

# Dana Nicole



## MEDIA KIT



# I'M DANA

welcome to my little home on the internet!

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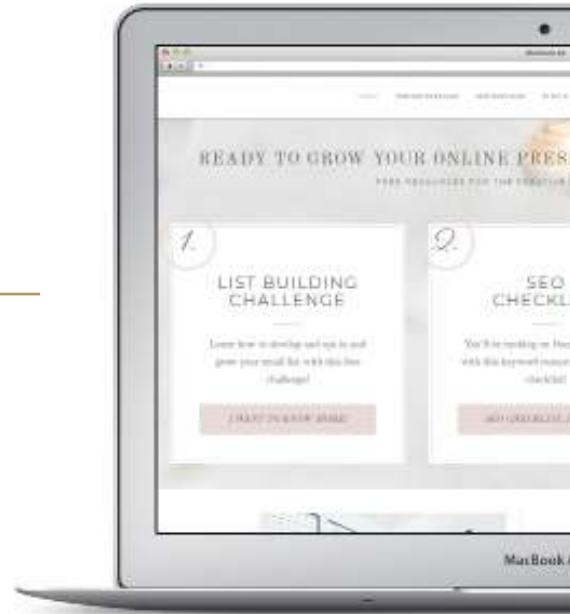
I'm a designer and content marketer for bloggers and small business owners. My business began to take life when my husband was informed he would be moving to Europe for his job. He's a professional hockey player which means that aside from missing a few teeth, he works in Europe during the season and in the off-season we are back home in Canada. We move around a lot, which is why two years ago I decided that I needed a career that was able to move with me. Whether that means I'm working from a cafe in Copenhagen or meticulously going through SEO copy in my hometown, Calgary.

Over the last couple of years, I've grown a brand that appeals to women who want that same type of freedom with their lives. I use my platform as a place to teach and empower them so that they too can open their own business or turn their blogs into something more than just a hobby. In this information pack I have all you need to determine whether or not you'd like to partner with me. And if you want to work together I'd be SO thrilled to share your product or service with my audience!

# *my blog*

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I focus my blog on topics that relate to content marketing, social media marketing and SEO. Each post is written with a set of keywords that I select based upon their competitiveness and my chance of ranking. I want to ensure I can land on the first page and that my content continually brings in traffic.



## IMPORTANT STATS

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**40,000+**

monthly pageviews

**3:19**

average time on page

**55%**

of visitors from the  
United States

**10%**

of visitors from Canada

Dana Nicole's increasingly popular blog caters to a highly engaged audience of female bloggers and entrepreneurs. Being featured on Dana's blog means your product will be shown to a targeted audience month after month.

# *social*

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*1,200*

page likes



*1,001*

followers



*5,100*

followers



*1.2 mil*

monthly viewers

Dana has a growing presence on social media of both bloggers and female entrepreneurs. She created the popular Facebook group “Creative Girl Bosses and Bloggers” which currently has 4,000+ members who participate in daily threads and conversation.

Dana’s private  
Facebook group  
holds over 4,000  
female bloggers and  
entrepreneurs



# my audience

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WOMEN, 25-34, USA & CANADA



## IMPORTANT STATS

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83%

female

46%

25-34 years old

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The readers of Dana Nicole Designs are bloggers and small business owners who are interested in business topics, with a strong focus on:

- *Instagram marketing*
- *Search engine optimization*
- *Blogging tips*
- *Email marketing*

They are ambitious about turning their passions into a full-time job and use words like “dreamer” and “go-getter” to describe themselves. They are interested in learning about new technology that can help them grow their followings on social media and grow their blogs and income.



# *pricing*

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## **SEO BLOG POST**

An evergreen blog post that is optimized for search will be written with keywords that are related to your product/service and will allow people to find your products on a continual basis. With each search engine optimized blog post you will also receive one promotional post on Instagram, Twitter, Dana's business Facebook and Pinterest.

**\$350**

## **FACEBOOK GROUP WEBINAR**

Reach your audience in one place by hosting a webinar in Creative Girl Bosses & Bloggers, where you can get in front of a highly targeted and engaged audience.

**\$350**

## **SOCIAL MEDIA POST**

Micro-influencer marketing is an affordable and increasingly popular way to advertise your products.

**\$75**



*\*before a blog post is written or a social media post is created the product must be sent to Dana to try, a post may be declined if Dana does not feel the product would be beneficial for her audience or does not reflect her brand. Your company will receive a "nofollow" link to avoid any penalties from Google. Price are in USD.*



*thank you*

Thank you for taking me into consideration to partner with you! Please email [hello@dananicoledesigns.com](mailto:hello@dananicoledesigns.com) if you'd like to speak about a partnership or collaboration.