



POMA STEFANO



60k
Views (year)



110k+
Views (year)



3000+
Followers

C O N T A C T



contatti@stafanopoma.it



Stefano Poma



@stefano.poma97

Stefano Poma
PHOTOGRAPHY

MEDIA KIT - SEPTEMBER 2023

I INTRODUCE MYSELF

I am Stefano Poma, a software engineer with a degree in Computer Engineering from the University of Brescia. I live in the province of Brescia (Franciacorta area) and this location has blessed me with easy access to the splendid mountains of Lombardy and the neighboring Trentino Alto Adige region.

My affinity for the mountains has been a constant in my life, driven by the sheer joy of wandering through their breathtaking landscapes. However, in recent years, I've found another passion that complements this love: photography.

In 2018, I took the plunge and acquired my first camera, a move that sparked a transformation in both my Instagram page and my YouTube channel. Through my social media presence, I aim to share the captivating stories of my mountain adventures, hikes, and the creative process behind my photography and video projects.

In 2021, I embarked on a new venture by launching a blog. This platform serves as a repository for my expedition reports, reviews, and personal reflections. The skills I've honed as a photographer, videographer, and writer of hiking articles have enabled me to collaborate with various tourism organizations. Together, we work towards the common goal of showcasing the region's beauty and narrating the unique experiences of each journey, whether through captivating images, videos, or written narratives.

Stefano Poma

Y O U T U B E

(last 365 days)



Stefano Poma



SUBSCRIBERS

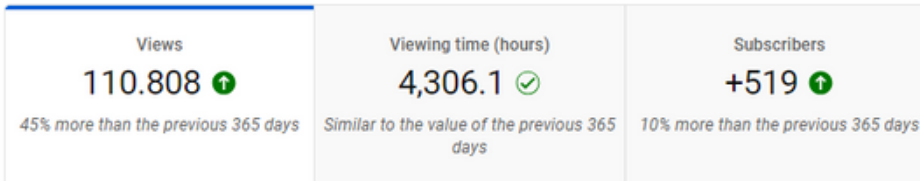
Ever since I began discussing photography on my YouTube channel, I've experienced consistent growth. While the numbers may not be extraordinarily high, witnessing this gradual increase in my audience alongside a significant surge in interactions and views has been a source of immense satisfaction, particularly in the past year.

LAST MONTH

Subscribers: **3939**
Views: **5384**
Watch time (hours): **311**

LAST YEAR

Watch time (hours): **4306**
Views: **110k**
Impressions: **252.758**



ENAGEMENT

The key metrics that warrant analysis undoubtedly revolve around audience engagement. Over the past year, the channel has shown remarkable performance in this regard. Impressions and views have experienced steady growth, but most notably, the average video viewing duration has seen a significant increase. This serves as a clear indicator that the content is both captivating and entertaining, even in cases where the videos are rather lengthy.

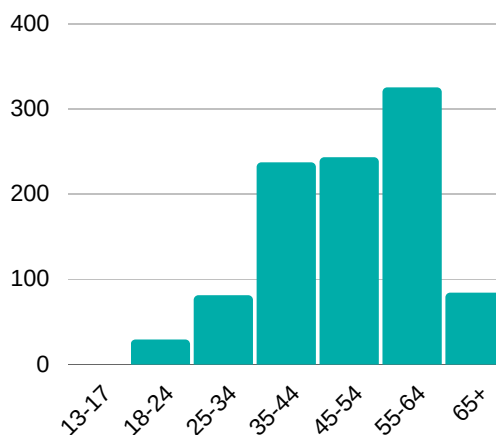
Impressions
632.537

Average view duration
4:09

Views
110.808

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.



OUTDOOR PHOTOGRAPHY

Landscape photography is the cornerstone and essence of this channel. Through these videos, my aim is to transport the viewer into a day in the mountains, allowing them to share in the experience. I firmly believe that the beauty of photography extends beyond the captured image itself; it encompasses everything that unfolds behind the scenes.

On other platforms, I've often struggled to convey the narratives behind my photos. However, with YouTube, I've finally found the ideal medium. Simultaneously, I'm dedicated to ensuring that these videos are visually captivating. I'm not satisfied with producing impromptu vlogs shot on the fly with a GoPro. The pace of the video must be precise: it should not only narrate the present moment but also take the time to showcase the splendor of the locations and provide essential technical details about the route and the shot.

