



Stefano Poma
PHOTOGRAPHY

MEDIA KIT - SEPTEMBER 2022

POMA STEFANO



7800
Views (6 months)



67k+
Views (year)



3000+
Followers

C O N T A C T



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Stefano Poma



@stefano.poma97

I INTRODUCE MYSELF

I am Stefano Poma, a university student enrolled in the Faculty of Computer Engineering at the University of Brescia. I live in the province of Brescia (Franciacorta area) and this has always given me the opportunity to have access to all the fantastic mountains of Lombardy and nearby Trentino.

I have always liked the mountains, for the simple taste of walking and getting lost in its landscapes. But for some years now, alongside this passion has been that of photography.

In 2018, after buying my first car, I opened my Instagram page and completely transformed my YouTube channel. On my social I like to tell about the mountains, the hikes I do and the creative process behind my photo and video productions.

In 2021 I decided to start a blog, where I constantly publish reports of my hikes, reviews or simple reflections.

The skills gained as a photographer, videomaker and writer of hiking articles allowed me to interface with various tourism entities and start several collaborations aimed at promoting the territory and narrating a particular walk and all its beauties (with images, video or text).

Stefano Poma

Y O U T U B E

(last 365 days)



Stefano Poma



SUBSCRIBERS

Since I started talking about photography, growth has always been very constant.

The numbers are not very high, but perceiving how this slight increase in audience is also accompanied by a strong growth of interactions and visualizations is a reason of great satisfaction, especially in the last year,



ENAGEMENT

The most important data that should be analyzed are certainly those that show the involvement of the public. In the last year the channel is doing very well from this point of view. The impressions and visualizations have steadily increased and above all the average video viewing time has risen a lot, a sign that the content is interesting and entertaining (although in some cases the videos are quite long).

Impressions

608.583
+168%

Average view duration

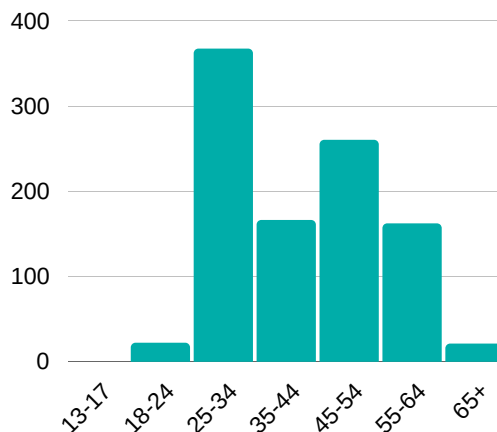
4:17
+10%

Views

67.430
+41%

AVERAGE AGE

The average age of my audience reflects the target group of people I mainly want to address: young people who are passionate about photography, who are studying or starting to work in this field. Many videos, however, capture a wider audience, creating interest even in adults who have been shooting for many years or simply have a passion for the mountains.



LAST MONTH

Subscribers: **3312**

Views: **4600**

Watch time (hours): **276**

Impressions: **38.876**

LAST YEAR

Watch time (minutes): **119.876**

Views: **28.972**

Watch time (hours): **256**

Impressions: **252.758**

Weekly uploads: **1**

OUTDOOR PHOTOGRAPHY

Landscape photographs are the main content and soul of this channel. Through these videos I want to take the viewer with me during a day in the mountains. I strongly believe that the beauty of photography is not only the shot itself, but also everything behind it.

On other platforms I have always had difficulty to "tell" my photos, but with YouTube I can finally say that I have found the perfect medium.

At the same time however I want these videos to be visually captivating, so I'm not content with a vlog recorded on the fly with a GoPro. The rhythm of the video must be tight: in addition to the story of the moment it must take time to show the beauty of the places and at the same time report all the necessary technical information about the path and the shot. It is not easy to condense all this in a 5/10 minutes video, but slowly my idea is taking more and more shape and the final result is getting closer and closer to the goal I had in my head when I opened the channel.

