

# eclectic evelyn

A Lifestyle Blog

ECLECTICEVELYN.COM ♥ INQUIRY@ECLECTICEVELYN.COM

Popular topics: Health and Wellness, Plus-Size Fashion, Beauty, Pets, Travel, Writing, Author Interviews, Home Decor, and Empty Nest

## Services

Brand Ambassador/Partnership

Product Review and Promotion Packages

Holiday Gift Guides

Giveaways

Sponsored Posts

Social Media Promotion

Guest Posting

Affiliate Marketing



Evelyn Dortch, Owner

I am a lifestyle blogger and writer. I love to create posts and photos that reflect my eclectic style. I enjoy sharing my interests with my readers and promoting products that I believe in.

I rediscovered my creative side after working in the nonprofit field for over 20 years. I started my blog in 2014. I wanted to show women like myself that it is never too late to do something new, discover your own creativity, and build a new life after the kids are grown.

@EclecticEvelyn



## Past Collaborations

AARP TomBoyX Bissel  
Prevail Periconne MD  
Rimmel Duobed  
St. Martin's Press Yardley  
Panda Planner Purina  
Cesars Strayer University

## Monthly Page Stats

over 10K page views  
over 80% new visitors  
750 Subscribers



3K



5K



10,3K



27K

## Demographics

80% Female  
40% over 45  
65% over the age of 35  
Live mostly in  
United States (70%), UK,  
Canada, and Australia

## Membership

Member of SheMedia  
Partner Network,  
BlogHer, New Hope  
Influencer Co-Op,  
Blogpaws Network

## Contact

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- 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 and Sponsored Posts**

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.

### ***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.

### ***Organic placement of product in a post or round up***

Placement of your product in a featured post that consists of 500+ 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 and is shared regularly on social media creating more exposure.

### ***Social Media placement and/or review***

Your product will be shared on social media, featuring a photo, description, and or review. Instagram stories will include a swipe up link to your website/product. Twitter and Facebook will include a link to your product or website. You will be tagged in the social promotion. We can also do Instagram unboxing videos and reviews in stories.

### ***Sponsored Post***

500+ word blog post that focuses exclusively on your brand, product, service or another topic of your choosing. You will be listed as the sponsor of the post with at least one link to your website or product. This post remains on the website and is shared regularly on social media creating more exposure.

## **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.*

- We offer 14 day and 30-day giveaways
- The giveaway can be limited to the US only, US and Canada, or Worldwide. •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. *We do not ship prizes or cover postage in any way. Prize fulfillment is the sponsors' sole responsibility.*

## **Gift Guides**

We host gift guides during the year often partnering with multiple blogs for maximum exposure. Each gift guide has its own specific requirements for sponsors that will be posted on the website at least 30 days prior to the start of a gift guide.

## **Author and Book Promotions**

*(Fiction and Non-fiction welcome)*

## **Author Guest Posting**

We offer free guest posts for authors. Guest posting provides an opportunity for our readers to meet new authors and learn from their experience. It's also a great way to drive traffic to your site by building backlinks and through social shares of the guest post. We ask that your post reflects on subjects of interest to other writers. For ideas, you can view previous posts by Guest Authors.

- Content must be at least 600 words
- Content must be original and unpublished elsewhere
- Promotion of most recent book will be included at the end of the post
- You have the option of including a giveaway to generate traffic to your social media and/or book

## **Author Interview**

We offer free author interviews for authors. Author interviews provide an opportunity for our readers to get to know you and your writing better. It's also a great way to drive traffic to your site by building backlinks and through social shares. You can view previous posts in the series Writers Talking.

- I will email you 5 or 6 questions and you will send me your replies. I do not edit your replies as that is your voice.
- Promotion of most recent book will be included at the end of the post
- You have the option of including a giveaway to generate traffic to your social media and/or book

## **Instagram promotion**

We offer free promotion of your book in our Instagram stories including a swipe up feature that links to your book or author page on Amazon.

- You will provide a flat lay photo of your book.
- We will place it in our stories on Instagram and tag your author Instagram on the photo.
- We have the swipe up feature so will direct followers to your author or book page on Amazon.

## **Other Options**

- Product Ambassadorship
- 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
- Train, car, boat and other transportation reviews
- Hosting an event for your product

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.

## **Contact Us**

Eclectic Evelyn, Evelyn Dortch

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Email: [inquiry@eclecticevelyn.com](mailto:inquiry@eclecticevelyn.com)

## **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.*