

TRACY FOWLER

FITNESS, HEALTH & WELLBEING INFLUENCER



About Tracy

Tracy Fowler is a Mass Communications Specialist with extensive experience in multimedia development, branding, and marketing. Her areas of expertise include designing creative content for radio, online, and Caribbean TV.

Tracy produced and developed a very popular radio show in Barbados called “Hey Vajajay” designed to educate, inform, break taboos and debunk myths surrounding female intimacy and health. The show attracted major partnerships with worldwide brands “Always” as a title sponsor and European feminine wash brand, “Lactacyd”.

This sparked Tracy’s passion to encourage the masses in Barbados to engage in healthier lifestyles. Not only did she speak about it, but she started her own fitness journey which evolved into a lifestyle beckoning her into a future 2nd career in Personal Training. She completes her ACSM in February 2022.

Her radio show Sunny Side Up with Tracy on the Beat 104.1 FM also supports her life’s mission. The show is all about the sunnier side of life, living life well and with intention. Guests on the show have included Director X of Operation Prefrontal Cortex which focuses on mindfulness in schools to popular Essence Magazine feature Dominique Drakeford of Melanin and Sustainable Style to name a few. Tracy was also the host Barbados’ inaugural Mindful Living Retreat 2019.

Tracy says, “My goal is to continue doing my part in helping my country become a healthier place. I feel as though I’m called to be a part of a national wellness task force and I don’t take it lightly.”

A Few Collaborations

Megapower Barbados is the leading Electric Vehicle supplier in the Caribbean. After lockdown, the brand wanted to promote its new affordable Electric MG SUV. I used 5 videos to promote efficiency, how to use charge ports, the space of the vehicle, style and more.

Goal: To encourage test drives.

Platforms used: Instagram and Facebook



WIBISCO rolled out its new healthier cracker option called, Sodabix Multigrain. All influencers were chosen based on their healthy lifestyles and different spheres of influence. I prepared 4 different snacks over a month to communicate bold things that you can do with your crackers.

Goal: This was a multi-platform, multi-influencer campaign to drive awareness and sales.

Platforms used: Instagram and Facebook



The Barbados Fertility Centre

partnered with me to promote their Egg Freezing services for career-driven women between the ages of 32-37. We created a 5-part series on Instagram Live with Nurse Anna where we explored what Egg Freezing meant, the process, side effects, medication and cost with a bonus episode on in vitro fertilization.

Goal: To encourage consults that would lead to Egg Freezing appointments.

Platforms used: Instagram and Radio



LIVE "My Eggs, My Choice"

Wednesdays at 8 pm with
Anna Hosford of the
Barbados Fertility
Centre



Important Information

Instagram Stats (Nov 2021):

Followers: 6.2K

Engagement Rate: 4.25%

Followers Growth Rate (90 Days) - 4.18%

Top Location: Barbados

Primary demographic: 35-44 years

Secondary demographic: 25-34 years

Gender: 55.8% Female/44.1% Male



Rates:

1 Static Post: \$300.00 (incl. up to 2 stories)

1 Video Post: \$500.00 (incl. up to 2 stories)

The rates are subject to change depending on the length of the campaign, the number of posts required, and the type of post. A discount is granted on more than 2 posts.

Based on previous campaigns, there is a higher chance of reaching your audience over a period of time utilizing multiple touchpoints, e.g.: Posts, Stories, Lives, Account Takeover, etc. Frequency gives the audience time to learn about your brand and it develops trust between the influencer and their audience.

Contact Details

If you'd like to communicate a message to your audience in an authentic way with posts that convey a personal tone, feel free to reach out.

Telephone:

(246) 231-7404

E-mail Address:

tracynfowler@gmail.com



Other services offered

- Radio/Video Production
- Presenting/Hosting
- Voice Over Talent
- Content Production
- Digital Media Strategy & Marketing



Collaboration

I welcome collaboration and partnerships with entities whose goal is to enrich the lives of others, including brands that represent:

- Family & Community
- Health/Nutrition
- Eating locally and sustainably
- Movement & Physical Activity
- Climate Resilience/Action
- Mental Wellness & Balance
- Education and Creativity

I'm a Micro Influencer

"Micro or nano influencers aren't new, but they're continuing to grow at a fast pace.

With small but targeted follower bases, these influencers are small but mighty and can arguably be more influential than mass influencers, as their engagement levels tend to be higher. With brands becoming more strategic with their use of influencers, we will see fewer generic influencers and more niche-specific influencers."

- Alexander Frolov

CEO and co-founder at HypeAuditor