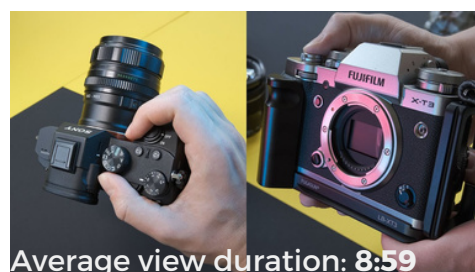


REVIEWS

It is difficult to talk about photography without ever dealing with technical details. For this reason I often dedicate some videos to topics concerning the equipment. In most cases they are reviews. In this case my more professional and perfectionist nature manifests itself: knowing that many people will base their considerations on my words I have a duty to be clear, impartial and as exhaustive as possible when I make a review.

Following the philosophy of the other videos, also in this case the video should not only be useful, but also beautiful to watch.

I always put a lot of care in the realization of all the b-roll and graphics of these videos, with the hope that it will make the content more enjoyable and smoother.



PHOTOGRAPHIC CONSIDERATIONS

The world of photography is not only equipment and shooting. In this group of videos I like to reflect on deeper topics that somehow touched me. I don't think there is a right and wrong way to do photography and the explosion of social platforms is showing us just that: there are many new ways to shoot and spread our creations. Reflecting on these topics, analyzing their feedback, comparing different visions, promoting responsible attitudes, etc... these videos are a set of ideas and thoughts that want to span over all this and much more.



TOP 5





As you would expect, the videos with the most feedback are the reviews. Given the care and commitment put in each of these videos the response from the public has always been extremely positive, with a percentage of likes almost always close to 100%.

I am therefore convinced that, even if the channel is small, the creation of a content about lenses / machines / gadgets can always lead to excellent coverage, going to interest many users who are not currently subscribed to the channel.

The videos about landscape photography continue to remain a more niche content, although appreciation and visibility have gradually increased over the past year.

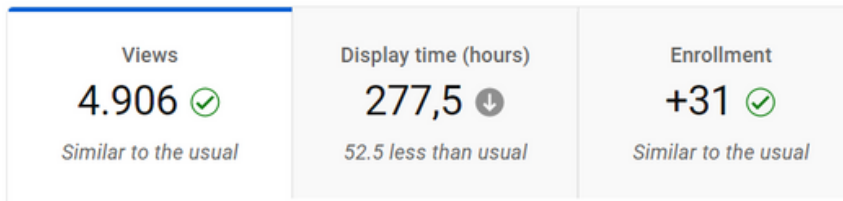
Video principali ▲

Visualizzazioni - 11 mar 2019 – 04 lug 2022

	Fujinon 16-80mm f4 VS 18-55mm f2.8-4 C...		14.106
	Samyang 12mm F2.0 RECENSIONE ITA O...		11.292
	Convertire LUT in PRESET Lightroom e opp...		8.983
	Sigma 17-50 f 2.8 - La migliore LENTE per I...		8.581
	Samyang 35mm F 1.4 AF (Sony FE) - [Recen...		8.090

