

LET'S COLLAB & CREATE CONTENT!

I'M MIA B. FANNING. LET'S START TELLING YOUR STORY!



EMAIL: INFO@MIABFANNING.COM

@MIABFANNING

WORD ON THE STREET IS
YOU'RE READY TO SHINE ON
SOCIAL MEDIA! W/CONTENT.
TRUE OR FALSE?



WHO AM I?

NOT YOUR NORMAL CREATOR

I'm an Atlanta & Houston-based Professional Storyteller offering my clients over 16+ years of experience in elevating & enhancing digital brand awareness and consumer experiences through content marketing. I support domestic and international brands of diverse industries, including travel, experience-based activities, rental properties, dining, home, fashion, technology, beauty, and more. I'm a woman who values faith, loves fashion, obsessed with travel and food, and always up for some fun! I'm a serial entrepreneurpreneur and full-time content creator and influencer so i'm here to help you win!

By working together you'll:

- Showcase your story
- Increase your bottom line
- Save time doing what you do best
- Diversify your content library
- Reach a new demographic

CONTACT INFO: INFO@MIABFANNING.COM



FIRST LOOKS

SHOWCASES

REVIEWS

RECAPS

UNBOXINGS

VIP VLOGS



YO! CHECK THIS OUT IF YOU
ALSO WANT TO DOUBLE-DIP &
BRING ME ON AS AN
INFLUENCER!



HIGHLIGHTS:

- Versatile Campaign Experience
- Multiple Viral Videos (30K-5M)
- 25k+ Followers Combined
- Trusting Digital Tribe
- Majority Women Audience
- Access to the Expertise of a Social Strategist & Manager



INFLUENCER STATISTICS & DEMOGRAPHICS

20.1K <i>instagram</i> followers	12.4K <i>tik tok</i> followers	1.3K <i>linkedin</i> followers	155 <i>pinterest</i> followers	286 <i>twitter</i> followers	1.3K <i>facebook</i> followers (biz & personal)	203 <i>youtube</i> subscribers
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WHO YOU'LL REACH



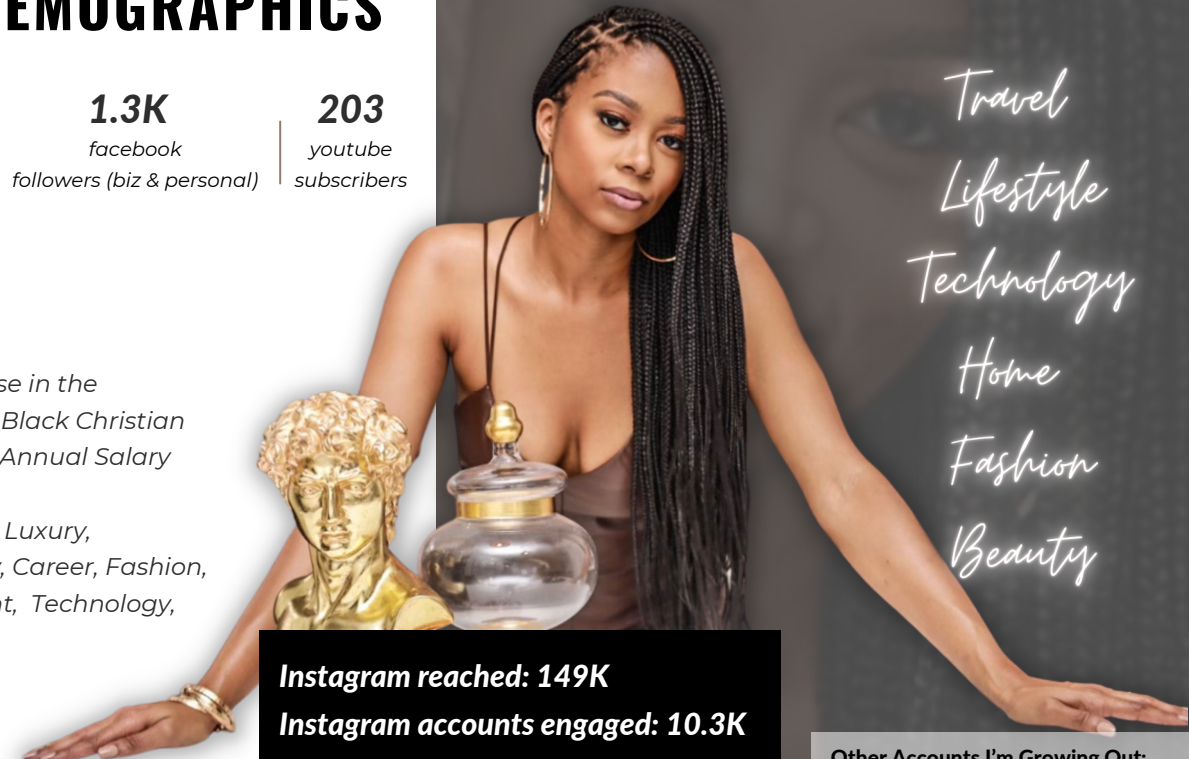
The largest consumer base in the
American market: Single Black Christian
Millennial Women - \$55k Annual Salary

Interests: Travel, Lifestyle, Luxury,
Entrepreneurship, Family, Career, Fashion,
Professional Development, Technology,
Home, & Wellness, etc.



