

## MEDIA KIT 2020



# Jade Scarfone

SOCIAL MEDIA INFLUENCER,  
BLOGGER & EDUCATOR



110k



1,953



200



55k

*Firstly, yay I am so glad you're here!*



# ***Hey There!***

## **I'M JADE SCARFONE**

I'm a 31 year old Perth girl with a big heart and even bigger dreams. I left my corporate banking career behind back in 2015 to pursue the more exciting and unconventional lifestyle of entrepreneurship and now my biggest passion is sharing my lifestyle so I can inspire others to chase their dreams as well.

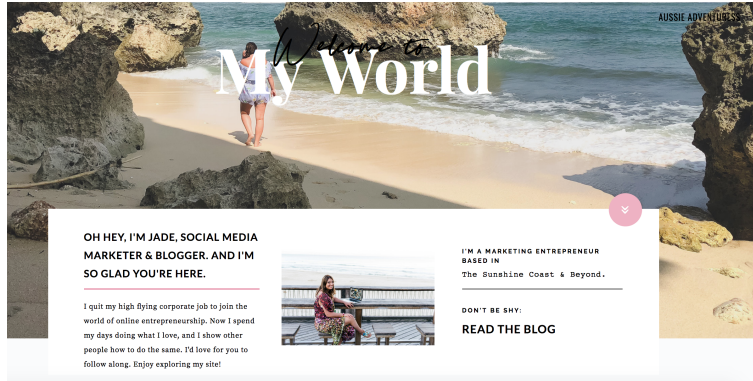
I have Italian heritage and went on my first overseas trip at age 2 so travel has always been a very important part of my life. Thus I started out as a travel and lifestyle blogger under my brand the Aussie Adventuress. In recent years I decided to focus more on educating people about personal branding, fashion/styling, marketing and entrepreneurship hence I have put more effort into my own personal brand, however the Aussie Adventuress brand is also still alive.

As an influencer, I have had the opportunity to work with some incredible brands and there is nothing I love more than a really great partnership that gets big results for all parties.

This guide gives you every piece of information you need in order to decide if you want to work with me and determine if we will be the perfect fit!

I can't wait to hear your vision, how you'd like to team up, and what your plan is to make your dreams come true. I hope that we can work together, support one another, and make a positive impact. Above all, I am just thankful that you saw something in me that made you want to reach out! Now, let's make it happen, what do you say?

# Blog Statistics



## Aussie Adventuress

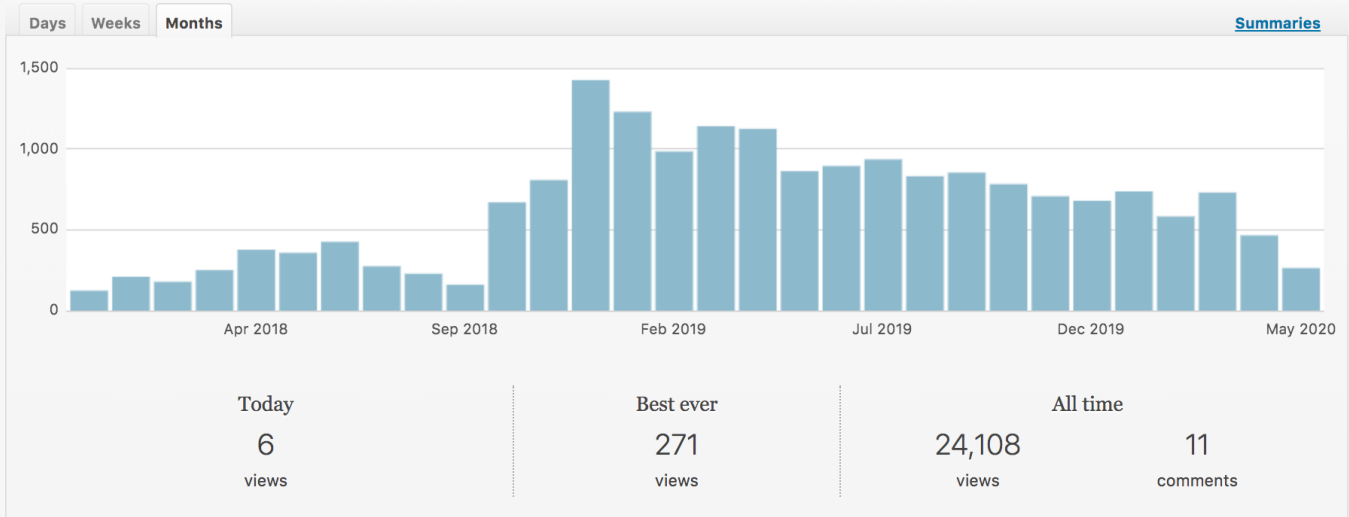
- Created October 2015
- Average monthly views 650 based on last 6 months
- Top locations - Australia, USA, UK

May 22, 2020, 1:04 pm

Did you know you can view enhanced stats on WordPress.com?

