



simply
THE SWEET LIFE™

sharing my *simply keto* lifestyle

THE BRAND

Simply the Sweet Life is positioned to become the most popular solution for the low carb keto lifestyle in 2018



KEY SOCIAL

Instagram 15.4k
Twitter 10.4k
Facebook Group 120k
Facebook Page 6k
Youtube new



BRAND GROWTH

Major 6 month growth across all platforms including 1,113% increase on Facebook.

SOCIAL VIDEO



MARKET TRENDS

KETO Diet & Low Carb Recipes have seen a steady upward spike in 2017 (see attached) \$66 billion market with the KETO diet crushing the upswing due to quick results and ease of the success.

INFLUENCE





POD-CAST

Weekly KETO real life success stories and meal planning tips.

COMMUNITY

The low carb keto community is a loyal dedicated group that seeks advice from others within the community.



KETO LIFESTYLE

Simply the Sweet Life's main focus is FOOD but also finds solutions for the keto'er in TRAVEL, BEAUTY, WELLNESS & STYLE.



MORE THAN A DIET

KETO is more than a diet it's a *lifestyle*. keto'ers are committed to this way of living and are looking for solutions to support their *lifestyle*.

BRAND COLLABORATIONS AVAILABLE

THE APP

Simply the Sweet Life is launching it's meal planning app **SIMPLY KETO** Jan 1st 2018 on Android and IOS

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Interest over time ?