Let's Work!
TOGETHER

Travel
Lifestyle
Technology
Home
Fashion
Beauty



Instagram reached: 149K
Instagram accounts engaged: 10.3K
(Data from 5/23/23) the last 90
days

Other Accounts I'm Growing Out:

- @contentcreationspaces
- @blacklifesociety
- @contentcashout
- @thatgirlbfann

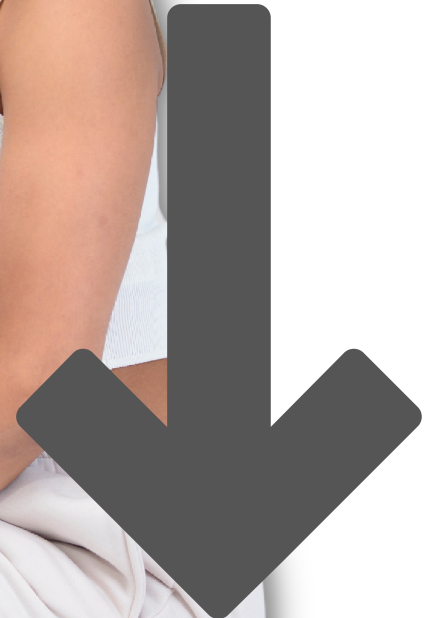
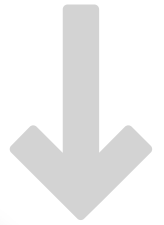
LET'S CREATE CONTENT!

TAKE A PEEK TO SEE HOW ME AND MY TEAM HELP BRING SPACES TO LIFE!

TIME TO EXPLORE HOW
WE CAN WORK TOGETHER!



@ACCE



COLLAB CONCEPTS

INFLUENCER

LET'S GET MORE EYEBALLS ON YOUR BRAND BUILDING OFF OF MOMENTUM OF MY PLATFORMS (INSTAGRAM AND/OR TIK TOK)! WE CAN CRAFT A CUSTOM STRATEGY THAT MEETS YOUR NEEDS OR WORK OFF OF AN EXISTING MODEL THAT'S WORKED BEST FOR YOU IN THE PAST!

HERE'S A FEW IDEAS TO GET US GOING:

- SHORT FORM VIDEO CLIPS (REELS & TIK TOKS)
- IMAGES (LIFESTYLE, PRODUCT, STUDIO, ETC.)
- COLLAB POSTS (SHARE AUDIENCES)
- STORIES & LIVE BRAND COLLABS
- COMMERCIALS
- REVIEWS
- GIVEAWAYS
- HOSTING & EVENT COVERAGE

USER-GENERATED CONTENT

INTERESTED IN AN ABUNDANCE OF CONTENT TO SIMPLIFY YOUR SOCIAL MEDIA STRATEGY WITH A COLLECTION OF CUSTOM CURATED PICTURES AND VIDEOS? I'LL CREATE AN ASSORTMENT THAT YOU CAN POST ON YOUR PLATFORMS, IN ADDITION TO HAVING THE OPTION TO ALSO RUN ADS IN YOUR PACKAGE. THIS COULD BE A COLLECTION OF FIRST LOOKS, WALK-INS, DAY IN THE LIFE VIDEOS, REVIEWS, UNBOXINGS, HAULS, SHOWCASES, LIFESTYLE PICTURES, AND MORE.

HERE'S A FEW IDEAS TO GET US GOING:

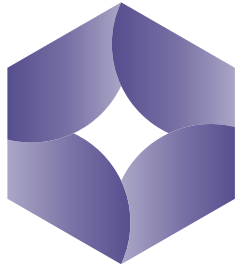
- 15 SEC. VIDEOS
- 30 SEC. VIDEOS
- 60 SEC. VIDEOS
- 90 SEC. VIDEOS
- IMAGE BUNDLES (3, 5, 10, 15, 25)
- VIDEO BUNDLE (2, 4, 8, 12, 14+)
- WRITTEN REVIEWS & BLOGS
- GIVEAWAYS
- STAGED EVENTS & BEHIND-THE-SCENES COVERAGE

EMAIL INFO@MIABFANNING.COM TO INQUIRE ABOUT PACKAGES, RETAINERS, & BUNDLES



PARTNERS

HERE ARE A FEW OF MY PARTNERS OVER THE YEARS



HYATT
REGENCY®



Harry Potter THE EXHIBITION



CORALTREE
HOSPITALITY

STRANGER
THINGS

THE EXPERIENCE

fabfitfun.



