



Kwaito Koeksister



Santoni Engelbrecht

- Influencer
- Survivor SA Season 8 Castaway
- Business Owner
- Creative Director
- Graphic Designer
- Tour Guide
- Fashion Lover
- Proudly Gay
- Redhead

I stand for self love and understanding yourself by being true to who you really are. I'm a misfit and do not conform to societies expectations of what is considered "normal" for an almost 40 year old.

I have a passion for South Africa and giving back with compassion. Inspiring young people to be the best version of themselves, is very close to my heart, as I was bullied from a young age and still get bullied to this day.

Facebook following

27 390 Followers
250 000-350 000 Post reach PM

Demographics

71% Women
Age 25-44

Twitter: 568 Followers

Tiktok: 991

Instagram following

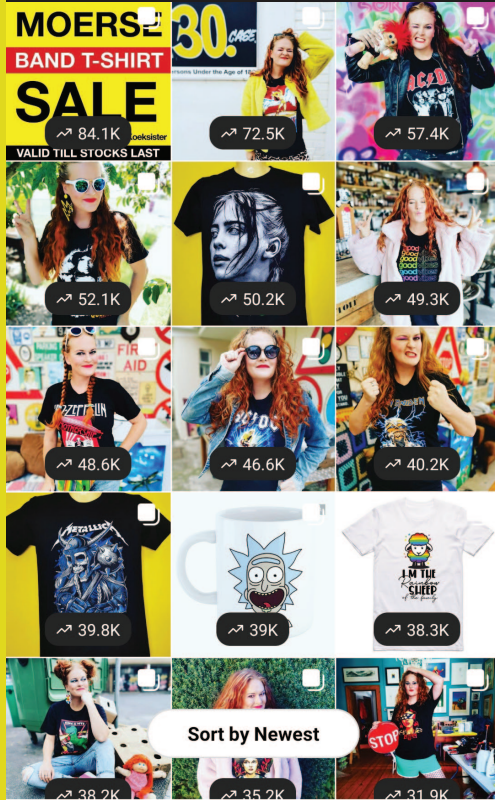
10 300 Followers
891 556 Monthly Impressions
156 084 Unique users reached PM

Demographics

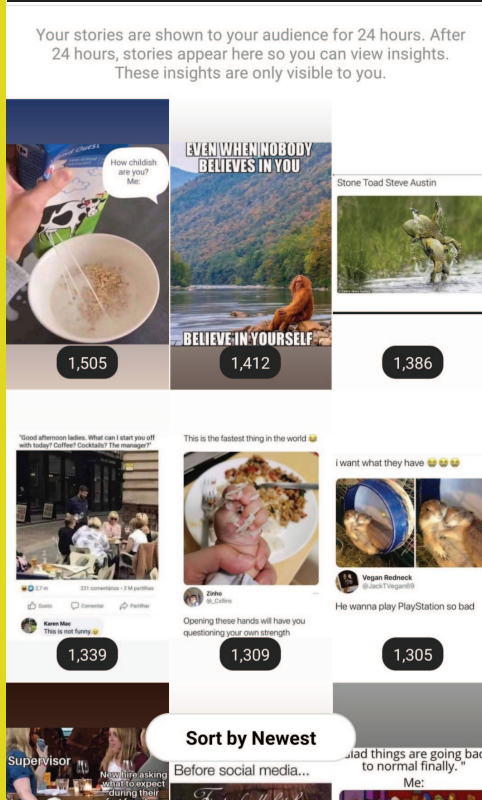
61% Women
Age 18-44
95% South Africa
23,8% Cape Town
15%, Johannesburg / Pretoria

