

The Handyman's Daughter

ABOUT ME

Vineta Jackson is the writer behind The Handyman's Daughter, a website featuring DIY projects, handy tips and woodworking plans. She's a self-proclaimed home improvement addict and amateur woodworker who loves to share her ideas and tutorials with readers. She can be reached at hello@thehandymansdaughter.com.

Vineta inherited her handy skills from her father, who transformed a half-finished house into a beautiful home for his family. The apple didn't fall far from the tree, and Vineta isn't afraid to tackle home improvement and woodworking projects big and small. Her readers appreciate learning how to achieve the same results in their own homes, with recommended products that make the job easier.



AUDIENCE

- 62% female / 38% male
- 59% of traffic from organic search
- 30% of traffic from social media

STATS (JULY 2019)

Monthly Page Views

213,790

Unique Monthly Visitors

146,439

Email Subscribers

10,438



244k



48k

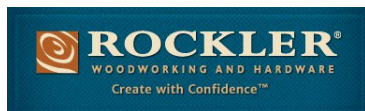


12k



5k

PREVIOUS COLLABORATIONS



WHY WORK WITH THE HANDYMAN'S DAUGHTER

Search Engine Optimization (SEO)

Vineta's biggest strength is Search Engine Optimization (SEO). Her blog posts currently rank in the top 3 Google spots for more than 1,200 keywords. Over 12% of those keywords are for sponsored content. Search brings in consistent traffic for years, not days like social media, with an audience that is already looking to purchase.

Facebook Marketing and Ads

Facebook is Vineta's preferred social media platform, with an engaged page of almost a quarter of a million followers. She has created several viral videos that have been viewed on Facebook over six million times combined.

In addition to her page, Vineta seeks out new audiences through targeted Facebook ads. Each sponsored post includes a Facebook boost (\$25 ad spend) with parameters selected for the highest engagement possible.

SPONSORED POST PACKAGES

Base Package - \$1,500 + product

- One 800-1500 word, SEO-optimized blog post highlighting the branded product
- Two Facebook posts (one boosted with \$25 ad spend)
- Two tweets with photos
- Two different pin images pinned to all relevant boards over a one month period
- 1 Instagram post with brand tagged
- Inclusion in a weekly newsletter to email subscribers
- 30 day engagement report with statistics

Optional Upgrades

- Video to be uploaded to Facebook, YouTube and Instagram - \$500
- Additional boosted Facebook posts - \$100 each
- Additional Instagram posts, stories or Pinterest pins - \$50 each
- High resolution image rights - \$200 per image
- Exclusivity - Want to be the only brand of glue, clamps, etc. I use in the shop?
Let's talk about a yearly brand ambassador partnership!

Discounts available for multiple sponsored post packages.