Boujee
LODGE
www.BoujeeLodge.com

Breakfast at
Barneys
EST. 1978



WHITE SPACE RENTALS

KING OF POPS



LUXURY PROPERTY MANAGEMENT



BEAUTY
BY EARTH®

FRONTGATE®
Since 2001
Your Gateway To The Christian Audience™

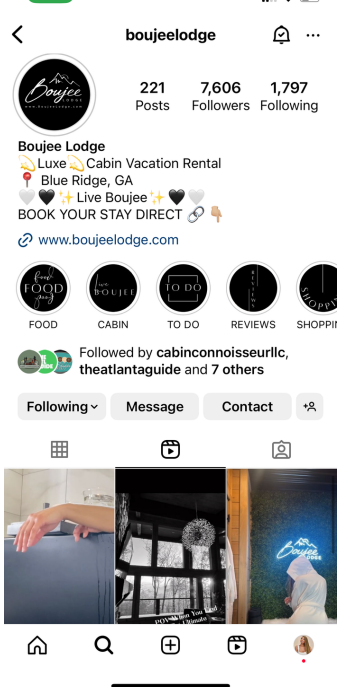
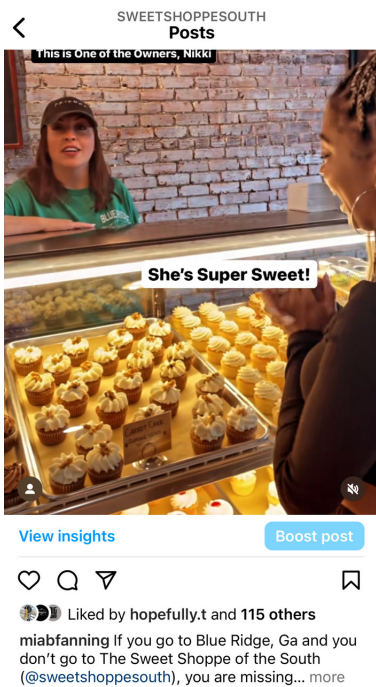
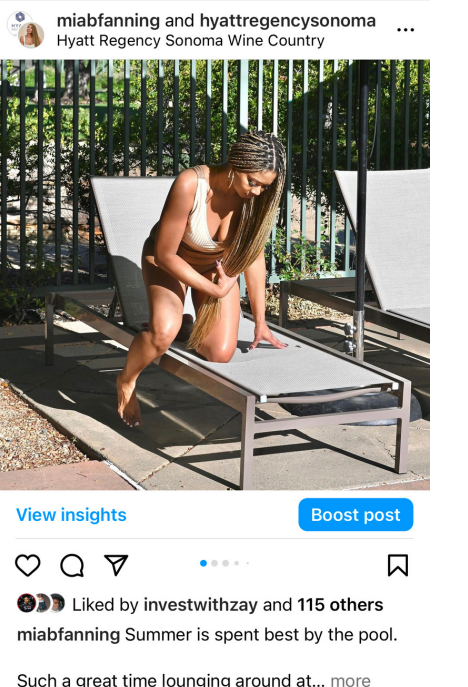
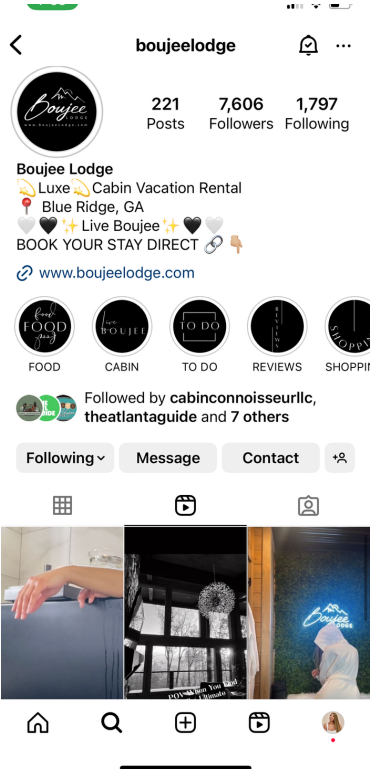
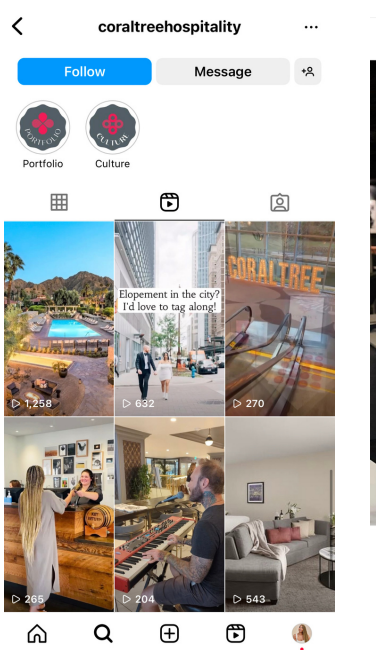


Crowned ULTIMATE
Beauty Co.

LEMON JELLY



37 likes
_breakfastatbarneys Mimosa me please!...
@_breakfastatbarneys mimosas are available in an array of flavors. Purchase them by the...



I'VE CREATED CONTENT FOR

- SNUGGLE
- CORAL TREE HOSPITALITY
- HYATT REGENCY
- BOUJEE LODGE
- INFLUENCERS INDUS. CON.
- STYLISH PRESETS
- HONEYBOOK
- SARAH JAKES ROBERTS
- SADIE ROBINSON
- BOOK AMBITION
- LAST COUPLE STANDING
- STAN FOR CREATORS
- ACCESS NOW MEDIA
- ATLANTA LUXURY BAGS
- HOME PLATE MEDIA
- INFLUENCE ME TV
- CARTECAY RIVER EXPERIENCE



NEED MORE REFERENCES? EMAIL [INFO@MIABFANNING.COM](mailto:info@miabfanning.com)



- SOLIA BRAIDING ATL
- LINK2US MAGAZINE
- LIFEWAY WOMEN
- KNIFE ATL
- H.O.P.E., INC.
- NORTHBAY WINE TOURS
- NOTRE INTERNATIONALE
- YVETTE GAVINCON.
- ST. JAMES XAVIER GROUP
- EMPIRE54
- VISA 01
- AMAZON
- JOSH BLAKSLEY
- FLAT ROCK CHURCH

