ORGANICALLY becca

Clean Beauty + Organic Lifestyle Blogger

media kit

2026

hello! I'm Becca.

I'm so glad you found me and are interested in working together! Long story short, I am a blogger, educator, wife, and dog mom living in Milwaukee, Wisconsin. I'm on a mission to help women feel empowered about the choices they make when it comes to using clean beauty, organic skincare, eco-friendly fashion, and overall living a more natural, holistic, and sustainable lifestyle.

What started out as a side hobby in 2016, my blog "Organically Becca" quickly turned into a full-blown passion project and small business. I left my job in corporate America and a steady paycheck to pursue this dream of mine. It's not always easy, but is so rewarding to be able to help others make better choices for their health!

Chances are, if you're reading this, you're someone that cares about these topics as well. And chances are that you might also be interested in collaborating with me! So if that's the case, you're in the right spot. This media kit should be exactly what you need in order to decide if you think we're a good fit.

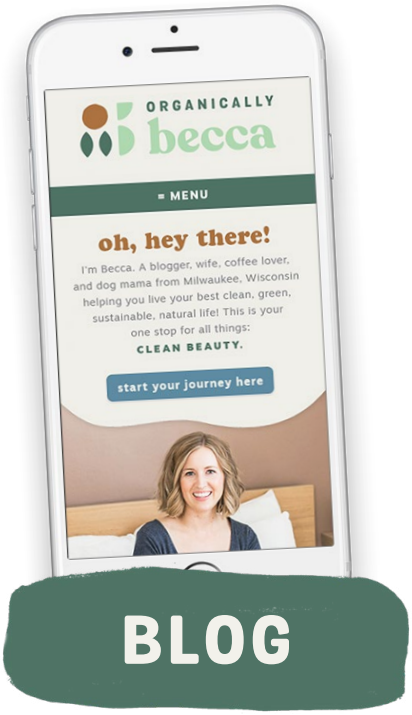
So keep reading and I can't wait to hear what you have in mind and how you plan on working together! I truly believe in community over competition and that we can make a bigger impact together instead of alone. And lastly, I'm just so thankful that you were interested enough to learn more and reach out.

xo, Becca

CERTIFIED in on around Ingredient Safety & Environmental Toxins

By the way, Becca is **IN ON AROUND™** certified to teach about ingredient safety and environmental toxins! She always aims to provide reputable sources and trustworthy research behind the information presented.

let's talk numbers.



BLOG

66K
avg. monthly page views

51K
avg. monthly unique visitors

47K
avg. monthly organic referrals

5.8K
email subscribers

47%
avg. email open rate

31K
instagram followers

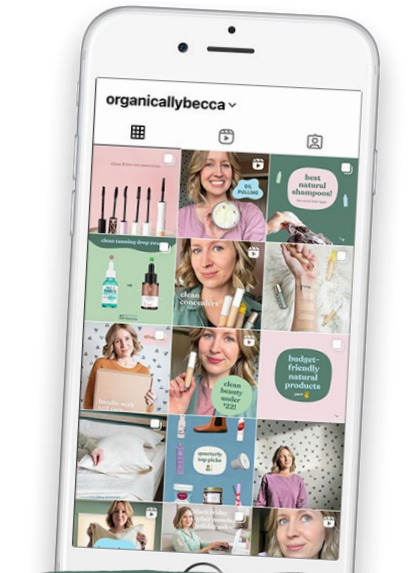
549
average likes per IG post

1.6K
average views per IG story

2.41%
instagram engagement rate

300K
monthly pinterest views

1.6K
facebook followers



SOCIAL

[updated october 2026]

it's all about community.

DEMOGRAPHICS

4% canadian, 2% U.K., 12% other

Across social media, newsletter subscribers, and blog traffic, my community is mostly young women from the United States. They know the basics of natural living and are pretty savvy when it comes to ingredients, but might be looking for guidance and a little extra help when it comes to switching to cleaner products.

They cling to authenticity and honest reviews and will see right through fakeness. They honor progress, not perfection.

I also don't believe in buying "followers" or bots on social media. My community is made of real people that are truly invested in what I share and are totally engaged. So my numbers might not be in the hundreds of thousands, but you can bet your bottom dollar that my community is listening to what I'm sharing! I even consider many of them personal friends. They support me as much as I support them.

Speaking of that, I will never share something with them that I don't 100% believe in and always aim to be transparent and candid on social media and my blog. You can't pay me for a positive review!

Overall, my readers are invested, trust my opinion, and value the content that I create for them!

exposure won't pay the bills.

Now let's talk money! Blogging is hard work, and I truly believe that bloggers should be fairly compensated for their time.

WHAT I DO:

- Honest product reviews
- Sponsored social media posts and stories *(after trying the product and I am willing to share it)*
- Sponsored blog posts
- Affiliate programs/brand ambassador
- Giveaways
- Events
- Ads on my blog
- Ghost blogging or a guest blog for you
- Your guest post on my blog
- **Have another idea for collaborating? Let me hear it!**

WHAT I DON'T DO:

- Accept payment to post positive reviews even if I don't like the product
- Share a product without trying it first *(except for unboxing/sharing that I will follow up about something that was gifted to me)*

rates available upon request!

BRANDS I'VE PARTNERED WITH

plume HAIR & LASH SCIENCE

kosmatology Organic and Natural Skin Care

Lovesong BEAUTY

au NATURALE

OSEA

The Choosy Chick YOUR NATURALLY SELECTIVE BOUTIQUE

PURITY COFFEE

plaine products

UNITED BY BLUE

Savvy Rest NATURAL BEDROOM

the detox market

YOUR BRAND LOGO HERE!

truth be told testimonials.

FROM BRANDS

"Working with Becca was professional yet personal. She was prompt and took excellent product photos. We respect and value her opinion and direct people her way often!"

Bloody Buddy Cup
@bloodybuddycup

"I'm constantly juggling so many things, but working with Becca has been the smoothest collaboration ever and this is one I knew I wouldn't have to worry about!"

Shimmer Beauty
@shopshimmerbeauty

"Working with Becca not only helped our bottom line, but helped guide us as a company. We can't imagine what would have been if we hadn't found Becca!"

Bristol & Sussex
@bristolsussex

FROM READERS

"I have recommended Becca's blog/Instagram to ALL of my organic, sustainable friends! Becca does extensive research on everything she tries out and posts in order to be reliable and trustworthy. I follow everything she does on Instagram and her blog. She's super personable and tries to reply to everybody. 10/10."

Ashley @adaniellev

"I have tried a number of Becca's green beauty recommendations and they have all been fantastic! I have yet to be disappointed by one of her recommendations. Her content has been so helpful in my transition to a more organic, sustainable lifestyle and she is just the sweetest!"

Emily @threetylers

"Becca is one of my favorite organic beauty accounts because she is so knowledgeable and you can trust what she is telling you is the truth! I love how she is genuine and honest about how not everyone is perfect but she gives you steps toward a healthier life!"

Rachael @rachaeldebord

"I've absolutely loved all of Becca's content and have been inspired to try new products and make more significant shifts in a healthier direction within my life and my home!"

Diana @aiddia

ORGANICALLY
becca

WANNA COLLAB?

CONTACT ME:
hello@organicallybecca.com

Or fill out the contact form:
organicallybecca.com/contact

Please allow 24–72 hours for a reply.
(I'm a one-woman show over here!)

can't wait to chat!