

FASHION/LIFESTYLE INFLUENCER - FAMILY TRAVEL ENTHUSIAST
BLOGGER - CONTENT CREATOR - INSPIRATIONAL SPEAKER

Simply Daph

Faith & Fashion



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About

Simply Daph
Faith & Fashion

Simplydaph IS THE VOICE, BLOGGER, AND BRAND CURATOR OF simplydaph.Com blog BASED IN houston,tx. Her desire IS TO INSPIRE OTHERS TO LIVE A FULFILLED and PURPOSEFUL LIFE THROUGH CAPTIVATING STORYTELLING IMAGES.

Daph HAS A MOTIVATIONAL OUTLOOK ON HER CONTENT AND IS DEDICATED TO CONVEYING A MESSAGE OF POSITIVITY inspiration and HOPE.

WITH A KEEN EYE FOR CONTENT CREATION AND ADVERTISING CAMPAIGNS USING SOCIAL MEDIA STRATEGY, SHE HAS SUCCESSFULLY POSITIONED HERSELF AS A TOP HOUSTON INFLUENCER, WITH OVER 31k COMBINED FOLLOWERS.

Daph HAS PRODUCED ENGAGING AND Relevant CONTENT FOR BRANDS WHICH INCLUDE BUT ARE NOT LIMITED TO: JCPENNEY, CLINIQUE, TULA, POTTERY BARN, MACY'S, ACADEMY, OLD NAVY, ANTHROPOLOGIE, DSW, FAMOUS FOOTWEAR, LEVI, WALMART, FAT BRAIN TOYS, KOBI, BRAHMIN, MARC FISHER, LOFT, ANN TAYLOR, WHBM, ZAPPOS, ZULILY, LILLY PULTZER, VICI, FABLETICS, BLOWFISH MALIBU, VERA BRADLEY, CVS, and so many more!



Services:

- Custom Content Creation
- Instagram Stories
- Sponsored Blog Post
- Curated Travel Trips
- Event Hosting/Appearance
- Speaking Engagements
- Podcast Guest

And More

Demographic

87.5 % from the US

81.2% are female

62.5% are married 63.41% are

African American and are

between 25-34 being over 70%

About The Blog

Daph's ultimate desire is to help every person that connects with her through her social channels. She is intentional about aiming to build up other's self confidence so that they can walk in their true purpose and look their BEST while doing so. While sharing her faith in the process, she is hopeful that they may find the same joy and fulfillment that fuels her life.

She can always be found building her brand while simultaneously building other PEOPLE! Daph is a huge advocate of community over competition. There is enough room for us all to thrive and flourish in our various gifts and talents.

Words to live by: "Always look out for others before you look out for yourself" are words she chooses to live by.





Social Stats



Blog

UNIQUE BLOG
VISITS/MO 371
(newly re-launched)



Instagram

31.7 INSTAGRAM FOLLOWERS
AVG LIKES PER POST 1,336
INSTAGRAM ENAGEMENT 4.60%



Twitter

TWITTER FOLLOWERS 893



Pinterest

PINTEREST MONTHLY VIEWS 51k



Facebook

FACEBOOK LIKES 1,345



YouTube

1, 610 YOUTUBE
SUBSCRIBERS 199,123
YOUTUBE VIEWS

Post

Blog Post:

\$800 and up

Carousel IG post 1-3 images \$1500

IG stories (per 2 frames) \$750

- Designated highlight \$500
- Every additional story is \$150 extra
- Swipe up feature \$100
- Link in bio \$250 maximum 72 hours

Social Shares:

FB post \$500

Twitter \$400

Pinterest \$300

Tictok \$200

Videos \$800 and up depending on the length and content requested.

#1 Package

Sponsored post + instagram \$2900

1 blog post + social shares to IG, FB, TW, PIN, W/Brand tag + hashtag

1 instastory (W/min 2 segments plus swipe up)