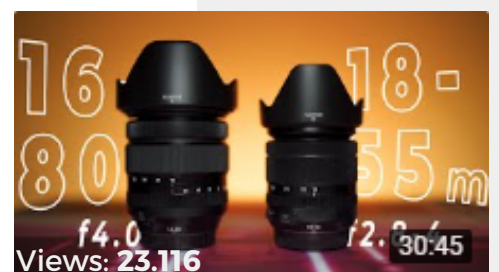
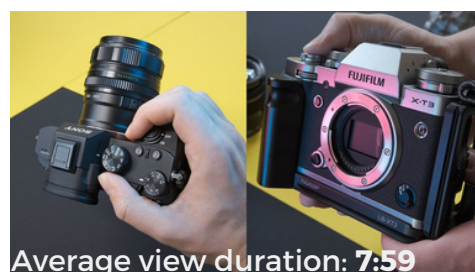
Condensing all of this into a 5 to 10-minute video is no easy feat, but gradually, my vision is becoming clearer, and the end result is inching closer to the goal I envisioned when I launched this channel.



REVIEWS

Discussing photography inevitably involves delving into technical details, which is why I frequently dedicate some of my videos to equipment-related topics, often in the form of reviews. It's during these moments that my more professional and perfectionist side truly shines. Recognizing that many people will rely on my insights, I feel a responsibility to maintain clarity, impartiality, and thoroughness when crafting a review.

In line with the philosophy of my other videos, I believe that these equipment-focused videos should not only be informative but also visually captivating. I invest considerable effort in creating engaging b-roll sequences and graphics for these videos, with the hope that it enhances the overall viewing experience, making the content both informative and enjoyable.



PHOTOGRAPHIC CONSIDERATIONS

The realm of photography transcends mere gear and capturing images. Within this series of videos, I relish the opportunity to contemplate profound subjects that have left a meaningful impression on me. I firmly believe that there isn't a definitive "right" or "wrong" way to approach photography, and the proliferation of social platforms underscores this fact—there are myriad fresh and innovative avenues for both creating and disseminating our work.

In these videos, I aspire to dive deep into these subjects, dissecting their feedback, contrasting diverse perspectives, advocating for responsible practices, and much more. These videos serve as a collection of ideas and musings that aim to span the entire spectrum of photography, transcending technicalities to embrace the rich tapestry of human creativity and expression in this captivating art form.



TOP 5

As one might anticipate, the videos that garner the most feedback are the equipment reviews. Given the meticulous care and dedication invested in each of these videos, the response from the audience has consistently been overwhelmingly positive, often resulting in an almost 100% like-to-dislike ratio. Consequently, I am firmly convinced that, despite the channel's relatively modest size, creating content centered around lenses, cameras, and gadgets has the potential to reach a broad audience and pique the interest of many users who have not yet subscribed to the channel.

In contrast, the videos focused on landscape photography continue to occupy a more niche niche within the content spectrum, although their appreciation and visibility have steadily increased over the past year.

Main videos

Views - Last 365 days

	Fujinon 16-80mm f4 VS 18-55mm f2.8-4 ...	7,312
	REVIEW Mapy.cz - Free digital map for tre...	3,527
	Convert LUT to Lightroom PRESET and o...	2,636
	Helios 44M 58mm f2.0 [REVIEW] - VINT...	2,430
	VAL DI FUMO - Simple excursion in the A...	2,371

CHANNEL INSIGHTS

Last 28 days

Views 5,384 ↓ <i>1,316 less than usual</i>	Viewing time (hours) 311.7 ✓ <i>Similar to usual</i>	Subscribers +30 ↓ <i>1 less than usual</i>
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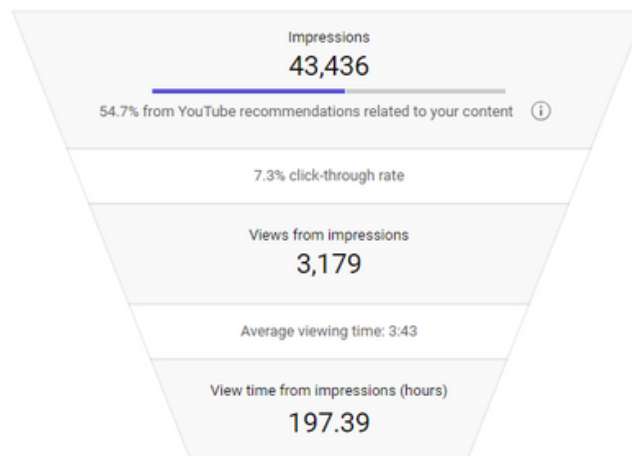
Views

