

OPPORTUNITIES IN 2020

ANXIETY GONE MEDIA KIT

Prepared by Chantal McCulligh,
Founder & Content Marketer

ABOUT ANXIETY GONE

Originally launched as an online space for owner, Chantal McCulligh, to share her tips for creating the life you want despite your diagnosis, Anxiety Gone is now a leading mental health platform, eCommerce store and subscription box (the first subscription box service for anxiety ever!). With our company, customers can receive valuable tips from experts across our blog platform, social media channels, videos, podcast and products available on our eCommerce store. We are currently in the works of creating online courses for our customers to use to further their healing.

AS SEEN ON

Cityline

EVERYDAY  HEALTH

THRIVE  GLOBAL

the **Community**
edition

IT'S MY ANXIETY
TV

Global News  RADIO
900 CHML

MISSION, VISION, & GOALS

At Anxiety Gone, it is our mission to team up with mental health experts and like-minded companies who want to make a difference in this world by providing positive, inspirational and helpful products and content to mental health warriors.

We strongly believe in building a reputable and trustworthy rapport with our audience, which we achieved through creating a trustworthy online presence that turns one-time customers into committed "members" of the brand. This involves a lot of moving parts, with collaboration being one of the major factors in achieving this goal.

OUR SOCIAL MEDIA ENGAGEMENT

Our social media platforms currently receive over 3 million interactions each month!

We believe in the power of truly engaging with your audience to create a trustworthy and relatable brand that customers want to be involved with, and who feel good while doing so. As such, we place a high importance on our social media campaigns, whether it's Instagram stories, lives and IGTVs, Facebook lives, feed posts, or Pinterest graphics to generate leads.

Chantal, the owner of Anxiety Gone, personally manages the social media side of the company to ensure appropriate content that is captivating, encouraging and converting.

She uses a vast array of hashtags to generate new leads, and is quick to respond to any comments or direct messages to ensure a brand that feels like a community.



OUR FOLLOWERS

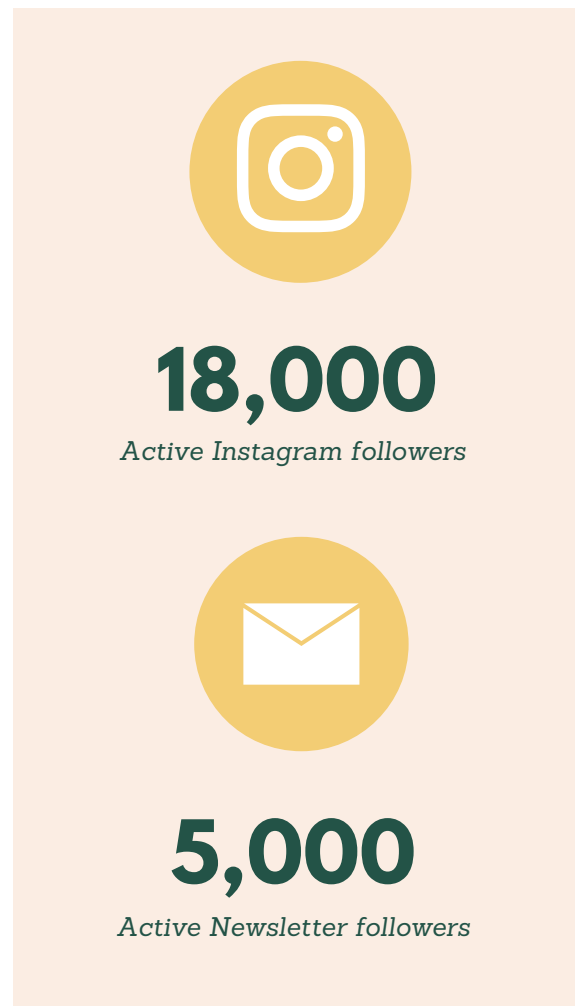
We have dedicated a significant amount of time into building strong, interactive social media platforms where our customers can join in on conversations, learn new healing techniques, and discover new brands.



TO THE LEFT

Our Facebook channel currently has a large following of 17,000 people from across the globe. We also have a VIP Facebook group for quality customers.

Our Pinterest receives a powerful 3 million interactions each month, with over 11,000 followers, which is growing daily and quickly.



TO THE RIGHT

Instagram is where we receive a significant amount of engagement from our audience.

We produce a vast array of content types frequently and consistently, including IGTV videos, stories, visuals, and more.

Each week, we send out different email campaigns that almost always result in conversions for the brand we are promoting.

TAPPING INTO SOCIAL MEDIA COLLABORATIONS

You need to explore other platforms to improve your online presence further.



3 MILLION

Pinterest is our leading platform, bringing in over 3 million interactions each month. We share feature photos of all content shared on our other social media platforms, blog and podcast to generate traffic and to dominate Google's search engine result pages.

Anxiety Gone's owner, Chantal, has been in the content marketing industry for over 10 years - before it was a well-known strategy. Prior to this, she was a top Canadian Youtube guru, before Youtubing as a career was a popular thing as well. She made several appearances on major media platforms, such as Much Music, traveled to different countries to create branded content for new companies and has worked with some of the largest brands in the United States.

