



HENRY THE *Smol*

henrythesmol.com

HENRY
THE
Smol



henrythesmol.com

Hi! I'm Henry.

Cavalier King Charles Spaniel Living in the City

Henry is a Blenheim Cavalier King Charles Spaniel born August 19, 2019 living in the city of Montreal, Quebec. He's a handsome, feisty and friendly little pup whose energetic spirit is unlike any other Cavalier!

What is a smol?

Internet slang for "small", the expression "smol" means something cute and irresistible that must be protected and cherished. That is how we feel about our Henry. He's a smaller male cavalier, and looked like a stuffed animal when we first brought him home. Our friends and I would repeatedly use this word around him, and that is how the nickname was born. Yes, Henry responds to "smol".

A Passion for Dog-Parenting

Our Story

After discovering how inclusive, kind and welcoming the dog community can be, we decided to create a place where we could expand our connections by sharing our love for our fur baby with fellow dog-parents! Enter henrythesmol.com

Becoming dog parents was a huge transition for us and came with its set of challenges. We continue to learn something new (both about dogs and about ourselves) everyday and sharing these experiences has since become a passion of ours. Our goal is to inspire other dog parents all while spreading joy!

As fur-parents, we want the absolute best for our dog. We are always on the look-out for new pet products whose mission genuinely resonates with us!



Dog-Mom & Dog-Dad



Cara Carosielli

Dog-Momager,
Blogger, Content Creator,
Social Media Manager



Juan Cabrera

Digital Marketing Consultant,
Graphic Designer,
Branding Expert



HENRY
THE
Smol

Available for

Blog Post Content & Collaborations
Social Media Content & Collaborations
Product Reviews
Ambassadorship

