

## Media Kit

*Eclectic  
Evelyn*

### About the blog . . .

Eclectic Evelyn is a lifestyle blog that covers a wide range of topics from product reviews to writing poetry. It's about rediscovering your creativity, experiencing life, and trying to figure out exactly what it means to be a "woman of a certain age" in the 21st century. It's about realizing the kids are grown, your life has changed, and now you need to figure out what to do with the other half of your life. It's about making changes in your life and putting yourself first for once.

### About the blogger . . .

Evelyn Dortch is a Generation X writer living in the heart of Appalachia. She has a degree in social work and has worked with families in poverty for over 20 years. In her late 40's, she decided it was time to make a change and started Eclectic Evelyn. She has 4 adult children and several cuddly furbabies.



Evelyn Dortch

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### Audience

♀ 68% over 35  
38% over 45  
80% female



### Partnership Opportunities

- ◆ Sponsored Posts
- ◆ Product Placement
- ◆ Social Media Campaigns
- ◆ Giveaways
- ◆ Brand Ambassadorships
- ◆ Product Reviews
- ◆ Book Reviews
- ◆ Guest Posts
- ◆ Gift Guides
- ◆ Sponsored video

 2,516

 23,665

 3,585

 703

 5,008

Find me  
@EclecticEvelyn

74% United States  
5% Canada  
5% United Kingdom  
3% Philippines  
2% India  
2% Australia  
2% Peru

Total Monthly Visitors

**3,687**

Unique Visitors

**2,328**

Get in touch at [me@eclecticevelyn.com](mailto:me@eclecticevelyn.com)  
and find out how I can help you.

Last update 3/31/2018

- Want more exposure for your brand or product?
- Interested in creating a social media buzz around your book?
- Need to incorporate organic posts into your campaign?
- Need more visits to your website or social media channels?

Find out how Eclectic Evelyn can help you bring attention to your brand, product, or book. We offer many ways of working together including product reviews, giveaways, sponsored posts, social shares, guest posts, interviews, and much more.

## **Product Reviews**

Product Reviews allow us to introduce our readers to your items in a personal way. Studies show that people are more likely to purchase a product that has been recommended by a friend. That is why there has been a big boom in influencer marketing recently. The advantage to working with Eclectic Evelyn for your product reviews is that we limit our reviews to just a few items a month so our readers know that if we recommend a product we mean it.

**There are no payments or fees involved with product reviews.**

**We do 2 types of product review posts**

### ***Product Review Post***

300+ word blog post that focuses exclusively on your brand or product and our experience with it. The post will contain at least 1 picture of the product itself or the product in use. The post will include at least one link to the product or your website. *Example post* [These Boots are Made for Fashion](#)

### ***Organic placement of product in a post***

Placement of your product in a featured post that consists of 400+ words The post may or may not have other links and will include at least 1 picture and 1 link to your product or website. This post remains on the website for at least 12 months and is shared regularly on social media creating more exposure. *Example posts* [Introducing Your Cat to A Pet Carrier](#)

Product Reviews are conducted by [Evelyn](#) (generation X) and/or [Beth](#) (millennial).

Let us know if you have a preference.

**There are no payments or fees involved with product reviews.** Instead, we ask for an exchange of products where you mail us products of a certain value and in return, we promote your product on our blog and social media channels. Instead of a payment, we accept and keep the products that we receive as a form of compensation for our time and efforts in promoting your brand and products. *Products will be reviewed and posted within 14 to 30 days of receiving the product unless otherwise stated.*

**We offer the following 4 packages you can choose from based on the retail value of your product(s)**

*\*None of these levels require a fee or payment of any kind. The values listed for each level is based on the retail value of the products sent to the blogger.*

### **Basic Package**

\$20 – 49.99 retail value

- Product featured in an Instagram photo with brief review and link
- The Instagram post also shared on Twitter and Tumblr for more exposure
- Option to sponsor a 2-week giveaway of product or gift card valued at \$25

### **Standard Package**

\$50 – 99.99 retail value

- Product review on the blog with a link to product or website.
- Product featured in an Instagram photo with brief review and link
- The Instagram post also shared on Twitter and Tumblr for more exposure
- Product review post shared on Twitter and Facebook
- Option to sponsor a 2-week giveaway of product or gift card valued at \$25

### **Expanded Package**

\$100-199.99 retail value

- Choice of Product review on blog or placement in organic post
- Product featured in Instagram photo with brief review and link
- The Instagram post also shared on Twitter and Tumblr for more exposure
- Product review/post shared on Twitter and Facebook
- Option to sponsor a 4-week giveaway of product or gift card valued at \$25 or higher

## **Premium Package**

\$200 over 499.99 retail value

- Choice of Product review on blog or placement in organic post
- Product featured in Instagram photo with brief review and link
- The Instagram post also shared on Twitter and Tumblr for more exposure
- Product review/post shared on Twitter and Facebook
- Option to sponsor a 4-week giveaway of product or gift card valued at \$25 or higher
- 250×250 shared ad on the sidebar for 1 month

*Items valued over \$500 will receive a completely personalized package.*

**Please [contact Evelyn Dortch](#) to discuss product reviews and any customization of packages.**

## **Giveaways**

Giveaways are a great way to gain exposure for your product, brand, book, or website. Giveaway posts and blog posts with giveaways receive an average of 3x more traffic than other blog posts. Giveaways are also one of the best ways to build a social media following. *We offer giveaways as part of our product reviews, sponsored posts, and author packages.*

