

# REBEKAH SHAW

@THE\_REALREBEKAH

## ABOUT REBEKAH SHAW

Hello! Thank you for taking the time to read my media kit! I am sure you get daily emails from bloggers and instagrammers that are wanting to collaborate with your brand. I have spent that last seven years managing social media and advertising for multiple small business, and I understand the power of advertising through REAL individuals. Studies have shown that a consumer is 71% more likely to make a purchase when influenced by social media.



## REBEKAH & LIAM

Again, my name is Rebekah and this is my son Liam! We are passionate about shopping local, sustainable, minimal and modern. All of the items and products in our home, including everything that Liam wears is either organic, handmade or made in the USA. I believe that the products I buy for my son now, will impact his future. My goal is to get every other mom on board with purchasing to make a difference. I believe through collaborating with your brand, that we can do that together. We live in Vacaville California, Liam is one and a half.

## INSTAGRAM

- You can find me on Instagram at @the\_realrebekah. I currently have over 4260 followers. My following is growing on average 200-300 new followers per week. My posts have great engagement with both likes and comments.

## BLOG

- I blog over at [www.therealrebekah.com](http://www.therealrebekah.com) my blog is an extension of my Instagram, where I post in-depth product reviews, holiday gift guides, how-to's and more! I have a newsletter that I send out bi-weekly as well to those on my subscribers list.



# REBEKAH SHAW



## LET'S COLLABORATE

I am hoping that YOU will help me to grow my following! I believe that I can be an influencer, but numbers talk. I need YOUR help fostering my account to get to a place where I am viewed as an influencer. Will you collaborate with me?? Please note that all of these options may not be applicable to your brand. I am also willing to collaborate in more than one area, and on a regular or one time basis.

### — ADVERTISING

I will advertise for you on my Instagram (and/or blog) in exchange for the product I am advertising (or deeply discounted). We can determine the number of posts depending on the value of the item. Optional: Coupon codes can be used to track purchases as well as earn me store credit or commission. I am already a proud owner of your product, we can arrange other forms of compensation.

### — GIVEAWAY

Will you allow me to host a giveaway on my Instagram account?? I would love to offer an incentive to my followers to continue to follow me, begin following you and reward them for referring us to their friends!

Additional advertising can be done with the product(s) that are provided to promote the giveaway, based on value.

### — PRODUCT REVIEW (BLOG)

I will write a review of an item or of your business on my blog (will promote blog post on Instagram) in exchange for the item I am reviewing (or deeply discounted). Optional: Coupon codes can be used to track purchases as well as earn me store credit.

### — LOOP GIVEAWAY

Will you include me in your next loop giveaway in exchange for me advertising on my account?

We can determine the number of posts and frequency of posts, coupon codes etc.

### — ACCOUNT TAKE OVER

Will you allow me to take over posting on your account for a few days? This will require a bit of prep work on my end, if this is what you are interested in, we can work out the details!

