

CleverlyChanging

MEDIA KIT • 2022 • CLEVERLYCHANGING.COM



ELLE COLE

CLEVERLYCHANGING@GMAIL.COM



STATS

Over 30k Social Followers

Twitter - @CleverlyChangin - 11k

Instagram - @CleverlyChanging - 10k

Facebook - /CleverlyChanging - 5k

Cleverly Changing Podcast - 11k reach

MY AUDIENCE

Women 88%

Ages (25-54) 40%

Ages 35-44 - 30%

From the US 94%

Largest Markets: New York, Los Angeles, and Washington DC

ABOUT ELLE

Elle Cole empowers moms who are caregivers. She is a mom of twin daughters, one of whom is living with Sickle Cell Disease and Type 1 Diabetes. She is the 2020 Advocating for Another WEGO Health winner, author of "[A Sickle Cell Coloring Book for Kids](#)," and an ambassador for St. Jude Children's Research Hospital. She's been featured on [NPR](#), [ABC 7](#), [BBC World Service Radio](#), and a guest on many podcasts. She is a writer, motivational speaker, educator and podcast host. Her website discusses health, wellness, personal finance, and parenting.

SERVICES OFFERED

- Brand Ambassador
- Sponsorships
- Sponsored Posts
- Video content
- Podcast Ads
- Consulting
- Blog Advertising
- Speaking

Have something else in mind? info@CleverlyChanging.com

PARTNERSHIPS



CleverlyChanging

MEDIA KIT • 2022 • CLEVERLYCHANGING.COM



PARTNERSHIPS

Click on logo for post



MARKETING WITH CLEVERLY CHANGING



COMPLETE BUNDLE

\$1500 ALL PLATFORMS

*Bundle price includes four podcast episodes

*Speaking not included

YOUR BUSINESS NEEDS TO BE SEEN AND HEARD

1 BLOG POST

Free access to product or service

- ✓ Rating
- ✓ Honest opinion
- ✓ (3-5) Original pictures or video
- ✓ (1) If relevant, child's opinion

\$700

4 TWITTER

Free access to product or service

- ✓ Honest opinion
- ✓ (1-4) Original pictures or video
- ✓ (2-3) Relevant hashtags

\$100

2 INSTAGRAM

Free access to product or service

- ✓ (1) Original image/video
- ✓ (1) Detailed explanation with a call to action
- ✓ (2) Instastory shares
- ✓ (3-30) Targeted hashtags

\$500

5 SPEAKER

Virtual Speaking Event

- ✓ One page outline
- ✓ Presentation Handout for the audience

**\$500 (VIRTUAL)
\$2500 (IN-PERSON)**

3 FACEBOOK

Free access to product or service

- ✓ (1) Original image/video
- ✓ (1) Detailed explanation with a call to action
- ✓ (2) Facebook story shares
- ✓ (3) Targeted hashtags

\$150

6 PODCAST

Free access to product or service

- ✓ (1) Logo on image or video
- ✓ (1) 20 sec ad with a call to action
- ✓ (1) Pre-roll

**\$150/EPISODE
\$2,750 TO SPONSOR A SEASON
(25 EPISODES)**

* If you don't see a package that works for you please contact me.
Email: ElleCole@CleverlyChanging.com
Phone: 410-429-7043