Contact

info@henrythesmol.com

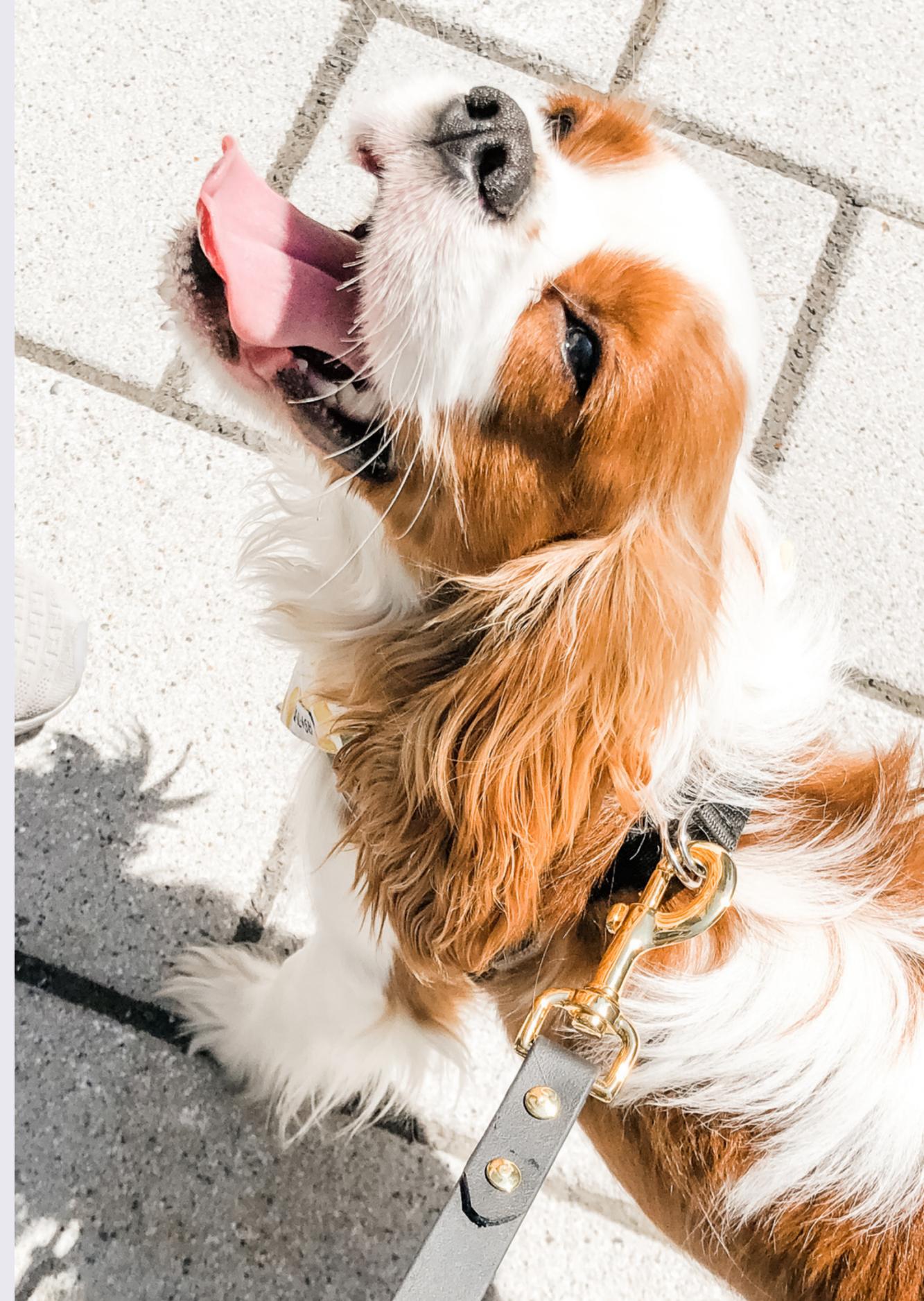
514-966-8645

@henrythesmol

henrythesmol.com

Based in: Montreal, QC. Canada

henrythesmol.com



HENRY
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6.7k Followers

Instagram

[@henrythesmol](https://www.instagram.com/henrythesmol)