Instagram

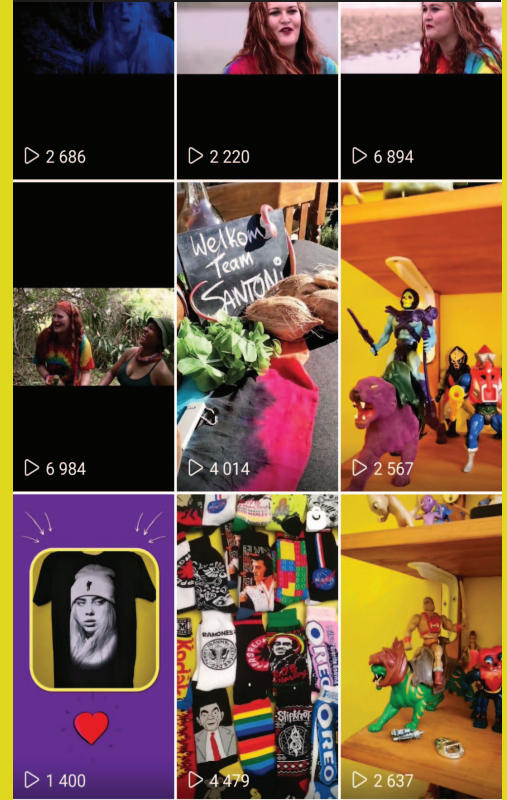
Posts



Stories



Reels



Top Locations

Cities Countries

City	Percentage
Cape Town	23.7%
Pretoria	9.0%
Johannesburg	7.5%
Centurion	3.5%
Durban	3.4%

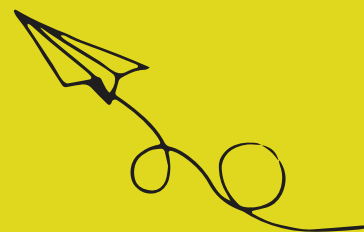
Age Range

All Men Women

Age Range	Percentage
13-17	9.1%
18-24	27.7%
25-34	31.7%
35-44	22.9%
45-54	6.2%
55-64	1.6%
65+	0.9%

My followers are very engaged and respond well to humor and quirkiness. There is a lot of interaction on posts and followers usually ask about products I use in my posts.

The age of our followers are broad, as it not only includes young people that enjoy fashion and my "don't care what society thinks" attitude, but also moms that relate with me in age and enjoy a more alternative lifestyle. I also have a very big LGBTQ following.

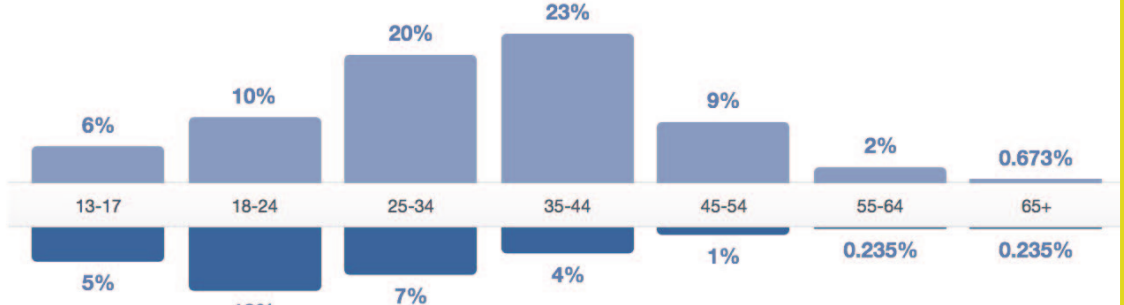


Facebook

The people who follow your Page. This number is an estimate.

Women

71%
Your Followers



Men

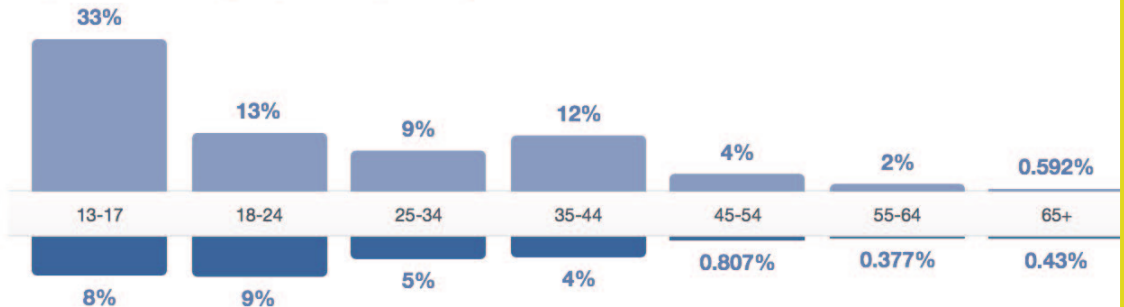
28%
Your Followers

Country	Your Followers	City	Your Followers	Language	Your Followers
South Africa	26,752	Cape Town, South Africa	5,710	English (US)	19,621
United Kingdom	64	Pretoria, South Africa	2,637	English (UK)	5,926
United States of America	30	Johannesburg, South ...	1,106	Afrikaans	1,372

The number of People Talking About the Page by user age and gender. This number is an estimate.