CHANNEL INSIGHTS

Last 28 days

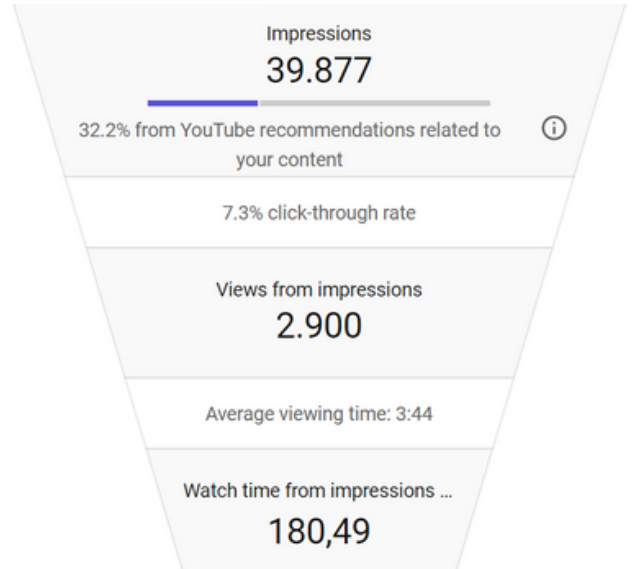


Views

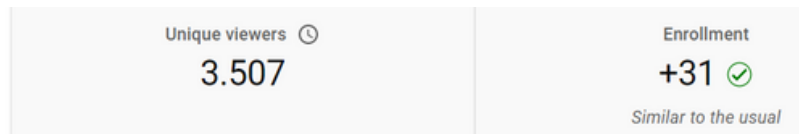
Last 28 days



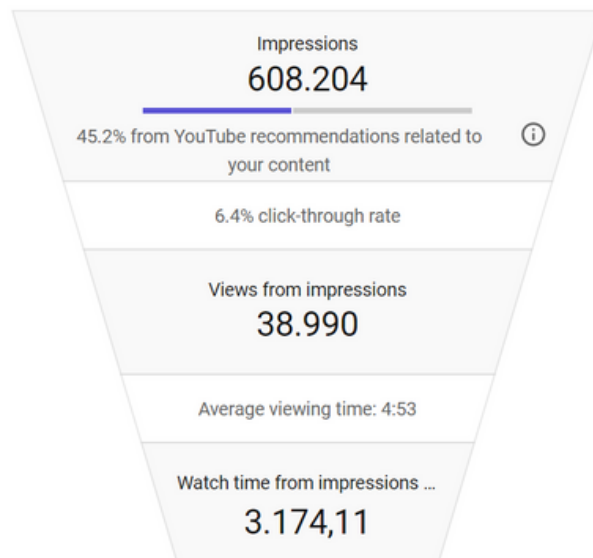
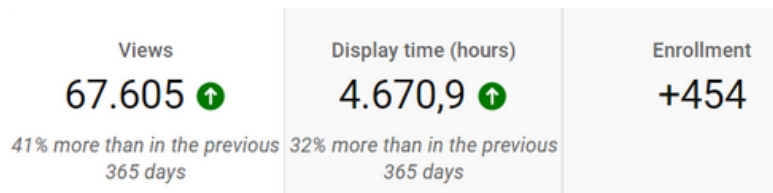
[SHOW MORE](#)



Returning spectators ⓘ
383



Last year



BLOG

www.stefanopoma.it/blog

[Blog - Stefano Poma](#)

I also recently started a website with a blog section. Over time I realized that I would like to talk about many topics, but I would hardly be able to bring them into a video.

So the roads were 2, either to bring these types of content via podcasts or simply to write them in a blog (for now I am opting for the latter).

The platform then served as a container for all those ideas not easily converted into a video. Soon, however, I realized the countless possibilities made available by such a free-for-all online space.

This is what I write about:

- Technology product reviews (related to photography)
- Detailed descriptions of treks and experiences made in the mountains
- Personal reflections

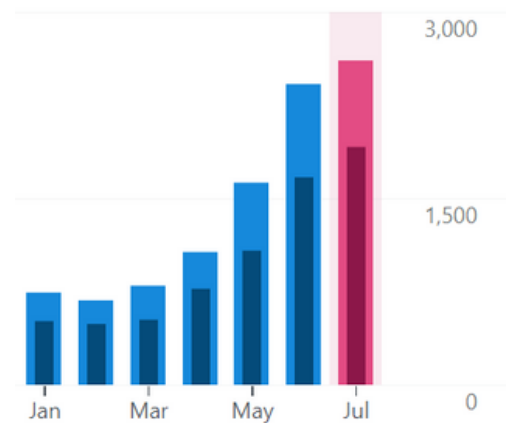
Since the beginning of the year, the site has experienced unexpected growth, with an increase in visitors close to 50 percent each month.

Obviously I do not expect to be able to maintain these rates in the long run, but I am still convinced that I have managed to find a viable formula for my articles. A mix of technical information, personal comments, images, maps, and photo tips, which so far has proven to be very popular with the audience.