175 Followers

Pinterest

61k monthly viewers

[@henrythesmol](https://www.pinterest.com/henrythesmol)

henrythesmol.com



207 Followers

Facebook

[@henrythesmol](https://www.facebook.com/henrythesmol)

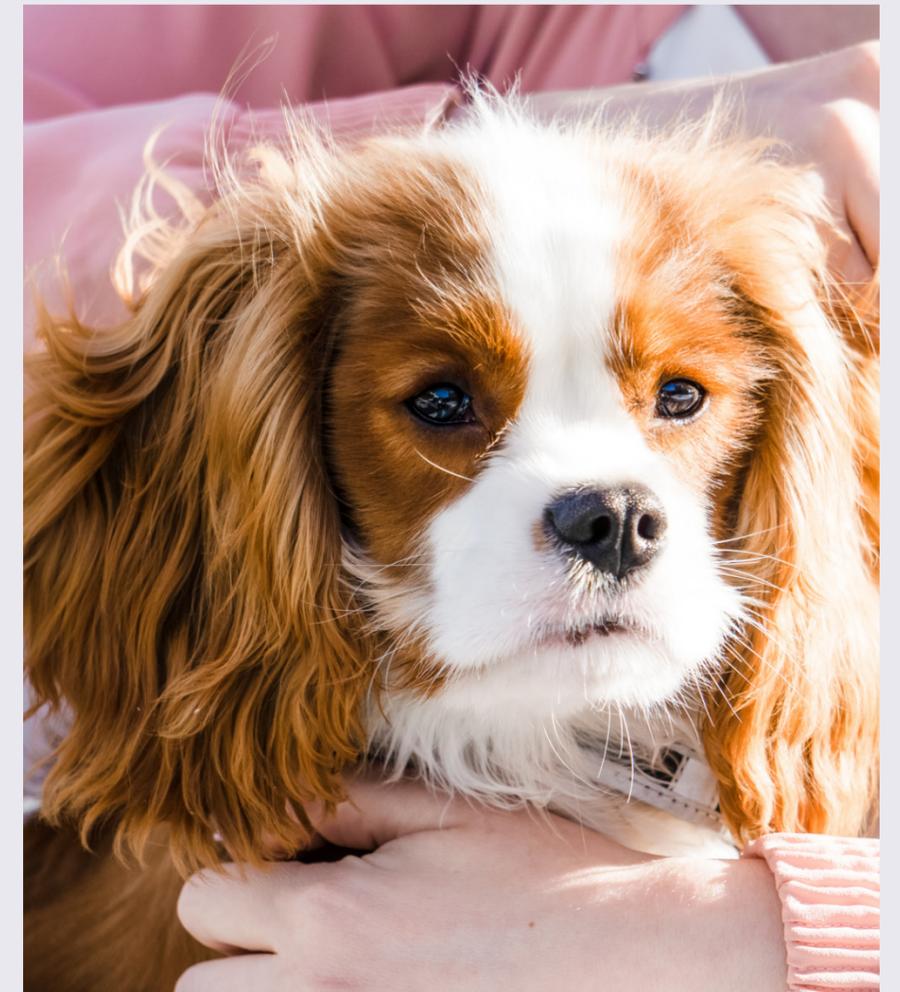
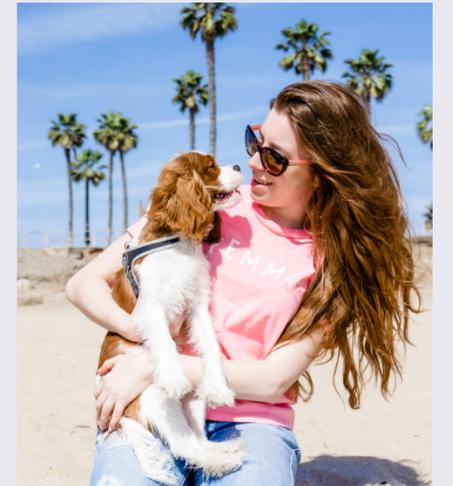
HENRY
THE
Smol