Last 28 days



Relationship between impressions and viewing time

Available data: 02–29 Sep 2023 (28 days)

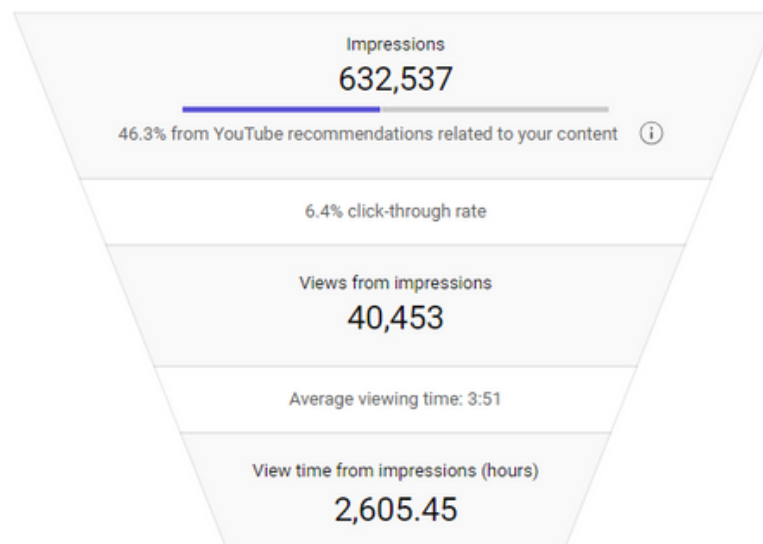


Last year

Views 110,808 ↑ <i>45% more than the previous 365 days</i>	Viewing time (hours) 4,306.1 ✓ <i>Similar to the value of the previous 365 days</i>	Subscribers +519 ↑ <i>10% more than the previous 365 days</i>
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Relationship between impressions and viewing time

Available data: 30 Sep 2022 – 29 Sep 2023 (365 days)



BLOG

www.stefanopoma.it/blog

[Blog - Stefano Poma](#)

Recently, I've launched a website that includes a blog section. As time has passed, I've come to realize that there are numerous topics I'd like to explore, but they may not easily fit into a video format. Consequently, I faced two choices: either bring these diverse topics to life through podcasts or convey them through the written word in a blog. Currently, I've opted for the latter approach.

This platform has become a versatile vessel for housing all those ideas that aren't readily adaptable to video content. Yet, as time has progressed, I've come to appreciate the countless opportunities presented by this free and open online space.

Here's what you can expect to find on my website:

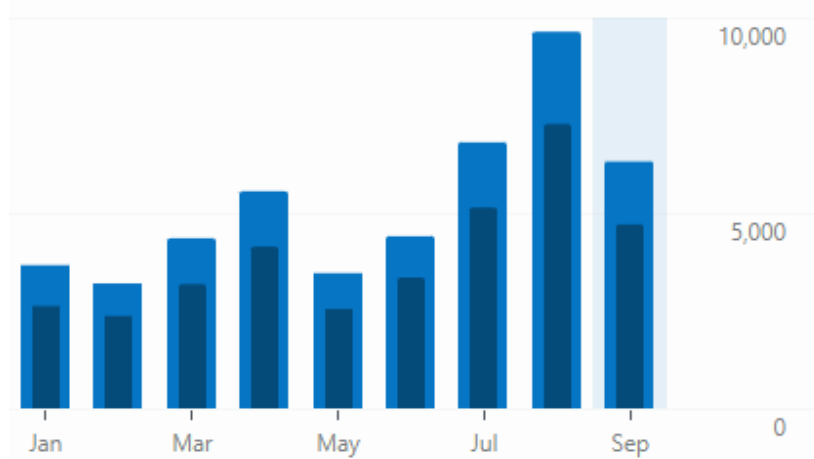
1. Technology product reviews, primarily related to photography.
2. In-depth accounts of treks and mountain experiences.
3. Personal reflections and musings on various subjects.

