



BRAND PARTNERSHIP  
**MEDIA KIT**  
@RAMBOTHETHEPUPPY

Last updated 11.03.2021

# THIS IS RAMBO THE PUPPY.

He's a 9-year old Morkie living in NC with his owner Courtney + their rescue cat, Fifi.  **LOCATION:** GREENSBORO, NC



**294,000**  
FOLLOWERS



**30,180**  
FOLLOWERS

Together, they are the team behind this adorable online paw-sonality and well-known pet influencer who has over

## 300K FOLLOWERS.

## RAMBO'S SUCCESS

is the result of 9 years of hard work and dedication to their craft, fueled by a passion for creative expression + deep appreciation + love for their audience.

If you'd like to work with Rambo, please contact Courtney at:



**EMAIL:**

Heads up: Make sure to put the word "email" before "rambothepuppy" in the address! ↘

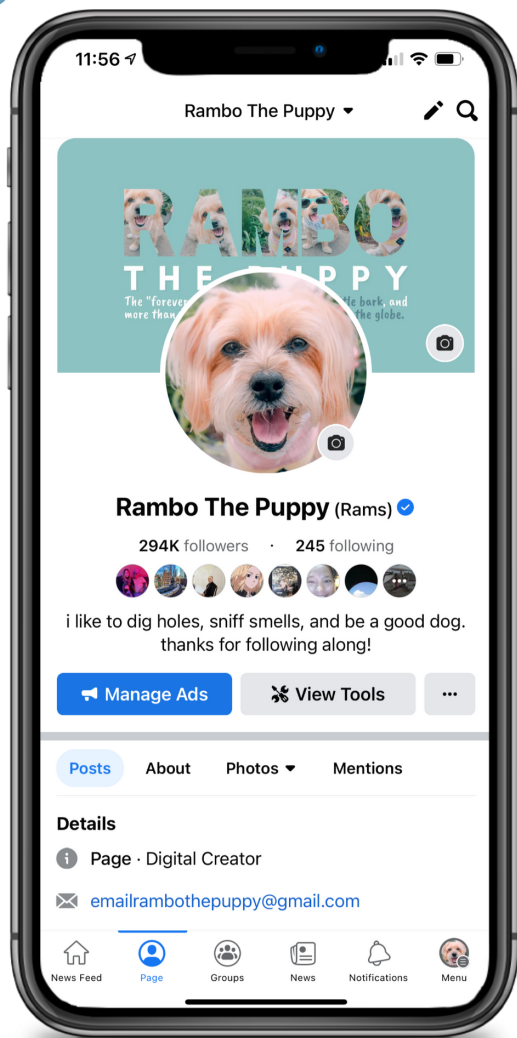
emailrambothepuppy@gmail.com

# PRIMARY SOCIAL CHANNELS:

At a glance

## facebook

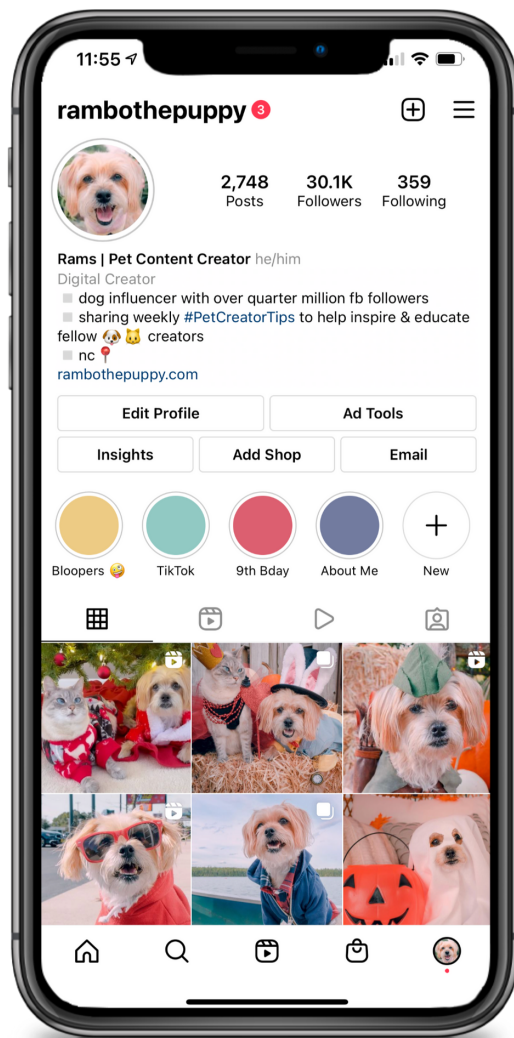
CLICK ME ↗



**294K**  
TOTAL FOLLOWERS

## Instagram

CLICK ME ↗



**30.1K**  
TOTAL FOLLOWERS

# SECONDARY SOCIAL CHANNELS:

**1234**  
FOLLOWERS  
as of Nov '21

**307**  
SUBSCRIBERS  
as of Nov '21

**87**  
FOLLOWERS  
as of Nov '21


**572**  
FOLLOWERS  
as of Nov '21


**300**  
VIEWS/MO.  
as of Nov '21


# PRIMARY SOCIAL CHANNELS:


In depth audience breakdown

facebook

 **294K**  
TOTAL FOLLOWERS


 **34%**  
BASED IN USA

 **77%**  
FEMALE AUDIENCE

 **20%**  
WOMEN 25 - 34 ← largest gender age group

## AVERAGE ENGAGEMENT RATES:

 **18%**  
Calculated using IMPRESSIONS

 **1.04%**  
Calculated using FOLLOWERS

← This might \*look\* low, but it's actually 5x higher than the average ER% of Facebook pages in 2021 (which is 0.18%). ([source](#))