+ giveaway \$200

+ additional story frame \$150

#2 package

Instagram post + instastory : \$1685

1 Instagram post with brand tag + hashtags

Instastory (W/min of 3 segments plus

swipe up + social shares on FB

+ \$150 for each carousel photo

+ 200 giveaway

+ instagram video \$500

#3 Package

Instagram post with branding tag + hashtags

+ 200 giveaway

+ \$150 per additional carousel photo

Insta story Bundles

Instastory series of 3 segments plus swipe up \$850

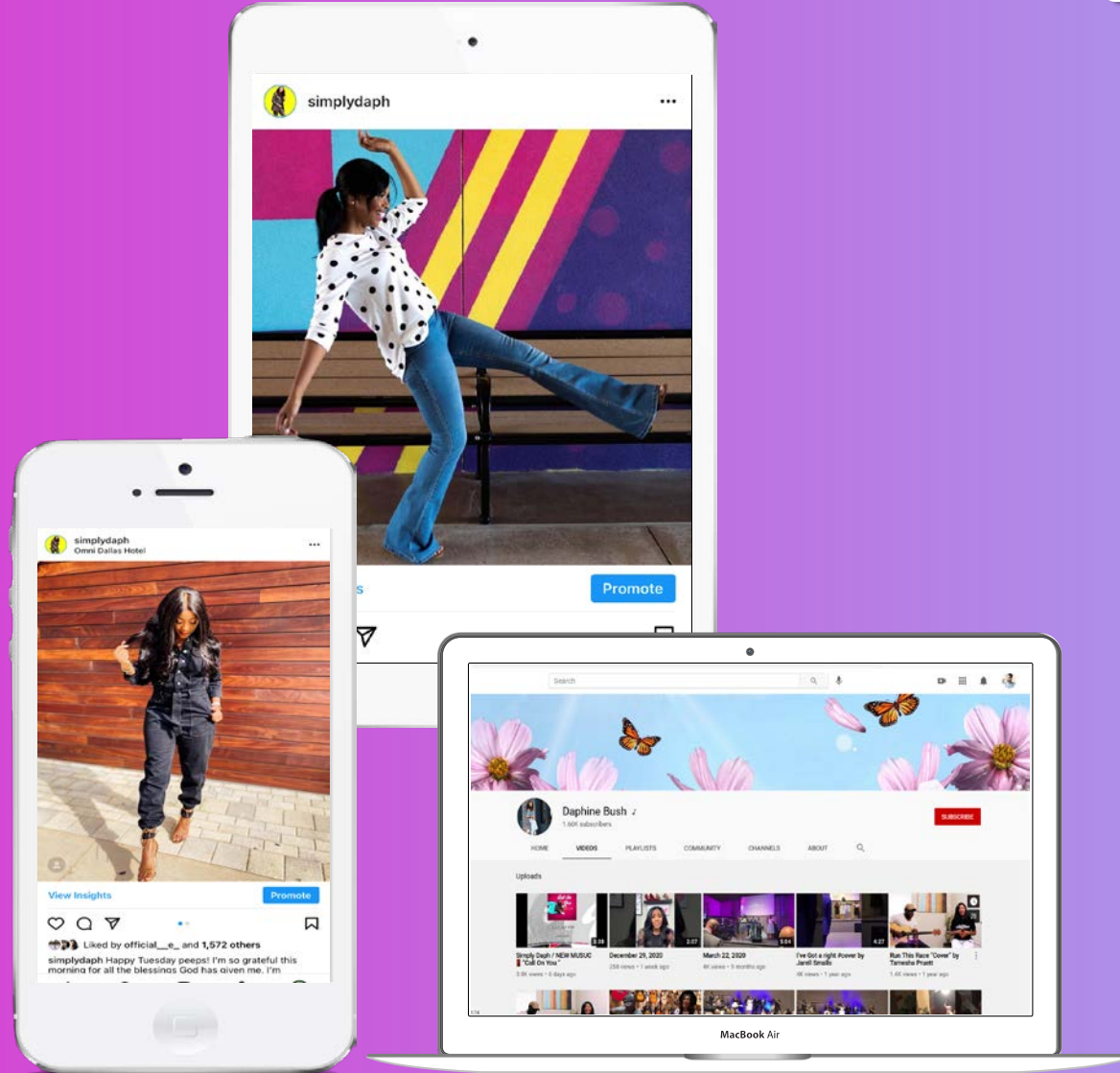
Try on session with 3-4 looks: \$3000

NOTE:

This will include 4 still shots and swipe up link plus linking on LTK and a dedicated instastory highlight for your brand



POST



Instagram

Anazon kids campaign

Caress campaign

SPANX CAMPAIGN

LL.Bean/Zappos campaign

ANTHROPOLOGIE CANPAIGN

JCPENNEY campaign

The Company Store campaign

DSW campaign

Pottery barn campaign

Everly Gray campaign

Clinique campaign

Old navy campaign

Lands End campaign

Tarte cosmetics campaign