With this dynamic range of content, I aim to provide a diverse and enriching experience for my readers, catering to a broad spectrum of interests and curiosities.



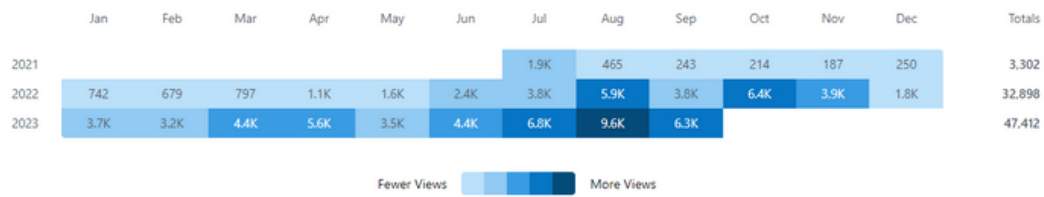
LAST MONTH

Views: **6.317**

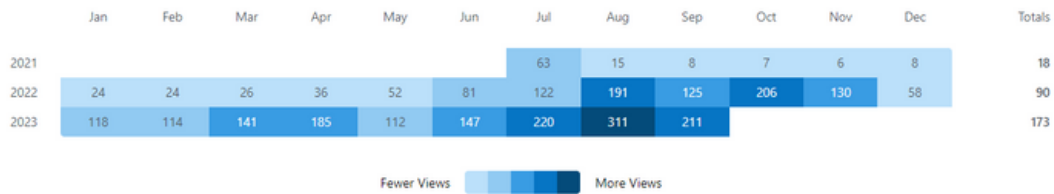


BLOG INSIGHTS

Total views



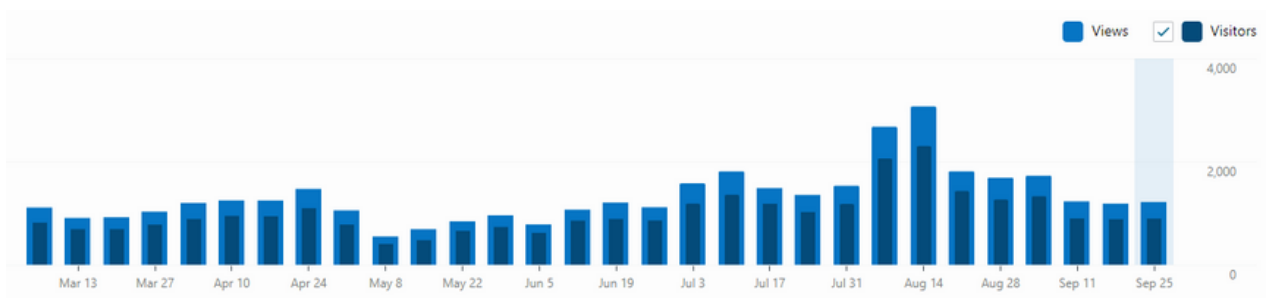
Daily average



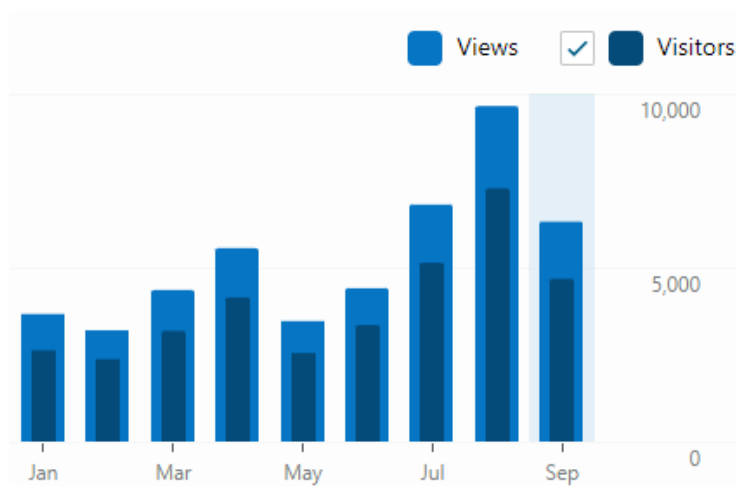
Daily visits (last month)