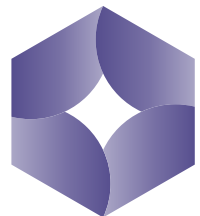




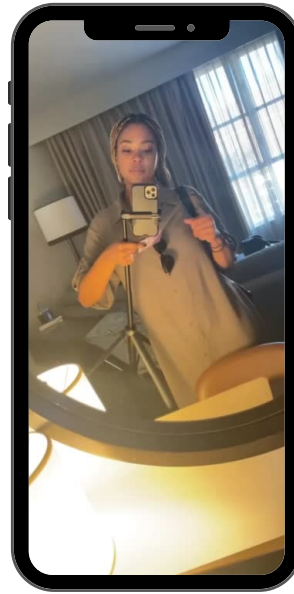
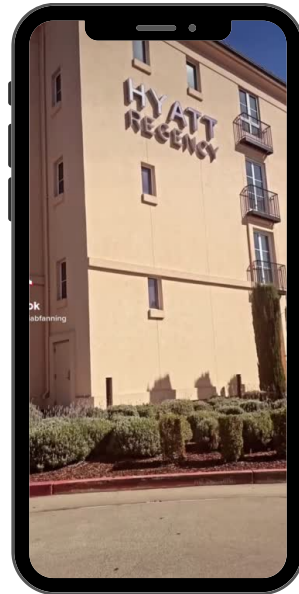
CORALTREE
HOSPITALITY

WE ARE GRATEFUL AND WE LOVE
THE CONTENT THUS FAR!

- MONICA, GENERAL MANAGER
HYATT REGENCY SONOMA WINE COUNTRY



HYATT
REGENCY®



HYATT REGENCY



"AMAZING"

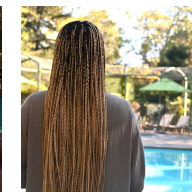
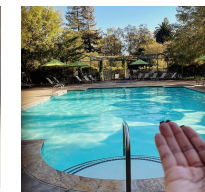
OH, MY GOODNESS! THANK YOU SO MUCH FOR SENDING THE LINK OVER - JUST LOOKED AND THE CONTENT IS SO ORGANIZED AND JUST FABULOUS.

WE REALLY APPRECIATE YOU TAKING THE TIME TO EDIT AND CREATE THE CONTENT AND FOOTAGE; I KNOW HOW METICULOUS THE EDITING PROCESS CAN BE, SO WE APPRECIATE YOUR UPDATES!

WE'RE EXCITED TO BEGIN TO IMPLEMENT YOUR CONTENT INTO OUR SOCIAL CONTENT CALENDARS AND STORIES...STAY TUNED FOR MANY TAGS AND COLLABORATION REQUESTS!

THANK YOU AGAIN FOR STAYING WITH US AND FOR CREATING SUCH AMAZING CONTENT FOR THE PROPERTY. WE LOOK FORWARD TO HOPEFULLY COLLABORATING WITH YOU AGAIN.

- MALLORY, REINS MARKETING - CORAL TREE HOSPITALITY






& CORAL TREE HOSPITALITY
(SONOMA, CA) COLLAB

CONTACT INFO: INFO@MIABFANNING.COM

& CORAL TREE HOSPITALITY



hyattregencysonoma



719

Posts

951

Followers

138

Following

Hyatt Regency Sonoma

Hotel

Savor the romance and charm of a Tuscan villa set in the heart of Santa Rosa at Hyatt Regency Sonoma Wine Country.

170 Railroad Street, Santa Rosa, California

sprout.link/hyattregencysonoma

Followed by northbayblonde, bigbfanning and 1 other

Following

Message

Contact


On Site Eve...

Stay

Explore


Weddings

Wine




coraltreehospitality

Hyatt Regency Sonoma Wine Country



miabfanning and hyattregencysonoma ...

Hyatt Regency Sonoma Wine Country



View insights

Boost post

Liked by investwithzay and 115 others

miabfanning Summer is spent best by the pool.



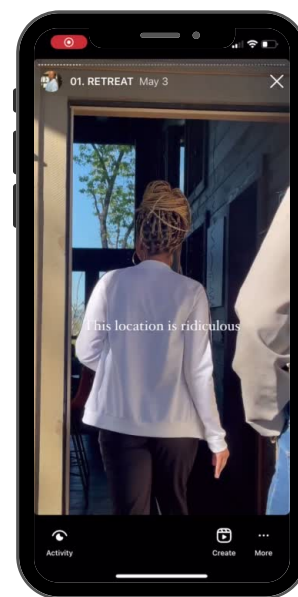
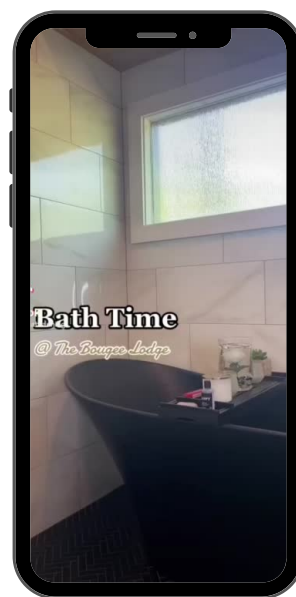
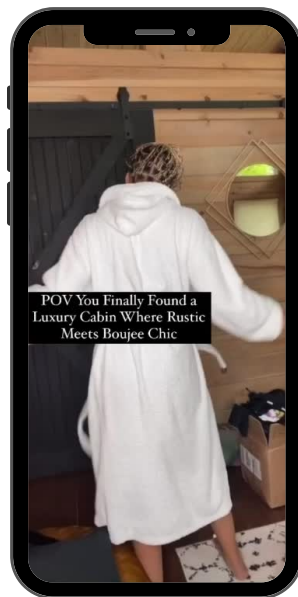
"SO CUTE"

GREAT PICS!

