

LINCOLN THE POINTERANER

DOG INFLUENCER

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Hi there! My name is Heather and I run social media accounts for my Pointeraner (GSP x Weimaraner), Lincoln. Our main platform is Instagram, but we also use Twitter, YouTube, and Tumblr. In a year and a half on social media, we've partnered with over 20 companies and businesses. We pride ourselves with posting organic content resulting in devoted, engaged followers who are just as passionate about their pets as I am.

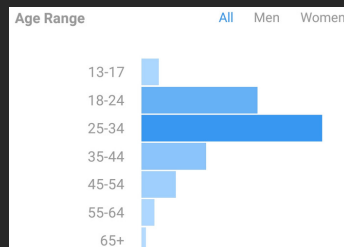
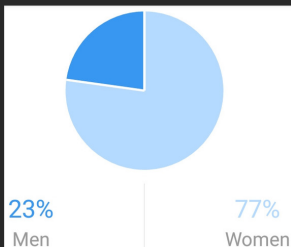
Pets are SERIOUS business. Approximately 80 million US families own a pet, and according to the APPA, over 60 billion dollars are spent on them each year. Americans are extending their lifestyles to their pets and investing in their fulfillment. They don't just go on a run with their dogs- they talk to them, watch TV with them, buy them holiday gifts, have their portraits made, etc. Pet owners aspire to give their pets the best of everything, and take into consideration their needs when purchasing products. Trends show that pets are one of the most meaningful ways to engage consumers.

WEEKLY INSTAGRAM STATS

45,000+ IMPRESSIONS

9,000+ REACH

1,300+ PROFILE VIEWS



BRAND NAMES ARE CLICKABLE LINKS

PREVIOUS BRAND PARTNERSHIPS

- KONG
- POP YOUR PUP
- OUTWARD HOUND
- SPOT FARMS
- CANADA POUCH
- FRIENDSHIP COLLAR
- HAPPY TAILS PRODUCTS
- BEST BULLY STICKS
- CHUNKY KNITS (ETSY SHOP)
- BARKLEY AND WAGZ (ETSY SHOP)
- PAW FIVE HARNESSSES



"People influence people... A trusted referral is the Holy Grail of advertising" -Mark Zuckerberg



13.4K
FOLLOWERS



306
FOLLOWERS

INSTAGRAM: @LINCOLN_THE_POINTERANER

TWITTER: @CHOCO_BUNZ

CURRENT STATS AS OF 2.7.18