



 life as a strawberry

# **MEDIA KIT 2022**



# HELLO!

**We're Life As A Strawberry, and we like to talk about food.**  
We create premium food content for mission-driven brands who care about making the world a better place.

We're picky about who we work with (if you're reading this, you've made it further than 90% of brands who approach us!) because it's important to us - and to our readers - that partners share our values: delicious food, sustainability, people, planet.

If you join our partner roster, you aren't just a one-off Instagram hashtag that fades into oblivion.

**If we work together, we are ON. YOUR. TEAM.**

We go the extra mile to make sure you have clear reporting, marketing support, exceptional content, and plenty of "face time" with our audience (we're basically your personal online cheer section!)

We can't wait to work with you!

*Jessie*  
JESSIE JOHNSON,  
FOUNDER & CHIEF  
CONTENT CREATOR

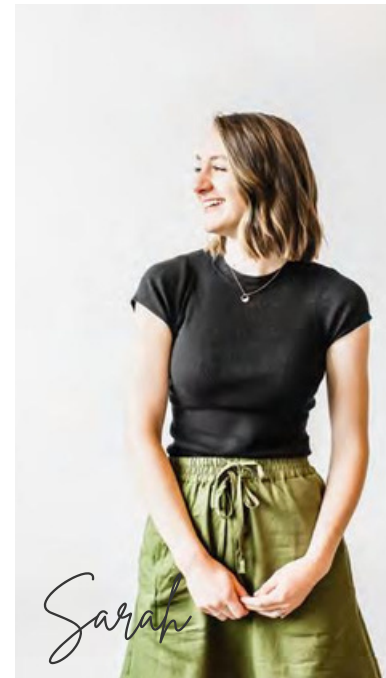
*Rhonda*  
RHONDA JOHNSON, DIRECTOR  
OF OPERATIONS

*Sarah*  
SARAH LICATA,  
CUSTOMER HAPPINESS  
SPECIALIST



**WE HELP  
HOME  
COOKS  
MAKE FOOD  
THEY'RE  
PROUD OF.**

# WHO WE ARE



Jessie Johnson started Life As A Strawberry® as a personal food blog in 2012. Three years later, she made the leap to full-time blogging after finishing her graduate work at Cornell University.

Today, we're a fast-paced food media company that produces original recipes, photos, and video content. We specialize in weeknight comfort food, distill complex information into actionable steps with wit and clarity, and make sure every piece of content we create is *exceptionally useful* for our audience.

**As one of our brand partners, you'll benefit from our commitment to exceptional content, our care in building trust with our audience, and our detail-oriented reporting (including done-for-you social posts and swipe copy to help you get the most out of your investment!)**



# QUICK NUMBERS

**TOTAL SOCIAL MEDIA REACH: 78.4K**

**64.2K**



**8.1K**



**3.6K**



**1.8K**



**74**



**EMAIL SUBSCRIBERS**

**3.5K**

**PAGEVIEWS IN 2021: 4.5 MILLION**

**378K**

**AVERAGE  
MONTHLY  
PAGEVIEWS**

**224K**

**AVERAGE  
MONTHLY  
UNIQUE  
VISITORS**

**304K**

**AVERAGE  
MONTHLY  
WEBSITE  
SESSIONS**



# STATS SPOTLIGHT

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## SPONSORS

**916.5K**

PAGEVIEWS ON SPONSORED  
CONTENT SINCE 2015

## SALES

**\$134,212**

SALES REVENUE DRIVEN BY OUR  
AMAZON AFFILIATE LINKS IN 2020

## WEBSITE

**4.5 MILLION**

PAGEVIEWS IN 2021

## PINTEREST

**64.1K FOLLOWERS**

**4.1M AVG. MONTHLY VIEWERS**

**12.7M IMPRESSIONS, Q1 2022**

**563.2K ENGAGEMENTS, Q1 2022**





# OUR AUDIENCE\*

\* The data on this page was primarily pulled from Google Analytics and cross-checked for accuracy with our annual Reader Survey, available Social Media analytics, and Fohr Demographic information.



