



Media Kit

2020

Meet Tracy



Hi there! I'm Tracy

I'm the founder, writer and advocate behind the award-winning blog, Raised Good - a guide to natural parenting in the modern world. Based in Vancouver and originally launched in 2016, Raised Good has become a go-to trusted resource for millions of parents worldwide.

Originally from Melbourne, Australia I have traveled the globe and lived in four countries in the last decade, including London, UK, Auckland, NZ and Vancouver, Canada.

My travels have given me a unique perspective on the nuances of western culture and how to speak to a wide audience. My readership reflects that with readers from just about every country on the planet.

My writing style could be described as passionately evidence-based, wholeheartedly authentic, reflective, curious and inspired by personal experience.

In 2016, Huffington Post Canada recognised me, along with the Prime Minister of Canada, Justin Trudeau, as one of the top fifty Canadians who inspire, inform, empower and influence.

The Raised Good Blog

I started blogging in 2014 when my son was a baby and posts were written on my iPhone as he napped beside me. I never set out to be a writer but I quickly discovered that I had a passion...and skill for it. I took creative + business writing classes to learn and further immerse myself. I entered prestigious blogging competitions and won. I fell in love with the difference I was making to parents everywhere.

But, I knew I needed more exposure. So, I emailed Arianna Huffington pitching my writing to her for the Huffington Post.

On New Year's Eve she wrote back saying, "YES."

From there, everything changed.

My first viral post, Simplifying Childhood May Protect Against Mental Health Issues, reached over 5M readers. Since then, Raised Good has continued to grow year over year impacting millions of parents globally.



300,000

Unique monthly visitors

420,000

Monthly page views

380,000

Monthly sessions

75% / 25%

New vs returning visitors

32,000+

*E-mail subscribers,
with a 40% open rate*

How do readers find Raised Good?

75% 15% 10%

Social media Direct Organic search

Raised Good creates content on motherhood, parenting, sleep, breastfeeding, travel, wellness and childhood - always with a focus on reclaiming the wonder of parenthood and the joy of childhood.

Raised Good Social Media

Raised Good has an engaged, responsive and authentic social media following on Facebook and Instagram. Tracy shares personal insights that connect with her audience and make them feel seen. Many of Tracy's followers feel as if they know her, as if they were friends

f
150K

Average posts per day: 3 posts

📷
50K

Average posts per day: 1 post

f
14K

Private Facebook group members

A 2019 social media audit of the Raised Good Facebook page revealed the following:

"What is evident is that people who like RG are a lot more engaged than the general Facebook population. They are also more likely to click on an advertisement - which is indicative that they would be a good audience for paid campaigns."

"Looking at the last quarter, on an average 28-day period there were 175k people engaged by the RG Page. This is an amazing amount of engagement, and if it is indicative of the general level of engagement we can surmise that more than the actual Page following are engaged in a 28-day period. These are astronomical figures compared to the average brand on Facebook (considering that on average only 1% of fans actually see content in their newsfeed)."



As seen in

M
MOTHERLY

Mama Natural

THE
HUFFINGTON
POST
CANADA

Natural Parent
MAGAZINE

What Sets Raised Good Apart in the Parenting Space?

- Serves as a hub of information, resources and community
- Backs up viewpoints with dedicated, evidence-based research
- Has built relationships with other industry experts
- A recognized, credible voice in the motherhood space, that generates high-value resources (free and paid)
- Self-taught, fellow parent finding my way; always looking to learn and grow alongside the Raised Good audience
- Eco-conscious mindset
- Translates advanced topics into language that parents without a science background can understand
- Writes and speaks to my audience as a very knowledgeable peer
- Shares personal experience with infertility (taking 3 years to fall pregnant)
- Willing to speak the inconvenient truths that others won't
- Provides emotional support and a strong voice for other mums when they need it
- Passionate about natural health

Tracy's audience is seeking community, connection and empowerment.

Most of Raised Good's audience is female (94%), who are married (70%) and highly educated (70%). They're predominantly from the following countries.

52%

United States

12%

UK

10%

Canada

10%

Australia



Let's Work Together

Tracy is interested in working with brands to create long-term, mutually beneficial relationships that are aligned with the Raised Good ethos - to always promote connection, authenticity and transparency.

If you're interested in partnering or advertising through the Raised Good brand, please see my price list below which serves as a guide, &/or get in touch about a bespoke promotion.

SOCIAL MEDIA ENDORSEMENTS

The Raised Good Instagram and Facebook communities are highly engaged. A social media endorsement is an effective and efficient way to reach followers with your brand, product or service.

\$400 per post

INSTAGRAM STORIES

\$150 per slide as a standalone story

\$50 as an addition to a story

BLOG POST PROMOTION

A blog post endorsement includes an article written by Tracy, mentioning and linking to your product or website. All blog posts are also shared on the Raised Good Facebook page (145K+ followers), pinned to Pinterest and shared with Tracy's 32K+ email subscribers.

\$2,000 per post

If you'd like to get in touch and explore the possibility of partnering with Raised Good, email Tracy at:

TRACY@RAISEDGOOD.COM



Thank you!



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@RAISEDGOOD