LAST MONTH

Views: **2.419**



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BLOG INSIGHTS

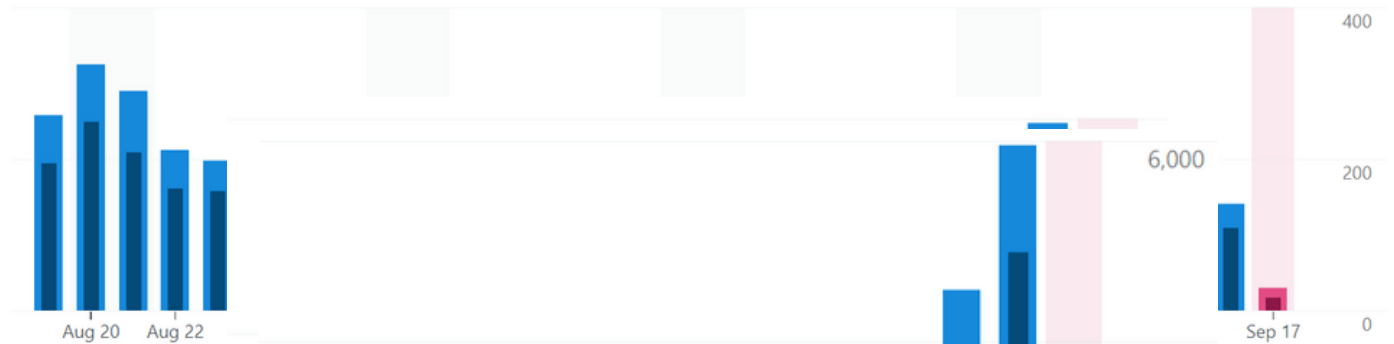
Total views

	Gen	Feb	Mar	Apr	Mag	Giu	Lug	Ago	Set	Ott	Nov	Dic	Totale
2021							2.105	465	243	214	187	250	3.464
2022	742	679	797	1.068	1.626	2.419	3.771	5.936	2.254				19.292

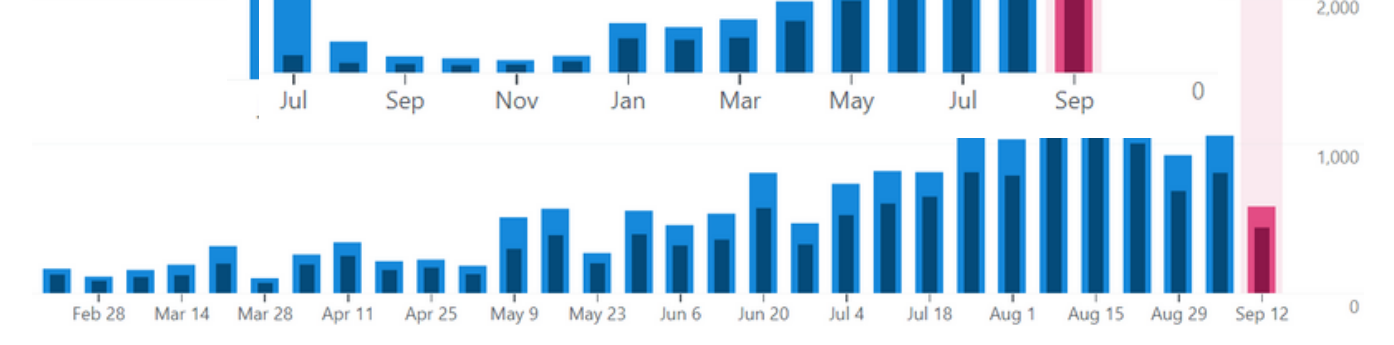
Daily average

	Gen	Feb	Mar	Apr	Mag	Giu	Lug	Ago	Set	Ott	Nov	Dic	Generale
2021							73	15	8	7	6	8	19
2022	24	24	26	36	52	81	122	191	139				74