AWESOME SO CUTE!!
🥰 I LOVE IT YES
PLEASE ADD AS A
COLAB SO IT POPS
UP ON OUR FEED!
THANK YOU SO
MUCH!

-ALWX, BOUJEE LODGE, OWNER

BOUJEE LODGE

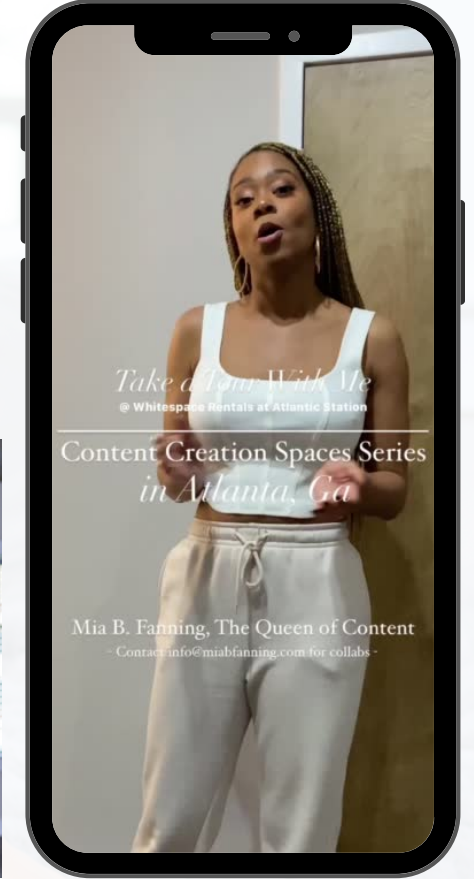


VACATION RENTAL PROPERTY
(BLUE RIDGE GA) COLLAB)

CONTACT INFO: INFO@MIABFANNING.COM

www.BoujeeLodge.com

WHITESPACE RENTALS



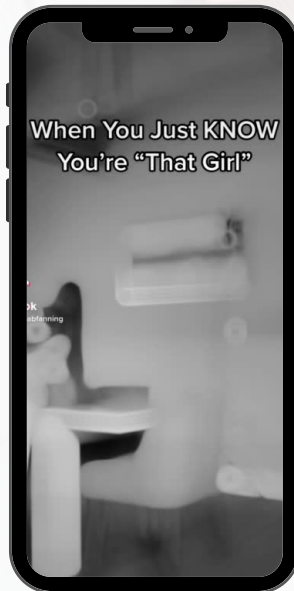
"LOVE THEM"

ABSOLUTELY! LOVE THEM! THANK YOUUUUU! YOUR PICTURES ARE SO GOOD! APPRECIATE YOU MORE THAN YOU KNOW!!

I'M GONNA REVAMP OUR WEBSITE AND PEERSPACE ETC., SO YOU'LL BE MAKING SOME CAMEOS!

OH THESE ARE GREAT! 🍷 THANK YOU SO MUCH! WE'LL DEFINITELY MAKE GREAT USE OF THESE AHH YOU'RE THE BEST!

-TRACY, OWNER
WHITESPACE RENTALS



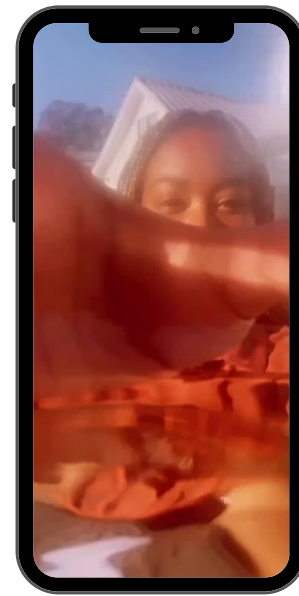
MIA!! JUST WOW YOU DID THE SPACE SO MUCH JUSTICE. WOW WOW WOW YOU ARE JUST AN ABSOLUTE GEM!! THANK YOU SO MUCH!!!!IT WAS VERY IMPRESSIVE. I COULD TELL I WAS IN FOR A TREAT JUST FROM LOOKING AT MIA'S PORTFOLIO. SHE MADE THE LOFT LOOK SO GOOD. IT WAS MUCH APPRECIATED. I THINK THE CONTENT IS GOING TO BE VERY USEFUL FOR SOCIAL MEDIA AND THE WEBSITE." - TRACY CHOFOR, OWNER, WHITE SPACE RENTALS, LLC

ATLANTIC STATION PEERSPACE (ATLANTA, GA) COLLAB

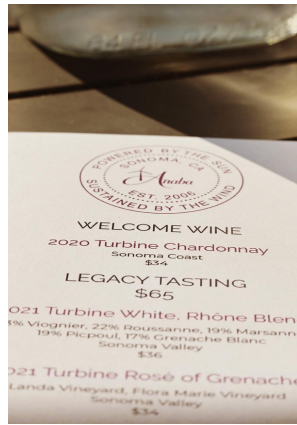
SHOWCASE YOUR SPACE!