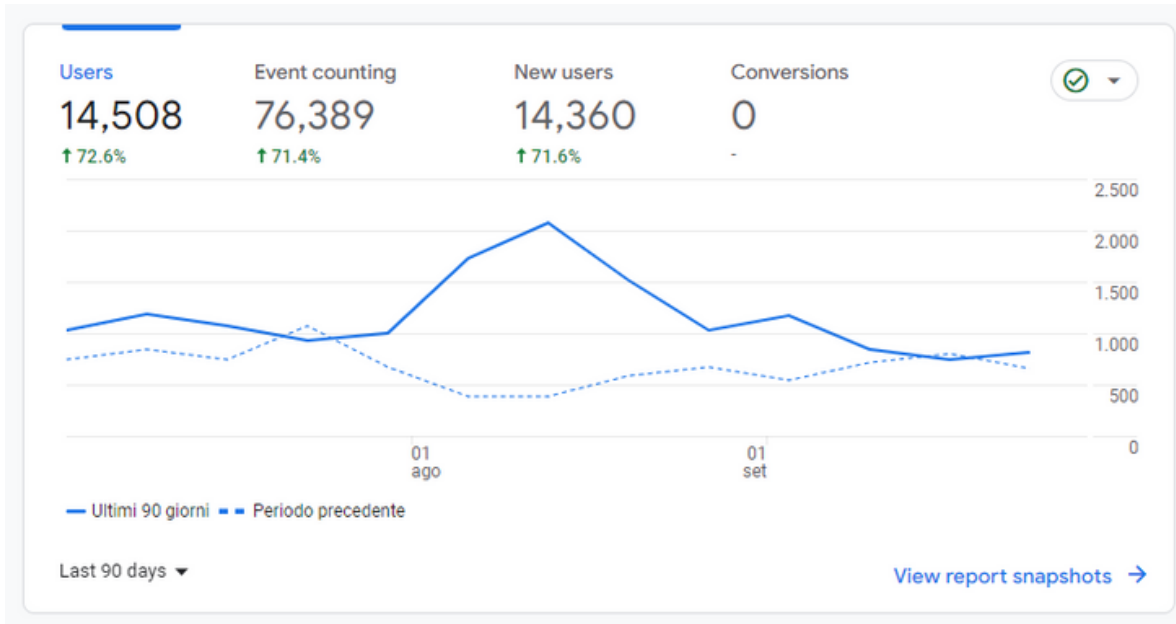
Weekly visits



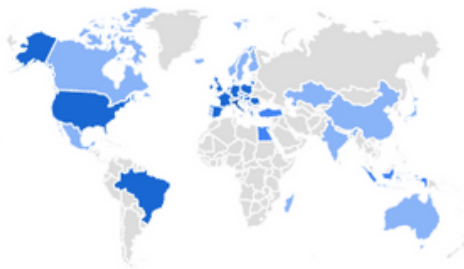
Monthly visits



Google Analytics



Users ▾ For Country ID ▾



VILLAGE		USERS
Italy	14,2...	↑73.0%
Switzerland	39	↑11.4%
Germany	35	↑105....
France	31	↑93.8%
Netherlands	14	↑27.3%
United Kingdom	13	↑30.0%
United States	11	↑83.3%

Last 90 days ▾

[View countries →](#)

Sessions ▾ For

The session's def... ▾



THE SESSION'S DEF...	SESSIONS
Organic Search	17,658 ↑73.3%
Direct	2,107 ↑71.2%
Unassigned	205 ↑188.7%
Organic Video	47 ↑95.8%
Organic Social	28 ↓20.0%
Referrals	34 ↑21.4%
E-mail	0 ↓100.0%

Last 90 days ▾

[View traffic acqu... →](#)

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.