> **76% WOMEN**  
~ **50% AGES 25-44**



**TYPICALLY  
COLLEGE EDUCATED**



> **50% MARRIED**  
> **20% HAVE KIDS**



**MAJORITY MIDDLE-  
TO UPPER-CLASS**

## INSIGHTS FROM OUR MOST RECENT READER SURVEY

**91%** report being the **primary grocery shopper** in their household.

**60%** consider it somewhat or very important to use **sustainable, eco-friendly** practices in their home kitchens.

**55%** describe themselves as good cooks who are **comfortable in the kitchen**.

**58%** spend between **30-45 minutes** preparing dinner on average weeknights.





## SEARCH ENGINE OPTIMIZATION (SEO)

Our partner posts are **fully optimized** (with structured data, meta descriptions, and more!) to help your brand reach beyond our existing audience and **capture additional impressions via organic search.**

## PINTEREST

We pin your content to multiple boards over several weeks to ensure **high visibility and engagement with your brand.** Our Pinterest strategy drives **over 4 million impressions and 50K clicks per month.**

## OUR TEAM'S SUPERPOWERS

## ACADEMIC TRAINING

Jessie's **Cornell University** graduate work on hunger and sustainable food systems makes her **uniquely qualified** to distill and present meaningful food information in an accessible way. Her academic expertise and commitment to thorough research have made her **an especially trustworthy source for our readers.**

## HIGH-QUALITY CONTENT

We're committed to creating photos, **video**, and copy you'll be proud to share with your own audience! Everything we post is tested by at least **two independent recipe testers**, and we'll also give you **swipe copy and ready-to-go links** to make sharing a breeze!



# CASE STUDIES

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## SEAFOOD CLIENT

**231,415**

TOTAL  
CAMPAIGN  
PAGEVIEWS  
TO DATE

**143,667**

UNIQUE  
VISITORS TO  
DATE



## PRODUCE CLIENT

**146,574**

TOTAL  
CAMPAIGN  
PAGEVIEWS  
TO DATE

"I'm so excited to  
serve it to my  
family because it's  
so delicious!!"

READER  
COMMENT



## SEAFOOD CLIENT

**403,473**

TOTAL  
CAMPAIGN  
PAGEVIEWS  
TO DATE

"I made this and it  
was easy and  
delicious! Making it  
again for friends  
tomorrow night."

READER  
COMMENT



# PACKAGES & PRICING

## RECIPE PACKAGE

### RECIPE DEVELOPMENT

- **1 original recipe**, developed by our team (always tested by at least 2 people to ensure accuracy)
- **1 blog post** on Life As A Strawberry, optimized for SEO

### ASSETS

- **10-15 High resolution images**, including ingredients + process photos
- **Swipe copy packet**

### SOCIAL SHARING

- **1 Instagram** carousel post
- **3 Instagram** story slides
- **1 Facebook** post
- **5 Pinterest** Pins
- **1 Pinterest Idea Pin**

### CAMPAIGN REPORTING

- 30-Day wrap-up report

**INVESTMENT: \$2,100**

*Paid in full at contract signing*

## VIDEO PACKAGE

### EVERYTHING IN THE RECIPE PACKAGE, PLUS:

#### PROFESSIONAL RECIPE VIDEO

- Hands-and-pans style video
- 1 long cut (1-3 minutes) for use on Website + YouTube
- 1 short cut (under 60 seconds) for use on Instagram Reels, TikTok, and Pinterest
- 1 square cut (60 seconds) for use on Facebook

#### ADDITIONAL SOCIAL SHARES

- 5 Pinterest video Pins
- 1 Facebook video post
- 1 Instagram Reel
- 1 TikTok

**INVESTMENT: \$4,000**

*Paid in full at contract signing*

## QUARTERLY PACKAGE

### BUNDLE AND SAVE WITH THIS 3-MONTH CONTRACT!

- 2 Recipe Package credits
- 1 Video Package credit
- 10% off any a la carte services for the duration of our contract

*When it comes to sponsored content, repetition is key. We always recommend a multi-post contract to ensure our audience is exposed to your brand several times as opposed to just once!*

**MOST POPULAR - SAVE 10%**

**INVESTMENT: \$7,380**

*\$3,000 due at contract signing  
Remaining balance due in monthly payments*

## A LA CARTE

*Choose your own adventure with our a la carte options, available any regular package purchase. Add video to a well-performing recipe, grab ready-to-go Reels, or tailor your content to best fit your marketing needs!*

PROFESSIONAL RECIPE VIDEO .....**\$2,000**

INSTAGRAM REEL/TIKTOK.....**\$650**

ADDITIONAL LAAS SOCIAL SHARES .....**PRICE VARIES**

## ANNUAL PACKAGE

**\*ONLY 2 SPOTS REMAINING FOR 2022-23**

- 6 Recipe Package credits (1 recipe post every 2 months)
- 4 Video Package Upgrades (1 video per quarter)
- Content style guide and in-depth reporting
- Quarterly calls to evaluate performance and maximize your ROI
- 15% off a la carte options for duration of contract

