

Dana Nicole



MEDIA KIT



I'M DANA

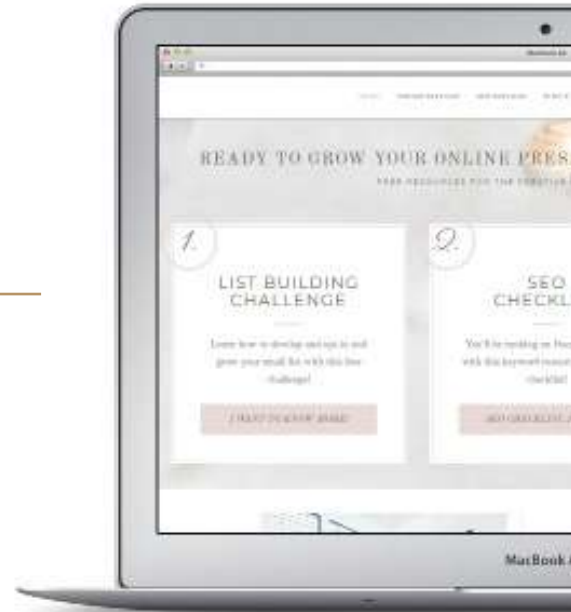
welcome to my little home on the internet!

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!

blog

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

50,000+

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



1,389
page likes



1,001
followers

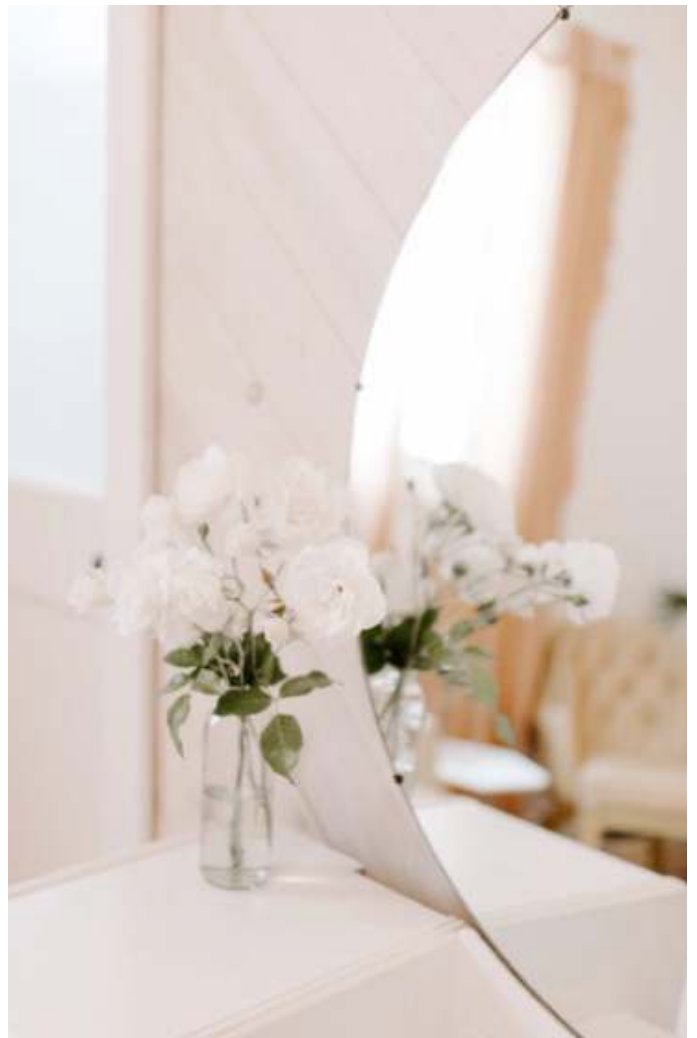


6,500
followers



1.5 mil
monthly viewers

Dana's strong social presence allows her to reach her audience through many different touchpoints.



audience

WOMEN, 25-34, USA & CANADA



IMPORTANT STATS

83%

female

46%

25-34 years old

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*
- *Bloggng 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

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. **Your blog post will not contain ads from any third-party ad platforms.** With each blog post you will also receive one promotional post on Facebook and scheduled pins on Pinterest.

(Links will be no follow to comply with standards set by Google).

\$500

EMAIL CAMPAIGN

Reach Dana's audience directly through a sponsored email funnel. Prices depend on the number of emails and scope of the campaign.

TBD

SOCIAL MEDIA POST

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

\$75





thank you

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