1.3k Page Views

Per month

(launched June 2020)

[henrythesmol.com](https://www.henrythesmol.com)



Instagram Audience

10K

Weekly Reach

82% female

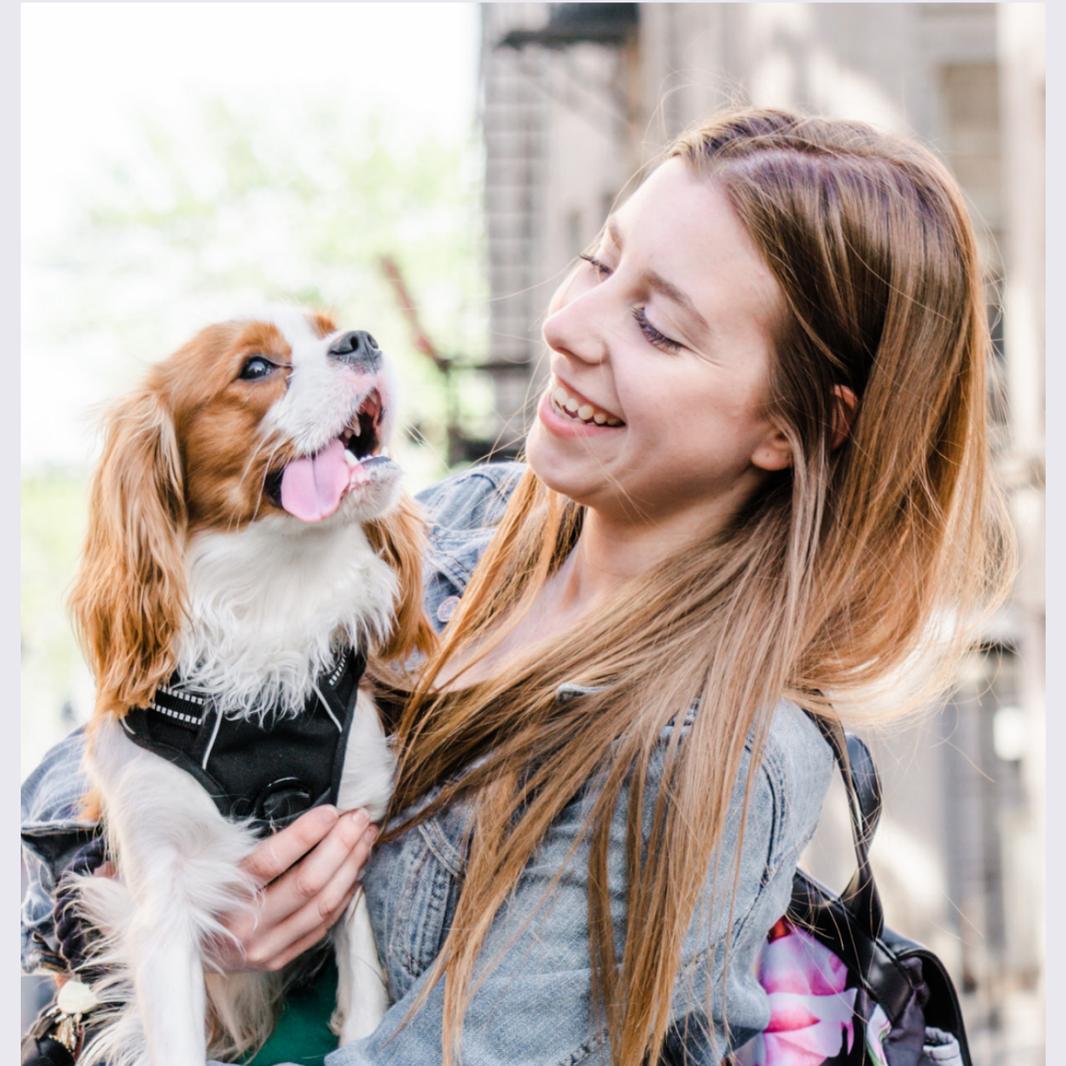
43% age 25-34 yrs

38K

Weekly Impressions

35% USA

16% Canada



@henrythesmol

6.7K

Followers

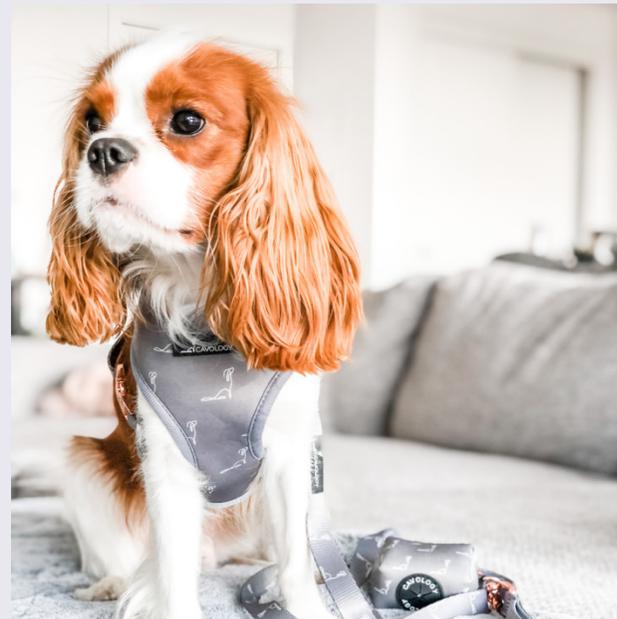
11%

Average Post
Engagement Rate

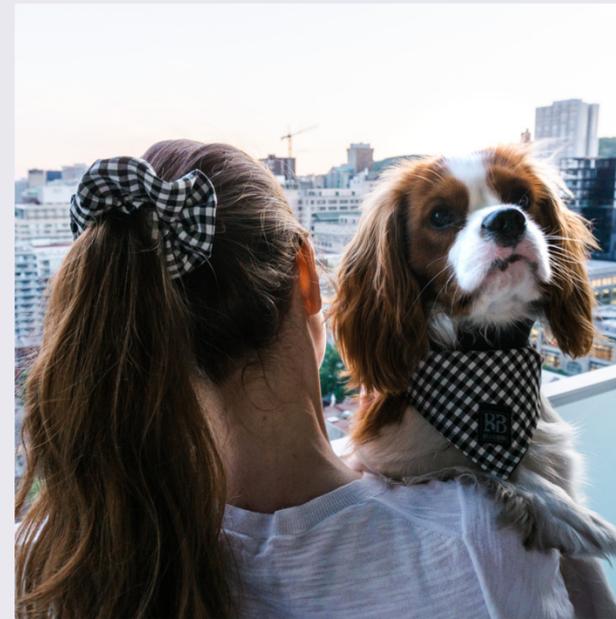
Collaborations



Paid partnership with
Faim Museau
(raw dog food)



Ambassador content for
Cavology
(dog apparel and accessories)



Ambassador content for
Billiebone
(handmade organic, all-natural
dog treats & dog accessories)



Affiliate-ambassador content
for Maxbone
(high-end dog apparel)

Blog Audience

(since June 2020)

6.3K

Page Views

2.5K

Unique Visitors

87% female **35%** age 25-34 **40%** Canadian

Top Performing Posts

[A Day at a Luxury Dog Resort: Doggieville is Every Pup's Dream](#)

[Pet Insurance: Best Decision Ever](#)

[Preparing for Puppy: Welcoming Your Furbaby!](#)



Brands & Blog Comments

Brands we've worked with:

Max-Bone

Cavology.

Billiebone

Zozospaw

Faim Museau

Doggieville Montreal

"Wow I really loved this blog post for so many reasons, I love how real and straight up you are. Puppies are NOT easy by any means and it's so clear just how much time, effort, thought and planning you put in prior to getting Henry, I truly respect that."

"Great blog content, I'm learning something with every new blog and I'm already looking forward to the next one. Thank you for creating great content."



Thank-you!

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