## WHAT DO THEY "LIKE?"


- Cute, [shareable photos](#) with witty captions
- Emotional content about pets ([like this](#))
- "Relatable" posts about WFH life, "introverting," cute sibling rivalry
- Any time Rambo wears hats or sunglasses

- Recommendations for affordable, home-related products that can make their lives easier
- Anything related to pet health
- Video shorts that tell a "human-like" story
- Posts that ask "this or that" and "yes or no"
- Talking about the weather (seriously!) and sharing with us what it's like where they live

## PRIVATE GROUP STATS:


 **2.1K**  
TOTAL MEMBERS

 **66%**  
FROM THE USA


 **30%**  
AVERAGE ER%


This small but mighty private Facebook group is comprised of Rambo "super fans," i.e. the most engaged, most dedicated followers of the bunch. Here is where we share raw, behind-the-scenes content of Rambo's everyday life. Group members love feeling like they get exclusive access to a peek into Rambo's "real" life

Instagram

 **30.1K**  
TOTAL FOLLOWERS

 **53.1%**  
BASED IN USA

 **83%**  
FEMALE AUDIENCE


 **33%**  
AGES 25 - 34

 **1.6%**  
FOLLOWER OVERLAP

### WHAT IS IT?

## AVERAGE ENGAGEMENT RATES:

 **20%**  
Calculated using REACH\*

 **1.63%**  
Calculated using FOLLOWERS

← The average engagement rate for business + creator Instagram accounts is 1.22%, down from 1.60% in 2020. ([Source](#))

This shows how much our FB + IG audiences overlap. Having a low % overlap indicates the presence of two very distinct audiences across these channels, which is ideal for cross-platform amplification.

\*impressions not available for all content formats.