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](#) 

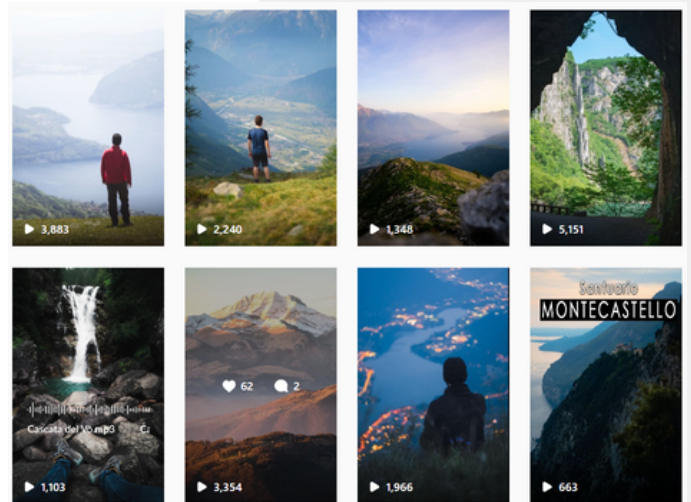
Post: 526 3,114 follower 960 profili seguiti

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
<small>+419,22% vs Jun 24 - Jun 30</small>	
Copertura	9.947
<small>+1.231,59% vs Jun 24 - Jun 30</small>	
Visite al Profilo	77
<small>+285% vs Jun 24 - Jun 30</small>	

Last 7 days ▾ 1 Jul - 7 Jul

Insights overview

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

Accounts reached	9.981	>
<small>+454%</small>		
Accounts engaged	175	>
<small>+212%</small>		
Total followers	3.122	>
<small>+0.3%</small>		

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	>
<small>+26.4%</small>		
Accounts engaged	253	>
<small>+27.1%</small>		
Total followers	3.122	>
<small>+0.4%</small>		

Reach ▾ Last 30 days ▾

9,492	2,161	1,305

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 ▾

Lago Marcio

9,890	9,492	6,535
6,091	5,240	4,775
Sort by newest		

Reels interactions ▾ Last year ▾

190	162	151
138	127	127
124	117	111
Sort by newest		

Last 30 days ▾ 8 Jun - 7 Jul

Reels interactions

348 vs 9 May - 7 Jun +8%

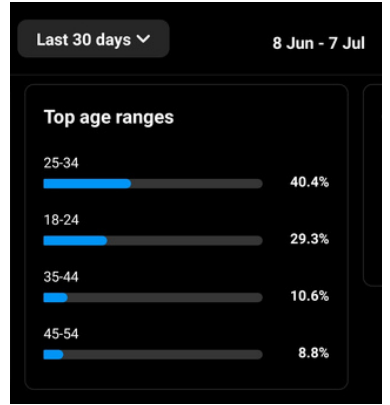
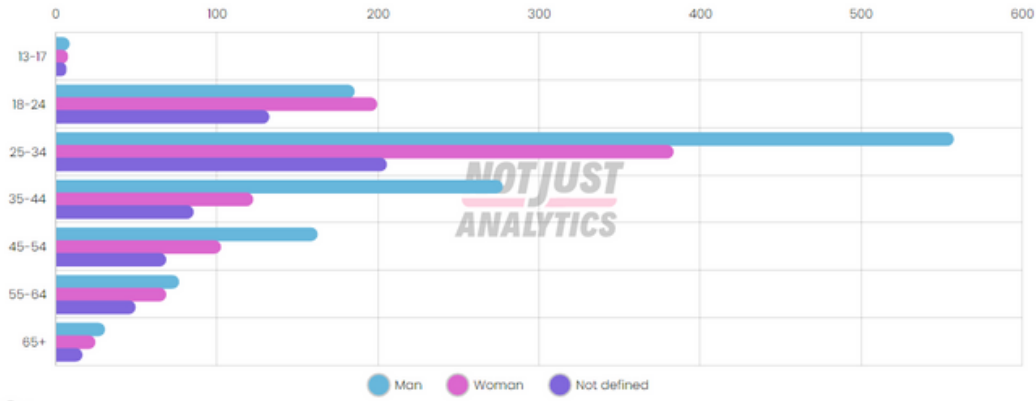
Likes	286
Comments	6
Saves	56

