About us

I'm a Las Vegas based blogger, content creator & boy mom of 4. Obsessed with diet soda, a comfy outfit, and empowering moms to create a life they love.

Around here, we're focused on crushing limiting beliefs about motherhood, rediscovering ourselves, our worth, and creating our best, most fulfilled lives. All without sacrificing being the moms we want to be. We like to share the REAL parts of mom life while sharing tips, resources, laughs, and inspiration every mom needs.

We cover topics like Motherhood, self care, personal development, hobbies & passions, side hustles, and a bit of fashion and beauty too.

AS MENTIONED IN:

- Southern Living
- Good House Keeping
- DIY Network
- Country Living
- HGTV
- Elite Blog Academy

THE BLOG: CASSIESCROGGINS.COM

115K Pageviews/mo
88K Sessions/mo
78% Female
71% US Readers

SOME PREVIOUS COLLABORATIONS:

- Pampers & Walmart
- Comforts for Baby & Kroger
- Nanobébé
- HydroJug

Cassie@CassieScroggins.com
www.cassiescroggins.com
@CassScroggins
Social Media & Base Rates*

CASSIESCROGGINS.COM | @CASSSCROGGINS

*($1,000 Minimum for all collaborations)

Instagram: (@CassScroggins)
- 1 Instagram Story with a Link - $300/frame or $750/3 frames
- 1 Instagram Reel - $1,500
- Link In bio (added to my link tree style page) - $100/24hrs or $500/week
- 1 photo post/carousel (up to 3 images) - $1,000

Blog: (CassiesScroggins.com)
(All Blog Posts Include 1 do-follow link + 3 Static Pinterest Pins that link back to the post.)
- 1 Dedicated Blog Post (750-1000 words + at least 3 photos) - $1,500 + Product or service
  - Additional $250 for every 500 words extra
- Product/Service mention in post w/ Link - $300

Pinterest: (@CassScroggins)
- 1 Video Pin up to 60 sec - $300
- 1 Static Pin with link - $100

TikTok: (@CassScroggins)
- 1 TikTok video up to 60 sec - $500

Email Newsletter:
- 1 dedicated email - $500
- Mention in newsletter - $200

Gifted Collaborations:
I do not accept gifted or affiliate/commission only collaborations.
I do accept no strings attached PR and gifts with no obligation to post if you want me to try your product.

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FOLLOWERS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>106K</td>
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<tr>
<td>Pinterest</td>
<td>27K</td>
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<tr>
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<td>Facebook</td>
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<tr>
<td>Email List</td>
<td>48K</td>
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</tbody>
</table>

INSTAGRAM

- Followers: 105K
- Engagement Rate: 2.4%
- Avg Story views: 5k-7k
- Women: 97%
- Ages 25-44: 85%
- US Based: 71%

PINTEREST

- Followers: 27K
- Monthly Engaged: 650K+
- Women: 81%
- Ages 18-34: 68%
**AD ons (Optional)**

**USAGE RIGHTS**
- 30-Day Usage: +10% cost of deliverable per every 30 days of usage (ie. IG Story - $300 + 60 days of usage $30 x 2 = Total $360)
- 1 Year Usage: +50% cost of deliverables
- Perpetual Usage (no time frame): 100% cost of deliverable (ie. IG Reel - $1,500 + Perpetual Usage $1,500 = $3,000)

**EXCLUSIVITY**
- 24 hr Exclusivity (competitors/full exclusivity-no other promotions): $25/$200
- 1 Week Exclusivity (competitors/full exclusivity): $100/$3,000
- 30-Day Exclusivity (competitors/full exclusivity): $300/$10,000

**ALLOWLISTING (POST BOOSTING)**
- Allowlisting rights: +10% of deliverables

**UGC** *(User Generated Content: Content made by creator for brand use that is not published to creator’s platforms)*

- 3 Photos: $250
- 10 Photos: $600
- IG Reel/Story/TikTok video (up to 15 seconds/16-90 seconds): $300/$500

*UGC prices Include 30-days, non-exclusive usage rights
Content Examples

EXAMPLES OF SOME OF THE PREVIOUS WORK WE’VE DONE FOR BRANDS. TAP THE LINKS TO SEE THE POSTS

**Instagram:**

*Use code: LUXBOGO*

**LUXMYER BODY SUIT BOGO SALE**

**Story set 1:** For example, this story set was 4 frames (7,000 avg views each frame, link only in last frame, 745 link clicks!) + 1 re-targeting frame 24 hrs later (6,093 views, 120 clicks).

**Pinterest:**

*Video Pin*

*Static Pin*

**The Blog:**

*What to Put in a Baby Car Caddy*

*Nanobébé Blog Post*

*Cirkul Blog Post*

**Cassiescroggins.com**