**SAVE \$4,290!**

**INVESTMENT: \$24,310**

*\$3,500 due at contract signing; Remaining balance due in monthly payments*

*All packages include a limited, non-exclusive license to use images and videos provided with the campaign on your company social media channels, website, and newsletter with credit to Life As A Strawberry. All copyright, print rights, and paid promotion rights remain with Life As A Strawberry. If you would like to purchase print, advertising, TV, or other rights, they will incur an additional fee. Custom package proposals are available upon request.*

# FAQs

## CAN WE SHARE THE CONTENT YOU CREATE FOR US?

Yes! Content we produce for you can be shared on your social media, website, and email newsletter with proper credit. Print or paid media use requires an additional fee. If you'd like to re-post a sponsored recipe on your website, we require the use of a rel=canonical tag (so that Google doesn't get confused and penalize us both!)

## WHAT'S INCLUDED IN THE SWIPE COPY PACKET?

We include a general overview of how to use your new, original content, as well as a few notes from our keyword research. The bulk of the swipe copy packet is ready-to-use, pre-written social media captions that you can copy and paste for Facebook, Twitter, Instagram, and Pinterest.

## HOW DO YOU OPTIMIZE FOR SEO?

We start with extensive keyword research using tools like Keysearch, Google Search Console, Google Trends, and Answer the Public. We thread these keywords into post content using SEO best practices. We also practice SEO through proper recipe schema markup, good site organization, solid heading (H2, H3, H4) structure, and FAQ blocks.

## WHAT CAN WE EXPECT FROM A WRAP-UP REPORT?

Our wrap-up reports give you a bird's-eye-view of how the campaign went! You'll find an overview of our campaign goals and results, some suggestions to further optimize your content, notes on SERP rankings, and a "reception" section that showcases our readers' responses to your sponsored content.

## CAN WE USE THIS CONTENT IN PRINT OR PAID MEDIA?

We require additional fees to use content in print or paid media. Our rates start at \$1,000 for print and \$2,000 for paid media (including social media ads). If you'd like to use content in print/paid media, let us know and we'll send a quote! You can also add paid/print rights after the content is created, so you don't need to decide right away.

## CAN WE APPROVE CONTENT BEFORE IT GOES LIVE?

Generally, no. We'll have a short discovery call at the start of any project so our team can understand your marketing needs, and we'll do our best to tailor any content to give you the best return on your investment. We know our audience better than anyone, so we ask that you trust us to share your product(s) with them in our own way.

## HOW IS THE CONTENT DELIVERED?

When your content is live, we'll send you an email and give you access to your very own, password-protected page on our Partner Portal website. From here, you can grab links to any sponsored content, download photos and videos, and access 30-day wrap up reports when they're available.

## CAN WE REQUEST RESHOOTS?

We don't offer reshoots. During our initial discovery call, we'd love you to share any specific requests you might have for your photos or video: we'll do our best to incorporate them. If you really, *really*, need a reshoot (for example, if your product packaging changes) new shoot days will incur an additional fee and be subject to availability.




# OUR PARTNER PORTAL

As our brand partner, you'll receive a dedicated, password-protected page on our Partner Portal. This page will serve as your Life As A Strawberry HQ, and you can access ALL of the work we've done together (including assets, reports, and URLs) anytime you need it. The Partner Portal is an *excellent* resource to share with your board, your Marketing Director, or any coworkers who might need a quick overview of your Influencer Marketing efforts.

See a sample Partner Portal at [partners.lifeasastrawberry.com/sample](https://partners.lifeasastrawberry.com/sample)

**DEDICATED PARTNER PORTAL**

### CAMPAIGN OVERVIEW



Hello! Welcome to your one-stop-shop for EVERY campaign you run with Life As A Strawberry. You'll find official wrap-up report PDFs, links to real-time reporting software, campaign deliverables, and more – all from this handy dashboard. Questions? We're here to help – just shoot us an email!

*Access this private dashboard anytime at [partners.lifeasastrawberry.com/sample](https://partners.lifeasastrawberry.com/sample)*

Our campaign reporting has two parts: First, a **PDF wrap-up report** with our thoughts about the campaign and some screenshots to give a fuller picture to how our audience engaged with you. Second, a **real-time reporting dashboard** to give you a snapshot of your campaign impressions and engagements to date (along with links to the post and all social shares!)


### YOUR SPONSORED RECIPE TITLE HERE

**RECIPE POST, FEBRUARY 2022**


This pasta combines some of our FAVORITE ingredients – lemon, garlic, and butter! We kept things ultra-simple to help home cooks tackle pan-fried fish without overwhelming them with too many ingredients or techniques (which, as you'll see, is one reason we believe this post is performing exceptionally well!)

