

Organically Becca



green beauty +
holistic health blogger
milwaukee, wisconsin, usa

media kit

2018

hello!

I'm Becca.

in case you have no clue who I am, here's the abbreviated version:

I'm a blogger/educator, wife, and dog mom living in Milwaukee, Wisconsin, introvert at heart and always embracing my imperfections. I'm on a mission to get the word out about chemicals found in our everyday items like food and makeup, and ways you can live a more holistic 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.

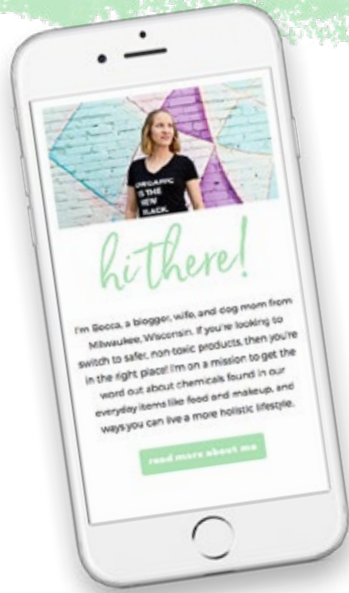
chances are, if you're reading this, you're someone that cares about clean beauty and organic living as much as I do, and chances are that you might also be interested in collaborating with me! so if that's the case, you're in the right spot. this media kit should be exactly what you need in order to decide if you want to work with me!

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.



let's talk *numbers.*

blog



8.2k

avg. monthly
page views

3.6k

avg. monthly
unique visitors

1.9k

avg. monthly
google referrals

581

newsletter
subscribers

4

avg. monthly
blog posts

4.9k

instagram
followers

837

pinterest
followers

357

private fb
group members

304

facebook
page likes

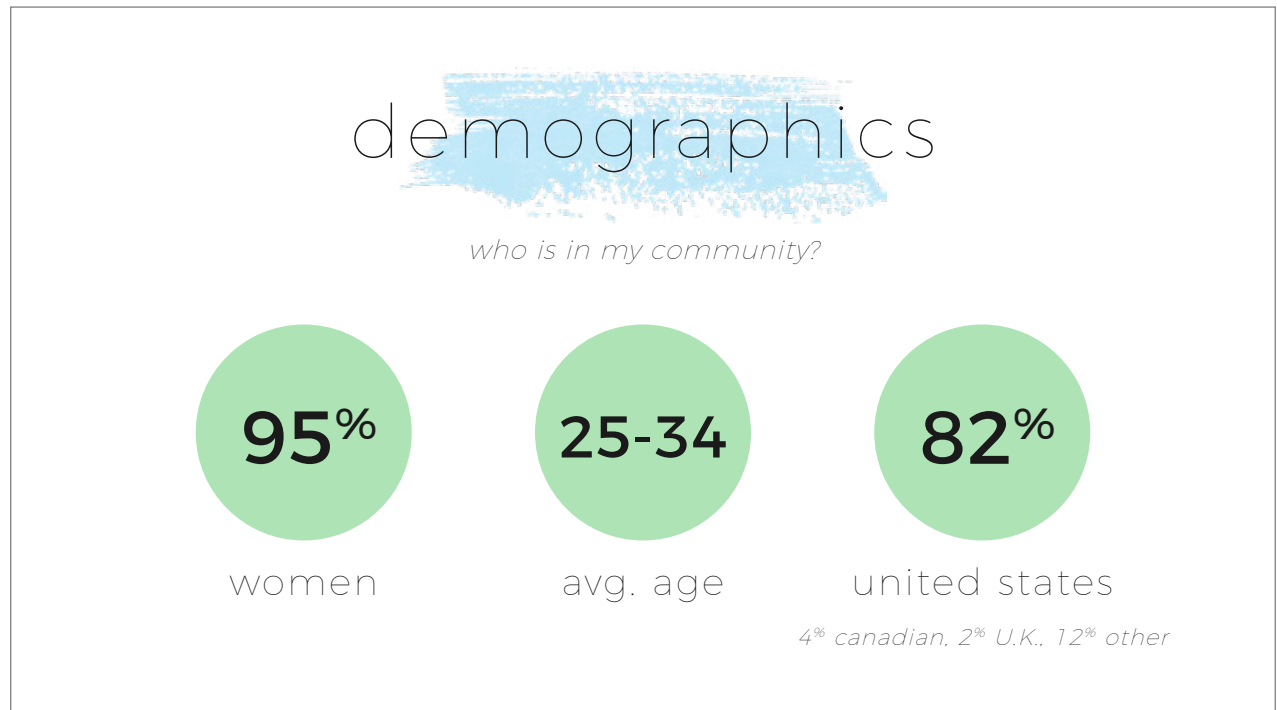
216

twitter
followers

social



it's all about *community.*



across social media, newsletter subscribers, and blog traffic, my community is mostly young women from the united states. they know the basics of green beauty 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.

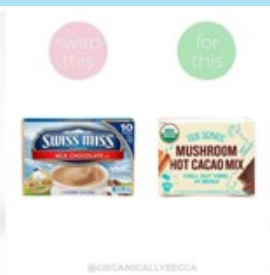
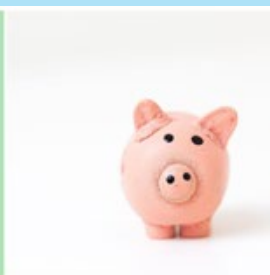
they cling to authenticity and honest reviews and will see right through fakeness. they honor progress, not perfection.

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!

and call me crazy, but I celebrate the unfollows and the unsubscribes because I genuinely only want people who are invested! sound good?!



exposure won't pay the bills

okay, now to talk about the not-so-fun stuff.
blogging is hard work, yo, and I truly believe that
bloggers should be compensated for their time.

pricing available
upon request!

WHAT I DO:

- honest product reviews
- sponsored social media posts (after trying the product and I am willing to share it)
- sponsored blog posts
- affiliate programs/brand ambassador
- giveaways
- events
- ads on my blog
- web/digital/graphic design services
- 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)

all inquiries will be reviewed on a case-by-case basis. please note that a collaboration request might be declined due to availability, interest, or if it's not a good fit for my blog!

brands I've
partnered with

Plume
HAIR & LASH SCIENCE

kosmatology
Organic and Natural Skin Care

Dr Brite

100%
pure

VITAL PROTEINS[®]

The Choosy Chick[®]
YOUR NATURALLY SELECTIVE BOUTIQUE

LAGUNA[™]
HERBALS
Created by herbalists who care about you

CHOCOLATE SUN[®]
Nature's Healthy Tan

MALK

Savvy Rest[®]
NATURAL BEDROOM

the
detox
market

YOUR BRAND
LOGO HERE!



wanna
collab?

think we're a good fit?

contact me:

hello@organicallybecca.com

or fill out the contact form on my blog:
organicallybecca.com/contact

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

can't wait to collab!

