



Khalilah Baugh *Media Kit*

LIFESTYLE YOUTUBER & BLOGGER

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Khalilah Baugh



ABOUT ME

Hello my name is Khalilah Baugh. I am 38 years old and I am a lifestyle YouTuber & Blogger. I currently live in Savannah Georgia, but I am originally from California. I started my YouTube Channel June 25, 2018. I started my channel because I am passionate about fashion and I love thrift store shopping. I also love candles, fragrance mists, and lotion. My content consists of clothing hauls plus try on's, thrift hauls plus try on's, lookbooks, product reviews, chit chats, Bath & Body Works hauls, and more. On my blog I make the same kind of content along with how to posts.

SOCIAL MEDIA



@KhalilahBaughTv



@dailylifewithkhalilah
@khalilahbaughtv



@khalilahbaugh



@LifeofKhalilah

METRICS & ANALYTICS

264 YouTube Subscribers
10,161 Total YouTube Channel Views
244 Instagram Followers
1,670 Instagram Followers
1,753 Pinterest Followers
1.9k Monthly Pinterest Views
275 Twitter Followers
93 Monthly Blog Views
1,119 Total Blog Views

Khalilah Baugh

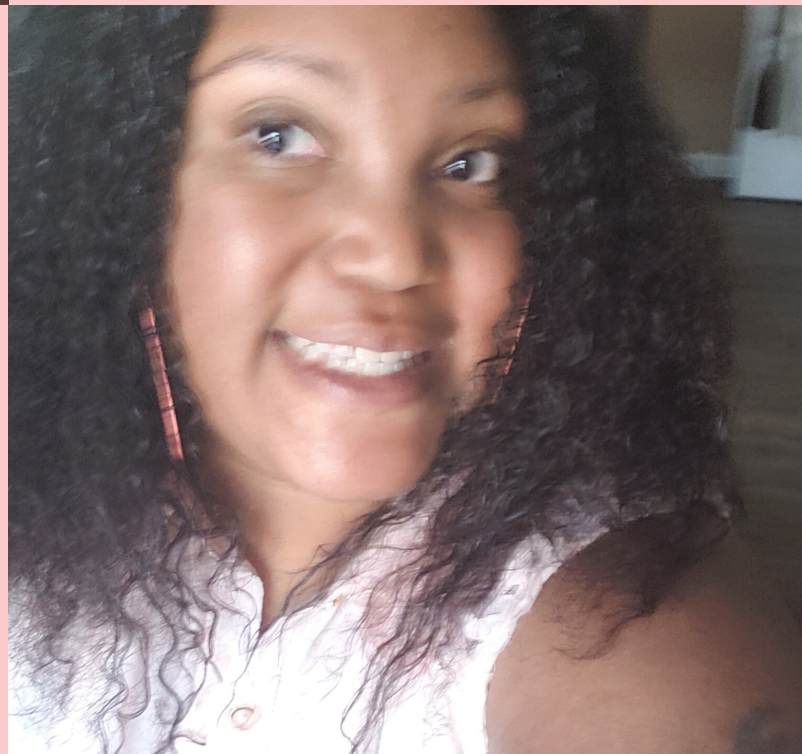


ENGAGEMENT

35.07% YouTube Channel
Average Engagement
Rate-KhalilahBaughTv
1% Instagram Engagement
Rate-khalilahbaughtv
10% Instagram
Engagement Rate-
dailylifewithkhalilah

DELIVERABLES

- A dedicated YouTube video
- A dedicated blog post
- A dedicated Instagram story
- A dedicated Instagram post
- A dedicated Twitter post



AUDIENCE INSTAGRAM

KHALILAHBAUGHTV

TOP LOCATIONS

NEW YORK-4%
ATLANTA-3%
CHICAGO-2%
SAVANNAH-2%
LOS ANGELES-1%

AGE RANGE

25-34=41%
35-44=26%
18-24=13%
45-54=12%

GENDER

MEN-70%
WOMEN-30%

DAILYLIFEWITHKHALILAH

TOP LOCATIONS

NEW YORK-3%
SAVANNAH-3%
LOS ANGELES-2%
ATLANTA-2%
LONDON-1%

AGE RANGE

25-34=50%
18-24=21%
35-44=16%
45-54=8%

GENDER

WOMEN-73%
MEN-27%