

Sweet Whimsy Shop

Artistic Cake Pops, Home Baking, WAHM



About

Hi! I'm Becca Aronowitz, better known online as Sweet Whimsy Shop. For 10 years, I've owned & operated a home-based bakery specializing in artisan cake pops and cute treats. My social media content features baking & decorating processes, tips for running a bakery business, and some humor about working from home as a mom of 2 young children. My followers include hobby bakers, professional bakers & bakery owners, event stylists, and moms of all kinds. Most of my growth & exposure is on Instagram, but I'm starting to develop a presence on TikTok. My content educates, entertains, and inspires, and I'm interested in partnering with brands who aim to do the same.

Social Media



108K+



3.5K+



3.9K+

Audience & Demographics

- Average IG Post Reach: 24K
- Average IG Reels Reach: 220K views
- Average IG Stories Reach: 1.4K
- Engagement rate: 4.4%



USA



Canada & UK



Brazil



Female



25-34



18-24

Collaborations

- Cheryl's Cookies • Zee Zees
- Eat Your Coffee • ClearBags
- Baker's Party Shop
- Stover & Company

Get in Touch

- Email: SweetWhimsyShop@gmail.com
- Instagram: [@SweetWhimsyShop](https://www.instagram.com/SweetWhimsyShop)



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Popular Reels



743K
Reach

17.9K
Interactions



2.5M
Reach

62K
Interactions



1.1M
Reach

16.8K
Interactions

Rates & Services

Rates influenced by concept, labor, usage rights & content ownership, exclusivity, and longevity in feed (when applicable)

INSTAGRAM FEED POST | \$450+

Dedicated Instagram post(s) and/or Carousel according to your brand guidelines.

INSTAGRAM STORY | \$175+

One or more stories featuring the product + link

INSTAGRAM REEL | \$700+

Dedicated Instagram Reel according to your brand guidelines. Shared to Stories. Cross-posted on TikTok.

INSTAGRAM BUNDLE | \$550+

Instagram feed post + one or more stories
Optional Reel(s) add-on