- Prizes must be valued at no less than \$25 unless otherwise agreed upon.
- Prizes can be merchandise or gift cards or a combination of both.
- You have the option of including a link/visit to your website, Twitter, Facebook, Instagram, Tumblr, and Pinterest on the giveaway entry if you like.
- We offer 14 day and 30-day giveaways
- Your giveaway can be limited to the US only, US and Canada, or Worldwide. The majority of our readers are from the United States but we do have readers in Canada and other parts of the world.
- Brand/Sponsor is responsible for shipping giveaway prizes directly to the winner within 4 weeks of the end of the giveaway. We will provide you with the winner's information only. We do not ship prizes or cover postage in any way. Prize fulfillment is the sponsors' sole responsibility.

## **AUTHOR AND BOOK PROMOTIONS**

### **Fiction and Non-fiction welcome**

**Writers Talking** is a monthly post that consists of a 5-10 question interview with an author. The author will be emailed the questions and will write their reply. The author will also need to provide author bio and photo. (There is no charge for this promotion. Currently doing only one per month) Example [Writers Talking with Krystal Jane Ruin](#)

- The option of including social media links, websites, author pages
- The option of including a book blurb and link to purchase
- The post will be shared on Twitter and Facebook.
- Option to sponsor a giveaway of a book, swag, gift card or a combination valued at least \$25

**Friday Reads** is a weekly book review post. (There is no charge for this promotion. Currently doing approximately four per month) Example [I Just Read Yellow Crocus by Laila Ibrahim](#)

- Must provide a physical copy of the book (audiobook downloads also accepted)
- Book featured in an Instagram post prior to review to build buzz
- The Instagram post also shared on Twitter and Tumblr for more exposure
- Must provide a book summary, an author blurb and link to purchase
- Review post will be shared on Twitter and Facebook
- The option of including social media links, websites, author pages
- Option to sponsor a giveaway of a book, swag, gift card or a combination valued at least \$25

**Author Guest post** must be 500+ words focused on writing such as writing tips, writing space, why you write, why a specific genre, etc. (There is no charge for this promotion. Currently doing only one per month) Example post [Just Write – a Guest Post by Jennifer Dean](#)

- The option of including social media links, websites, author pages
- The option of including a book blurb and link to purchase
- The post will be shared on Twitter and Facebook.
- Option to sponsor a giveaway of a book, swag, gift card or a combination valued at least \$25

**Please Note:** *The 3 above author promotions are evergreen posts and will remain on the blog indefinitely providing continued exposure. They will also continue to be shared randomly on social media.*

### **Book Spotlight**

- Must provide a physical copy of the book or a \$10 Amazon gift card in exchange for the post
- Must provide book blurb and photo of the book
- Must provide author blurb and photo
- Option to provide book excerpts or trailer
- The option of including social media links, websites, author pages
- Option to sponsor a giveaway of a book, swag, gift card or a combination valued at least \$15
- The post will be shared on Twitter and Facebook.

Example [Going Gone by Anita Dickason](#)

### **Sponsored Post and/or Campaign**

You are recognized as the sponsor of the post. Your product is predominately featured in an organic post with several links to your product/website and/or social media. This post remains on the website for at least 12 months and is shared regularly on social media creating more exposure.

- 400+ word blog post that focuses exclusively on your brand or product. (may be a series of posts)
- Focus on introducing the product and its advertised features to our readers.
- Option to provide talking points for us to use in crafting the post.
- Will include photos that we take of your product, and/or photos you provide.
- Post will be shared on social media channels multiple times.
- Option to provide wording, tags, and mentions for social media shares.
- Option to sponsor a giveaway also available.
- Option to customize post and/or campaign to fit your needs

***If you are interested in partnering with Eclectic Evelyn on a sponsored post or a sponsored campaign please [contact Evelyn Dortch](#) to discuss details including compensation.***

## Other Options

- Product Ambassadorship
- Gift guides
- Newsletter Ads
- Hotel/Trip Reviews
- Restaurant Reviews
- Service Reviews (spa, home repairs, streaming, apps, pet grooming, etc.)
- Event Reviews and Live streams
- Social media shares and posts
- Youtube videos
- Train, car, boat and other transportation reviews
- Live reviews on Facebook, Instagram, etc.
- Hosting an event for your product
- Website Ads

There are several other options that we offer and are open to discussing options we may not have included here. Please contact us with your ideas and let's discuss how Eclectic Evelyn can help you.

### **PLEASE NOTE**

We follow FTC requirements for bloggers. We only post honest reviews. In the unlikely event that your item breaks or doesn't work as advertised, we will contact you to let you know what happened and give you the option of having no review posted at all. We do not guarantee to follow through with a review, blog post or gift guide inclusion if the sponsor sends a different product than we request, or sends a different color, size or quantity than we requested. We do not run giveaways for discounts, coupons, sample or trial sized products or products that are available to the general public for free. *Sponsors are responsible for all shipping costs. We are not responsible for lost or stolen items. We do not ship prizes or cover postage in any way. Prize fulfillment is the sponsors' sole responsibility*

## **Contact Us**

Eclectic Evelyn, Evelyn Dortch

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