Women

72%
People Engaged



Men

28%
People Engaged

Give-aways and competitions do very well on my Facebook page.

WIN ANY 10 PATCHES



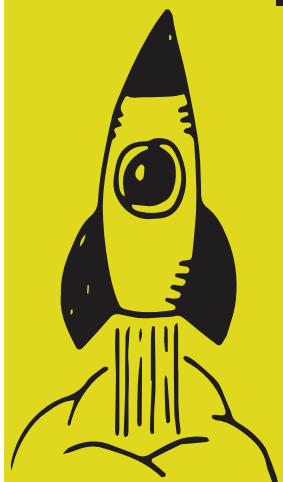
NAME YOUR FAVORITE SA BAND OR ARTIST?

ENDS 9 FEB AT MIDNIGHT

WIN!

LIST YOUR TOP 3 SERIES OF ALL TIME

Kwaito ❤️ Koeksister



Benefits of Influencer marketing

Influencer marketing has earned its place as a key marketing channel for brands due to its impressive ROI, high influencer engagement rates, and strategic targeting of online audiences. Brands can achieve their goals with influencer marketing by leveraging the credibility of influencers through sponsored endorsements. It's one of the most effective marketing initiatives for brands, big or small.

Brand awareness

Reach people that would ignore tradition marketing efforts like internet ads. People buy from people

Expanding your reach

Influencers, help brands get access to their entire network. That includes people who are passively interested in your industry all the way to true devotees.

Increasing credibility and trust

Especially in very competitive or high stakes industries, credibility is critical to sales success. With influencers, it's easy to build brand credibility, because everyday people are trying and talking about your products. People like to know that something works well before they buy it.

Better value for money


Social media ads are expensive. Influencer marketing has proven itself to be more cost effective than traditional internet ads. Plus, with the human touch you get a better reach than any algorithm can give you. People follow influencers because they're interested in what those people have to say. You already have a foot in the door.





Packages & Rates

As a Creative Director, Marketer, Graphic Designer and Video Editor, I am a one-stop shop when it comes to creating content for your brand. I am very passionate about branding and would love to work closely with you to achieve your marketing objectives. Even though I have my own online shop, I love supporting other businesses, as we as a community need to share the love and support all around.

i This calculator only shows results for influencers with Business or Creator accounts.

Influencer's Instagram username
 **Kwaitokoeksister**

How many posts should the influencer publish?
 **1**

How many stories should the influencer publish?
 **1**

Calculate

↓

ESTIMATED PRICE
\$184 – \$257

EUR GBP USD NOK SEK DKK

@Kwaitokoeksister can charge **\$184 – \$257** for 1 post and 1 story.
@Kwaitokoeksister is expected to reach **7.1K** followers, create **8.3K** post impressions and **1.1K** story impressions, and generate an average engagement rate of **2.2%**.

7.1K
ESTIMATED REACH


1.1K
ESTIMATED STORY IMPRESSIONS

8.3K
ESTIMATED POST IMPRESSIONS

10.3K
FOLLOWERS

589
TOTAL POSTS

2.2% vs. 4.5%
ENGAGEMENT RATE VS. BENCHMARK **i**



Above you will see the inzpire.me/instagram pricing calculation for my instagram profile. This is however just a guide and I am open to any suggestions on possible trade exchanges instead of monetary compensation depending on the brand and product.

Content options

- Unboxing of product
- Demo of using product
- Give-away
- Sharing of discount code
- Video & image on Stories
- Image post
- Reel, IGTV & Tiktok videos
- Twitter post
- Youtube Video

Rates will be determined by

- Amount of posts
- Production needed
- Duration of campaign
- Exclusivity

Contact Details

@kwaitokoeksister
santonie19@gmail.com
083 656 8947

