

Media Kit

HOW TO MAKE THE PERFECT ONE

- Be concise (no longer than 2 pages.)
- Be mostly visual.
- Explain what your niche is about, and who is directed to.
- Show your statistics (Followers, Monthly Growth, Engagement rate, followed by Gender and Age, Followed by Countries and Cities.)
- Have your branding colors, and your best posts, stories, reels, videos...
- Show how you've dealt with conversion and traffic (numbers of people that watched your past branded content.)
- Show past collaborations.
- "Thank you" page with a Call to Action (add a link to your instagram, past collabs or your work using Canva prof or PDF escape.)