

SISOO



Media Kit

2019

Thanks for your interest in Sisoo, I'm thrilled you're here!



Hello * Howdy * Hola
I'M SARAH JOHNSON

I'm a 30-something New Yorker turned California gal who's chasing big dreams. Over the past 10 years, I've built an online business & brand, and created a life that I am very proud of. My brand is about helping people awaken their creative happiness that is so often ignored as an adult. I encourage others to let their creativity be in charge, so that they can manifest a life and business beyond their wildest dreams. Alongside that, I promote productivity, planning & organization which I've learned are the **ESSENTIAL** ingredients to a thriving creative lifestyle.

I hope this guide is a helpful tool that gives you every ounce of information you need to determine if you want to work with me (which, by the way, would be **AWESOME!**)

I can't wait to hear about what you envision, 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 an impact as a dynamic duo. And, most of all, from the bottom of my heart, thank you for seeing something inside of me and my work that made you reach out! Let's make it happen!!

THE SISOO **BLOG...**

I started blogging back in 2015 when I was on bed-rest for months with a shattered knee. I'm so grateful for that injury because it slowed me down and allowed me to make time to start the Sisoo blog. My readership has continued to grow since 2015, and my content has evolved into a one-stop-shop for inspiration & tools to awaken the creative happiness inside us all.

New posts are scheduled everyday except Sundays covering topics including DIY (jewelry, plants/florals, home, bath/body, party/gifts, organization, textiles, paper/pen and food/drink), downloadable printables, online business tips, and productivity/planning hacks and resources.



PUBLISHING SCHEDULE

Monday through Saturday

**stats are accurate as of September 2019*

THE NUMBERS

14,000+
monthly page views

10,000+
monthly unique visitors

70%/30%
new vs returning users

22%
organic search

35%
direct visitors

46%
visits from social media

262,349+
downloaded printables

20,882+
email subscribers

PINTEREST



437,400+

monthly viewers
average pins per day: 25

INSTAGRAM



6,133+

average posts per day: 1

FACEBOOK



1,077+

average posts per day: 3

YOUTUBE



22,493+

total views

LET'S SOCIALIZE

I embrace a “keeping it real” way on social media and find offering “BTS” transparency, vulnerability and story-telling creates the best engagement and bonding with my audience. I consistently share moments of creativity, DIY projects I'm working on, challenges I come upon while running an online business, what's inspiring me, and things that make life/home/work a little sweeter or run more efficiently. I take pride in running a multifaceted business with a consistent posting schedule and a strong online voice.



PARTNER WITH ME

You'll get a high-quality, naturally-lit, professionally shot and styled image of your product or service with an authentic, excited, engaging caption, and a genuine desire to share you with my audience!

Prices & Details

BLOG POST ENDORSEMENT

A blog post endorsement includes an article written by Sarah with a mention and link to your product. All blog posts are pinned to Pinterest and mentioned in Sisoo's weekly email to 20k+ email subscribers.

\$550 per blog post

SOCIAL MEDIA ENDORSEMENT

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. This rate below includes endorsement of service/product on all the following platforms: Facebook, Instagram & Pinterest.

\$250 for post on 3 platforms

INSTAGRAM STORIES

\$100 per individual slide

\$50 per slide for add-on to a post

SPONSORED GIVEAWAY

Sponsored giveaways are the best way to involve readers and gain interest in your product. A sponsored giveaway must be an addition to and combined with a social media endorsement.

\$150 per giveaway

* The prices in this list do not include taxes. Taxes are applied to all sponsorships or transactions when goods are exchanged.

DEMOGRAPHICS

WOMEN, 25 - 45, USA

Sisoo's audience is 95% female with the majority of women between ages 25-44. They are creative types, obsessed with DIY, planning and organization. They value their families, homes & hard-earned incomes. About half of the women are small business owners.



PLEASE NOTE:

All posts are subject to approval and may be declined based on brand image or interest at the requested time.



LET'S WORK TOGETHER

MORE ABOUT ME, PERHAPS YOU AGREE?

- ✓ I love getting up while it's still dark out.
- ✓ I drink a kombucha every day because... #guthealth.
- ✓ I love any opportunity to send a greeting card in the mail.
- ✓ I love to make my sisters/friends birthday flower crowns.
- ✓ I'm getting married in 2020 & want to DIY my dress!
- ✓ I make creative beautiful messes every single day.
- ✓ I'm obsessed with online thrift stores (ThredUp, PoshMark).
- ✓ I daydream about owning a flower and labradoodle farm.
- ✓ I've been making (& selling) jewelry since I was in 4th grade!
- ✓ Coloring with my iPad/Apple Pencil is my favorite meditation.
- ✓ I can't leave Home Depot without buying another plant.
- ✓ My doodle is by my side 99% of the time. I like it that way!
- ✓ I finally embraced that I'm a short hair person.
- ✓ I owe my dedicated work ethic to being a college athlete.
- ✓ I use my iPhone for personal and my Pixel for work (that camera!).
- ✓ Organization equals happiness and makes me feel so calm.
- ✓ Using my bullet journal has made my life infinitely better.
- ✓ I really love driving my husband-to-be's one ton truck.
- ✓ I am excited to establish more automated systems for work & life.
- ✓ I'm a firm believer that failure is a part of all success!

THANK YOU, 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: info@sisoo.com and include the product or service, the website, and what you envision for the sponsorship.

Please allow 24-48 hours for a reply. I'm so excited to team up with you & work together to make things happen!

[INFO@SISOO.COM](mailto:info@sisoo.com) | [WWW.SISOO.COM](http://www.sisoo.com)

AS SEEN IN:

Mashable ^{GOOD}HOUSEKEEPING BuzzFeed

 apartment
therapy

BRIT+CO

Better Homes
& Gardens.