[Show Me](#)

[Summaries](#)

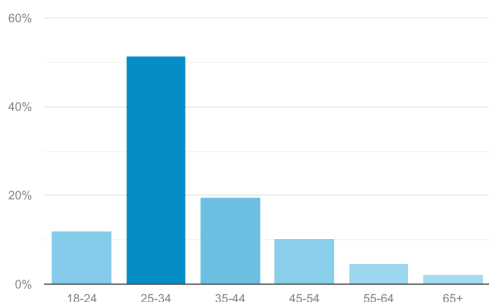


## Country

- Australia
- United States
- United Kingdom
- Canada
- New Zealand
- Thailand
- South Africa
- Germany
- Singapore
- Indonesia
- France
- Italy

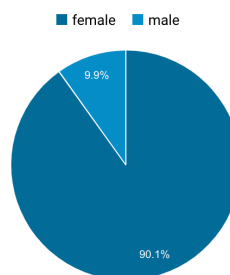
## Age

46.05% of total users



## Gender

46.69% of total users



# Blog Statistics

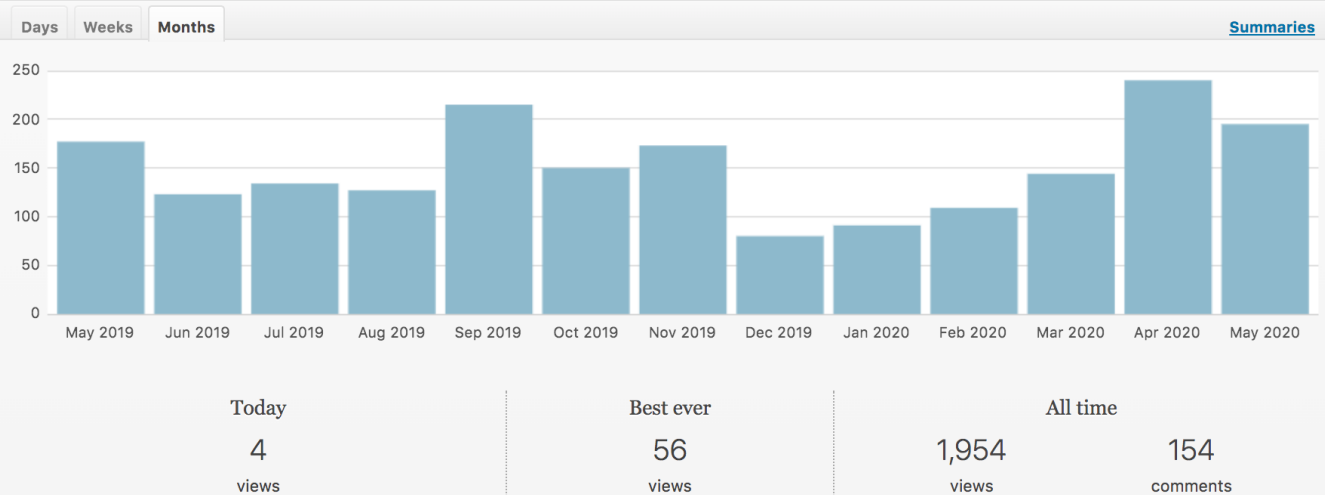


## Jade Scarfone

- Created May 2019
- Average monthly views 250 based on last 6 months
- Top locations - Australia, USA, UK

22nd May 2020, 3:10 pm

Did you know you can view enhanced stats on WordPress.com? [Show Me](#)



I started blogging back in 2015 to share my travels and lifestyle. With a degree in Journalism and Communications writing comes naturally to me and people often say how much they love my writing style.

I generally post new blogs each week and talk about all kinds of things related to social media marketing, personal styling, entrepreneurship, travel, and lifestyle.

I also now have a podcast show which airs a new episode each week.





## LET'S GET SOCIAL...

Jade has a strong social media presence across multiple platforms but her primary focus is Instagram. She is down to earth and likes to keep it real which has enabled her to grow a following of devoted fans, followers and friends.

She loves sharing many aspects of her life from her coastal lifestyle, business, fashion, travels, and more. Running a multifaceted business takes a consistent posting schedule and a strong online voice, both of which Jade takes pride in.

## WHAT CAN YOU EXPECT?

A quality, high-end, naturally lit, professionally shot and styled image of your product or service. You'll get an authentic, excited, engaging caption, and a genuine desire to share you with my audience! Out of respect and integrity to my audience and my values I will only work with brands and companies that I truly believe in.

