



Erica Scott

L I F E S T Y L E B L O G G E R

Instagram: @thescottwayoflife

About the blogger

The Scott Way of Life is a lifestyle/family/motherhood digital blog on Instagram by Erica Taylor Scott. Erica Scott is a budding micro-influencer who creates content about family life from the viewpoint of a wife and mom who married and became a mom later in life. Sharing this journey is one of the primary focuses of the blog, as well as sharing tips and encouragement to a very engaged audience.

Blog info and statistics

The blog reaches approximately 1350 followers on Instagram account.

The demographics: 62% women. Age range: 30-44 (a demographic that is growing and becoming spouses and parents during this age range). Most reside in the Southeast: Alabama, Georgia, Tennessee, and Florida. 96 daily profile visits. Reach: 1,006. Impressions: 1,928. Topics that have yielded successful engagement for the blog include self-care, beauty/fashion, recipes, family wellness, and home decor inspo.

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