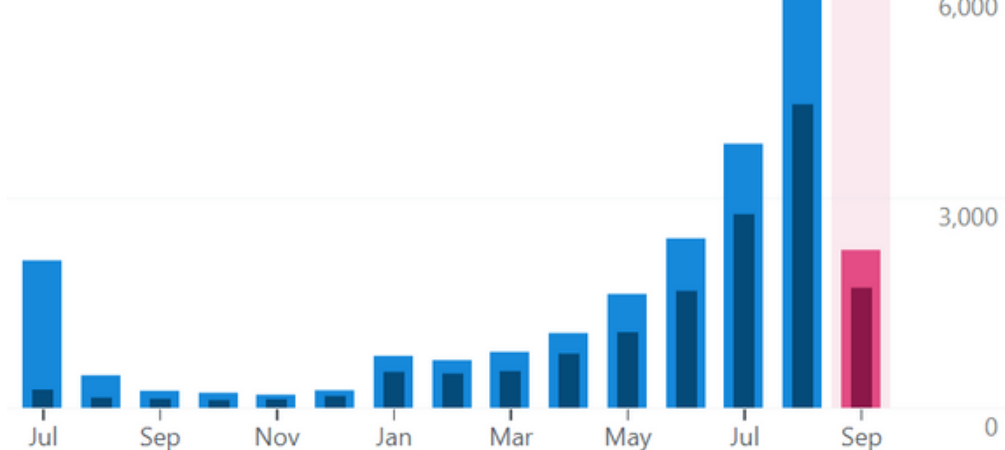
Daily visits (last month)



Weekly visits



Monthly visits



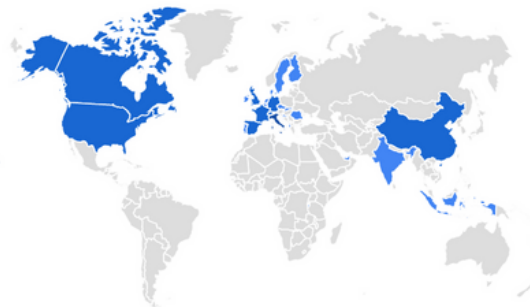
Google Analytics



Sessioni per Raggruppamento de...

RAGGRUPPAMENT...	SESSIONI
Organic Search	3.377
Direct	422
Organic Social	76
Referral	27
Unassigned	23
Organic Video	17

Utenti per Paese



PAESE	UTENTI
Italy	2.899
United States	26
Germany	16
China	13
Switzerland	8
United Kingdom	5
Canada	4

INSTAGRAM

(last 365 days)

PURPOSE

Although my social journey began with Instagram, the platform is currently a secondary tool.

I find stories a very valid system to be able to communicate updates quickly or show a "behind the scenes" of a video or project.

At the same time the function of private messages has proved to be very valuable to have a more direct contact and to be able to communicate ideas and opinions quickly.

REELS - Video content creation

The increasing importance of Reels within the platform has led me to use this feature more and more frequently.

Short, high-impact videos with the goal of conveying a message as quickly as possible is what I try to do with my Instagram postings.

Recent collaborations with tourism entities have led me to use this tool for:

- Short trailers
- Condensed narratives of an excursion
- Descriptions of events or places
- etc.

FOLLOWERS

The growth of followers is following YouTube's trend. Monthly subscriptions are a few dozen, but from the data collected it seems that interactions are increasing. This can be explained by an increase in the loyalty of my audience, which grows in a reduced way but remains interested in the content I create.

STORIES

Stories are definitely my favorite way to tell something about my work or my trekking. More and more often I use them as a primary update channel to let everyone know what I'm doing and what will be published.



stefano.poma97 [Modifica profilo](#) 

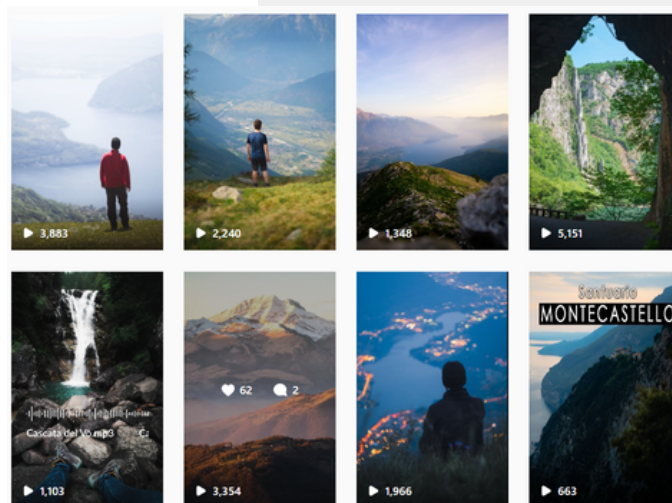
Post: 526 3,114 follower 960 profili seguiti

Stefano Poma
Creator digitale
Landscape Photography | Trekking | Videomaking
📷 Fujifilm X-T3 | 🚁 DJI Mavic Mini
IT North Italy
My last YouTube video:
[bio.site/mxyMuH](https://www.youtube.com/watch?v=...)