**VIEW THE POST:**

- Campaign Blog Post: [Your Recipe URL Here](#)




**REAL-TIME CAMPAIGN REPORTING**




5,274  
IMPRESSIONS

Facebook Content Activecampaign Pinterest



498  
ENGAGEMENTS

Twitter Instagram Facebook Activecampaign Pinterest



### CAMPAIGN WRAP-UP REPORT

**WRAP-UP REPORTS & SWIPE COPY**

# WHITELABELED CONTENT

Our whitelabeled content is built to mix-and-match depending on your marketing needs! This is a general overview of our structure and pricing for whitelabeled content. When you're ready to book some work, let us know and we can hop on a quick video call to help you decide exactly what you need (and exactly what will get you the most bang for your buck!) We also offer a discount for bulk purchases. **Just think of us as your branded content creation secret weapon!**

## RECIPE DEVELOPMENT

### RECIPE DEVELOPMENT

- **1 original recipe**, developed by our team (and always tested by at least 2 people to ensure accuracy)
- SEO-conscious recipe headnote and title suggestions

### RECIPE PHOTOGRAPHY

- **10-15 High resolution images**, including ingredients flatlay, process shots, and prominent product features.

### OTHER ASSETS

- SEO Keyword research breakdown
- Swipe copy packet to help you easily share the recipe on social media
- *Optional add-on: Custom Pinterest graphics*

**INVESTMENT STARTS  
AT \$1,050**

## PRO. RECIPE VIDEO

### PROFESSIONAL RECIPE VIDEO

- Hands-and-pans style video
- 1 long cut (1-3 minutes) for use on Website + YouTube
- 1 short cut (under 60 seconds) for use on Reels, TikTok, and Pinterest
- 1 square cut (1 minute) for Facebook
- All videos will utilize your brand colors, fonts, logos, and preferred audio.

### OTHER ASSETS

- Video Style Guide PDF for your brand. Fill out our quick questionnaire, give us your brand colors, fonts, and logos, and we'll put together a unique-to-you video style to match your branding.  
*Note: Minimum purchase of 3 videos required for style guide creation.*

**INVESTMENT STARTS  
AT \$2,000**

## TIKTOK/REELS VIDEO

### CASUAL VIDEO (shot on iPhone)

- 1 short cut (under 60 seconds) for use on Instagram Reels, TikTok, and Pinterest
- Use an existing recipe or pair with our recipe development package for new, original content! We can also conceptualize and create content that isn't recipe specific (ie, "three ways to use Product X")
- **No sound:** Use trending audio or record a voiceover within the apps
- **No text overlay or title cards:** TikTok rewards authentic, unpolished content (you can add text and graphics right from the app when you go to post if you like!)

**INVESTMENT STARTS  
AT \$650**



# SAMPLE TIMELINE

Based on  
availability.

## WEEK 1

### Contracts & Planning:

Contract signed, invoice sent, and Discovery call scheduled.

## WEEK 2

### Discovery Call:

Hop on a video call with our team to talk through your goals and needs. Let's make sure we build some amazing content for you!

## WEEKS 3-4

### Content Development:

Our team tests, re-tests, and fine tunes your recipe and shoots your original content.

## WEEK 5

### Go live week!

Recipe is posted on our website, and social media promotion begins. You receive photos, links, swipe copy, and access to your Partner Portal!

## WEEK 10

### Campaign wrap-up delivered!

We send you a 30-day evaluation of campaign performance to date (keep in mind that engagement will grow over time!)

\*This is a sample timeline for a single partner post, but we're happy to adjust to fit your marketing needs! Let us know if you'd like to work further in advance and hold a campaign for a certain date or if you need to put a rush on your content. Rush work may be subject to additional fees. Multi-post packages operate on custom timelines.





# THANK YOU!

You have a lot of options for influencer marketing and content creation. And we truly believe that the way we handle sponsored content - from our thorough keyword research, to our Partner Portal and swipe copy, to our in-depth reporting - sets us apart. That stuff is all good, and fun, and important!

But the *most* important thing you need to know is this: **We want to work with you because we believe in what you're doing.**

Food media has a major role to play in building a better food system, and nothing makes us bust out a happy dance (or a margarita!) faster than finding an amazing brand (that's you!) who embodies our mission to help home cooks make food they're proud of while being good stewards of people and planet.

So whether or not you book a contract with us, **know that we're here - and that we're rooting for you.** We're all in this together!

- Team Life As A Strawberry

READY TO WORK WITH US?  
WE CAN'T WAIT TO GET STARTED!

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PARTNERS. LIFEASASTRAWBERRY.COM