

MEDIA KIT

ACCORDING TO

Bbooks



BECCA BOOKER

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www.accordingtobbooks.com

2019

ABOUT ACCORDINGTOBOOKS.COM

A destination for millennial women to grow & learn about all things skincare, health, and business! Blog posts center around making life a little bit easier - whether that means saving time, saving money, or practicing a little self care in this busy world!



ABOUT BECCA

Becca Booker lives in Phoenix, Arizona and is a blogger, social media consultant, Facebook Ad specialist, and skincare aficionado! She is the owner of Homemade Social, a boutique social media agency where she serves clients with strategic social media campaigns to help them grow their business online.

In addition to her love for skincare, Becca also loves her new pup, Jojo, and crisp glass of red wine, going to gym class with friends, and nerding out over Game of Thrones. She loves finding a good deal on clothing, jewelry, decor, and makeup and gladly shares her finds with her loyal audience.

AUDIENCE + STATS

@bbooks

The According To Bbooks reader is typically a girl in her early-to-mid twenties who is passionate about skincare, wellness, business, health, and about making life a little easier. Becca's loyal readers follow her everywhere from her blog to her email list to her daily Instagram Story updates. Her audience knows when she's keeping it real, and they keep her in check.



33.6k

Total Audience



16.1k

Instagram Followers
2.2k avg Instagram Story Views



10.8k

Pinterest Followers
@bbooks



6.8k

Monthly Page Views



4.5k

Website Viewers



1.3k

Facebook Followers
@accordingtobbooks



452

Email Subscribers



800

Twitter Followers
@bbooks3



89% are from U.S.

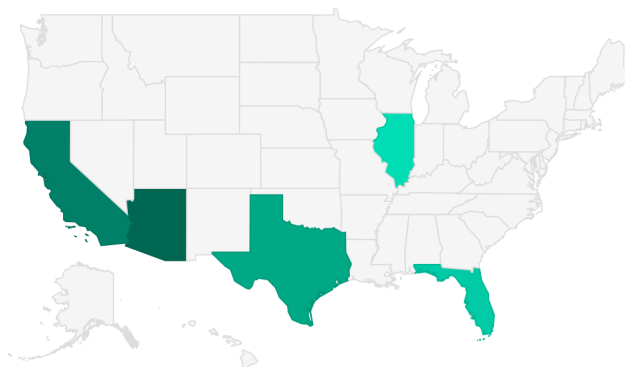
Arizona - 37%

California - 20%

Texas - 5%

Florida - 3%

Illinois - 2%



76 % female



24 % male

AS SEEN IN & PARTNERSHIPS



Medium

azfoothills

fabAZ
FABULOUS ARIZONA .COM

VoyagePhoenix

PARTNERSHIPS

BUMBLE
SEPHORA
J. CREW
MOUNTAIN SHADOWS RESORT
ANDAZ RESORT
DRYBAR
DERMALOGICA
SAUCE PIZZA & WINE
DR. JART
RIFLE PAPER CO
ELEMIS

PINK BY VICTORIA'S SECRET
JUICE BEAUTY
JULEP
SPARKLING ICE
HAVENLY
PETCO
SCOTTSDALE FASHION SQUARE
THRIVE MARKET
DR PEPPER
ZONA MED SPA
BORAX

GORJANA
RITUAL
LATER MEDIA
SOAP & GLORY
YES TO
BRANDLESS
LOVE BEAUTY AND PLANET
PITA JUNGLE
MODERN MARKET
FACE HALO



HAVENLY



dermalogica®



yes to

BRANDLESS™

RATES & COLLABORATION OPPORTUNITIES

\$50	:	Twitter post
\$80	:	Facebook post
\$200 +	:	Instagram Story with swipe up (3 Slides)
\$175	:	Instagram post
\$400	:	Local appearance fee rate
\$600	:	Full Day Photo or Video Shoot
\$100	:	Non-exclusive blog post mention with linkback integrated into post
\$400	:	Dedicated blog post, including social media promotion
\$500	:	Dedicated YouTube video, including sharing to blog and social media

AS SEEN ON

PODCAST FEATURES:



The Influencer Girl Lifestyle Podcast
"Everything You Need To Know About
Social Media Advertising feat. Becca
Booker"



Thrive Rally Podcast
"How to Leverage Your Social Media
For Your Business with Becca Booker
of According to Bbooks"



Burn-Out Proof Your Biz Podcast
"Interns, Coaches, and Therapists -
Finding the Right People to Help You
Grow with Becca Booker"



The Skyler Irvine Show
"Facebook Ads, Instagram's Future and
Pinterest's Potential with Becca
Booker"



Under The Influence Podcast
"Everything You Need To Know About
Social Media Advertising feat. Becca
Booker"



Finding Arizona Podcast
"Dames Collective/According to
Bbooks"

PAST SPEAKING OPPORTUNITIES:



Dames Collective Panel
"Developing A Social Media
Strategy That Converts For
Brands and Businesses"

**The Emerald
Speaker's Series**
"Instagram Stories: Why
You Need To Be Sharing
Everyday & Tips To Increase
Your Engagement"



CONNECT



LET'S WORK TOGETHER

Contact me for collaboration opportunities & brand deals!

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