

# our folksy ways

SLOW & SUSTAINABLE LIVING | MINIMALISM | MOTHERHOOD



My name is Erica and I am the curator of Our Folksy Ways. My mission is to increase awareness on what we consume, where it comes from, where it will go and how it affects our lives. . For me it is about living a meaningful, minimalist and slow life, rediscovering the simplicity of small things. My followers are people approaching sustainability, searching inspiration and curious about my zero waste lifestyle as a mother.

## instagram

My Instagram account, Our Folksy Ways, is the main source of traffic and the platform with the most direct engagement. My community speaks Italian and English therefore I create content in both languages without loss in the engagement. All content is written and produced by Our Folksy Ways.

Average engagement rate per post 3%

 **14K**

@OUR.FOLKSY.WAYS

**25-34 yo**

DEMOGRAPHIC - 49%

**93.8%**

WOMEN



# blog

[WWW.OURFOLKSYWAYS.COM](http://WWW.OURFOLKSYWAYS.COM)

**4.9K**

UNIQUE VISITORS

**7.8K**

PAGE VIEWS

- All content is written and produced by Our Folksy Ways.
- 4 posts a month.

The blog is my second-best social media platform. This is where I create longer posts, link resources or upload free material for my readers. The blog is also the platform that works best for associate links that are meant to be shared for a long time such as associate links or ambassadorship type of collaborations.

- 1 IG POST : \$140
- 1 REELS : \$210
- 1 IG POST + REELS : \$350
- IG POST + BLOG POST: \$300
- SERIES of 5 STORIES: \$85

Monthly packages available on request and tailored around your collaboration proposal

## DISCLAIMER

Our Folksy Ways is proudly supported by brands committed to ethical manufacturing, sustainable business practices, and conscious consumption. In editorial coverage, every effort is made to promote the work of independent brands and companies owned by a diverse group of producers, artists, designers and small business owners. OFW is particularly interested in supporting the work of women, communities of color and people typically underrepresented in the sustainability and lifestyle sector.

## AVAILABLE FOR

- Sustainability and Zero Waste Lifestyle Coaching
- Content Creation
- Collaborations
- Product Reviews

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