CONTACT INFO: [INFO@MIABFANNING.COM](mailto:info@miabfanning.com)

NORTH BAY WINE TOURS



NORTH BAY WINE TOURS

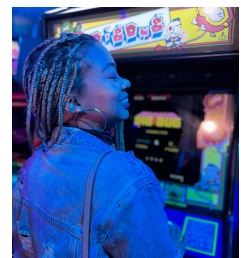


+ ANABA WINES

(SONOMA, CA) COLLAB
CONTACT INFO: INFO@MIABFANNING.COM

HARRY POTTER - THE EXHIBITION

WIZARDING WORLD *Harry Potter* THE EXHIBITION



STRANGER THINGS
THE EXPERIENCE



+ STRANGER THINGS: THE EXPERIENCE

(ATLANTA, GA) COLLAB
CONTACT INFO: INFO@MIABFANNING.COM

CHECK OUT MY WORK

TO SEE IF WE'RE A GOOD FIT!



INSTAGRAM METRICS (30-DAYS)

*NOT NEEDED FOR UGC CLIENTS

Insights

Last 30 Days

Jun 18 - Jul 17

Overview

You reached +913% more accounts compared to May 19 - Jun 17

Accounts reached

1.1M

+913%

Accounts engaged

78.5K

+748%

Total followers

20.1K

+21.4%

Content You Shared

See all

Reached audience

Top countries

United States

85%

United Kingdom

3%

Canada

2.1%

South Africa

1%

Professional dashboard

Last 30 Days

Jun 18 - Jul 17

Account insights

See all

1.1M accounts reached in the last 30 days

1.1M are non-followers

82.3K

41.1K

0

Jun 18

Jul 2

Jul 17

Followers

Non-Followers

Your reel is getting played more

Congrats, this reel received 120% more plays than any of your last 5 reels.

Reached audience

Gender

94.2%

Women

5.7%

Men

Reach

Last 30 Days

Jun 18 - Jul 17

1,187,111

Accounts reached

0.2% from ads

+913% vs May 19 - Jun 17

6,141

Followers

1.1M

Non-followers

You reached +937% more accounts that weren't following you compared to May 19 - Jun 17.

Content reach

See all

Reels

1.1M

Posts

8,896

Videos

1,789

Stories

1,273

Insights

Last 30 Days

Jun 18 - Jul 17

78,541

Accounts engaged

+748% vs May 19 - Jun 17

2,876

Followers

75.6K

Non-followers

You engaged +823% more accounts that weren't following you compared to May 19 - Jun 17

Content interactions

See all

105,626

Content Interactions

0% from ads

+655% vs May 19 - Jun 17

Insights

Last 30 Days

Jun 18 - Jul 17

20,179

Followers

+21.4% vs Jun 17

Growth

Overall

Followers

Unfollows

3,569

3,002

333

Jun 18

Jul 2

Jul 16

Content

All

Last 30 Days

Accounts reached

Reached audience

Top age ranges

35-44

40.1%

25-34

31.5%

45-54

17.4%

55-64

4.3%

Reach

Last 30 Days

Jun 18 - Jul 17

Reached audience

Top cities

New York

5.1%

Philadelphia

1.6%

Houston

1.5%

Chicago

1.3%

Profile Activity

12,340

+78.3%

vs May 19 - Jun 17

Profile Visits

12,157

+79.3%

External link taps

166

+31.7%

Email Button Taps

17

+6.2%

Insights

Last 30 Days

Jun 18 - Jul 17

Reels Interactions

104,074

+910%

vs May 19 - Jun 17

Likes

66,012

Comments

2,704

Saves

10,006

Shares

25,352

Top Reels

Based on likes

1,214

498

383

366

Jun 23

Jul 17

Jul 10

Jul 7

CONTACT INFO: INFO@MIABFANNING.COM

HERE'S HOW

I CAN HELP YOUR BRAND SHINE BRIGHTER:

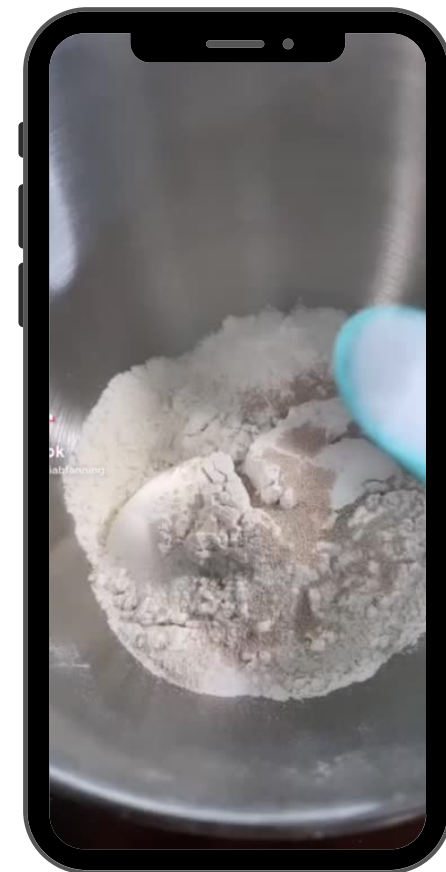
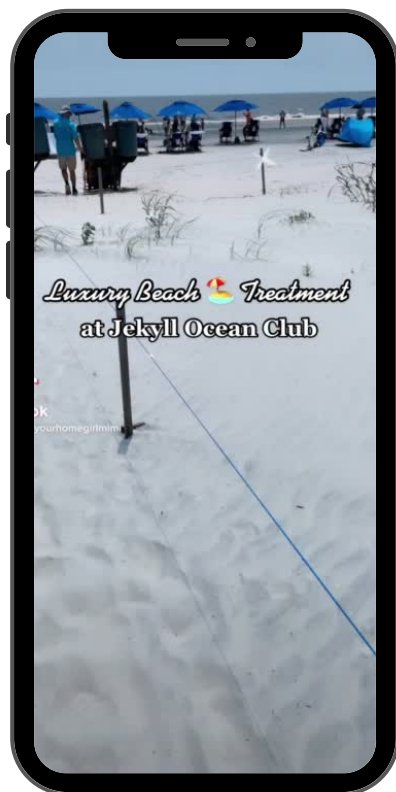
Supporting your brand with custom & creative user-generated content and influencer marketing for your digital platforms through:

