I’m so glad you found me and are interested in working together! Long story short, I am a blogger, educator, podcaster, 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, sustainable 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
let's talk numbers.

blog

- avg. monthly page views: 21k
- avg. monthly unique visitors: 13.2k
- avg. monthly google referrals: 6.9k
- newsletter subscribers: 3.4k
- avg. monthly blog posts: 4

27% avg. open rate (+10% above industry avg.)

social

- Instagram followers: 13.6k
- average likes per IG post: 296
- average views per IG story: 1.3k
- 24% engagement rate
- private fb group members: 669
- Facebook page likes: 764
- monthly Pinterest views: 861k

[updated september 2020]
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!
Now let’s talk money! Blogging is hard work, and I truly believe that bloggers should be 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
• 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)

rates available upon request!

brands I’ve partnered with

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

“Working with Becca not only helped our bottom line, but helped guide us as a company. Our pledge to reduce our plastic packaging was because of her. 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 @rachaeldebor

“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
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!)

**wanna collab?**

can’t wait to collab!