With her Youtube influencer and content marketing background, Chantal has perfected the process of using content, SEO-strategies and social media marketing to build a strong online rapport and presence that generates new leads and opportunities. Those very strategies are what she offers to other businesses interested in collaborating with Anxiety Gone.

SOCIAL OPPORTUNITIES

Together, let's take your business to the next level through unique collaboration and promotional opportunities.

We offer a variety of opportunities to businesses like yours, all at different price points to ensure every business - big and small - can utilize effective marketing and advertising campaigns at affordable pricing.

Start Up Package: \$100

- Feature article with direct marketing to your website
- Link placement in a relevant blog post or social media picture post on Facebook

Bronze Package: \$175

- Feature article with direct marketing to your website
- Link placement in a relevant blog post
- Three social media picture post
 - (2) Facebook,, (1) Instagram

Silver Package: \$350

- Feature article with direct marketing to your website
- Link placement in a relevant blog post
- Five social media posts
 - (2) Facebook, (1) Instagram, (1)Pinterest
- One Instagram story

Gold Package: \$500

- Feature article with direct marketing to your website
- Link placement in a relevant blog post
- Five social media posts
 - (2) Facebook, (1) Instagram, (1)Pinterest
- Three Instagram stories
- Dedicated newsletter campaign

Total Package: \$800

- Feature article with direct marketing to your website
- Link placement in a relevant blog post
- Ten social media posts
 - (5) Facebook, (2) Instagram, (3) Pinterest
- Five Instagram stories
- One IGTV
- (2) Dedicated newsletter campaign

ANXIETY GONE

/ GET YOUR PRODUCTS IN OUR BOX/



WANT YOUR PRODUCT IN OUR SUBSCRIPTION BOX?

Receive:

Product Promo to our audiences across the US and Canada that consists of young women interested in creating a healthy mindset through natural healing and wellness.

Customized content across all our channels (website, newsletter, social media), which includes:

- (1) Customized Instagram Post
- (1) Customized Pinterest Post
- (1) Customized Facebook Post,
- and (2) Customized Editorials (newsletter or website article).

Original videos and articles created around all products promoted

ADDITIONAL SERVICES

Anxiety Gone's creator, Chantal McCulligh, is a leading content marketing expert who has perfected the talent of using content, SEO and social media to increase organic presence in the search engines and across the internet.

HIRE THE OWNER OF ANXIETY GONE FOR ONE-ON-ONE MARKETING FOR YOUR BUSINESS

ARTICLE AND BLOG WRITING

Captivate your target audience and increase your organic search presence in the search engine result pages with premium SEO techniques and quality content that appeals to your customers and to Google's complicated algorithm.

\$30 for 600 word articles

\$50 for 1000 word articles

CUSTOM SOCIAL MEDIA MARKETING STRATEGY

Receive a personalized, detailed plan of action to achieve your business goals with social media marketing. This strategy will provide you with step-by-step instructions on using social media to further your business, as well as a list of actions to take to dominate the platforms and your industry.

\$200 per platform

CUSTOM CONTENT MARKETING STRATEGY

Receive a detailed plan of action for your content marketing strategy, specific to your target audience and business goals. This strategy will teach you the inner workings of SEO content and will provide you with easy to follow step-by-step instructions on actions to take when writing your own content.

\$200 - Strategy

\$500 - Strategy + 4 blog posts

BUSINESS CONSULTATION

Let's chat! My business consultations provide you with detailed plans of action that allow you to improve your content strategy across your website (blog, website pages, product descriptions, etc.). Learn SEO strategies, how to write blog posts, how to create powerful newsletter campaigns, how to market on social media and more.

\$150 per hour

PREPARED BY

CHANTAL MCCULLIGH

Chantal is an award-nominated writer, published author and Top Rated Freelancer with over 10 years of professional experience within the content marketing industry. Her expertise as a content marketer comes with an extensive online marketing and SEO knowledge, as well as social media marketing, influencer knowledge and more.

She is not only a writer, but also, a strategist. Over the years, her content has allowed thousands of companies to finally appear organically in the search engine result pages. Every word written is carefully planned to ensure your brand is properly represented and marketed for optimal success. With over 10 years of experience working in the content marketing industry, Chantal has become a 'Jill of all Trades', with powerful knowledge on several marketing tactics, such as content and social media marketing, search engine optimization, HTML, Wordpress, Shopify, etc.

To put it into perspective, Chantal was able to bring Anxiety-Gone from **40 views a month to over 40K each month + 1.3M interactions on social media in 7 months** with her content strategies.

Take advantage of her expertise and bring the same to your business!

Chantal's unique ability to articulate personality and information eloquently to produce content that inspires, educates, engages, and evokes emotion from your target audience is certainly one of her greatest strengths.

"I would love the opportunity to work with you and I look forward to hearing from you."
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Instagram.com/AnxietyGone
Pinterest.com/AnxietyGone
Facebook.com/AnxietyGoneWebsite
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