## WHAT DO THEY "LIKE?"

- Reels featuring our take on trends ([like this](#))
- Any time we are super-transparent and share our authentic experience working with brands as a pet influencer (especially in Stories)

- Pet-friendly travel content
- Our clever, very relatable [posts about wine](#)
- Seeing Rambo in "human-like" situations
- We post outdoorsy content sparingly, but whenever we do, [they absolutely love it!](#)
- [Humorous content that includes our cat, Fifi](#)

# OUR VISUAL AESTHETIC

Here's what you can expect Rambo's sponsored posts for your brand to look like:

## THE LIGHTING



- Only natural light when shooting (indoors or out)
- Midcentury modern decor with light and bright home environment

## THE GREENERY



- We love plants :) + natural textures + materials
- Greens are toned down in our editing process

## THE OUTDOORS



- We're intentional about how, when + where we capture outdoor content
- Natural outdoor scenes > chaotic cityscapes

## THE OUTFITS



- Intentional styling happens before every shoot
- Every outfit is selected specifically for each shot
- The outfit never should overwhelm the environment

## THE CUTENESS



- Cute outfits + adorable costumes are part of Rambo's style + make an appearance on his pages on occasion
- Try to avoid "kitschy" outfits or tacky, generic costumes

## THE POSES

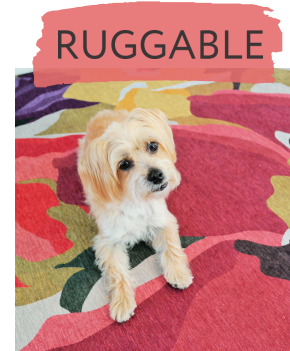
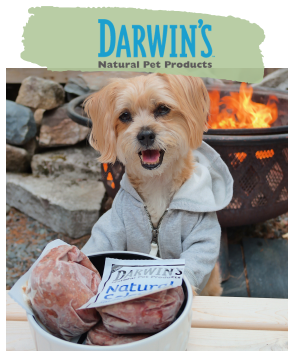


- Rambo's poses are one of our signature "looks"
- Our audience loves seeing him holding objects in his mouth (because it exposes his authentic smile)
- Whenever possible, we'll capture photos of him smiling vs. looking serious

Please note: All organic and sponsored visual content is edited using my own unique presets and color scheme.

# NOTEWORTHY BRAND PARTNERS

a sampling (not all!) of the brands we've partnered with in the past.



# CONTENT PILLARS



## STRATEGIC PARTNERSHIP RECIPE FOR SUCCESS:

When you work with us, the benefits extend far past our expansive social reach. You'll also get...

### INFLUENCE

The opportunity to reach a potential audience of over 300K authentic followers across multiple platforms

Our audiences have all been 100% authentically grown.

We NEVER use bots, follow-for-follows, IG pods, or other services for growing your channels inauthentically.

### HONESTY

We will always tell you when a product, campaign or brand is not a good fit for us.

If you're asking us to create content that doesn't align with our current aesthetic or themes, we'll work with you to determine the best course of action that works for everyone involved.

### CREATIVITY

Excellent creative produced by a top-notch, super-skilled content team who's capabilities include creating high-quality visuals and short-form videos.

Any content we create for your campaign can be added to your brand's asset library for use across your digital marketing channels at a later date (not all creators allow this!).

### WHITELISTING

We have extensive experience with whitelisting and can offer our brand partners a seamless experience should they choose to whitelist our content.

### INNOVATION

We'll find new, innovative ways to tell your brand story through engaging content that you probably haven't thought of before ;)

### EXPERIENCE

A partner with uniquely extensive experience working both as an influencer with brands, as well as over a decade of professional experience in the social media and influencer marketing space.

So yes, not only am I an influencer, I also run influencer campaigns. I know what brands do + don't want when working with influencers like me.

### ACCOUNTABILITY

You'll never catch us "forgetting" to post our content, leaving you on "read" or being unclear in our expectations for the partnership.

### AUTHENTICITY

No matter the assignment, we will always strive to create sponsored content through the lens of our existing storyline, style and content themes.

### EXCLUSIVITY

Even if you don't require exclusivity, we'll never partner too soon with a brand to promote a product or work on a campaign that closely resembles yours.

Our #1 responsibility is to our audience, and so we never promote competing products or share conflicting messaging within a timeframe that would cause confusion.

This includes organic recommendations, too.



# YOU'VE REACHED THE END.

We appreciate that you took the time to review this media kit!

If you'd like to work with Rambo, please contact Courtney at:



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[emailrambothepuppy@gmail.com](mailto:emailrambothepuppy@gmail.com)