

Happy Family Blog

CELEBRATING EVERYDAY

ABOUT HAPPY FAMILY BLOG

Happy Family Blog is a lifestyle blog based in South Florida. Our goal is to help families slow down and find the joy in everyday life. Our audience loves: family trips, party inspiration, DIY projects, recipes, family fun + cleaning tips. I am passionate about my family, friends, entertaining, traveling, crafting, home décor, celebrating and organizing.

THE READERS

Top Affinity Categories:

- Shoppers/Shopaholics
- Travel Enthusiasts
- Family Focused
- Home Decor Enthusiasts
- Cooking Enthusiasts

OPPORTUNITIES

- Sponsored Posts
- Press Trips
- Social Media Only Posts
- Content Creation for Brands (UGC)
- Top affiliate on TikTok Shop
Over \$400K GMV in 3 months

94%
of my readers
are women

10,000
UMV on Blog

Travel IG
Reached over 3-9
million accounts in
30 days



8,700+



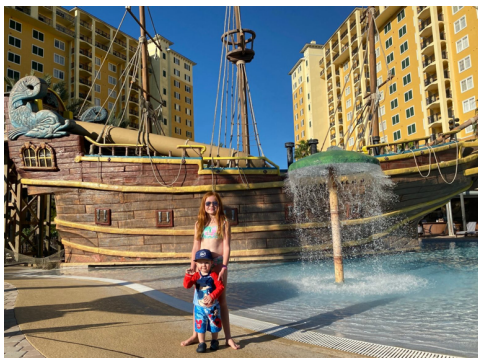
22,000+



5100+



95,000+
(2 accounts)



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TOPICS THE AUDIENCE LOVES

My audience engages most with the following topics:

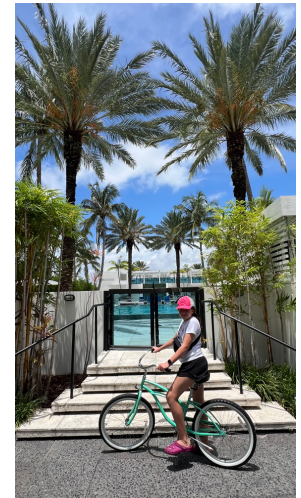
- Travel
- DIY Projects
- Recipes
- Family Fun
- Party Ideas
- Cleaning and Organizing

PAST COLLABORATIONS

- Club Med
- Visit Orlando
- Kellogg
- Hilton
- Mars Candy
- Target
- Kraft Mac & Cheese
- Wyndham
- Coca-Cola
- American Greetings
- 3M
- Morning Star
- Sam's Club
- Walmart
- Visit Jacksonville
- Disney

"Your work is so so so great! I don't even know how we'll choose a favorite part! I've forwarded to my team so we can use your content in our marketing plan. Thank you again."

-Shari's Berries



Ready to Get Started?

Feel free to reach me by
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Email: HappyFamilyBlog1@gmail.com.