- PHOTOGRAPHY & VIDEOGRAPHY
- PATHWAY TO PURCHASE
- VLOGS, REELS, TIK TOKS, & SHORTS
- HOTELS & RESORTS REVIEWS
- WALTHROUGHS
- TRAVEL & ACTIVITIES RECAPS
- UNBOXINGS, FIRST IMPRESSIONS, TESTIMONIALS, & REVIEWS
- BEHIND-THE-SCENES
- DEMOS, HOW-TOS, & HAULS
- VOICEOVERS & TAKEOVERS
- SCRIPT DEVELOPMENT
- MUCH MORE



PROJECTS

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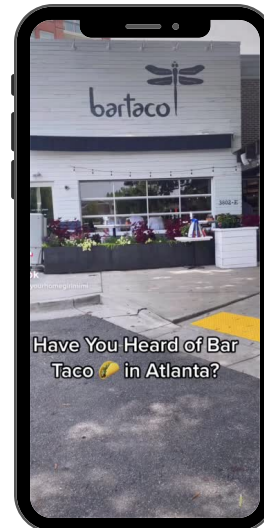
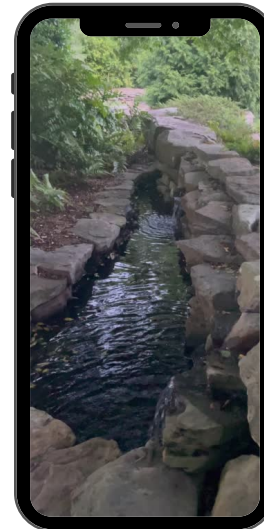
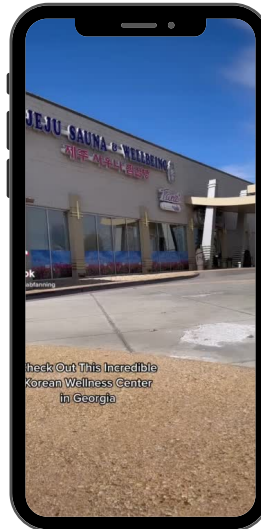
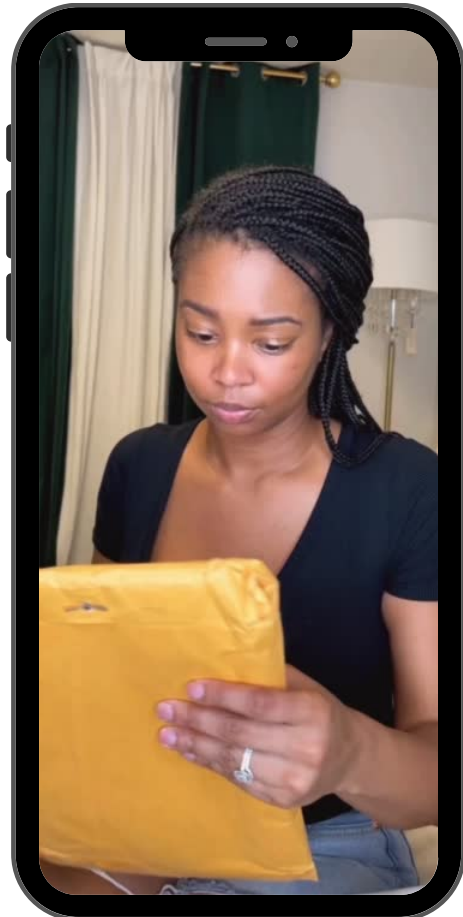
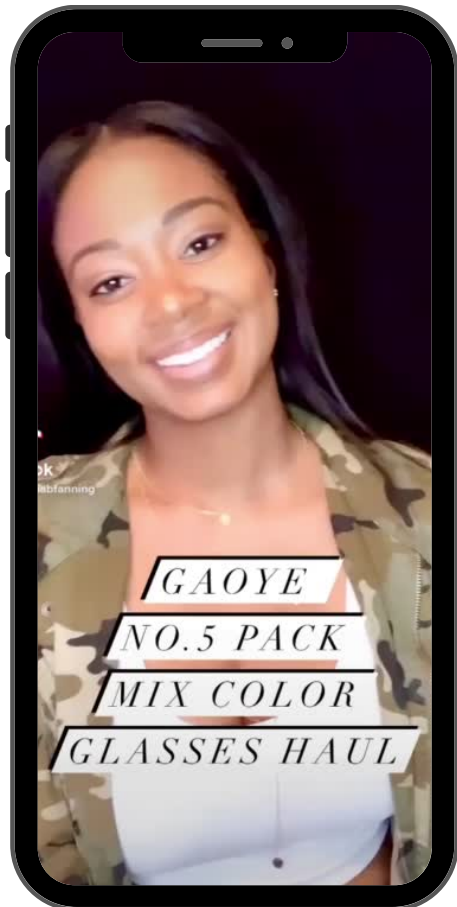