Monthly

Impressions: **27.3200**
Reach accounts: **10.320**



INSTAGRAM INSIGHTS

Last week

Impression	13.401
+419,22% vs Jun 24 - Jun 30	
Copertura	9.947
+1.231,59% vs Jun 24 - Jun 30	
Visite al Profilo	77
+285% vs Jun 24 - Jun 30	

Last 7 days ▾ 1 Jul - 7 Jul

Insights overview

You reached **+454%** more accounts compared to 24 Jun - 30 Jun

Accounts reached	9,981	>
+454%		
Accounts engaged	175	>
+212%		
Total followers	3,122	>
+0.3%		

Last month

Last 30 days ▾ 8 Jun - 7 Jul

Insights overview

You reached **+26.4%** more accounts compared to 9 May - 7 Jun

Accounts reached	14.6K	>
+26.4%		
Accounts engaged	253	>
+27.1%		
Total followers	3,122	>
+0.4%		

Reach ▾ Last 30 days ▾

9,492	2,161	1,305
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Last 30 days ▾ 8 Jun - 7 Jul

You reached **+31.6%** more accounts that weren't following you compared to 9 May - 7 Jun.

Content reach ⓘ

Reels	14.3K
Stories	626
Posts	503

Reels

Reach ▾ Last year ▾

Sort by newest

Reels interactions ▾ Last year ▾

Sort by newest

Last 30 days ▾ 8 Jun - 7 Jul

Reels interactions

348 vs 9 May - 7 Jun **+8%**

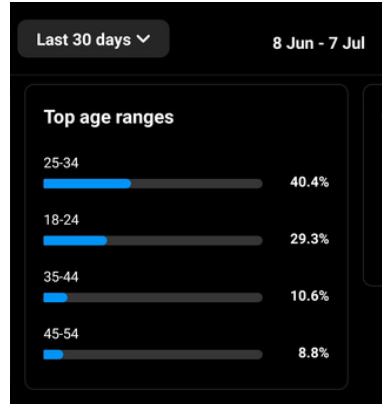
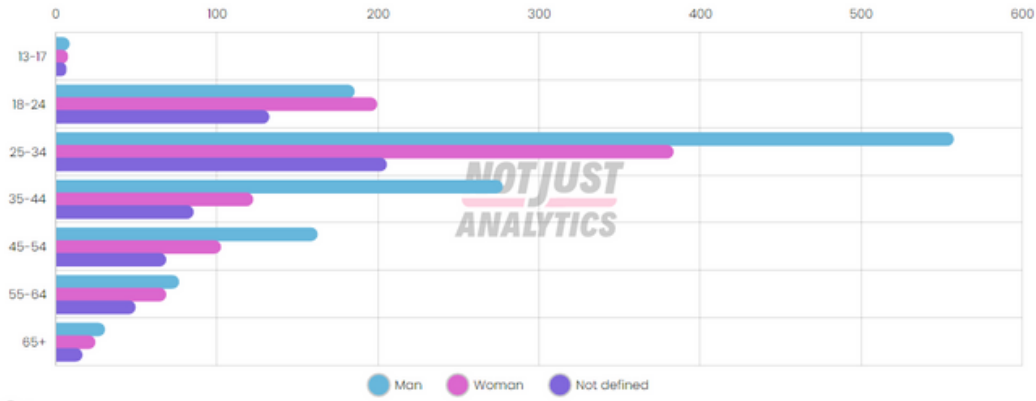
Likes	286
Comments	6
Saves	56

