note about confidentiality, a legend for required questions, and the start of a section titled "1. Business Information" with a question about the type of business.

**Mallorca Reels – Customer Inquiry Form**

*We're excited to learn more about your business!*

*This short questionnaire helps us understand your goals, current setup, and what type of support will bring you the best results. By answering honestly, you'll give us the context we need to recommend the right package – whether that's sponsored reels, ongoing growth campaigns, or full social media management.*

*It only takes 2–3 minutes to complete, and your answers will stay confidential. Once submitted, our team will review your inquiry and get back to you with next steps.*

*\* Indicates required question*

**1. Business Information**

*What type of business are you? (Event planner, Hotel, Restaurant, Attraction, Real Estate, Other)*

Your answer \_\_\_\_\_