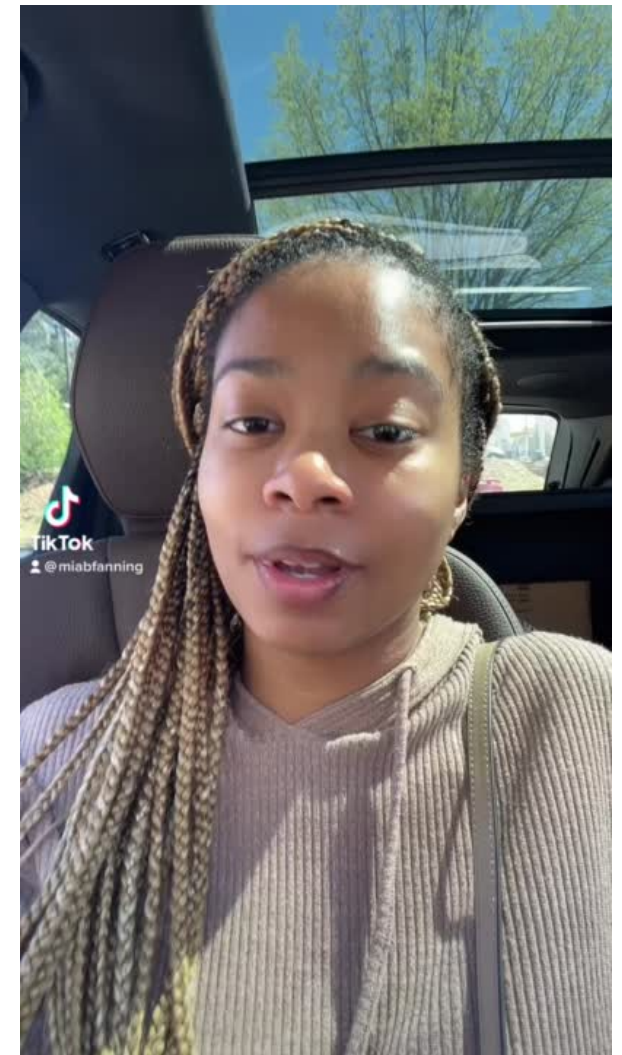
I'M COMMITTED TO CREATING
CAPTIVATING CONTENT THAT
SHOWCASES YOUR BRAND'S
BRILLIANCE IN THE BEST WAY!



CHECK OUT MY WORK

TO SEE IF WE'RE A GOOD FIT!





Let's Eat



WATCH ME



EMAIL: INFO@MIABFANNING.COM



I'M DIFFERENT

You'll Have Access to a:

- MODEL
- CREATIVE DIRECTOR
- UGC CREATOR
- MICROINFLUENCER
- PHOTOGRAPHER
- VIDEOGRAPHER
- GLOBAL TRAVELER
- EDITOR
- COPYWRITER
- GRAPHIC DESIGNER
- SOCIAL MEDIA MNG.
- INSTAGRAM STRAT.
- PRO TIK TOKER
- COMMUNITY BUILDER
- PROJECT MNG.



& EXPERIENCED

EMAIL: INFO@MIABFANNING.COM

ABOUT UGC

WHAT IS UGC?

UGC CONTENT ARE IMAGES, VIDEOS, TEXT, AUDIO, POSTS, & REVIEWS CREATED BY CREATORS & CONSUMERS. ACCORDING TO M + P CONNECTIONS, ONLY 16% OF BRANDS HAVE A UGC STRATEGY IN PLACE (M + P CONNECTIONS).

WHY UGC?

CUSTOMERS WANT ORGANIC CONTENT & NEED TO SEE EVERYDAY FOLKS REPRESENTING BRANDS, IN ADDITION TO MODELS AND CELEBRITIES. WITH UGC.

HOW I'LL HELP:

By working together you'll:

- Showcase your story
- Increase your bottom line
- Save time doing what you do best
- Diversify your content library
- Reach a new demographic

93%

OF CONSUMERS
FEEL UGC IS VERY
INFLUENTIAL
WHEN MAKING A
PURCHASING
DECISION.

(M + P
CONNECTIONS)

84%

OF CONSUMERS
TRUST REVIEWS
FROM PPL THEY
KNOW & 71%
TRUST CONTENT
CREATORS.

(NIELSEN)



SERVICES

I CAN SUPPORT YOU WITH

VOICEOVERS

TESTIMONIALS

TUTORIALS

UNBOXINGS

HAULS

PATHWAY TO
PURCHASE

VLOGS

GRWM

& MORE

With UGC, brands appear more approachable to consumers, which helps build more trust and generates leads.

READY TO COLLAB?

LET'S GO AHEAD AND DISCUSS YOUR PROJECT NOW!

INFO@MIABFANNING.COM

**YOUR BRAND'S UGC CREATOR / INFLUENCER/ CREATOR SCOUT
/ PHOTOGRAPHER/ VIDEOGRAPHER /CREATIVE CONSULTANT**



READY TO WORK? EMAIL ME: INFO@MIABFANNING.COM