Top reels

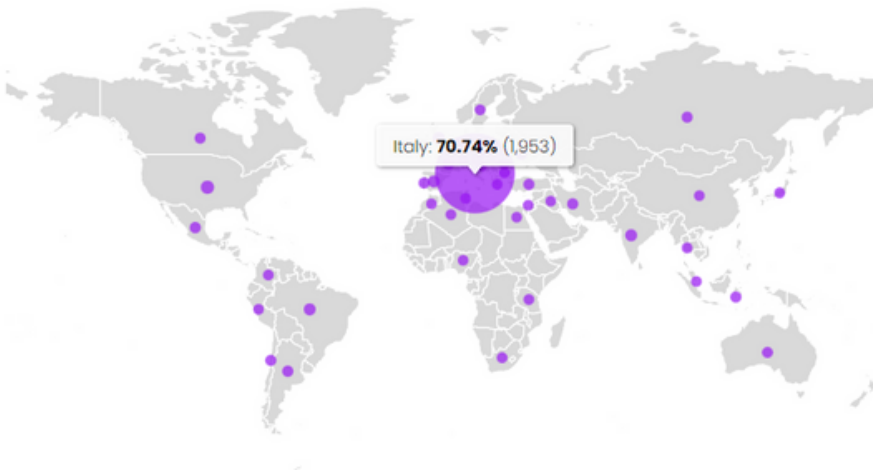
Based on likes

99	45	43
5 Jul	19 Jun	22 Jun

Audience age



Audience origin



Nazione	Follower
Italy	1,953 (70.74%)
United States	79 (2.88%)
United Kingdom	47 (1.7%)
Germany	41 (1.48%)
Brazil	41 (1.48%)
India	41 (1.48%)
Spain	41 (1.48%)
France	32 (1.16%)



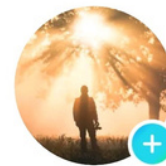
OBIETTIVO

I have been using the platform recently, with the purpose of experimenting with the effectiveness of particular types of videos:

- Photography tutorials
- Travel tips
- Film montages for places or excursions

Video content creation

It is still too early to say whether the platform is better than Instagram for publishing some video content. However, I am convinced that with some method and perseverance I will be able to get decent results on this social as well.



@stefano.poma97

40 Seguiti | 36⁺¹ Follower | 216 Mi piace

Modifica profilo

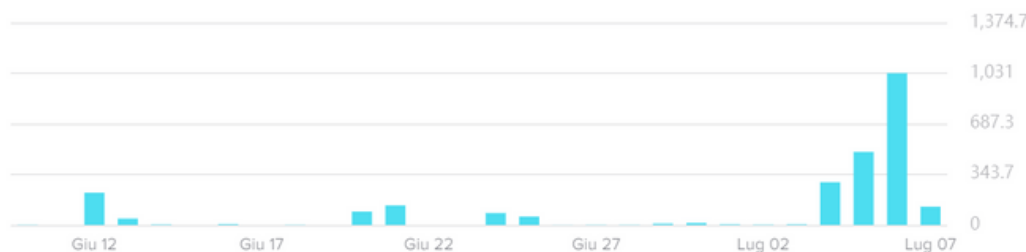
Landscape Photography | Trekking | Videomaking
<https://stefanopoma.it>

Last month



Video views

Jun 10 - Jul 07



Last 7 days | **Last 28 days** | Last 60 days | Custom ▾

41 in total

Netti +13 (Jun 10 - Jul 07)

Growth rate +1,200% (vs. May 13 - Jun 09) ↑



COLLABORATION AND WORKS

In recent years, I have collaborated with a variety of companies, making products that are also profoundly different from each other.

...saal



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www.orobie.it



Hiking Videos

Recently I have begun to use my vocation for making mountain videos for the purpose of meeting needs of online magazines or tourism entities.

Reportage

I have also worked solely as a photographer, with the specific task of capturing all the details of a particular place or trail.



Tech Reviews

After years of YouTube, I have matured several useful skills for producing video or written reviews:

Synthesis, text creation, ability to make impactful shots, and expository skills.



Social Content

Reel and TikTok have made me mature in my ability to synthesize and capture the core of a particular message. I therefore happen to make short trailers/presentations for these social platforms.



Article writing

Driven by the desire to grow my blog, I have tried to improve my writing skills, accruing a decent ability to technically describe places and hikes.

DO YOU WANT TO WORK WITH ME?

To get more about what I do I invite you to visit my website: [Chi sono - Stefano Poma](#)

You can also contact me here:

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- +39 3463694961