## SOCIAL MEDIA FOLLOWING



110K FOLLOWERS ACROSS 3  
ACCOUNTS



1953 FOLLOWERS



55K MONTHLY VIEWS ACROSS 2  
ACCOUNTS



200 SUBSCRIBERS



100 FOLLOWERS

# Testimonials

*"Working with Jade from start to finish was a breeze. Professional, enthusiastic, quantifiable results and she delivered more than what was expected – a real asset to our publicity program."*

**CAITLIN JONES - PUBLICITY & EVENTS  
MANAGER - JOURNEY BEYOND**

*"Dear Jade,  
Thank you so much for the article. I already shared it to our internal team and the management loves it.  
The link is also shared on our social media."*

**JULI ARYANI - ASSISTANT MANAGER  
PR & COMMUNICATION - WAKA HOTELS  
& RESORTS**

*"Jade, this looks AWESOME!! Thank you so much!! Can we use your photo in one of our ads? We can tag you in it and everything."*

**ALEX ANDERSON - WINE & COMMUNITY  
MANAGER - THE WINE GALLERY**





# Price List

## SOCIAL MEDIA ENDORSEMENTS

A social media endorsement reaches readers quickly and is becoming the most popular way to advertise. With the numbers listed in this media kit, there are many followers to reach with this option.

\$400 per post on Instagram

\$350 per story, for more than one page

\$50 extra per page

## BLOG POST ENDORSEMENTS

A blog post endorsement includes an article written by Jade with a mention and link to your product. All blog posts are pinned in Pinterest and mentioned in Jade's weekly email to her 10k+ email subscribers.

\$500 per post

## EVENT ATTENDANCE + COVERAGE

Jade will attend your event and create live social media content shared straight to her audience. She will then create social posts + a blog post after the event which also gets shared to her email list.

\$800 + event ticket

## PODCAST ENDORSEMENTS

Show is still relatively new and gets between 30-100 downloads per weekly episode.

\$50 per episode

## Who follows Jade?

WOMEN, 25 - 34, Australia, USA, UK

My audience is primarily female with the majority of women being between the ages of 25-34. They love travel, fashion, health, beauty, body positivity and entrepreneurship.

Appreciate high quality and trust my recommendations.



## One more thing...

Prices and stats are current as of May 2020. Prices are subject to change as audience and exposure grows. I will only work with brands I truly believe in and know my audience will value as well.

# Let's Team Up!

**THIS IS MORE ON ME, HOPE IT'S YOU TOO!**

I am a lover of bold, bright, glitter, sparkles & rainbow everything!

Could spend hours on Instagram each day.

I'm slightly obsessed with Disney.

I love beachy, boho vibes with a modern flair.

Love going on adventures or having lazy days with my awesome boyfriend.

Can't get enough snuggles with my super cute kitten Rafiki.

Always try to support local. Obsessed with Australian fashion labels.

I avoid wearing makeup unless absolutely necessary.

But I always love to dress up. I'm usually the most overdressed in a room.

Don't think I'll ever outgrow my love for music festivals.

Drum n bass and house music for life!

Love to eat, try to cook but have a lot of kitchen blunders.

Always aiming high and striving to be better than I was the day before.

Believer in keeping it real, intentional, and authentic.

Won't leave the house without a fancy set of earrings.

Can often find me with something on my head - crowns, hats, scarves, clips.

Not a big drinker but I do love a fancy cocktail!

Lover of the arts - especially theatre.

I'm a true nanna. Love my early nights, warm baths and hot tea.

Can't go a day without visiting the ocean.

Live in a small coastal town, but I'm a city girl at heart.



# Just to Recap...

## ■ services offered

- Sponsorship
- Social Media Posts
- Promotions
- Attending Events
- Product Reviews
- Blog Advertising
- Brand Ambassador

## ■ my belief

One off collabs are great, but the real beauty is in ongoing relationships. I would love to create a truly magical ongoing partnership with you.

## ■ audience demographic

- 10k email list
- Women aged 25-34
- Top subscriber locations - Australia, USA, UK, New Zealand, Canada
- Audience across all platforms includes corporate and college educated people with higher incomes.
- Worked 10 years in corporate finance so have large network of brokers and bankers
- Large network of entrepreneurs, online business owners, digital nomads & travel lovers
- Certified personal stylist with large network of friends, family members, and acquaintances that love designer fashion.



*Thank You So Much!  
I can't wait to collaborate!*



## HOW TO BOOK

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email: [hello@brandingwithjade.com](mailto:hello@brandingwithjade.com) and include the product or service, the website, and what you envision for the sponsorship.

Please allow 1-3 business days for a reply. I'm so excited to team up with you and work together to make things happen!

 [jadescarfone.com](http://jadescarfone.com)

 [hello@brandingwithjade.com](mailto:hello@brandingwithjade.com)

**"The biggest adventure you can take is to live the life of your dreams."**