



**María Jesús Tomé**  
**Freelance journalist, blogger, youtuber**  
**and businesswoman**

# María Jesús Tomé

CRT Paris Ile-de-France

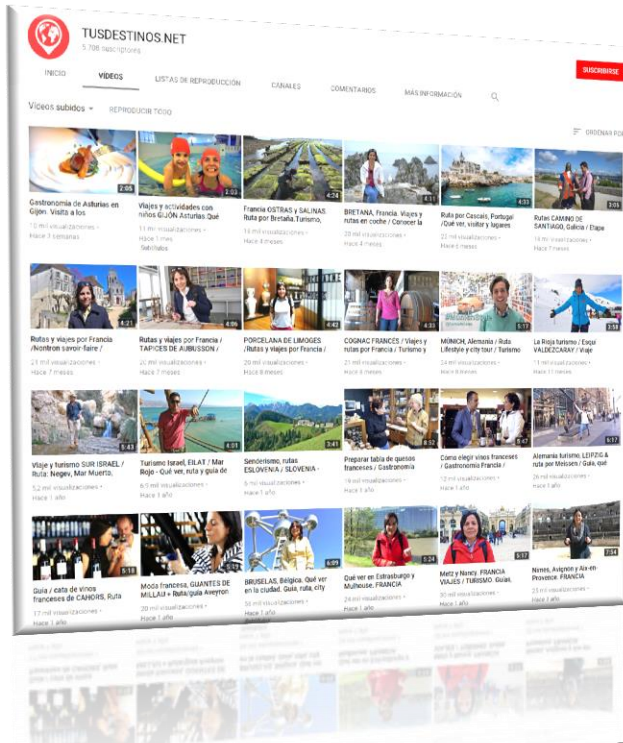
February 2018



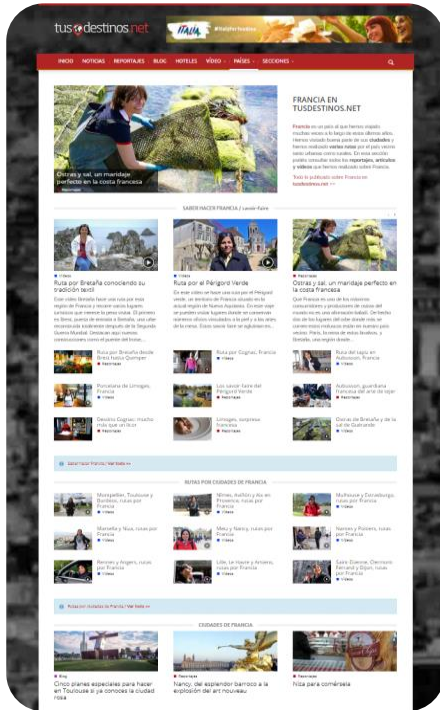


Barcelona, April 1974  
Degree in **Journalism** by the  
Universitat Autònoma of Barcelona and  
in Politic Science and Public  
Management (UAB, Spain) 1992-1998  
Languages: Spanish, Catalan, English,  
German and Italian  
Freelance journalist, blogger, youtuber  
and businesswoman

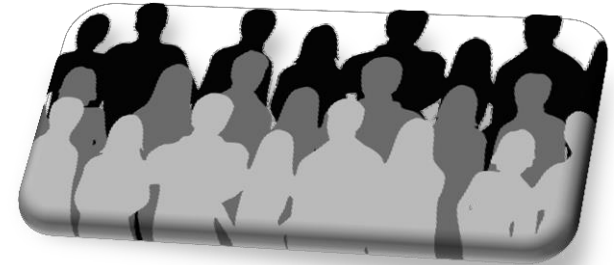
# Why our videos are successful?



- Show, live and tell
- We stand out in a competitive niche
- Properly edited videos
- We show the experiences better than telling
- Not so long videos
- Get top rankings at Youtube
- Attractive thumbnail
- To transmit passion



# How do we retain the audience?



-Music

-Excellent Images

-Engagement with the audience

-Presenter or youtuber with communicative spirit

# What does the audience in Spain like?



# What does not the audience in Spain like?



# What does Spanish audience like best about our videos from France?





# tusdestinos.net



## Tusdestinos.net & Atout France

10 itineraries for 24 cities 2015-2016

Cap d'Agde, June 2015

Savoir Faire, 2016-2017

Regions: Occitanie-Sud de France,  
Nouvelle Aquitaine, Bretagne, Pays de la  
Loire, Auvergne-Rhône-Alpes, Grand Est,  
Hauts de France, Provence-Alpes-Côte  
d'Azur, Centre-Val de Loire, Île-de-France,  
Bourgogne-Franche-Comté



## Tusdestinos.net & Atout France

87 videos in three years

1 milion and a half quality reproductions in Youtube, Facebook, Twitter or Whatsapp.

Quality reproductions versus quantity reproductions

Our objective: promote the destination through the experience



# Thank you for your attention!

**María Jesús Tomé Martínez**

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