Top reels

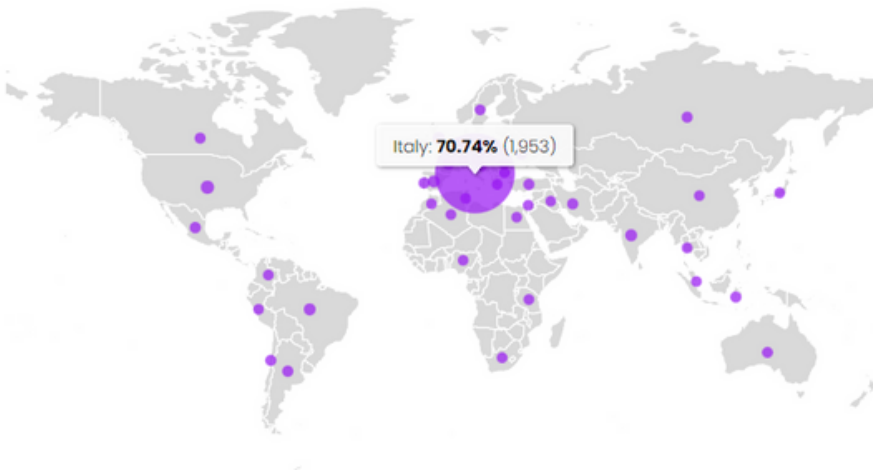
Based on likes

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%)

GOAL

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



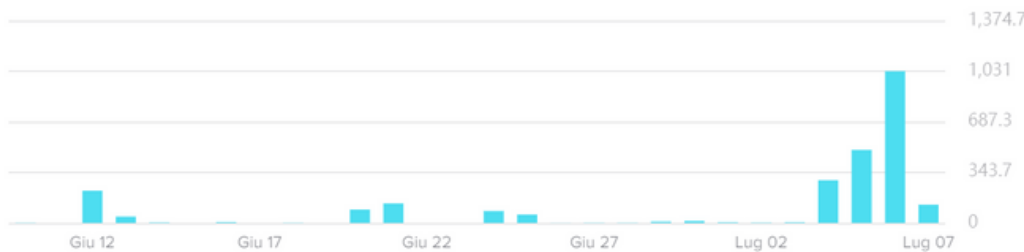
Landscape Photography | Trekking | Videomaking
<https://stefanopoma.it>

Last month



Video views

Jun 10 - Jul 07



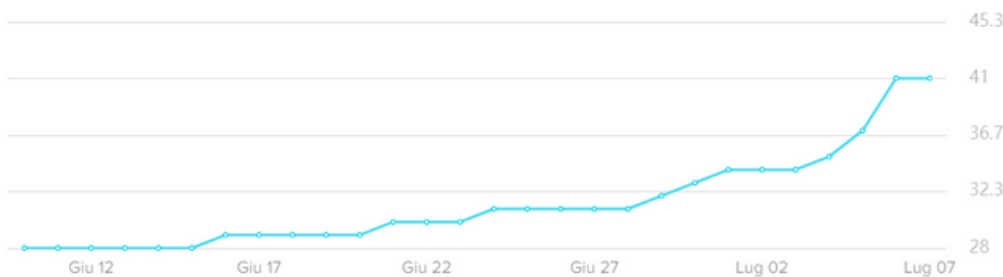
Last 7 days | **Last 28 days** | Last 60 days | Custom ▾

41 in total

Netti +13 (Jun 10 - Jul 07)

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

Jun 10 - Jul 07



COLLABORATION AND WORKS

Over the past few years, I've had the privilege of collaborating with a diverse range of companies, working on products that span a wide spectrum and vary significantly from one another.



www.orobie.it

HOLLYLAND



Hiking Videos

Lately, I've started utilizing my passion for creating mountain videos to fulfill the requirements of online magazines and tourism organizations.

Reportage

Furthermore, I have also worked exclusively as a photographer, with the specific mission of capturing the intricate details of a particular location or trail.

Tech Reviews

After years on YouTube, I've developed a range of valuable skills for crafting video and written reviews, including the art of synthesis, text composition, the ability to capture compelling shots, and effective storytelling skills.

You can find examples of the collaborations I've undertaken here:

Collaborations



Social Content

Platforms like Reel and TikTok have helped me refine my skills in distilling and capturing the essence of a specific message. As a result, I now create brief trailers and presentations tailored for these social media platforms.



Article writing

Motivated by the aspiration to enhance my blog, I've diligently worked on refining my writing skills, cultivating a proficient capability to provide technical descriptions of locations and hiking experiences.

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