DIAMOND TALES

PARTNERSHIP OPPORTUNITIES 2018

ABOUT DIAMOND TALES

After creating GUGU Jewelry three years ago, I fell more in love with the diamond industry. Every day I became more interested in diamonds, facts, and designs so I decided to enroll in the Gemological Institute of America. I created Diamond Tales as an outlet to help people learn more about diamonds and make more educated decisions when making important jewelry purchases.

Diamond Tales finds new brands, celebrates legends in the industry, and engages followers with tips they can hold on to forever.

THE DIAMOND TALES FOLLOWER*

She's a young woman about to get engaged or about to reward herself with her first big jewelry purchase. She has a stable career, a good quality of life, and aspires to become a successful businesswoman and wife. She's 25-34 yrs old, living in metropolitan areas of the US and Europe, and is in the bride-to-be mood; enjoys shopping, home décor, event planning, jewelry, healthy living, and traveling. As a consumer she's relatively affluent and/or has an affluent partner and spending is focused on the the categories noted above; specifically looking for engagement, wedding, or anniversary gifts.

*via Instagram Analytics & Iconosquare – September 2018

RECENT PARTNERSHIPS

@thecaratclub @vechler @gemma_finejewelry @wedding.forward @tiffanyandco

BY THE NUMBERS*

Weekly Profile Views:
9,000
Weekly Reach:
65,000
Weekly Impressions:
210,000

Stories Completion Rate:
97%
Stories Weekly Reach:
76,000
Stories Weekly Impressions:
90,000

Average Engagement Rate:
3.27%

23K

1,303

JOIN DIAMOND TALES

You'll find a general guideline for sponsored content below, however, I'm open to finding the right partnership that benefits both of our brands and engages our followers.

Social + Blog:

Instagram Post: $250
Dedicated Instagram Post: $350
Instagram Story: $150
Dedicated Instagram Story: $250
Facebook Post: $250
Extended Website Blog Post: $500

**long term partnerships/multiple post discounts available*

Other ways to work together:

Social Media Management
Social Media Takeovers
Social Media Giveaway
Jewelry Design Collaborations

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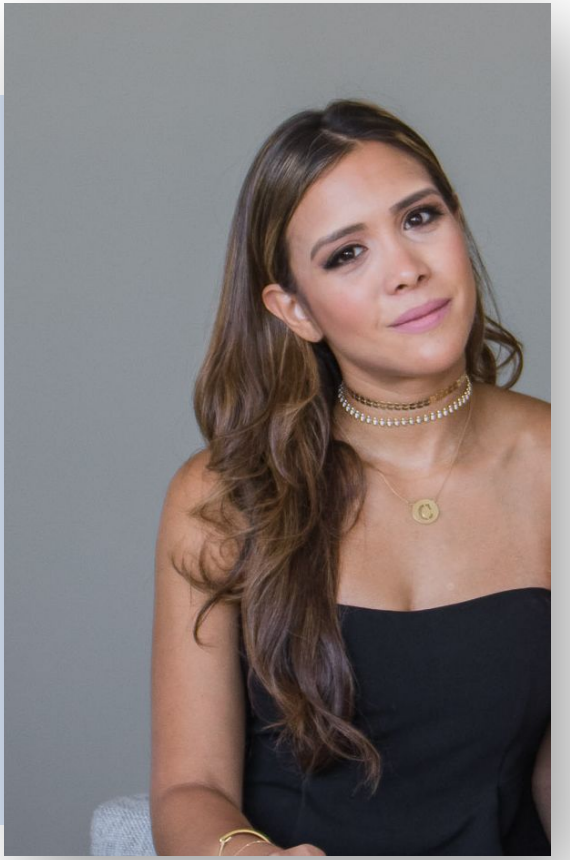
www.diamondtales.com